

Service Brands Case Study

Increasing brand awareness with LinkedIn Company Pages



Using Company Pages to start conversations

Service Brands International, based in Ann Arbor, Michigan, is the parent company of such leading franchise brands as Molly Maid, Mr. Handyman, and ProTect Painters. Key to the company's growth is getting the word out about the value of its franchise opportunities. When Nicole Hudson joined Service Brands as its Franchise Marketing Manager, she saw the chance to help potential franchisees learn more about the business - particularly through LinkedIn.

"We had LinkedIn Company Pages for the franchise brands and for the parent company, but no one had done anything with them for a while," Hudson explains. "I realized that we could be using these pages to have conversations with franchise prospects, to raise our profile with franchise brokers, and to keep the franchise growth message top of mind with our existing franchise system to prompt referrals." These three channels, says Hudson, are instrumental in spreading the word about the franchise opportunity, so connecting with them on LinkedIn was a necessity.

Three steps for raising awareness and reaching targets

Hudson decided on a three-part strategy for attracting an audience, and encouraging followers to learn more about franchises.

Challenge

- Increase awareness of Service Brands and its franchise opportunities
- Grow prospect pipeline with quality candidates
- Improve search engine ranking

Solution

- LinkedIn Company Page
- Status Updates

Why LinkedIn?

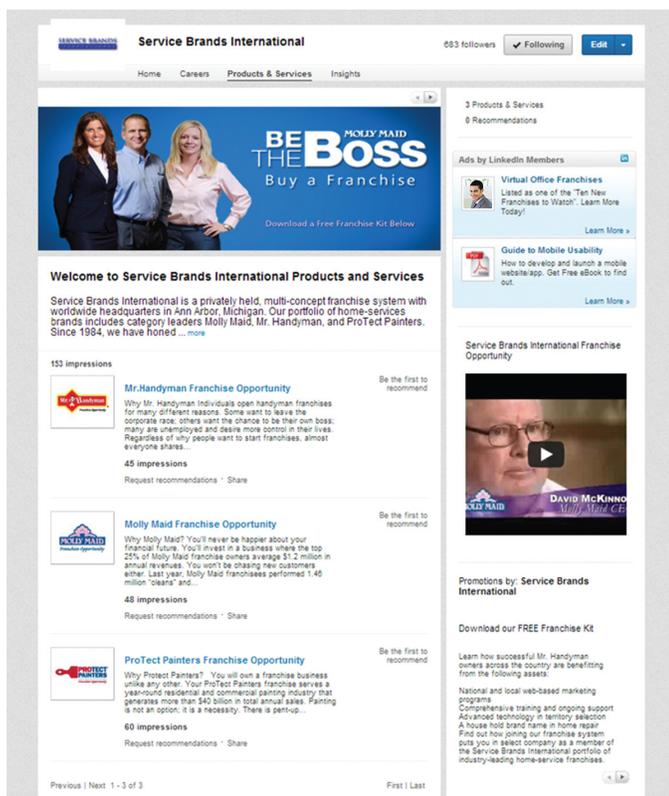
- Professional audience comes to LinkedIn to do business
- Social tools encourage engagement and content sharing

Results

- Followers increased by as much as 83 percent
- New followers are prospective franchise owners (target customer)
- Higher engagement helped grow lead pipeline
- Search engine rankings improved for all brands

First, she knew that timely, helpful content would be key for attracting more followers to the various Company Pages for Service Brands and its franchises. "We were getting great PR coverage, but we weren't repurposing it - so one of our first steps was to post more PR mentions as updates on the Company Pages," Hudson said. "We also created blogs for each brand that showcased new franchise owners and their road to business ownership, and we added these blog posts as updates on LinkedIn."

Second, Hudson saw an opportunity to use Company Page status updates not only to drive engagement, but to improve Service Brands' web search engine rankings. "Our franchises' LinkedIn brand pages turned up on the third page of results for search engines, which was too low - we wanted potential franchisees to find us on page one of search results," Hudson explains. "Once we identified our most important search engine optimization keywords, we added them into the status updates on LinkedIn."



Service Brands Company Page on LinkedIn

"We may be sharing our brand story on other social networks - but on LinkedIn, we're sharing business opportunities."



Nicole Hudson
Franchise Marketing Manager
Service Brands

Third, to help generate leads and make it easier for prospective franchise owners to connect with Service Brands, Hudson placed "Contact Us" boxes on the Products & Services tab of each Company Page for the franchise brands, with links to send direct messages to franchise development managers. The Products & Services pages also have video testimonials from franchise owners, and large display banners offering free downloadable franchise kits. The download link redirects to a lead generation form on each franchise brand's website.

Company Page engagement boosts SEO campaign

Hudson's campaign to boost Service Brands' search engine rankings paid off handsomely. "We were able to achieve fairly consistent page-one SERPs (search engine results pages) for all of our brands' LinkedIn Company Pages - and in some specific campaigns, our status updates were able to achieve page one within 48 hours," Hudson says. "Not only are we increasing engagement with our LinkedIn followers, we're using that engagement to improve overall online marketing efforts."

After 12 months of renewed focus on their LinkedIn Company Pages, the Service Brands Company Page increased its followers by 70 percent; the Mr. Handyman page by 38 percent; the Molly Maids page by 67 percent; and the ProTect Painters page by 83 percent.

"LinkedIn has helped us find and engage with the audience we need, which helps drive brand awareness for the business and quality leads to our franchise sales team.", Hudson says. "We may be sharing our brand story on other social networks - but on LinkedIn, we're sharing business opportunities."

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