



Success Story: Trust Security Services

When it comes to standing out in a crowd, it's impossible to miss an employee of Trust Security Services. Started by a retired Police Officer and his family, Trust Security Services' uniformed personnel are strong and well-trained to provide services for residential and commercial properties, fire watch and emergency security needs, and event security. A force to be reckoned with in person, Trust Security Services was struggling with the challenge of standing out online.

Marketing Problem

The security services market in Washington, D.C. is competitive. With its high profile politicians and large companies, it seems like everyone needs security. Rudo Robinson, Co-Owner and Vice President of Account Management was having difficulty getting new accounts for the business his father started.

The demand for security services is high, but people have to find Trust Security Services before they can hire the company. Rudo knew that SEO was essential to getting Trust Security Services found online so he sought professional help from companies who promised to get him on the first page of Google. But after spending thousands of dollars with multiple companies, the results were lacking. His business was the victim of spammy SEO practices including false backlinks and ranking for unnatural search terms.

Despite the money Trust Security Services had spent with various SEO companies, the business was not getting found online. The business's main geographic area is Washington, D.C., but it was only ranking between 12th and 20th for most related search terms. Trust Security Services wasn't even ranking in the top 50 for security services in Maryland and Virginia. Rudo had a problem that he wasn't able to protect himself against.

"I decided to take a step back and figure out a better way," said Rudo. He didn't want to waste his time on cold calls so he knew that the best approach for Trust Security Services would be inbound marketing, Rudo took it upon himself to learn as much as he could about marketing his business. He spent the next year researching his options, scouring the internet for as much marketing knowledge as he could find, including ThriveHive's blog and Marketing Resources.

When he felt like he knew enough to make a decision about marketing, Rudo began the process of calling companies who might be able to help him. "I felt like I knew more about inbound marketing than most of the marketing professionals I was talking to!" Rudo said. The business owner was starting to wonder if he would ever find the knowledgeable help he need so that he could focus on his business. That changed when he got on the phone with a Marketing Specialist at ThriveHive.

Marketing Solution

From the first conversation with ThriveHive, Rudo knew that ThriveHive was different. The Marketing Specialist he spoke to not only understood his business goals, he also provided actionable suggestions on what he could start doing before he even signed up for ThriveHive's services.

He signed up for ThriveHive's Guided Marketing Platform, which includes a website; and added on a Marketing Coach who would provide monthly check-ins.

**TOP
3**

first page results for
Washington, D.C.



additional growth after
recouping 30% loss
of revenue

1st

page ranking for
secondary market

“I like having regular access to someone who is an expert and can guide me with my marketing.”

- Rudo Robinson, VP and Co-Owner

With the guidance of his Marketing Coach, Rudo launched a new website, optimized for search engines. Seeking to repair the damage that had been done from bad practices, Rudo ran a Google Adwords boost to get his site ranking up while the organic traffic grew. The coach recommended that Rudo view his marketing geographically, targeting the largest market first and then taking aim at the smaller ones.

Responding to Challenges

Things were progressing smoothly when Trust Security Services took a big hit. “One of our largest clients moved out of the area,” said Rudo, “and they took 30 percent of our annual revenues with them.” The business owner turned to his Marketing Coach for help.

Rudo’s Marketing Coach suggested a strategy that might work. Together they would focus on high-margin, short-term contracts to recoup the lost revenue. Rudo said, “The next year, we did better than just make up for the lost revenue. We actually increased overall revenue by 20 percent!”

Rudo no longer has to worry about cold calls. His leads come to him. He doesn’t spend time running data to figure out which marketing works best. Instead he logs into his ThriveHive account to see the results, tweaking his marketing activities based on the guidance of his Marketing Coach.

“I update the website myself, post on social media a few times a week, and try to publish blog posts three times a month,” he said. “I’ve found out that I actually love blogging!”

But what Rudo likes best about ThriveHive is the guidance he gets from his Marketing Coach. “Having a dedicated hour each month to talk to someone about what we’re doing and getting clear recommendations on next steps is extremely helpful. That alone is worth the money.”

Marketing Results: #1 and Expanding

Rudo has seen positive results from his relationship with ThriveHive. The strategy that Rudo and his Marketing Coach developed to respond to the loss of a major customer, got Trust Security Services ranking #1 for emergency security searches in the region. “We only intended to replace revenue, but that strategy continues to bring in new business!” said Rudo.

That’s just one win. Trust Security Services now ranks in the top 3 first page results for all target keywords in Washington, D.C., and on the 1st page for all keywords in Maryland. With those successes bringing in new customers regularly, Rudo is now targeting a third market, Virginia.

The increased revenue provided the opportunity to grow even more. Seeking to solve the problem of inadequate training, Trust Security Services is opening a security training academy. The academy will bring in additional revenue while also providing a pool of well-qualified security guards to for the business. “Having new revenue channels is a big step for us, and we can only take it because of the success we’ve had working with ThriveHive,” said Rudo.

“When we first considered ThriveHive, we only focused on getting more customers. Now, we see that marketing gives us a way to fund growth and build a stronger business overall.”