

Case Study on Plumbing Leads

Anyone struggling to make it in the restoration industry knows that it takes teamwork to make the dream work. Acquiring new leads and new contacts are, for some, one of the trickiest aspects of the business. After all, you can spend years becoming an expert in the field of water damage repair and restoration, but often that education doesn't include tips on successfully marketing your skills once you've acquired them. There are as many different types of strategy for gaining new leads as there are businesses that need them. In the restoration business, like any other, it is mostly about finding out what works for you and then implementing your strategy successfully. Some businesses rely on word of mouth to do the job for them, others rely on a strong online presence to generate reviews and refer new customers. One of our clients, in particular, had a clever (and successful) strategy for generating new leads, and we would like to spread the word.

The Process Problem

We asked our client Carlos at DryMedic whether he had a plumber on staff or was referring cases to local plumbers when the need arose. He informed us that he did not have a plumber on staff, and preferred to pass plumbing jobs along to various local plumbing businesses to help build and reinforce business connections. Intrigued, we asked whether or not it might make more sense (and money!) simply hire a plumber on staff and keep the work for themselves. Carlos had a better idea, however.

The Strategic Solution

Carlos told us that it's really all about strengthening his contacts in the area. By giving them plumbing leads he was not only building up a good reputation with many local businesses, but also giving them the incentive to call his team whenever they came across water damage restoration work that needed to be done. While that kind of teamwork seemed like a sound enough business



To be honest, I was hesitant about joining with 33 Mile Radius... With so many lead gen companies that offer you everything and end up not fulfilling, 33 Mile Radius sounded too good to be true. However, my opinion completely changed once I started out with them.



model, we decided to dig a bit deeper. After all, many things sound good on paper but don't work quite as well in real life. We asked Carlos if he was finding success with getting water jobs out of the plumbing leads. Carlos told us that he is always asking if they have water damage, and reminding them that he is happy to receive any leads that come their way. While the leads tend to be a fairly small percentage (only 2 of the 58 leads were water related) they still stand to make a significant amount of money with very little effort. (Those two water jobs netted his business about \$12k!) Carlos went on to say that his best practices are to always remember to ask whether they have a water issue and update your partner notes right away.

The Result

Carlos's networking savvy combined with the proven effectiveness of 33 Review means that his business is doing well. He was able to spend a total of \$3360 but received 82 leads! Of the 82 leads, 57 were billable—a whopping 70%! It is success stories like this that remind us why we got into the business. When you pair the successful marketing and SEO strategies from 33 Mile Radius with the smart and capable business owners we work with—anything is possible!

If you are looking to get more leads for your local business give us a call at 1-888-594-8381 today



888-594-8381
33mileradius.com
info@33mileradius.com