

# Budget Blinds



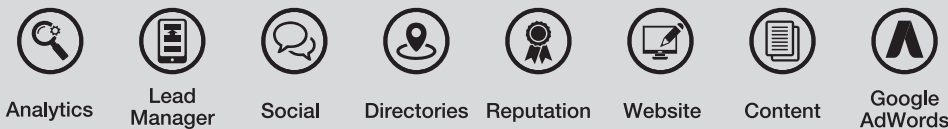
Budget blinds is one of the largest window coverings franchise companies in the US, specializing in residential and commercial window treatments. They serve customers in all 50 US states, Canada, and Mexico. Prior to partnering with Surefire Local in January 2017, Budget

Blinds worked with a large franchise software management company on a wide range of managed services including Facebook Ads, Social Posting and Reputation Management. This case study looks at the results they obtained during their first quarter working with Surefire Local on their marketing.

**In 2017, Budget Blinds franchisees partnered with Surefire Local to achieve 4 Key Objectives:**

- Improve Facebook Advertising Results
- Provide Continuous Optimization
- Implement Successful Reputation Management Process
- Establish Performance Benchmarks

## Surefire Local Marketing Cloud Solutions Engaged



**10%**

**INCREASED NETWORK'S  
LEAD GROWTH**

**400%**

**LEAD GROWTH FOR  
BUDGET BLINDS OF CENTRAL  
TAMPA AND POULSBO**

**86.9%**

**DECREASE IN LEAD COST FOR  
BUDGET BLINDS OF POULSBO**

## RESULTS \*Q1 2017 COMPARED TO Q4 2016

### Network Results

Surefire Local's Facebook digital advertising system delivered a 10% growth in total leads for the Budget Blinds network from Q4 2016 to Q1 2017. This was the result of continual optimizations to improve target audiences, ad relevancy scores, and other key metrics to drive a lower cost per lead and campaign improvements across the network.

### Location Level Results

Surefire Local's Facebook digital advertising system delivered a 400% Lead Growth for Budget Blinds of Central Tampa and Poulsbo. This was the largest increase in leads for a single location from Q4 2016 to Q1 2017.

Surefire Local's Facebook digital advertising system delivered an 86.9% Decrease in Lead Cost for Budget Blinds of Poulsbo. This was the largest decrease in Lead Cost for a single location from Q4 2016 to Q1 2017.

### Established Performance Benchmarks

Surefire Local's detailed reporting enabled Budget Blinds to set digital marketing performance benchmarks for their business. The management team now has visibility into budget, results and how those results compare to previous months and years locally and overall for the network.

### Implement Successful Reputation Management Process

Surefire was tasked with building and executing an ongoing process for reputation management at the individual location level. This program included monitoring and responding to reviews, a customized landing page to gather customer reviews from multiple sites, email and card templates to help locations solicit reviews; and current postings to social media accounts of each location. Surefire has maintained 100% success rate on the 24-hour response time for review notifications and seen an uptick in reviews generated through custom landing pages.