

Pest Pro Pest Control

Case Study

Prior to Lobster Marketing, Pest Pro Pest Control was playing the guessing game when it came to their KPIs.

About The Company

Pest Pro Pest Control, owned by Dane Pearson, is located in Millcreek, Utah. They currently have one location with eight technicians and four office staff/sales reps. Yes, they're pros in handling their customers' pest issues, but they also place a significant value on relationships.

The Challenge

Pest Pro has been utilizing the PestRoutes® platform for five years. So, while they were using a state-of-the-art software solution to support their office management, field service, and to help drive sales, they had come to a point in their business where they needed help in keeping up with technology. They had website hosting, but the service they were using still was not comparable to what Lobster Marketing offers. More specifically, they had a two-pronged issue:

1. With technology continually evolving, they were having trouble staying abreast of what is necessary to consistently refresh and host a website.
2. They needed a platform that would easily integrate with the software they were already using for their business.

The Solution

Pest Pro was looking for a partner with digital marketing expertise to drive their business forward. Lobster Marketing was the clear choice because they understand the needs Pest Pro has as a pest control company and how to market in their industry. Lobster Marketing also integrates with PestRoutes, enabling Pest Pro to provide a clear and consistent environment for their customers and receive the data needed to service them effectively within the PestRoutes® platform.

The Impact

Using Lobster Marketing's Local SEO with Buy Pest Control Online offering, Pest Pro has benefited from a professionally optimized Google My Business listing as well as lead, purchase, and review reporting. It is also fully integrated with PestRoutes, so services booked online from their Google My Business listing are then automatically added to the PestRoutes application. The Pest Pro team is alerted and can immediately see the transaction.

Pest Pro also has access to the Lobster CompassSM marketing portal where they can begin to see their actual marketing ROI, thus eliminating the guesswork about where their money is going. The marketing portal will help them make strategic marketing decisions as they continue partnering with Lobster Marketing. Pest Pro's favorite and most valued aspect of the partnership with Lobster Marketing is the personal relationships they're building with their team. They have enjoyed speaking to a human customer success manager who is emotionally involved in their business and understands their industry.

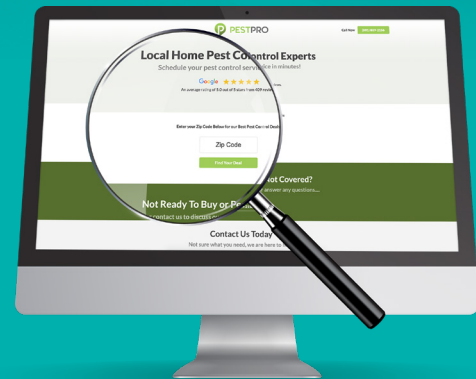


"With Lobster Marketing and PestRoutes working together, I no longer have to guess about what is going on in my business. Between marketing, booking, and scheduling, I have full knowledge and can make decisions based on facts."

Dean Pearson, Owner

www.PestProUtah.com

Pest Pro Pest Control
3333 S 900 E STE 160
Millcreek, Utah 84106



Since implementing Lobster Marketing's tools and integrating with PestRoutes, Pest Pro Pest Control:

- ✓ Maintains an optimized website
- ✓ Utilizes Local SEO with Buy Pest Control Online to rank higher on Google
- ✓ Schedules more appointments