


Larry's Window Service Cleans Up on Social Media

Larry's Window Service is a business located in Des Moines, Iowa, that has been providing high quality residential and commercial cleaning services since 1969. They have partnered with Blue Frog on a variety of projects including web design, graphic design, print, and social media management. Larry's Window Service is widely known for their superior service as well as community involvement, specifically through their work with Blank Children's Hospital.


When Larry's approached Blue frog for a new marketing strategy to increase awareness of its brand, we crafted a solution for them using social media. With a dual focus on the company's services and community involvement combined with a sense of humor, we created a viral campaign on Facebook around their Superhero Day at Blank Children's Hospital. On July 7th, 2015, Blue Frog launched the new campaign. The single post on Facebook for the campaign went viral with an organic reach of over 59,000 users.


Post Details

Reported stats may be delayed from what appears on posts

**Larry's Window Service, Inc.**
Published by Dean O'Connor [?] · July 7, 2015 ·

Larry's crew getting ready to go over the side at Blank Children's Hospital. More photos coming soon.



**Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 900 people.

59,636 people reached

Boost Post

1.7K

98 Comments 163 Shares

Like

Comment

Share

59,636 People Reached

3,283 Reactions, Comments & Shares

1,787 Like	1,787 On Post	0 On Shares
10 Love	7 On Post	3 On Shares
1 Haha	1 On Post	0 On Shares
161 Comments	98 On Post	63 On Shares
170 Shares	163 On Post	7 On Shares

2,936 Post Clicks

1,495 Photo Views	1 Link Clicks	1,440 Other Clicks
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NEGATIVE FEEDBACK

92 Hide Post	42 Hide All Posts
1 Report as Spam	0 Unlike Page

Larry's Window Service's Challenges

Before partnering with Blue Frog, Larry's Window Service relied on mostly word-of-mouth promotion of its excellent reputation and some previous marketing efforts. As a result, the company had no long-term marketing strategy for growth and was limited in the number of potential customers it could reach. Crafting a long-term strategy to build a strong social media presence would enable Larry's Window Service to increase brand awareness, be found more easily online, and grow its clientele.

"Blue Frog has been taking care of our website, marketing, logos and printing needs for a number of years. They are smart, creative, knowledgeable, cutting edge, caring and all around great to work with. Here at Larry's Window Service, Inc. we have seen first hand what they have done to promote our brand and communicate it to the public. Highly recommend them to anyone. We are proud to partner with Blue Frog."

—Dean O'Connor, President

Tools for Success

The new campaign turned Larry's Window Service's brand into an overnight sensation. In the month prior to the new campaign launch, the company had a total of 348 interactions— including Likes, comments, shares, and clicks—and 48,235 impressions—the number of times a piece of content is displayed—on Facebook and Twitter. Once the post that went viral launched in July, Larry's Window Service had a total of 4,526 interactions and 173,334 impressions. They also experienced a spike in followers—from 2,155 to 2,609.

1200%
interaction increase

259%
impressions increase

Lasting Results

After 3 years with Blue Frog, Larry's Window Service now has over three thousand followers on its Facebook page and over one thousand on Twitter. The Facebook page has over 60 reviews and hundreds of comments from loyal, happy customers. Larry's is now prominent and active on social media, which the company uses as a tool to connect with customers and continue to market its reputable brand. Larry's has become an established industry leader not only in the Des Moines metro area but also across the state of Iowa.

If you're interested in learning about how a social media strategy can help your business reach its online marketing goals, [contact Blue Frog today!](#)