

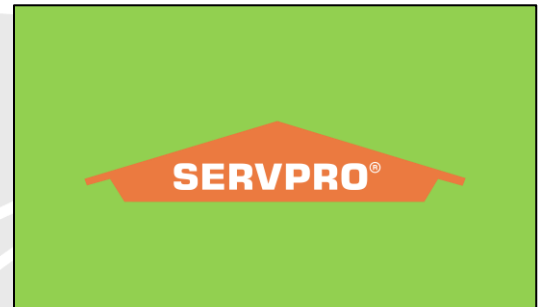


# How SERVPRO Franchises generate 35% of their monthly business with 1000% ROI with the help of Spartan Digital Solutions

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## The Client

SERVPRO has more than 2000 locations in the United States and Canada and has become the #1 choice in cleanup and restoration. SERVPRO offers a solid business model to entrepreneurs looking for a recession-proof opportunity. True to its beginnings, it remains a family-owned business.



This study will focus on 16 SERVPRO franchises in the New Jersey & Pennsylvania Markets.

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## The Problem

SERVPRO franchises partnered with Spartan Digital Solutions to help them overcome the following challenges.

1. Weak digital marketing efforts.
2. Corporate Compliance (Web Stages) challenges on and offline.
3. Ineffective Google AdWords campaigning.
4. A disconnected brand message in their local territory
5. One vendor who can, “do it all” from digital marketing to graphic design and media advertising.

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## The Solutions

Spartan Digital Solutions worked with SERVPRO franchises to implement the following solutions.

- Managed Social Media (Facebook, Instagram, & LinkedIn)
  - 2-3 originally crafted posts per franchise per week
- Social Media Advertising (Facebook)
- Google Ad Campaigns designed to target **larger residential and commercial sized losses.**
- Search Engine Optimization (SEO)



- Corporate/Web Stage Compliance
    - Including blog post writing/editing/publishing to maintain Web Stage Level 5.
  - Reputation Management (Google, Yelp, Bing)
    - Ensuring all reviews are positive and responding effectively to negative comments.
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## The Results

The results of these partnerships helped SERVPRO franchises achieve an increase in monthly business and generate a positive return on investment from the management & advertising of Spartan Digital Solutions.

On average, **Spartan can generate 30-45% of new incoming business per month** because of Google and social media advertising practices for SERVPRO franchise owners. Over half of those new business contacts on average contained large commercial losses ranging from 100k to 5mm in revenue.

Spartan Digital Solutions can claim for a fact that all **SERVPRO franchise owners under management have generated a positive ROI, ranging from at least 150% to 5000% per month** on any given advertising strategy using Spartan's proven digital marketing methods including margin calculations.

All managed SERVPROS have seen a general increase in monthly FNOLs by over 20% after 12 months with Spartan, with more and more coming from Google/Online sources.

“If you have any doubts about what Spartan Digital can do for you, call me and I’ll help you understand. **These guys are the real deal.**”

Scott O’Donnell (856-686-0100)  
Owner of SERVPRO of Woodbury/Deptford NJ & SERVPRO of  
Washington/Woolwich NJ

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## How Spartan Digital Solutions Can Help You Get More Business

If your company is looking to achieve the same results as these SERVPRO franchises, [contact us](#).

Spartan Digital Solutions has a proven track record of helping clients achieve a better social image and a more positive return on Google advertising methods and we’d like to help you do the same. Contact us today to find out how we can bring winning results to your next digital marketing battle.



**SPARTAN DIGITAL**  
INTEGRITY. QUALITY. SOLUTIONS.

P.O. Box 388  
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**Contact us today.**

**Spartan Digital Solutions**

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