



Discover How...

Fox & Sons DOUBLED their Repeat Business!



FOX & SONS

PLUMBING HEATING COOLING ELECTRICAL

The Challenge

The main challenge Ted Fox faced was staying in touch with current customers. While feeling confident in his ability to communicate with the masses, he was just too busy to give his current customers the attention they deserve.



The Solution

When he saw how effectively gFour Marketing Group's turnkey programs could keep his customers engaged, it became a no-brainer. Ted signed his business up for gFour Marketing Group's Professional Program, which includes:

- Personalized Thank You Card
- Gift Card
- Referral Rewards Program
- Personalized Keep In Touch Emails
- Happy Home Gazette Email Newsletter

The Results

Repeat Business: Bouncing back from just 10-15%, they are now enjoying 25-29% repeat business.

Referral Program: 39 new leads and \$34K worth of revenue from the Referral program since January.

Conversion rate on repeat business: A whopping 80-90%!

Annual Repeat and Referral Business: \$1.6 - \$2M of repeat and referral business annually. On track to hit the \$6M mark this year.



"I had heard numbers thrown around on podcasts like 40% repeat and referral revenue. It seemed like a pipe dream, but I also knew it was possible. It's working for us - I can't believe we hadn't been doing it before. As a business owner, gFour has been one of the absolute best companies I have worked with, especially when it comes to being there when I need help or clarification. And best of all - we're enjoying higher-revenue jobs at a lower marketing cost!"