

AdvantaClean franchisees nationwide reach new customers and drive leads with expert partner Web.com.



About AdvantaClean

- www.advantaclean.com
- Headquarters in Huntersville, NC
- 170+ offices nationwide
- Franchise company specialized in cleaning mold, air ducts, water damage and more

About Web.com

- www.web.com
- Headquarters in Jacksonville, FL
- Google AdWords Premier SMB Partner

Goals

- Reach new customers in local markets
- Be present when customers are searching
- Gain real estate in top part of search results

Approach

- Optimize campaigns for local audiences on desktop and mobile
- Use negative keywords to reach the right people
- Combine paid search with SEO for better visibility in search results
- Create unique and engaging brand content like YouTube videos

Results

- Campaigns immediately began driving leads
- Impressive initial results drive more partnerships
- 40% (and growing) of AdvantaClean franchisees work with Web.com
- Franchisees are increasing their digital investment

Whether it's water or fire damage, a mold problem, or air duct maintenance, AdvantaClean is equipped to handle it. Specialized in keeping homes and buildings clean and safe, AdvantaClean has evolved over the past 20 years from a local Florida contracting business into a nationwide network of more than 170 independently owned and operated facilities.

For a growing company like AdvantaClean with multiplying local branches, a strong online presence is essential. "The Internet is the new frontier for us and our customer acquisition strategy," says Dru Carpenito, vice president of business development. AdvantaClean uses Google AdWords to create awareness of its services and reach new customers in local markets. "With AdWords, we can cost-effectively drive leads through paid search. It levels the playing field for us in a competitive market."

Finding an effective partner that delivers

To run effective AdWords campaigns, AdvantaClean works with Web.com, a Google Premier SMB Partner with more than one million customers and extensive expertise in managing digital marketing campaigns. As a Google Premier SMB Partner, Web.com has proven an in-depth understanding of Google AdWords and account management by passing Google certification and demonstrating digital expertise.

"Web.com is the only partner that has been able to deliver results for us and our franchisees," says Dru, who has worked with Web.com since early 2014. "They've been very willing to be accountable for the results and implement a program that's highly trackable." He especially appreciates Web.com's flexibility in designing a customized digital marketing strategy that integrates seamlessly with AdvantaClean's in-house search engine optimization (SEO) program.

"To save time and money, go straight to a Google Premier SMB Partner. If they're like Web.com, they know their stuff, they are accountable, and they have lots of ideas to drive business and reach new customers cost-effectively."

—Dru Carpenito, vice president of business developemnt, AdvantaClean

Reaching the right audience in the right places

AdvantaClean's main marketing goal is to be present whenever and wherever a potential customer might be searching for a specialized cleaning service. To achieve this, Web.com creates tailored campaigns for local franchisees and frequently optimizes them. To show AdvantaClean's ads in the right place at the right time, Web.com uses location targeting across both desktop and mobile. This ensures that whether they're on a computer or a mobile device, users searching for specialized cleaning services will see an AdvantaClean ad featuring their local branch.

To show these ads to the right people, Web.com and AdvantaClean rely heavily on negative keywords. “Negative keywords are really important for us. One of the most frequent searches involving ‘water damage’ is iPhone water damage,” Dru explains. Using negative keywords, AdvantaClean can avoid showing ads for irrelevant search queries and better reach potential customers who are truly in search of help with a water-damaged building.

Catching customer attention with content

Paid search is just one piece of AdvantaClean’s digital approach designed to achieve high visibility. “Our online strategy is to get as much real estate in the first half of the search results as possible,” says Jami Pope, Internet marketing manager, who handles the company’s SEO activity. To gain this visibility, AdvantaClean complements its Google AdWords campaigns with a strong presence in the natural search results, including an accurate Google Places for Business listing, which appears in the search results and on Google Maps.

AdvantaClean also creates unique and engaging content that can appear in the search results, while also serving to educate and build trust with potential customers. For example, the company frequently refreshes its consumer-facing corporate blog with new content, and its YouTube brand channel serves to deliver informative videos about its services.

Early success inspires broader collaboration nationwide

Since it began working with Web.com, AdvantaClean has seen some promising results off the starting block that have encouraged a wider partnership between the two companies. “Web.com is making the phone ring and making appointments happen. They’re helping us to get in front of more customers,” says Dru.

“We actually received leads on the first day our campaigns were launched,” adds Jami. “That led to additional franchisee sign-ups,” she says, explaining that the number of AdvantaClean offices working with Web.com has doubled in the past few months to around 40% of all branches. Jami and Dru note that these branches are also increasing their digital marketing spend due to the positive results they’re seeing.

Their advice to other businesses and franchisees looking for expert digital marketing help? “To save time and money, go straight to a Google Premier SMB Partner,” advises Dru. “If they’re like Web.com, they know their stuff, they are accountable, and they have lots of ideas to drive business and reach new customers cost-effectively.”

