

# DANCAN The Pest Control Expert

## Case Study

When starting his new pest control company, owner Daniel Naseath turned to Lobster Marketing to handle his marketing efforts so he could concentrate on operating his business.

### About The Company

After working for some of the fastest-growing pest control companies, Daniel Naseath decided to branch out independently. Based in Lake Dallas, Texas, he started DANCAN over three years ago, and it's now a thriving pest control operation. His mission is to provide the highest quality pest control services and treat every home as if it were his own.

### The Challenge

Being a new company, Daniel knew the importance of having an online presence. Not only did he need customers, but he needed a way for them to find DANCAN. Trying to handle his own marketing and getting a new pest control business off the ground was starting to become overwhelming. Having been a PestRoutes customer for a year, Daniel decided to give Lobster Marketing a try after meeting the team at PestWorld in 2018.

### The Solution

Lobster Marketing completely took over DANCAN's marketing efforts by designing the website, setting up paid advertising, writing the blogs, managing Google My Business (GMB) and Local Search Engine Optimization (SEO), and implementing Buy Pest Control Online. GMB and Local SEO ensure that potential customers find DANCAN by optimizing its name, address, and phone number (NAP) to different web citations. Additionally, Buy Pest Control Online is a convenient way for customers to pay and schedule their pest control services directly from the website. Since it integrates with the PestRoutes® platform, it will automatically create a *Customer Card* and email a service agreement. This helps streamline the process and cuts out the step of calling customers back or providing a home consultation. Lastly, he uses the Lobster Compass<sup>SM</sup> marketing portal to track his leads and ROI. He can also view website traffic broken down by source, leads, conversions, and revenue.

### The Impact

DANCAN's cost per lead (CPL) is down 78% from his first year with Lobster Marketing. His return on marketing spend is up 21.9 times, and he's seen a 956% increase in annual recurring revenue (ARR) in 2020, of which Buy Pest Control Online has played a part in providing sales. Most importantly, he can spend more time concentrating on operating his business since he knows Lobster Marketing is helping him grow.



## THE PEST CONTROL EXPERT

# DANCAN



"Lobster Marketing has helped me track the effectiveness of my online marketing efforts to a level of detail that I didn't think was possible. I've seen a great return from their services. Thanks, Lobster Marketing team!"

**Daniel Naseath, Owner**  
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