

Miche Pest Control

Case Study

Thomas Miche knew he needed a company with expert marketing knowledge that would allow him to focus on the business that he knows best—pest control.

About The Company

Founded in June of 2019, the family-owned Miche Pest Control of Manassas, Virginia, is already off to a strong start in taking care of both residential and business customer needs. Servicing the Northern Virginia, Maryland, and Washington D.C. areas, the company has two locations composed of four technicians, one service manager, two office staff members, and one manager.

The Challenge

Miche Pest Control's owner, Thomas Miche, knew from the company's inception that he wanted to work with a marketing partner who would allow him to handle pest control while they handled the marketing expertise. He was already working with the PestRoutes® platform to automate his pest control business and understood that Lobster Marketing would be able to seamlessly integrate with the software and provide him greater insight into the lifecycle of his customers.

The Solution

Lobster Marketing built Miche Pest Control's website. They implemented search engine optimization (SEO) best practices and the Buy Pest Control Online feature that enables Miche Pest Control's customers to book their services online. Not only has Lobster Marketing easily been able to integrate with PestRoutes, but the Lobster Marketing team has proven to be the experts that Miche Pest Control needed.

The Impact

Miche Pest Control has experienced the value of integrating PestRoutes and Lobster Marketing. The leads generated and sales made pull straight into their PestRoutes platform. Additionally, the sales made through their website are scheduled directly onto technicians' routes, which are themselves optimized by PestRoutes.

Thomas says the integration has allowed him better insight into his company. The Lobster CompassSM marketing portal allows him to see useful information at a glance, like the average cost per customer, which is now down 29%, and online purchasing revenue, which is up 11%. This type of data allows him to make more informed decisions when it comes to marketing, which is performing well with their return on marketing spend up 107%. But most importantly, partnering with Lobster Marketing has allowed Miche Pest Control to do what it does best—be a full-service pest control provider that focuses on providing quality.

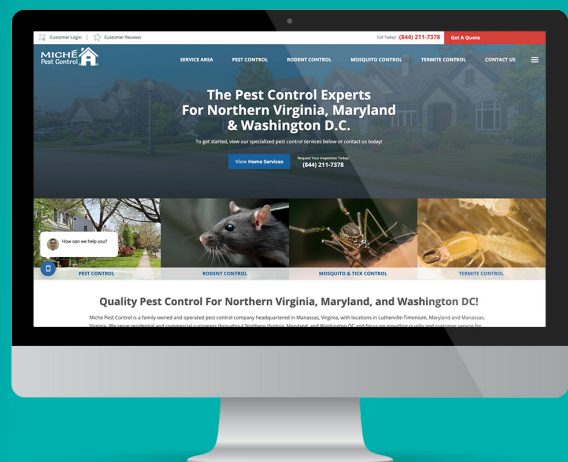


MICHE Pest Control

"Lobster Marketing has been super easy to work with, and the useful information I'm now able to see, including the return I've gotten on my website and average costs per customer and lead, helps me to make more informed marketing decisions. I love it!"

Thomas Miche, Owner
www.MichePestControl.com

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After partnering with Lobster Marketing, Miche Pest Control:

- ✓ Decreased their average cost per customer by 29%
- ✓ Increased their online purchasing revenue by 11%
- ✓ Increased their Marketing ROI by 107%