



## Success Story: SootBusters

Products: Responsive Website | Social Media | Local Online Listings

### The Challenge

Sootbusters provides chimney, tree, and concrete services for the Tri-Lakes area of New York. Family owned and operated, they take pride in the quality of both their work and their client relationships.

Business Manager Dave Cromie knew that Sootbusters was struggling their online presence. They had two separate websites and Facebook pages for their chimney and tree services, and nothing for their concrete services. Furthermore, the websites failed to reflect their brand and did not meet the level of quality that characterized their craftsmanship. However, the websites were run by a third party who had editing control and who were not easy to reach.

With no website traffic, no online advertising, and inaccurate directory listings, Sootbusters' online presence seemed to be doing them more harm than good.

### Our Solution

Sootbusters chose ThriveHive's Digital Foundations Package which targets website, social media, and online directories. "The price was great, and with social media being so important now, it was a great opportunity."

The Digital Foundations Package provided Sootbusters with a single professional looking website that highlights all three of their services and reflects their branding. In addition to having a contact form to generate leads, the website can be edited by Dave and his team. Their website and directory listings are now accurate and consistent, allowing customers to find them when they need them the most.

### The Results

The Sootbusters website quickly made its way to the first page of Google for relevant searches. With this new visibility and its contact forms, the website now generates leads so that Dave and his team can focus their time on delivering quality service. They get an additional 1-2 calls or emails per day, and as many as 10-15 per day during busy season. In addition, the Sootbusters Facebook page gets 8-12 new likes each week, and Dave has found it to be a great channel to educate customers and showcase visuals of their work.

Dave appreciated that ThriveHive's solution not only saved him months of work he'd have done on his own, but also required minimal amounts of his time during its creation, and continues to save his team time every day. "Having a single solution and a single point person was huge, because it spared me any duplicate efforts and wasn't an eight or nine month ordeal. It all came together very quickly."

### The ThriveHive Experience

Dave has been pleased with his ThriveHive Representative from the start. "He had great rapport. He answered my questions and didn't try to oversell me. Over the course of a month, he'd send information for me to look over when I had the chance, and was available later to answer any questions I had."

Dave was equally as happy with the designer in charge of the project. "She was really awesome to work with. We had a great back-and-forth process where she iterated based on my requests and feedback."

Dave now enjoys the ongoing support of his ThriveHive Representative. "I like the fact that I get an hour a month to check in and ask questions at no extra cost. I feel comfortable with calling and talking to him. Having a resource like that that you can reach out to is a really nice value add."

***"Having a single solution and a single point person was huge. It saved me so much time and the project came together very quickly."***

— Dave Cromie, Business Manager