SUCCESS STORY / OMNI-CHANNEL MARKETING

Starbrite Window Cleaning

Campaign Highlights:

DURATION: 2 month reporting period since launching HomePros Digital Advantage™ Website; campaign ongoing for 6+ years

MARKET: Twin Cities

TACTICS USED: Print advertising, HomePros Digital Advantage™ Website with ongoing AEO, SEO, a chatbot, and Site-ID technology



2 Months at a Glance:

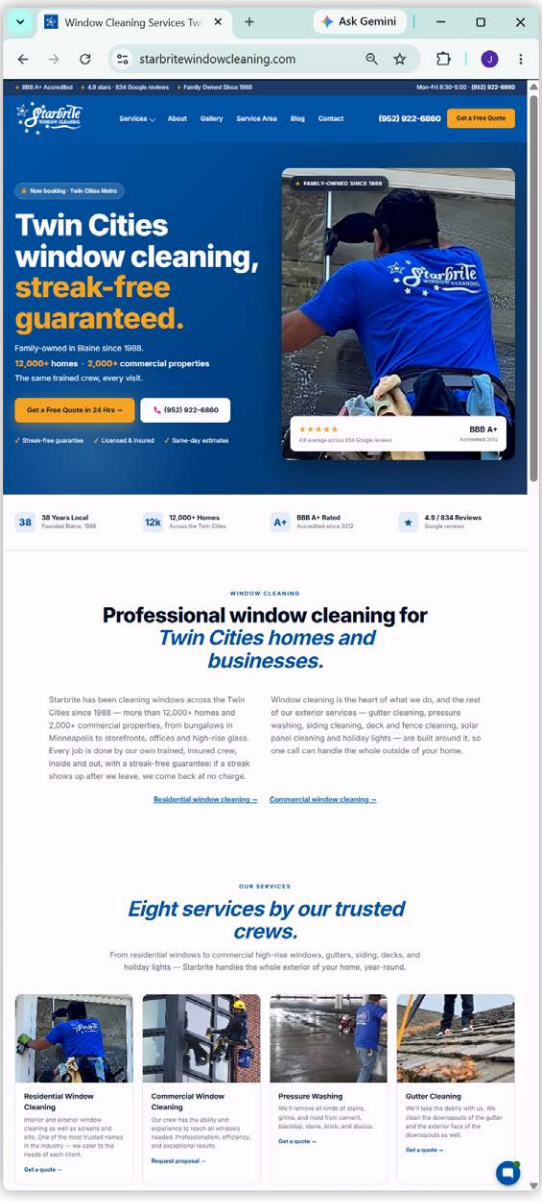
55%↑ Increase in Monthly Leads
Leads grew from previous month (102 to 158)

162 Website Leads
103 form submissions, 22 chatbot conversions, 22 clicks-to-call, 15 email clicks

606 Engaged Website Visits
Visitors exploring the website are up 67% from previous month

98 Calls Tracked + QR Code Scans
High-intent direct engagements from HomePros print ads (85 calls + 13 scans)

216 Identified Web Visitors
Site-ID revealed previously anonymous visitors for additional direct marketing opportunities



Strategy & Solutions:

After 6 years of consistent print advertising, Starbrite significantly expanded its HomePros campaign, growing from 2 zones to all 6 Twin Cities zones. They also added a new website with ongoing AEO & SEO, Site-ID technology, and a chatbot.

These additions improved lead generation and tracking, uncovering previously uncredited HomePros inquiries and demonstrating the value of their expanding print campaign.

Customers have also reported recognizing Starbrite from HomePros ads, reinforcing the impact of consistent brand exposure supported by digital marketing.

Testimonial:

"Several customers have recently told me they recognized my company from seeing us in the HomePros Guide... After six years, I can honestly say I trust the process, I trust the people, and I believe Print and Digital work best when they work together."
– Owner, Starbrite Window Cleaning