

"The Last Marketing Channel We'd Ever Consider Canceling"



REPEAT AND REFERRAL BUSINESS GROWTH

THE RESULTS:

Percent of customers leaving 5-star reviews skyrocketed **from 12% in 2023 to 27% in 2024**

Opal outpaced competitors with **33% more reviews since 2023**

Referral business percent leaped **from 23% to 52%**

Repeat customers increased **from 10% to over 16%**

CHALLENGE:

Grow future repeat and referral business as part of a profitable growth strategy

SOLUTION:

Incorporating gFour Marketing's Client Reactivation Campaign

PROGRAM ELEMENTS:

- **Gift to Past Customers:**
 - Pail of cookies
 - Thank you card
 - Gift card to Opal Enterprises
 - Survey
 - Happy Home Gazette print edition to current and past customers
- **Thanksgiving Campaign to past customers**
- **All new customers activated into the 1into5 Program**

“gFour has nurtured my company's relationship marketing needs from the moment we spoke and matched up Opal Enterprises' goals with what they excitedly offered us. I really appreciate the feel good aspect of this campaign and the attention it has given to my customer base, while setting my business apart from my competitors. I have direct contact with the team and I have never felt anything but important!! I love this company and scream their praise to my contracting world!! ”



★★★★★
Tara Dawn
 Opal Enterprises – Naperville, IL



CONCLUSION:

- ✓ Opal Enterprises' referral business and total reviews saw tremendous growth YOY by implementing gFour Marketing's Client Reactivation Campaign.