



Yodle Brand Network's Platform Solution Transforms Binswanger's Brand



After years of neglecting their brand and overall marketing efforts, Binswanger went in search of solutions. Their initial approach focused on trying to ride the mobile revolution, but they quickly realized that they really needed a holistic, integrated, and comprehensive re-imagining of their entire brand and marketing strategy. Just when Binswanger thought there was no solution out there to meet their marketing needs as a business, they got a call from YBN and decided to give it a try. Using YBN's platform solution, Binswanger has achieved;

<p>First Page Rank for 212 keywords & counting / per location</p>	<p>2x return on investment</p>	<p>100% Transparency into performance metrics across all locations</p>	<p>Unmatched Customer Care supporting both the corporate and location level</p>
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Giving a Fresh Face to an Established Company

Binswanger Glass was founded in 1872 as an auto, residential and commercial glass company and is now one of the largest installers of glass and glass-related products for residential and commercial use in the country.



Unlike Binswanger's competitors, Binswanger does it all – from auto glass to shower doors to skyscrapers. However, their broad focus and lack of marketing efforts led to challenges in targeting the right audience for their wide variety of services. They needed a robust marketing solution to spread brand awareness and bring in the right new business across their 68 locations. Max Perilstein, Marketing Consultant for Binswanger, says, "The biggest challenge we faced was simply the years of neglect of marketing the company. Marketing was really not taking place. No best practices were put in place."



In search of solutions, they decided to try a mobile marketing vendor, but disappointing results left Binswanger unsure there was something out there that would meet the needs of their large-scale multi-location operation.

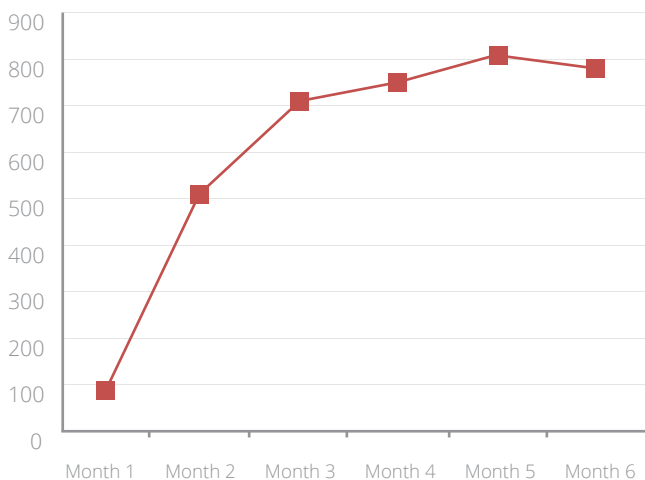
Then Max received a call from YBN, which left him reconsidering Binswanger's future approach to online marketing. After a couple of comprehensive meetings with a YBN executive, he realized YBN was their opportunity for differentiation in the field. "I had heard from a bunch of other companies who claim to do the same thing as YBN, but they had just told me what I wanted to hear," reflects Max. "YBN showed me what I wanted to see." Despite hesitations from having the previous failed marketing effort fresh in their mind, Binswanger decided to launch a four month pilot across 21 locations.

Bringing in Results that Mattered

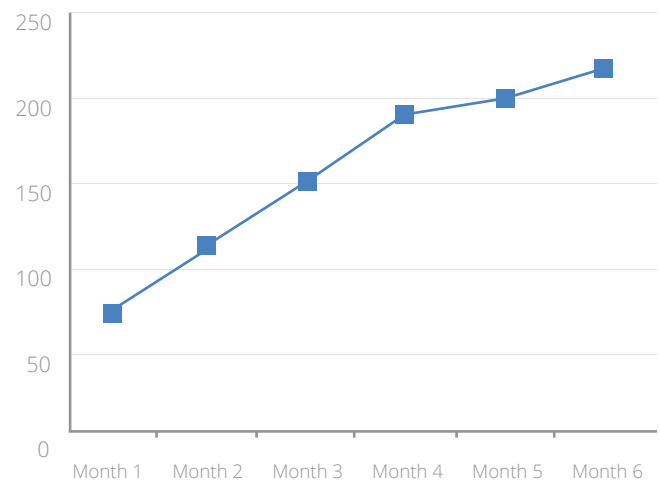
Spreading Brand Awareness

100% of locations received first page rank for a variety of service specific keywords on one or more of the major search engines, including Google and Google Maps, Yahoo! and Bing. "We're now consistently on the first page, which is something we've never had before," says Max. "This is probably the most critical component of our marketing efforts because it gets our name out there."

Total Organic Visits

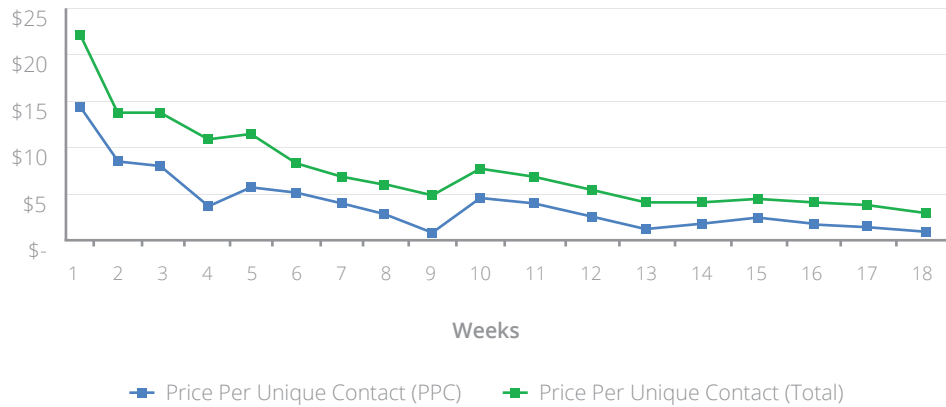


Average Keywords on First Page

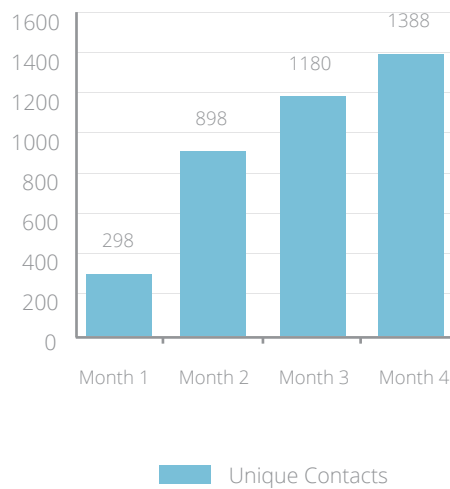
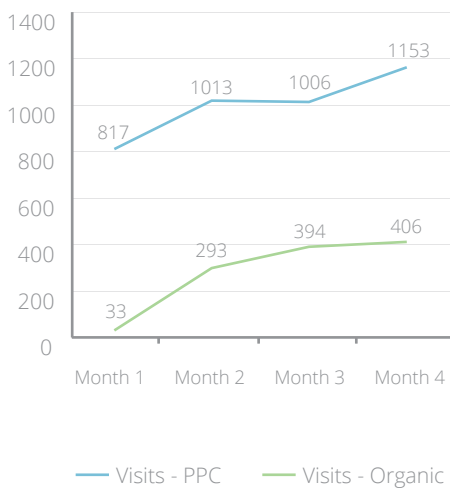


Turbo-Charging Lead Generation

With YBN's multipronged approach to online marketing, Binswanger saw outstanding metrics as organic and paid visits climbed month over month. By month four, their price per lead dropped under \$10, a decrease of over \$7 from month one. "Our cost per lead continues to drop every month. Month one was around \$13 and now it's below \$3 in some locations. That is incredibly positive for Binswanger," explains Max.



Scott Bolton, a regional manager in Dallas, says, "We get calls from YBN's marketing program every single day. It is definitely adding value." The Dallas location saw an increase in paid and organic visits month over month and a decrease in price per lead. By month four of the pilot their price per lead dropped to under \$5.



The Power of Insight

Insight into performance proved powerful for Binswanger allowing them to track the value of their marketing efforts across their locations. According to Max, "Full-scale visibility is crucial and I think it's what makes YBN stand out from its competition." Value was not only seen by Corporate, but also recognized at the local level. Max claims, "Internal tracking has become a big deal for each location. We had one branch close a \$27,000 deal that was brought in through YBN's marketing program." The complete transparency into performance has helped locations see the unprecedented value YBN has had for Binswanger.

The Strength of Support

What stood out most to Binswanger was the customer service YBN delivered at all levels. The YBN customer support team offered training support, strategic planning support, regularly scheduled educational webinar series, and shared feedback and learning across the entire multi-location network. "When our location managers have questions, YBN gets back to them right away. Customer service at YBN is the strong point. You can't top it," says Max.



Proving the True Marketing Partner

Binswanger historically had little success with their marketing efforts to build a strong brand and generate new business. When they chose to pilot the YBN marketing solution with 21 of their locations, YBN's comprehensive and highly visible approach proved worthy of solving their marketing challenges. So much so, in fact, that Binswanger decided to extend YBN's solution to all 68 locations. Everyone seems to be very pleased with the decision. "It's given the individual locations the reassurance that Corporate is looking to advertise and get the word out," says Max. "Location managers are really starting to feel support from corporate". The YBN program is driving new business, positive returns and a more cohesive brand network.

Binswanger Timeline

Success Story

