



plumbing nerds
Smarter Plumbing Solutions



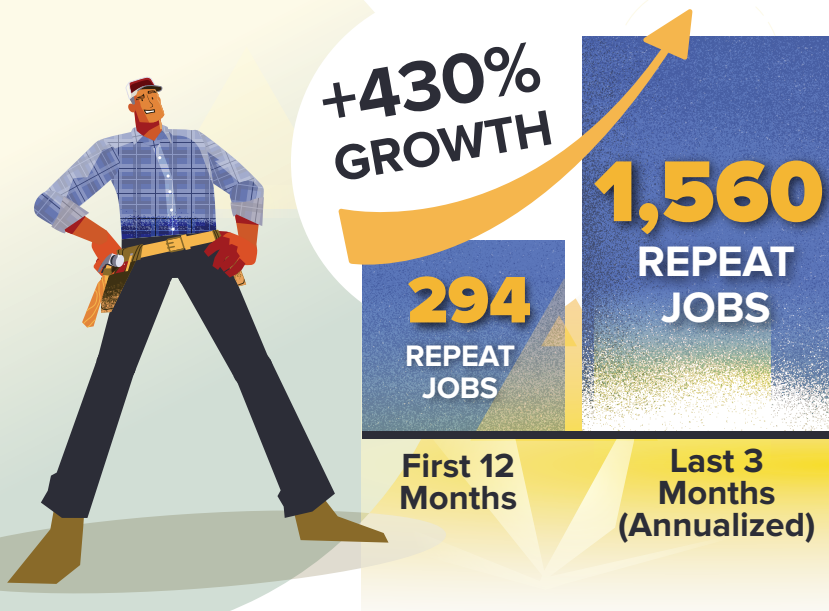
cooling nerds
Smarter Cooling Solutions

FROM \$3.5M TO \$20M

Revolutionizing Growth with Customer Engagement

RESULTS-DRIVEN GROWTH

REPEAT CUSTOMER CAMPAIGN



REVENUE SURGE:

Grew from \$3.5M to Nearly \$20M in Three Years

FRIENDS/FAMILY GIFT CARD:

First 12 months: 294 registered
Recent 12 months: 327 registered

EMAIL OPEN RATES:

42% vs. industry average of 20%

ABOUT PLUMBING & COOLING NERDS:

- Founded by John Verhoff in 2012.
- Now boasts 5 offices, 30+ trucks, and added HVAC services.

CHALLENGE & SOLUTION:

- **Challenge:** Balancing customer relationships with rapid growth.
- **Solution:** Partnered with gFour Marketing, implemented 1Into5™ Program.

PROGRAM ELEMENTS:

- Appreciation packages, Reputation Management, Referral Rewards™ Program, Monthly Email Newsletters.
- **Additional programs:** Print Newsletters, Labor Day direct mail, and targeted email campaigns.



That's why we use gFour - your whole team is on it. The cost of keeping an existing customer is a whole lot less than acquiring a new customer.



John Verhoff
Owner



CONCLUSION:

- ✓ Plumbing & Cooling Nerds showcases the power of relationship marketing.
- ✓ Sustainable growth through customer-centric strategies.



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