

# MR. ROOTER

A DWYER GROUP INC. COMPANY

## Overview

### COMPANY

Mr. Rooter®, a subsidiary of The Dwyer Group, Inc., is a full-service plumbing company with 300 franchises worldwide.

### CHALLENGES

Mr. Rooter was looking for a scalable search engine marketing service that could accommodate hundreds of various-sized franchisees to help them transition to online marketing.

### SOLUTIONS

ReachLocal's dedicated account team implemented ReachSearch™, ReachDisplay™ and ReachRemarketing™ services customized to each market's unique search trends driving more local business. By working with local franchisees, ReachLocal sped up the adoption of online marketing and continues to adapt and optimize campaigns for the ideal results.

### RESULTS

- 331% increase in customer contacts
- 144% decrease in cost per contact in three years
- Faster time to market for franchises adopting online media



"Most online marketing companies have either cutting-edge technology or excellent people. It is rare to find a company like ReachLocal that has both. ReachLocal has talented, knowledgeable people backed by the best technology platform."

**Mary Thompson**, President, Mr. Rooter

## Mr. Rooter® Increases Marketing ROI by Moving to Online Media with ReachLocal®

With 300 franchises worldwide, Mr. Rooter, a full-service plumbing company and subsidiary of The Dwyer Group, Inc., relies on local advertising to reach customers in its markets. For many years, franchisees focused their marketing efforts on print ads in their local phonebook, but the explosive growth of the Internet has dramatically changed that approach. "Yellow Page ads used to be the best way to reach our customers. Now instead of the phonebook, many people search the Internet when they are looking for plumbing services," Mary Thompson, President of Mr. Rooter explains.

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### CHALLENGES

In 2005, the Mr. Rooter marketing team recognized that a strong online presence was an opportunity to reach more customers and increase revenue, but executing an online marketing strategy as an all-franchised company posed some challenges. "We needed a scalable solution that could accommodate hundreds of various-sized franchisees and could be executed at both the national and local levels. The solution also had to be customizable to each market's unique search trends," says Mary Thompson, President of Mr. Rooter.

Another challenge was finding a vendor that could deliver a high return on investment, a criterion crucial to supporting Mr. Rooter franchisees. It was also important to find a vendor willing to guide franchisees as they navigated the transition from print-only advertising to search engine marketing.

### SOLUTIONS

Mr. Rooter began working with ReachLocal nationally and locally to implement search engine marketing programs that include ReachSearch™ pay-per-click marketing, ReachDisplay™ display advertising and ReachRemarketing™ services. ReachLocal's scalable technology platform meets the different size and scope requirements for each franchisee's market, and the technology's sophisticated capabilities hone in on subtle search trends that can vary from region to region.

What's more, ReachLocal's dedicated account experts continuously align and optimize campaigns to market trends, and by serving as an educational resource, the ReachLocal team has helped Mr. Rooter franchisees move smoothly into online media. "The ReachLocal team understands our business. They keep us informed about what's happening in our markets, and they work with our franchisees to help them get the most from their online marketing efforts," Thompson shares.

### RESULTS

ReachLocal's combination of technology leadership and relationship-focused customer service results in a return on investment that helps Mr. Rooter franchisees succeed. In the last three years, they have experienced a 331% increase in customer contacts, while the cost per lead has decreased by 144%. "Franchisees can choose any vendor they want, yet overwhelmingly they choose to work with ReachLocal," Thompson says.

Mr. Rooter franchisees further voiced their approval of ReachLocal with an award. Based on a poll of more than 1,000 franchisees from its seven franchise businesses, Mr. Rooter's holding company The Dwyer Group named ReachLocal its Vendor of the Year for the second consecutive year.