

# Pro Active Pest Control

## Case Study

When Kyle understood that his pest control company's website wasn't up to par, he knew he needed a company with not only pest control knowledge but just as important, marketing know-how.

### About The Company

Established in 2014, Pro Active Pest Control serves 11 Northern California counties with effective and affordable green pest control services designed to reduce the use of pesticides. The family-owned company currently has three locations with 30 technicians, five sales reps, and 10 people on their office staff. With the goal of providing their customers with exceptional pest control service, they are state-certified rodent and pest specialists offering a 100% service guarantee on their year-round programs.

### The Challenge

Pro Active Pest Control was already using the PestRoutes® platform to support, automate, and optimize their way of work. They had never worked with a marketing services company before, but they recognized their need for help with their website's functionality and design. The mobile version of their website, in particular, was not up to par as it ran particularly slowly.

### The Solution

Pro Active Pest Control was looking for a company that understood and specialized in pest control. They were in need of a system that would easily integrate with what they were already using with PestRoutes. In addition, they wanted their customers to be able to make purchases online through their website.

### The Impact

Lobster Marketing was and continues to be an all-in-one solution for Pro Active Pest Control. Being the sister company to PestRoutes, Lobster Marketing is able to offer seamless integration with the software and provides Pro Active Pest Control real-time visibility into critical marketing and business growth metrics, as well as the ability to allow their customers to book online directly from their Google My Business listing. Pro Active Pest Control's owner, Kyler Turner, says that they are now able to go to one place for everything. Their website is both purposeful and useful. The Lobster Marketing team is filled with experts whose role is to be up-to-date on the latest strategies in setting their website up for front and backend success. To that extent, Pro Active Pest Control is now able to track phone numbers, so the company knows where their leads and customers are coming from and how much of the traction is organic versus inorganic, through leads, or SEO.



**PRO ACTIVE**  
PEST CONTROL

"We needed help with our website design and functionality. We found that and much more in working with Lobster Marketing."

**Kyler Turner, Owner**  
[BeProactivePestControl.com](http://BeProactivePestControl.com)

3300 Monier Cir # 140  
Rancho Cordova, CA 95742  
(916) 915-8777

672 West 11th Street Suite 374  
Tracy, CA 95376  
(209) 407-2040

9063 Foothills Blvd Suite #4  
Roseville, CA 95747  
(916) 380-0402



Since beginning to work with Lobster Marketing and implementing the Lobster Compass<sup>SM</sup> marketing portal, Pro Active Pest Control:

- ✓ Increased the functionality and speed of their mobile website
- ✓ Has a platform that allows their customers to make online purchases
- ✓ Can use call tracking to identify where their customers come from