

Inbound Marketing

Case Study



AdvantaClean shifts to Inbound Marketing increasing blog traffic by 200% and conversion rates by 100%.

Emergency Services • Mold Removal • Emergency Water Cleanup

23 YEARS
IN BUSINESS

FOR A HEALTHY HOME & BUSINESS
Trust AdvantaClean to Get the Job Done!

				
MOLD REMOVAL & REMEDIATION	MOISTURE CONTROL SERVICES	AIR DUCT OR COIL CLEANING	WATER DAMAGE & CLEANUP	RADON SERVICES

"We learned with digitalJ2 and Hubspot, that It's much easier to increase our revenue by doubling our conversion rate than by doubling the traffic. The insight by the team at digitalJ2 helped us to identify our primary customer and to write content that would trigger an emotional response that they would want more of."



Matt Phillips
President

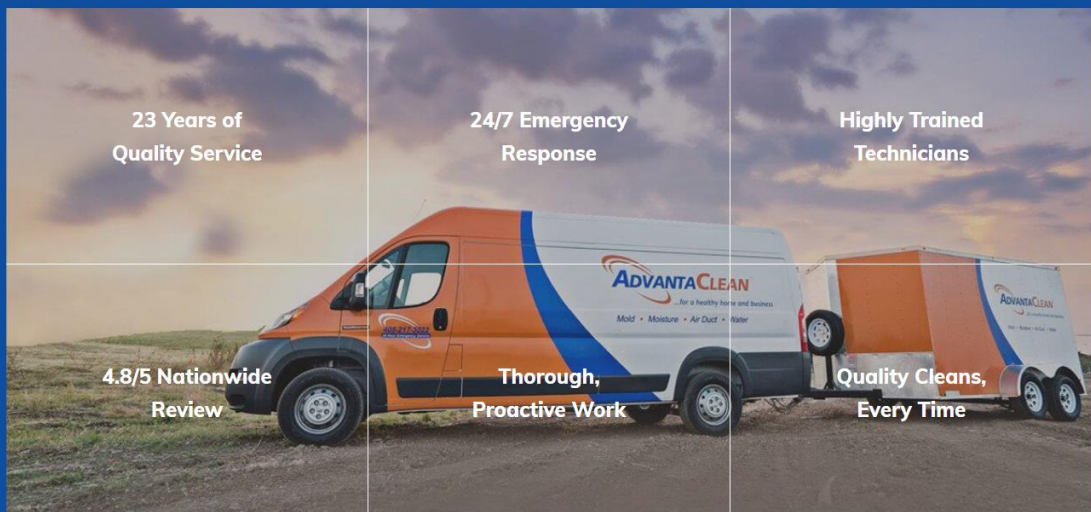


Executive Summary

The team at AdvantaClean are believers of the inbound methodology & began implementing some inbound tactics such as blogging and social posting. However, they did not have a centralized data center to give them real feedback on their efforts and used multiple sources that only gave bits and pieces of the whole picture. When they partnered with digitalJ2 and signed up with HubSpot, they were able to see the whole picture and make smarter marketing decisions.

200%
Blog Traffic

100%
Conversion Rates



About AdvantaClean

Founded in 1994 as a contracting business handling cleanup and repairs in South Florida, AdvantaClean, now headquartered in Huntersville, N.C., is the leading national franchised provider of Light Environmental Services™ in the country. The company currently ranks 85th on Entrepreneur Magazine's fastest-growing-franchises list, and is among Franchise Business Review's Top 50 in franchisee-satisfaction ratings. In 2013–14, USA Today and the International Franchise Association recognized AdvantaClean as a Top Franchise for Military Veterans. Today, more than 230 AdvantaClean franchised territories operate in 33 states.

Growth Challenges

Matt Phillips, the current president and former CMO of AdvantaClean was frustrated by the limitations of other marketing tools that were used by the marketing team. He wanted a central location where he could interpret data, execute on a strategy, and make smart pivots when needed.

He also knew the power of targeted marketing automation and delivering the right content to the right person at the right time, but was unsure of how to implement it and where to start. After all, a tool is as good as the person who uses it. And it takes a lot of time and effort to learn how to effectively use a tool as sophisticated as HubSpot to get the most out of it.

The Solution

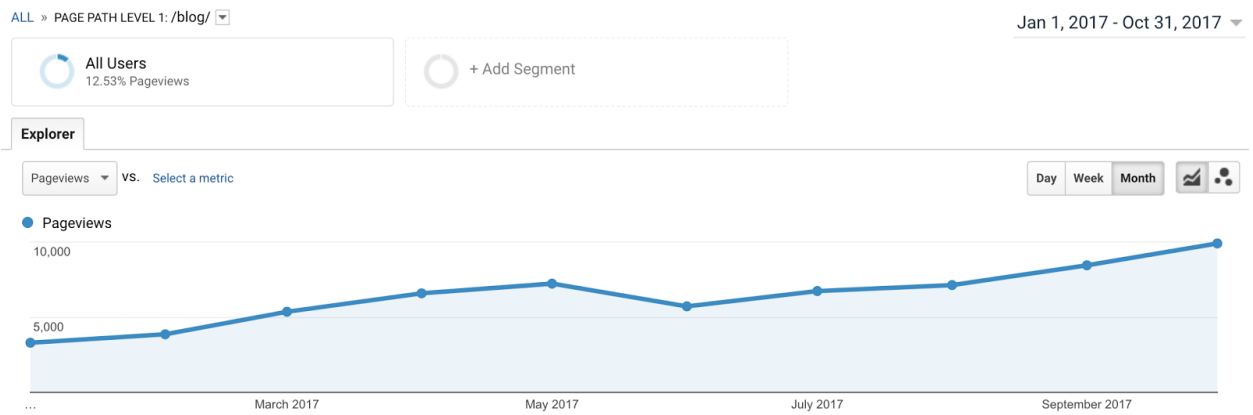
Fortunately, Matt saw the opportunity to partner alongside our agency (digitalJ2) to help not only create ideal strategies toward targeted personas, but to execute and train AdvantaClean's team on how to utilize HubSpot's dashboard to get the most value from it. digitalJ2 provided the guidance and support to see this project through while providing ongoing tactical advice to move these campaigns forward.

digital^{J2} + HubSpot



Results

AdvantaClean transitions from traditional marketing to Inbound Marketing by partnering with HubSpot and digitalJ2. The results was a 200% increase in blog traffic and a 100% in conversion rates resulting in a XX% increase in sales.



About digitalJ2

digitalJ2 is an inbound marketing agency specializing in eCommerce, and traditional B2B and B2C businesses. We are a HubSpot certified gold partner providing standardized services and set pricing. Our mission is to help our customer grow and to make those who believed in us look brilliant.

Have questions? Call 888.300.2906 or visit digitalj2.com. We would be thrilled to hear from you.