



## CASE STUDY

### ACREE PLUMBING & AIR



After partnering with VitalStorm, Acree fast-tracked their growth and just celebrated a new record for highest revenue in 53 years.

**INCREASED  
QUALIFIED  
LEADS BY**  
**62%**  
Year-Over-Year

**INCREASED  
CONVERSION  
RATE BY**  
**9%**  
Year-Over-Year

**INCREASED  
BOOKING  
PERCENTAGE BY**  
**13%**  
Year-Over-Year



“We feel like VitalStorm is part of our family. They work right here with us. Whether it’s something trivial or whether it’s a bigger issue, the VitalStorm team puts together a concrete plan for us to discuss. And when they talk to us, they talk to us in real terms, in a very clear and concise manner. If it’s important to us, it’s important to them. And I love that.”

**MICHAEL TRINO**

Vice President of Acree Plumbing & Air



**VITALSTORM**  
WE DELIVER LEADS

## CHALLENGES

As a home service provider in a crowded marketplace, Acree Plumbing & Air needed to be careful about how they were spending their marketing dollars. One of the major difficulties in this competitive environment is finding a marketing company that understands the industry and can provide real results with intuitive reporting.

“In the past,” Michael told us, “marketing was this nebulous expense. You do some direct mail, you throw some money at pay-per-click, maybe you do radio and a shotgun approach, but it felt like we were spending a lot more money than we should based on the results we were getting.”

For years, Acree struggled to find a trusted marketing company that understood their needs and were able to discuss solutions in real terms. They would receive plenty of reports, but never felt like they really knew what was going on or that their questions were being answered.

“It was always done in a relatively ambiguous way,” Michael said.

Acree wanted to increase their call volume and receive clear reports. But more importantly, they were searching for a strategic partner to talk things out, especially as they expanded into the plumbing industry. Fortunately, VitalStorm was there with clear strategies and reporting.

## GOALS

- ▶ Increase qualified leads
- ▶ Reduce cost per lead
- ▶ Increase search engine visibility
- ▶ Increase booking percentage
- ▶ Position company as a trusted HVAC & plumbing provider

## SOLUTIONS

Acree had everything they needed for success — over 50 years of experience, great customer service, and trained, dedicated employees. They just needed a trusted marketing partner who understood their industry.

After working with marketing teams that promised a lot but failed to deliver, Michael teamed up with VitalStorm to give Acree Plumbing & Air the visibility, call volume, and brand boost they needed to succeed. We met with Michael on a consistent basis to help him achieve his goals for Acree Plumbing & Air and developed a comprehensive marketing plan for consistent and predictable growth.

## PAY-PER-CLICK

*“There’s no fluffing. You’re looking at qualified leads. That’s our cost per lead. That’s what matters to us.” – Michael Trino*

The first step was to launch highly targeted pay-per-click advertising campaigns to bring a steady flow of high-revenue jobs. Our PPC campaign managers optimize keywords, bidding strategies, and landing pages on a daily basis to reach the ideal audience at a lower cost per click.

With our highly optimized paid search campaigns, we increased Acree Plumbing & Air’s qualified leads by 62%, bringing in over 7300 additional leads.

Unlike other marketing companies, we use call tracking technology to listen in on the actual phone calls to determine whether the lead was qualified or not. This gives Acree a true cost per qualified lead. All the marketing data is imported into our unique Metrics reporting platform, which provides 24/7 real-time updates.

## METRICS

*"Your reporting system is, unlike any I've seen before. I just I absolutely love it." – Michael Trino*

One of the main things Michael was searching for in a marketing company was detailed, transparent, and easy-to-use reporting. We showed him our online Metrics reporting platform and the rest is history. It was important for Michael to see exactly what was going on with Acree's campaigns. "When you're able to see what your position is on a daily basis, what's going on with your pay-per-click campaigns so that you've got that forecast, you've got a realistic roadmap that you can follow."

At a quick glance, you have access to the most important metrics while also allowing a deep dive into individual phone calls, keywords, campaigns, and much more. Now, the Acree team knows exactly how their marketing is impacting the bottom line. No more guesswork.

"It allows you to really dive into what you're doing and see where your marketing dollars are going. We love it so much that we export that data and meet once a week to go over it."

## WEBSITE & SOCIAL MEDIA

*"I'm a huge fan of your team, and we use you guys across the board for everything." – Michael Trino*

Knowing that Acree needed visibility across the internet, not just at the top of the search results when people searched for relevant services, we built a website that positioned Acree as the top choice for plumbing and air conditioning in the Tampa Bay area. To update the brand to include plumbing and provide a seamless digital identity, our writers, designers, and developers built a fast, modern, and easy-to-navigate website. We made sure the site was optimized for search and publish new content every week in the form of useful and entertaining industry articles.

Furthermore, our social media marketing team maintains an active and engaging presence on Twitter, Facebook, Instagram, Google, Yelp, and YouTube. Combined with timely review management, boosted posts, and original content, our social media efforts increase website traffic, leads, positive reviews, and brand awareness.

## FEEDBACK

*"We are able to use that reporting to take our call center from where it was, like 40 percent or so up to where we're consistently at 70 percent or above that." - Michael Trino*

Unlike other marketing companies, VitalStorm qualifies each and every call by listening in and recording important information, such as whether the caller is a new or existing customer.

Our Feedback team takes things even further by grading the call based on our Vital 10 Feedback Points. Each enrolled customer service representative receives their individual booking percentage along with a personalized scorecard based on our qualitative grading techniques.

With our full-funnel marketing approach, Acree can analyze and improve conversions at the call level, nearly doubling their booking percentage. "When VitalStorm gets the phone to ring, it's our chance to impress. Our chance to shine. And by having a training program like this allows us to keep everybody focused on that."

## A PARTNERSHIP BUILT ON TRUST & TRANSPARENCY

*"They create a type of partnership that is so ingrained that we feel like VitalStorm is part of our family. They work right here with us." - Michael Trino*

We think of Michael and the entire Acree team as family and will continue to work hard for our mutual success. With a strategic and diversified marketing plan, combined with transparent reporting, Acree Plumbing & Air continues to celebrate record-breaking numbers for qualified leads and revenue. Our clients know that they have a marketing partner they can trust to get the phone to ring.

We couldn't say it better than Michael, who recently told us that "the best thing is knowing that we can take that part of our business and not worry about it. Because there's that trust level. There's a real trust and it's because you guys have done fantastic work for us across the board."

With everything they've accomplished, Michael and the rest of the Acree team know that they can rely on us for steady growth and personalized strategy. We take a look at where you are now and where you want to be 1 year, 3 years, even 5 years in the future.

"I love the brainstorm sessions where we've gotten together and talked about not just today or tomorrow, but further down the line. We also love your ability to understand the problem. And not look at it in the old-fashioned way."

It's this personal relationship we have with our clients that differentiates us from the competition. We couldn't be happier with the partnership we've built with Acree and look forward to many more years of record-setting revenue growth.

## RESULTS

- ▶ Increased YoY qualified PPC leads by 62% (over 7300 additional leads)
- ▶ Increased YoY conversion rate by 9%
- ▶ Increased YoY booking percentage by 13%
- ▶ Helped make last month the best month in Acree's 53-year-old history

**YOU HAVE GOALS. WE HAVE SOLUTIONS.**

Contact us today for a FREE consultation.

**1-877-311-5695**

