



Cleaning Up Their Act

KRYSTAL KLEAN CASE STUDY

How a seasonal building care company built a year-round brand presence using SharpSpring Ads—a feature built into the SharpSpring Platform.



SharpSpring
from Constant Contact

Overview

Since 2001, Krystal Klean has provided full-service building care throughout Florida and Southeast Georgia. They offer window cleaning, pressure washing, and waterproofing for all types of properties, including large commercial and industrial buildings.

Because the building care industry experiences seasonal demand shifts, Krystal Klean was struggling to keep their pipeline full year-round. They were relying on paid advertising campaigns as well as new deals from repeat customers. Unfortunately, this was driving up their cost-per-acquisition (CPA), especially during the off-season where opportunities were less abundant.

To capture new customers and nurture existing ones – without continuing to bleed advertising money – Krystal Klean decided to look into retargeting.

-  Since our business is seasonal – meaning at times we are booked far in advance with little to no advertising – retargeting is a great way to stay in front of our core audience.

Taylor Poindexter, Executive Administrative Assistant & Marketing, Krystal Klean

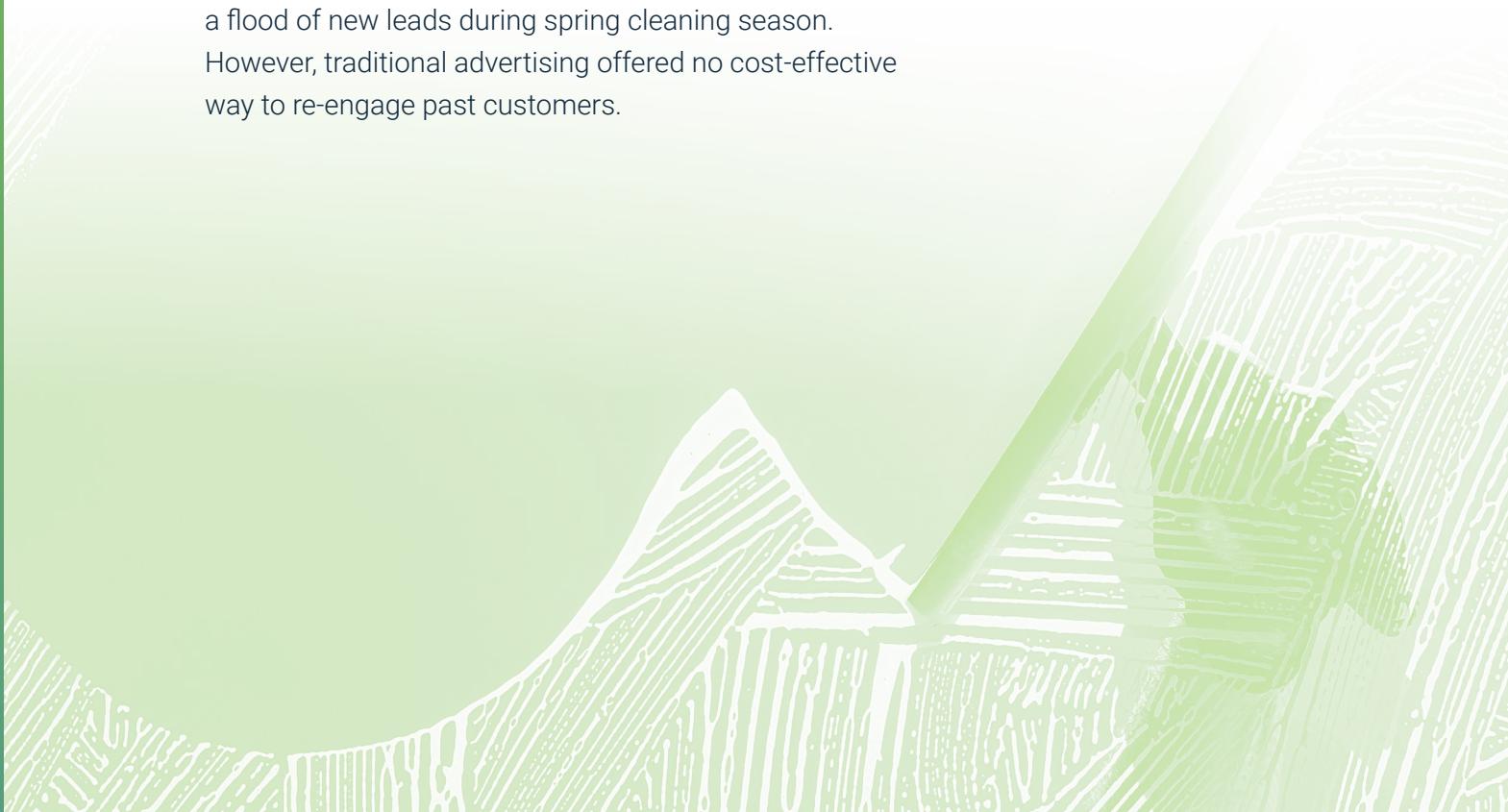


The Problem

With seasonal work, promotional costs were painful.

Krystal Klean had seen some digital and print marketing success with AdWords, as well as TV and newspaper advertising campaigns. Yet acquiring and retaining new customers remained costly and complex. Commercial and industrial project managers weren't simply searching for cleaning companies and placing inquiries the way homeowners would. Instead, Krystal Klean needed to wait on formal proposal requests (RFPs), then work within the customer's corporate budget cycle to close deals.

On the residential side, Krystal Klean generally enjoyed a flood of new leads during spring cleaning season. However, traditional advertising offered no cost-effective way to re-engage past customers.

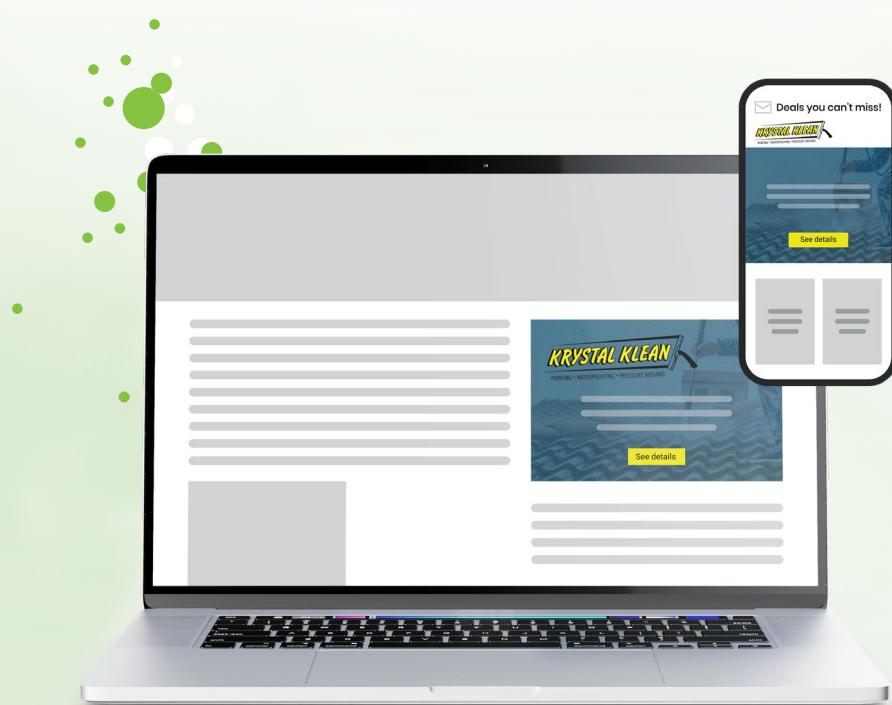


The Approach

Building a strong brand presence through retargeting.

Krystal Klean was new to retargeting, so they chose to keep it simple. Each of their two core audience segments (residential and commercial/industrial) would be served personalized messaging based on their website activity. The ads would be highly value-driven and in tune with each segment's buying journey.

To further boost their brand reputation, Krystal Klean engaged the communities they served. They sponsored the Jacksonville Jaguars, the Gate River Run event, and more. These sponsorships sparked awareness around their brand which they were able to maintain with a combination of paid advertising and retargeting.



The Solution

From website visitors to qualified leads.

Using SharpSpring Ads, Krystal Klean built audiences to target their two core customer types: residential and commercial/industrial. Anyone who spent time on those respective service pages would later be shown personalized messaging:

- Residential prospects received “Spring Kleaning” ads encouraging them to book Krystal Klean for pressure washing and other cleaning needs.
- Commercial/industrial prospects received an offer for a free estimate for their building care needs, including high-rise window washing and industrial cleanup.

Thanks to SharpSpring, Krystal Klean’s marketing team could define their specific audience from page views and efficiently connect with them with meaningful ads. They could push specific messages via targeted ads that complemented their email marketing campaigns and other tactics.

This cross-channel, buyer-focused approach allowed Krystal Klean to remain top-of-mind, lowering their overall CPA and empowering them to connect with prospects even in the off-season.

The Results

With SharpSpring, Krystal Klean's advertising costs decreased by 23% compared to when they relied on AdWords.

Their CPA dropped from \$110 to \$84.

They netted 92 new cleaning jobs in their first year of using retargeting through SharpSpring Ads.



Ad Cost Decrease



New Jobs

Key Takeaways

Although Krystal Klean had no experience with retargeting, they knew they needed to build strong customer relationships and a year-round brand presence in order to scale. They used SharpSpring's ability to create and target audience segments based on site behavior to easily align their advertising more closely with the buyer's journey. Retargeting also gave Krystal Klean a powerful new opportunity to target people they didn't already have contact information for. This let them fill more seasonal gaps in their pipeline with retargeting. Best of all, their advertising got more efficient with a CPA reduction of 23.6%.





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