

Insect IQ

Case Study

Insect IQ needed a solution that would prevent them from missing sales after hours.

About The Company

Founded in 2003, Insect IQ is a family-owned and operated pest control business based in Modesto, CA, and services the surrounding area. With a team of 13 technicians and six office and sales representatives, they service 3,500 residential homes and 150 businesses. They are unique because they offer customizable treatment plans that are more effective and geared towards the specific needs of their customers.

The Challenge

Since Insect IQ had no answering service or on-call sales representative for inquiries after hours, they were losing potential customers outside of normal business hours. They had no previous experience working with a marketing services company, but having been a PestRoutes customer for three years, they had heard about Lobster Marketing. The integration with the PestRoutes® platform was appealing, so they decided to take a leap of faith and reach out to help with their challenge.

The Solution

Insect IQ implemented Lobster Marketing's Local SEO with Buy Pest Control Online in March 2019. Buy Pest Control Online allows customers to pay and schedule their pest control services directly through the website, so there's no need to speak to a sales representative or worry about missing a potential sales opportunity. Additionally, the customer can choose from three different types of pest control packages (Good, Better, Best), and it automatically emails them a service agreement. Once the customer has signed up, a customer card is automatically created in the PestRoutes platform. Through its integration with PestRoutes, it will choose the technician that's closest in the area based on time and availability.

The Impact

By taking advantage of Lobster Marketing's integration with the PestRoutes platform, they have seen a significant increase in their sales metrics. Insect IQ's revenue year-to-date (YTD) is up 152%, their cost per lead (CPL) is down 23% YTD, and their return on their marketing spend is up 21.7 times YTD. Lastly, new visitors to their website are up 92% YTD.



"Since hiring Lobster Marketing, our sales metrics have risen sharply. Our traffic has increased as a result of improved SEO rankings, as well as improved local rankings. Sara, our Customer Success Manager at Lobster, is very responsive and clearly invested in helping each of her clients succeed. You can hire these guys with confidence."

Joshua Haslem, Owner

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