

Painter Bros and FM Flow

CLIENT: PAINTER BROS
BUSINESS NAME: FM FLOW

Background

Painter Bros, a growing painting services company, faced mounting challenges with customer acquisition costs, which averaged over 20% Cost Per Customer Acquisition. With competition in the painting industry intensifying, they recognized the need for a more effective strategy to enhance their customer outreach and increase sales. That's where FM Flow stepped in.

Challenge

The primary challenge for Painter Bros was to reduce the Average Cost Per Customer Acquisition while expanding its customer base. Traditional marketing methods were proving insufficient, leaving a substantial number of interested prospects and past customers unengaged. Painter Bros needed a strategic partner to not only reach new leads but also re-engage previous prospects and customers who had yet to convert.

Solution: FM Flow's Call Center Strategy

FM Flow devised a comprehensive multi-faceted outreach plan tailored specifically to Painter Bros' needs, which included:

1. **Targeted Outreach to Interested Prospects:** FM Flow's call center utilized an extensive database to identify and contact potential customers actively seeking painting services. This targeted outreach strategy helped Painter Bros connect with ready-to-purchase prospects, thereby driving immediate sales. By focusing on individuals already in the market for service, FM Flow enabled Painter Bros to increase conversion rates significantly.
2. **Re-engagement of Past Customers and Unclosed Leads:** Recognizing that many leads were not closed during the initial contact, FM Flow implemented a structured follow-up system. This system focused on re-engaging past customers and previous leads by addressing objections, reminding them of the services offered, and rekindling interest. This not only maximized the potential of every lead but also fostered lasting relationships with customers, ultimately leading to higher conversion rates.
3. **Commercial Outreach: Building Local Business Relationships:** FM Flow extended its efforts beyond individual customers to include local commercial representatives. By establishing connections with key decision-makers in the business community, FM Flow positioned Painter Bros as a trusted service provider. This proactive approach paved the way for valuable partnerships and referral opportunities, enhancing Painter Bros' presence in the local market.
4. **In-House SEO Team:** Our in-house SEO experts work to ensure your business maintains a prominent presence online. By continuously optimizing your website, content, and pages, we help your business stay at the top of search engine results. From keyword research and on-page optimization to backlink strategies and content creation, our SEO team employs proven techniques that drive organic traffic, improve visibility, and boost your search engine rankings. This consistent effort ensures that your business remains discoverable by prospects who are actively searching for services like yours.



Results

Through FM Flow's strategic intervention, Painter Bros saw remarkable improvements in several key performance indicators:

- Lowered Average Cost Per Customer Acquisition: The targeted outreach and by re-engaging past clients and leads that couldn't be reached the first-time combined with effective follow-up strategies reduced acquisition costs to 8.4%
- Establishment of Business Partnerships: Painter Bros successfully established connections with multiple local businesses, creating a network that continues to generate referral opportunities and strengthen their brand.
- Upgraded Web Presence: Our in-house SEO team has delivered impressive results for Painter Bros. Through targeted optimization strategies, we successfully boosted organic traffic from less than 500 visitors per month to over 2,000. This 300% increase in traffic demonstrates the effectiveness of our approach, ensuring that your business gains more visibility, attracts qualified leads, and stays ahead of competitors in search engine rankings.

Conclusion

The collaboration between FM Flow and Painter Bros serves as a testament to the effectiveness of targeted outreach and relationship-building in business growth. By addressing the challenges of customer acquisition and leveraging a structured follow-up system, Painter Bros is now well-positioned for sustained success in the competitive painting industry.