



Client Spotlight

How ohDEER grew online visibility on local search and social with PromoRepublic.

205%

QoQ growth of **interactions on GBP** (website clicks, direction requests, calls)

6.4X

Drop of average **response time** QoQ

313%

QoQ jump in clicks on **social media posts**

Overview

ohDEER is an industry leader in all-natural deer, tick and mosquito control services. The company is on a mission to safeguard people and pets from insect-borne diseases.

ohDEER sprays outdoors and protects landscaping with natural solutions so people can enjoy more time outside.

“It’s been amazing to have immediate access to our franchisees’ performance on search and social. The ability to post on their behalf and track their performance has saved us a ton of time and bolstered our local marketing strategy with deeper insights.”

Industry

Home Services

16 Locations

USA

Products used

- Insights
- Social Media Marketing
- Review Management
- Digital Asset Management



Bryan Vohsing

Marketing Manager
at ohDEER



THE CHALLENGE

Google Business Profile (GBP) is the one of important channels for lead generation for ohDEER. When potential customers first come across ohDEER on Google, they can interact with its listing in three ways: by visiting its website, calling, or requesting directions.

The marketing team's goal is to grow the number of leads and offer them a free consultation. **To increase local sales**, ohDEER needed a growing flow of local leads interacting with their GBP and the ability to **gain insights into visibility and customer actions**. However, constantly checking all the key metrics is time-consuming enough for a single unit, let alone across multiple locations.

A significant part of ohDEER customers also goes to Facebook and Instagram to check the company's activity and to read customers' reviews. At this point, **consistent social presence and review management** became vital for building awareness and trust.

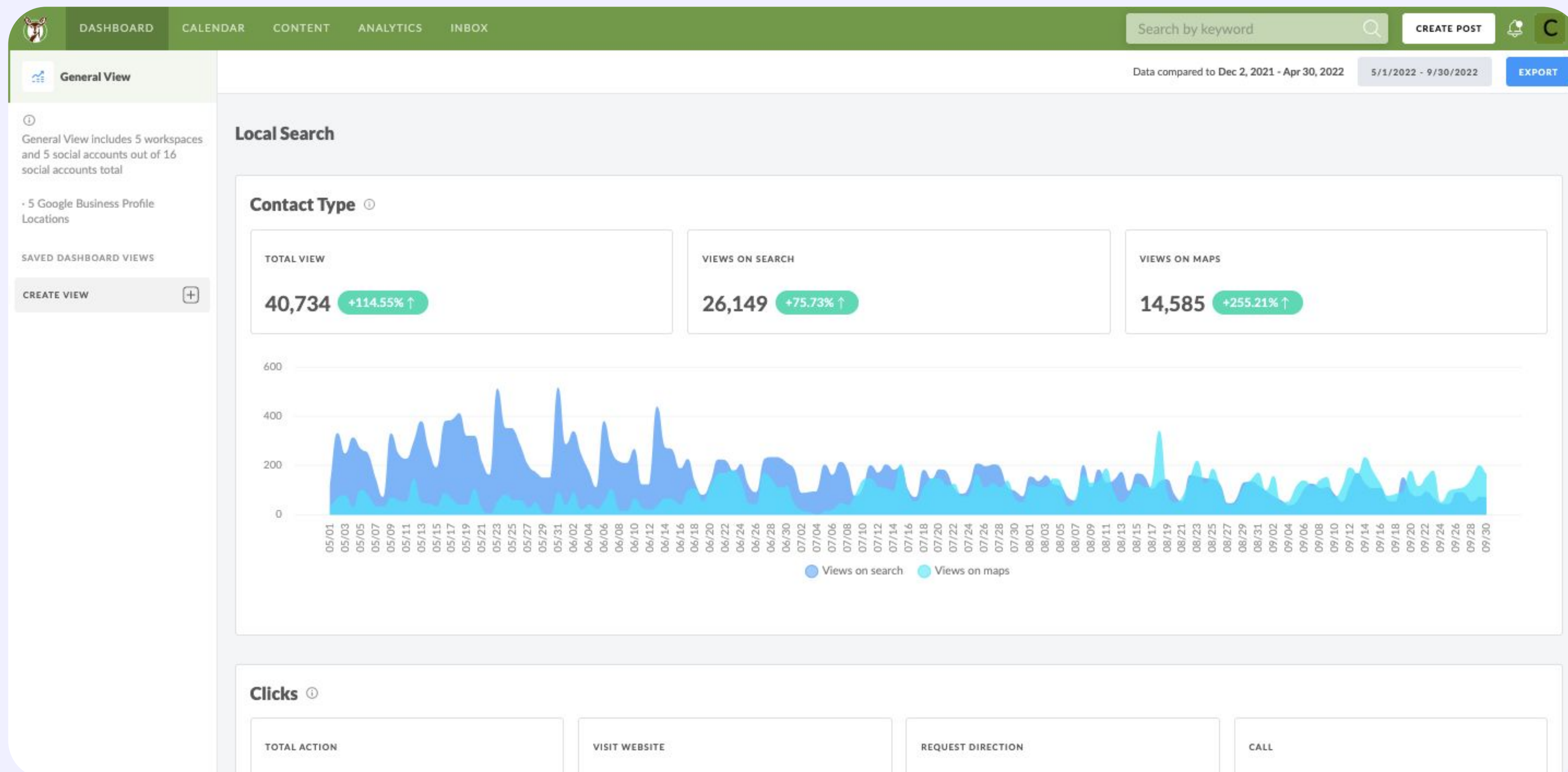
THE SOLUTION

OhDEER has chosen PromoRepublic as their **local marketing intelligence platform** to grow rankings on Google, bring in more leads, and ensure a consistent social media presence across all locations.

The team started using dashboards with aggregated data indicating how often ohDEER locations showed up in local searches and how these results could be optimized.

From the franchisees standpoint, the company improved marketing support by creating and distributing on-brand content to be posted on Facebook and Instagram. The corporate team also got a tool to manage communication and reviews faster.

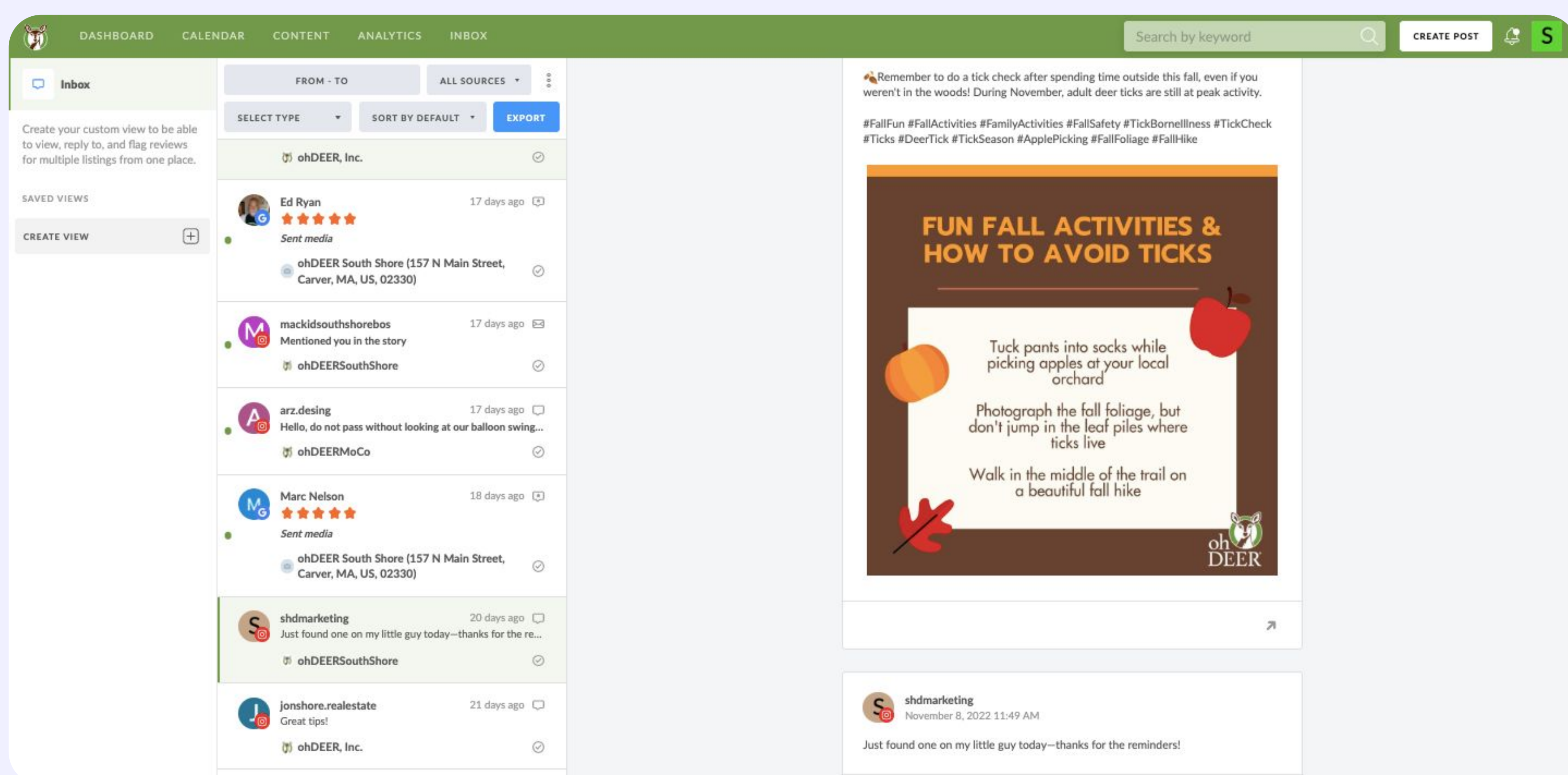
• Insights



Insights helped ohDEER track key metrics across search and social and spot opportunities for growth. Integrated GBP analytics allowed teams to see the number of total views vs. customers' actions vs. the number of leads. This data helped to **get more views and clicks within GBP**.

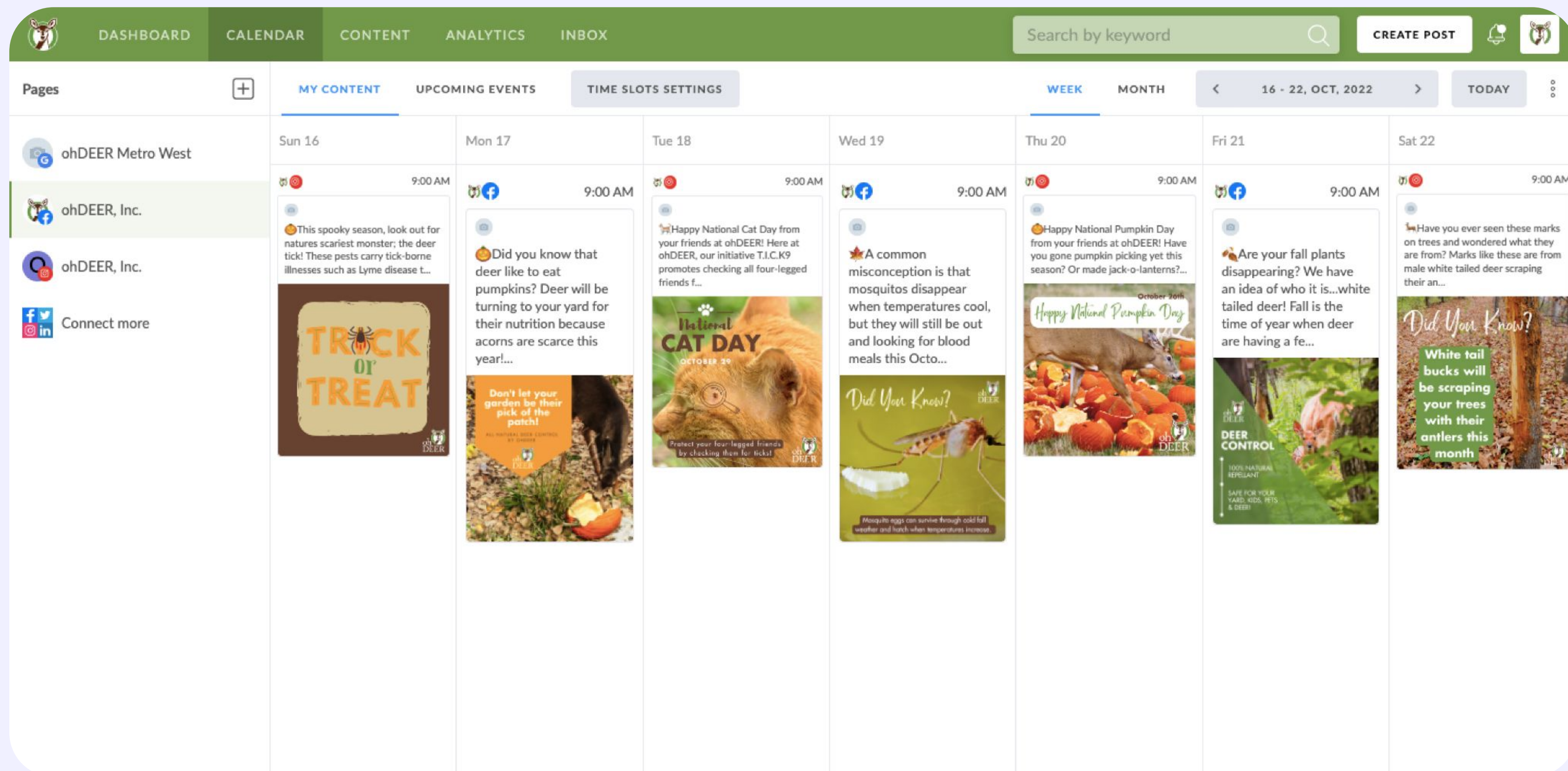
Advanced Social Performance Analytics helped marketers identify the most liked/commented and shared content.

• Review Management



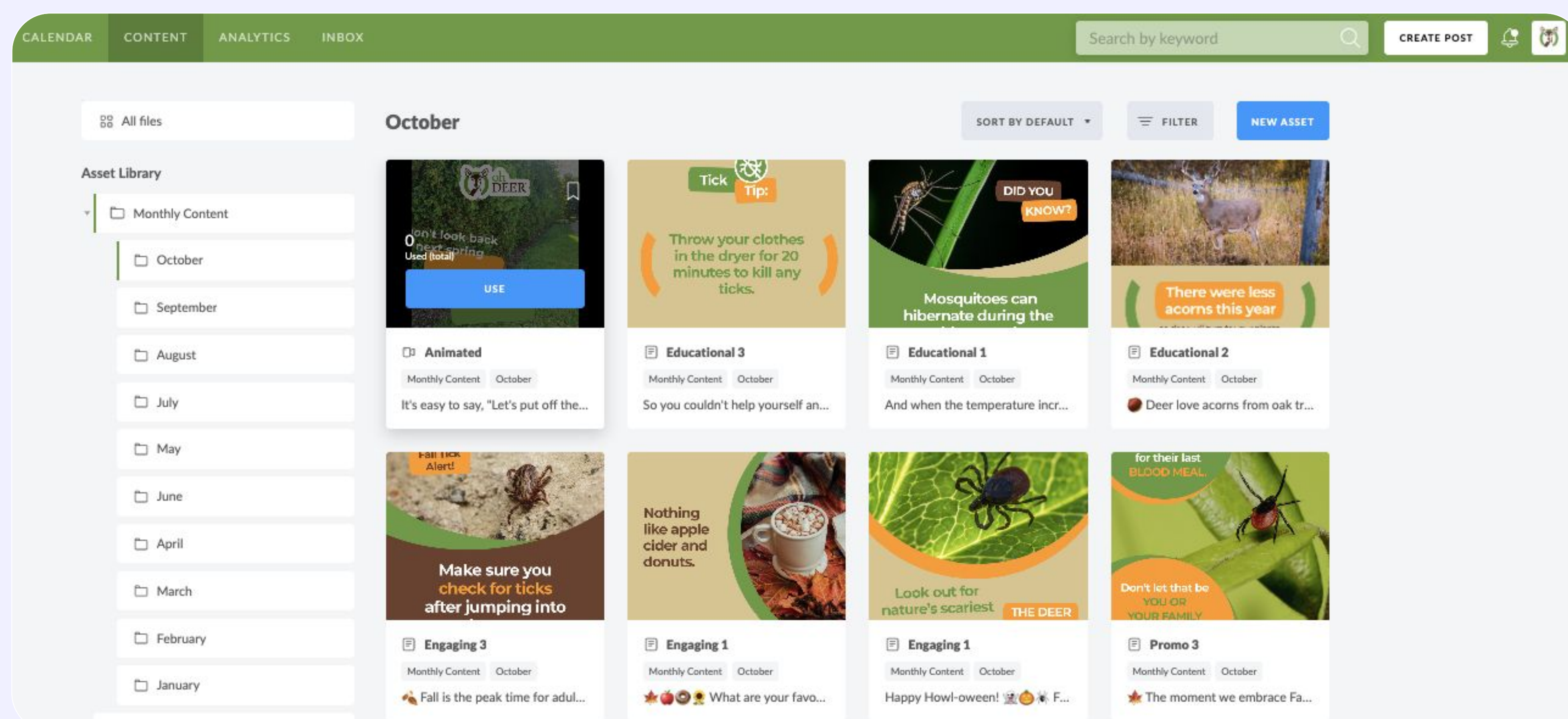
All-in-one **Social Inbox** helped ohDEER quickly react to every direct message, comment, or review and keep response rate high. Their team succeeded in **cutting response time by more than six times!** Such a fast communication became possible through a single view where all communication is aggregated and managed.

• Social Media Marketing



The head office scheduled on-brand content for their locations one month in advance allowing managers to edit templates for more local impact. Locations actively using PromoRepublic as their **single tool for local marketing** saw growth in traffic and engagement.

• Digital Asset Management



ProThe head office has distributed content across all locations to ensure **consistent branding and posting**. Franchisees could manage their social pages independently and decide whether to use only ready-to-go templates or add lifestyle content to their content plan.