

ONLINE COMMUNICATIONS

Website & Social Media Campaign

Top Notch Pest Control

For more than 20 years, Top Notch Pest Control has served the Tampa area's pest control needs. With clever marketing lines like "Your Bugs are Dying to Meet Us," customer appreciation events, and top notch service, Top Notch Pest Control has built a loyal list of clients over the years.

Top Notch hired Kim Francis Communications, Inc. with two goals in mind: First, to keep their company top-of-mind among current and prospective clients, and second, to cross promote their lawn care, animal relocation and other services to their loyal pest control clients

Creating Online Buzz

We recommended a new website and an ongoing social media campaign that would allow Top Notch to "put a bug" in their customers ears on a regular basis at a relatively low cost. The program included a redesigned website with improved SEO, a newly launched and maintained Facebook and Linked In presence, and monthly online e-newsletters.

All of these communication tools cross promote Top Notch's services, emphasize their expertise, and give informative tips based on the seasonal trends in the bug business.

Business Has Been "Dead" All Year

Since launching the new website and social media campaign in January 2010, the results have been remarkable:

- Increased in Facebook fans by 180%
- E-Newsletter median open rate of 36.1%
- Website experienced a 109% growth in visits
- SEO improved dramatically with spider visits up from 28 to 837/month
- Business results: 2010 sales surpassed 2009 numbers, despite the economic downturn

