



## Success Story: Trucksmart

*Trucksmart, Northern California's premier retailer and installer of truck and SUV accessories, has been in business for over 30 years. Yet when the economic crisis of 2007 hit, Trucksmart was not exempt from its devastating repercussions.*

### The Problem

Owner John Brassfield knew that in order to survive the recession and stay ahead of the competition he would need to make some drastic changes to his marketing strategy. Digital advertising was really starting to make some headway at the time and seemed like a logical next step for his business, however, he struggled initially to find an agency that could keep up with its rapid evolution.

*“Our post-recession growth has been phenomenal. My phone rings off the hook. I can search ‘trailer hitch’ on Google and my name is at the top of the list.”*

- John Brassfield, Owner

### The Solution

“Everything was changing so fast, I wasn't sure that any digital marketing expert could truly deliver on their promises,” John said. “But one company stood out to me as having a lot of clarity, expertise, and being ahead of the curve, and that was ThriveHive.” John took the digital leap and started utilizing ThriveHive for Trucksmart's SEM, Social Advertising, and Retargeting.

### The Results

John was convinced that even once the recession ended, business would never be as good as it once was. Yet in the past few years, Trucksmart has surpassed its own sales records, and continues to break new ones month after month.

John also credits ThriveHive for his ability to launch and promote a new product: Rhino spray-on bed liners. “Being such a big investment, I never thought I could do it, but because of ThriveHive I was able to take the plunge. Virtually all of the marketing I've done with Rhino is through Facebook and SEM Ads, and now Rhino has become a big revenue stream for Trucksmart.”

At this point, Trucksmart is fully leveraging digital marketing strategies and experiencing double-digit sales increases on a yearly basis. “Companies that have been in business for 30+ years typically plateau, but not us. I had no idea this was in my future. The new normal is here, and it's much, much better.”

### The ThriveHive Experience

John trusts ThriveHive's expertise and finds the tools related to his services to be user-friendly. However, what is most important to him is the proactive but patient style of his ThriveHive representative.

John also appreciates his representative's hands-on approach with the execution. “She prompts me each month to check in, review results, and make the appropriate adjustments, and I need that. Being in the thick of things, I won't do any of that on my own, but it's so important. She is very patient with me, but makes sure it gets done so that we can continually hone the strategy.”

John says that his representative “will even carve time out of her schedule to meet with me in her office since we both know that I can't escape interruptions and fully focus when I'm in mine, and I'm really thankful for that.”

John is extremely satisfied with the results of his marketing through ThriveHive, and feels equipped with the knowledge he would otherwise not have time to learn on his own. “I don't just blindly follow suggestions.

*“With the education I've gotten through [my rep], I know exactly what services I'm using, whether they are working, and which areas of my business they are helping.”*

At this time, John allocates 75% of his marketing budget to ThriveHive. “I get offers from other companies all the time. I have no desire or reason to change what I'm doing. It's working beautifully and my business is growing and I'm confident in every aspect of it.”

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*"As a business owner, I'm so busy with immediate needs that it's really hard to be proactive with marketing. [My ThriveHive rep] does that for me, using the data to suggest next steps, but without being pushy, and always providing education so that I can make informed decisions. Her suggestions make sense and ThriveHive makes it affordable."*