

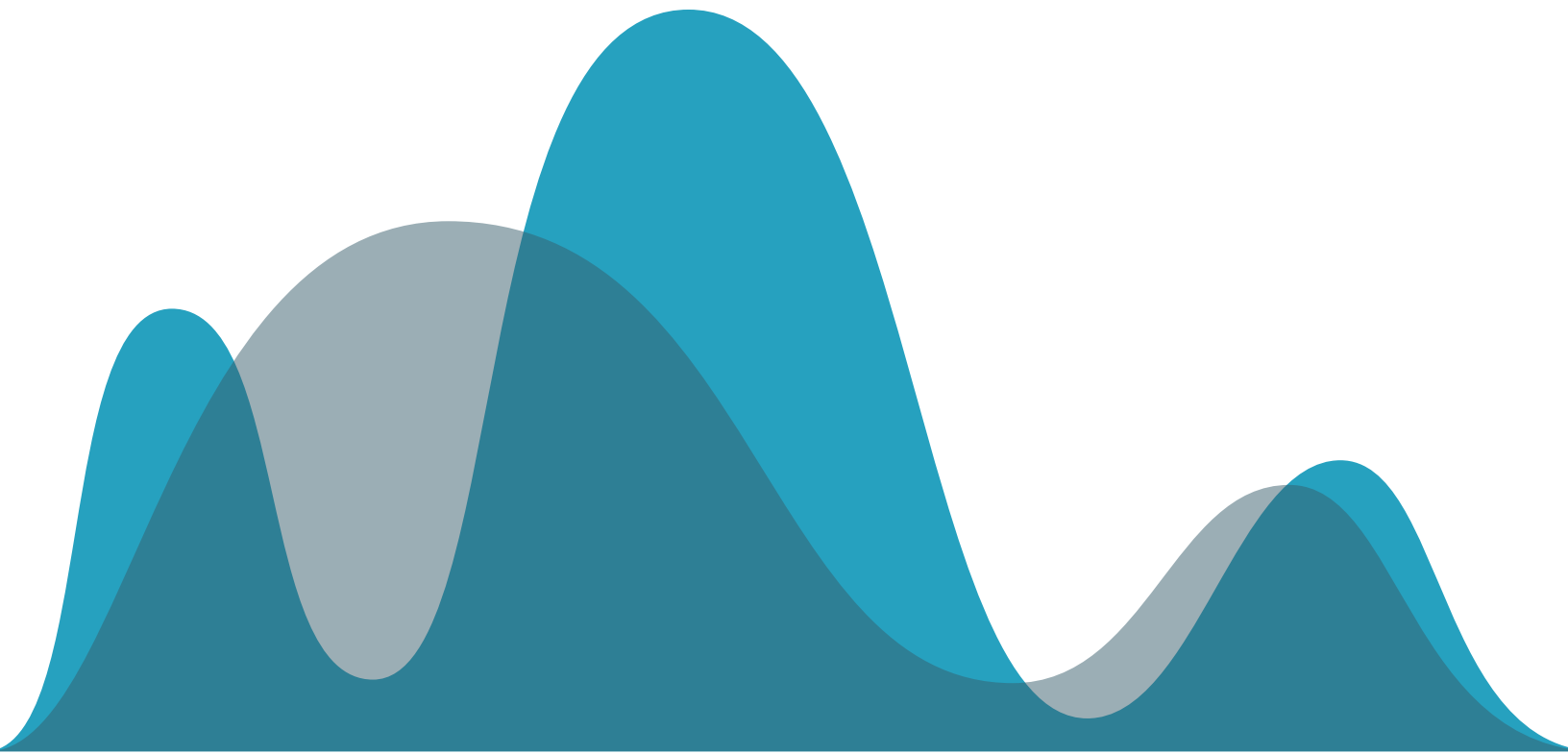


improveit 360

CASE STUDY

AROCON ROOFING AND CONSTRUCTION

How One Report Grew a Business and Saved
a Fortune on Marketing





ROI ON PURCHASED LEADS?

Since starting in 2008, AROCON Roofing and Construction experienced terrific growth right out of the gate. The company, based in Westminster, Maryland, was able to leap from \$1.7 million in sales in 2009 to \$9.4 million in 2013. Marketing Director Sean Wolfe credits much of the explosive growth to their purchase of online leads generated by online Pay-per-Lead providers (PPL).

AROCON was spending thousands of dollars with these lead generation companies but had no fast, effective way to track the returns. They were receiving leads from multiple sources but there was no way to easily show, in real-time, how many leads turned into appointments, sales, and profitable projects.

LEAD CREDIT REPORT

68

27

QUALIFIED
LEADS ISSUED

CREDIT
RECEIVED

TRACKING THE SUCCESS OF EVERY LEAD

AROCON relies on leads from almost a dozen online lead generation services to bring in new business. Each one charges the company for every lead delivered. Some generated more than others but the owners of AROCON saw a need for the reporting features available in customer relationship management (CRM) systems that measure sales and marketing results.

They reviewed several generic and home improvement-specific CRM options and chose improveit 360, in 2011, because of their state-of-the-art reporting and dashboard features.

"We use improveit 360 on our pay-per-lead campaigns to organize the leads coming in. We review the data, qualify the leads, and see if there is missing or incorrect information. We then use reports and dashboards in the system to request lead credits from the PPL providers to help us get a better return. If you don't have a way of tracking the credits, you're going to be over-spending on your marketing," said Sean Wolfe.



PAYING FOR CRM WITH ONE REPORT

They use the built-in reports and dashboards for more than pay-per-lead generation oversight – they're able to see lead scheduling activities as well as views of their sales appointments issued, run, and every result. "One critical piece of information we use from the sales dashboard is the conversion rates. We can see how all our lead sources are performing. We're able to track the performance of each marketing source," added Wolfe. AROCON's cost per qualified lead amount is now lower than the industry average by \$75.

"The reason ours is so low is because we're able to maximize the marketing dollars spent by using the reports in the system," said Wolfe. With improveit 360, they were able to see some PPL companies delivered plenty of leads but the sit and close percentages were very low or non-existent. AROCON had a customized report built in their system ("Lead Credit Report"). This allowed them to go to the lead providers and request a better rate, get credits on leads purchased, or eliminate the source entirely.

Leads come in automatically from lead providers and are assigned a lead source. They attempt to contact their leads and some may have incorrect numbers, never answer, or insist they were never interested. Reps simply check off a box in the system on unqualified leads which adds them to the report. Monthly, the Lead Credit Report is run and bad leads are sent to the lead providers requesting credit or re-submitting if credit was denied. They currently get credit on 40% of leads purchased, saving them a huge amount of money. This report and their powerful process to get more lead credits alone allows them to pay for all their users on the improveit 360 system for the entire year within 1 to 2 months.

ABOUT AROCON

Based in Westminster, Maryland, AROCON Roofing and Construction, LLC. is one of the fastest growing home improvement companies in the Mid-Atlantic region. They serve central Maryland and Southern Pennsylvania. Their crews specialize in roofing, siding, gutters, and other construction projects. Their explosive growth has earned them a ranking on the 2013 Inc. 500. What started as the big dream of three young men has become a multi-million dollar home improvement company.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.