



FIVE STAR

bathsolutions[™]

Dean Hartley

Brand President,
Five Star Bath Solutions

How Dean Maximizes ROI on Modernize Leads

in 6 months

65% decrease
in marketing costs

37% increase
in territory coverage

38% increase
in purchased monthly leads from Modernize

in 12 months

33% increase
in locations that purchase Modernize

Dean's Advice



Have a "set in stone" cadence for form-fill leads.



Commit enough to get representative data within.



Be patient. You have a lot of moving parts to tune.

BACKGROUND

As the national Brand President for Five Star Bath Solutions, as well as owner-operator of ten franchise territories in Michigan, Dean Hartley has a unique perspective on the business. His regional operation serves as a test-bed where he can try solutions before recommending them to other franchisees throughout the country. "Our Michigan operations are like a snowplow on the road, clearing the path for others."

THE LEAD GENERATION CHALLENGE

For Dean, **leads are the lifeblood of Five Star Bath Solutions.** "Leads are our most valuable asset. We're a marketing company that happens to provide a service. Since a homeowner might renovate a bathroom only once or twice in a lifetime, they're unlikely to have a preferred contractor. We have to connect with them in those rare moments. That's why leads are so important."

"We do a lot of our own marketing, including brand-specific Google PPC, local Facebook ads, canvassing, and print. Digital channels are essential because consumers shop for everything online today, but the advertising landscape has become very complicated. **There was a time when it was no big deal for us to manage our own PPC, but now that means competing against thousands who are running campaigns every day.** I don't have the time to figure out Google, and there's a very low ceiling on easy leads."



THE HUNT FOR A LEAD-GENERATION AFFILIATE

Five Star Bath Solutions is constantly on the lookout for new marketing affiliates. As they max-out existing lead sources, they need to find new channels for growth. **The national brand was attracted to Modernize in part because its operations are large enough to easily scale-up volume**, whether in Michigan or for franchisees around the country.

Outsourcing leads makes sense because it means we can stay focused on our core business. With affiliates like Modernize doing their job providing raw leads, we can devote our energies to booking appointments and selling. It doesn't make sense for us to hire a room full of digital marketers. We lean on Modernize because they are great at their piece of the marketing puzzle."



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BEHIND THE SCENES WITH MODERNIZE

Dean explained that an early challenge was tailoring his systems to Modernize leads that had lower set rates than they had previously experienced. **But with a lower cost-per-lead and proper execution Modernize has yielded net costs equivalent to or below other sources.**

One key to the successful partnership has been sharing data back and forth. **With both parties analyzing information in a closed feedback loop, Modernize has been able to provide leads best suited to Five Star Bath Solutions.** While some contractors are hesitant to share results, the two-way information flow creates smart data that helps improve lead quality, conversion rates and cost-per-sale. One small example is that Five Star Bath Solutions no longer gets leads looking for plumbing repairs, Modernize has tuned the account to send the company home owners who are truly interested in renovating bathrooms.

"Our trial period succeeded once we made some adjustments to lead sequencing. **Though our marketing rate was high at first, within a couple months we hit target ROIs and now Modernize consistently fuels growth for our Michigan operations.** We're encouraging franchisees around the country to use Modernize to maximize their opportunities."



Ready to be the next success story?

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