



# Success Story: Soumar Masonry Restoration, Inc

Products: Search Engine Optimization | Search Engine Marketing | Retargeting Ads

## The Challenge

Soumar Masonry Restoration, Inc. has been restoring Chicago homes and small buildings for more than 75 years. With such specific experience, owner Pete Soumar felt confident that he could expand his business out to commercial, industrial, and high-end residential buildings.

The challenge for Pete was opening up to a new customer base. He tried Yellow Pages, other print ads, Blue Book, and even direct mail, but after receiving minimal results, he knew he had to find another solution.

## The Solution

Pete initially chose ThriveHive because of a close relationship with a particular sales representative. Pete had known this particular sales representative for seven years, and followed him to two other companies before ThriveHive. Knowing he was in good hands with the help of his sales rep, Pete chose to use SEO, Retargeting Ads, and SEM to reach this new audience.

## The Results

### New Customer Base and Steady Business

Thanks to increased online visibility and targeted advertising, Pete didn't even need to seek out new customers, they came to him through his new digital marketing tactics. Within a short period of time, Pete gained enough jobs to be able to position themselves not just as offering restoration for large-scale buildings, but specializing in it.

Pete now has a constant and steady flow of business, for both small and large-scale restorations. "Whether it's the busy season or the off-season, we're never in a position where we're looking to get more calls. In fact, we sometimes get more than enough calls where we have to prioritize jobs."

## The ThriveHive Experience

### Customization, Trust, and Education

Pete has always been happy with his sales rep's work, but adding ThriveHive to the mix has surpassed his expectations.

### Custom Solutions

His sales representative continues to cater to the specific needs of his business, but now with ThriveHive, he can offer even more customized solutions.

According to Pete, "Most companies use a cookie cutter approach and that is not for me. ThriveHive listens to my needs and gives me solutions to my problems, rather than products."

### Not Just a Rep, but a Firm to Trust

While Pete initially chose ThriveHive because of his connection with the sales rep, his experience with the business as a whole has been exceptional. "With ThriveHive, I got a firm that is constantly watching out for my best interest. No one has cared about my business as much as ThriveHive has."

### A Useful Education

Pete is glad that he can entrust ThriveHive with his business marketing, but is also grateful for the education he's gained to be able to make informed decisions. "I've learned more from my rep at ThriveHive than any other firm I've used since I began advertising in 1996."

Thanks to ThriveHive, Soumar Masonry Restoration, Inc. now specializes in not just residential, but also commercial, industrial, and high-end residential restoration. Pete trusts ThriveHive to help bring him new customers, so he can get back to running his business.

*"[My sales representative] took the time to get to know me and makes sure he always has a full understanding of the wants, needs, and limitations of my business. I stick with him because he doesn't just have knowledge and expertise; he is someone I can trust will take care of my business. He introduces strategies to me that are good for growth, and spares me from strategies that are not worth my time or money."*

— Pete Soumar, owner