

Handyman Connection

Handyman Connection is an established home services franchise with renewed momentum driven by an unwavering focus on unit profitability and brand experience. Focused on efficiency at the corporate level, their marketing team consists of a single marketing leader tasked with growing the brand. After completing significant enhancements to their operational technology, they were looking for a marketing partner that would position them to scale and drive continuous improvement.



Handyman Connection partnered with Surefire Local to achieve four key objectives:

- Consolidate local marketing activities into a single system.
- Improve results from digital advertising.
- Increase lifetime value of existing customers.
- Track exact marketing ROI and develop performance benchmarks.

Surefire Local Solutions Engaged

Google  bing



RESULTS

1,028% ROI on Customer Retention Campaigns

Surefire Local executed automated customer retention campaigns targeting existing customers based on their buying behaviors. The multi-touch campaigns leveraged email and mail to customers with offers defined by individual customer segments.

Reduced Digital Lead Costs by 45%

Surefire Local's automated digital advertising technology drove a 45% reduction in lead costs by optimizing pay-per-click campaigns for each location based on seven specific metric categories.

Simplified Marketing for Franchisees

Surefire Local integrated with Handyman Connection's CRM system and consolidated several other marketing programs so franchisee's had a single system – and a single login – for all of their marketing needs. Surefire Social's consolidated invoicing also meant franchisees could see all of their marketing expenses on a single invoice.

791%

OVERALL ROI
IN FIRST 12 MONTHS

45%

REDUCTION IN DIGITAL
ADVERTISING COSTS

1,028%

ROI FROM CUSTOMER
RETENTION MARKETING

"Surefire Local is far and away the **best thing** that has happened for our business in terms of **online marketing**. The program has been a **huge upgrade**."

— MATT WATSON, FRANCHISE BUSINESS OWNER FROM GRAND RAPIDS

"It's a **simple solution** that helps me **stay in front** of my customers and look to them like I'm doing more than I am."

— PATTY HATFIELD, FRANCHISEE NW ARKANSIS