

Suburban Pest Control, a family-owned and operated company located in Yonkers, NY, specializes in pest detection, control, elimination, and maintenance for both private residential homes and large-scale commercial facilities. Needing to stand out in a crowded, highly competitive marketplace, Suburban Pest Control contracted Hudson Fusion to develop robust marketing efforts to help attract qualified leads in the residential sector. To that end, Hudson Fusion successfully developed and implemented a highly relevant seasonal lead generation and nurturing campaign.

Results

- Garnered open rates as high as 55%
- Elicited click rates as high as 16.67%
- Generated new interest in the company and served to nurture existing contacts



How Hudson Fusion Made It Happen

- Conducted an in-depth strategy session to determine the most effective way to reach Suburban Pest Control's residential contacts during the fall season
- Created a seasonal lead-generating email campaign centered around rodent detection targeting residential consumers
- Developed a content offer around highly popular search terms to maximize lead generating effects
- Promoted via blog and on social media for increased traffic in addition to email promotion to Suburban Pest Control's existing residential contacts



Content Strategy & Development



Email Marketing



Lead Generation & Nurturing



Website Development



Social Media Marketing & Management



Search Engine Optimization



Sales Collateral

