



FOUR SEASONS
SUNROOMS & WINDOWS
INDEPENDENTLY OWNED AND OPERATED

Remodeling an Internet Strategy...

Latium USA is one of the largest privately held remodeling groups in the United States specializing in both outdoor living space and interior rooms. Combined with the U.K. group, the company has achieved revenue of over \$1 billion. Latium USA's company portfolio includes Four Seasons Home Products, Four Seasons Sunrooms and



Windows, and Metals Building Products. Each brand provides customers with the chance to enhance and enjoy one of their most prized possessions – their home.

Latium's Four Seasons Sunrooms & Windows needed a centralized solution that would drive collaboration and align their marketing strategies across their network of over 250 franchisees and dealers. They turned to

Centermark to enhance their search engine marketing (SEM/PPC - Paid Search) efforts, improve lead generation, and gain greater consistency in messaging and performance across their vast network.

Richard Harris, Vice President of Latium USA, is well versed in the home improvement industry. He started his career as a telemarketing agent in home improvement before joining Latium USA in 2001, and has a depth of understanding that only comes from rising through the ranks in an industry. His current responsibilities include oversight of all three distinct Latium USA brands, and managing the complexities of marketing therein, where each is comprised of franchise businesses, retail locations, a dealer-distribution model, and product sold direct to contractors.

Early on, Richard recognized that lead generation was the key business driver for Four Seasons Sunrooms & Windows. ***“There are never enough leads; and, in essence, there can never be enough leads.”*** Richard believes that fueling his channel with as many leads as possible is the only way to responsibly grow their businesses; they will earn

more franchisees, more dealers, and more contractors only by providing them a larger pool of prospective customers. ***"The more food you have at your table, the more people you invite to dinner - not the other way around."***

Like many franchise businesses, he used SEM to reach targeted customers and drive them to the Four Seasons Sunrooms & Windows website. He focused on national search while ignoring local search across the various markets.

"We had gone down the path of focusing nationally, but the missing piece was recognizing the need to bring in the customer on a local level. That isn't to say that there is not a place for national branding, but we massively underestimated the power of local branding in the various markets."

In order to amplify their marketing results, Richard needed to adjust the balance between local search and national search. Specifically, he wanted to find a way to easily monitor, communicate and measure the success of SEM efforts and increase adoption rates across the network. At the time, he did not know if a scalable solution for a network business like his even existed.

"Before starting with YBN, we didn't know what we didn't know."

Flash forward to 2013...

Yodle for Brand Networks (YBN) launched Centermark, the world's first Distributed Marketing Automation platform purpose-built for Franchise networks. After hearing about the news, an executive from Four Seasons Sunrooms & Windows attended a YBN conference to learn more about the platform. He discovered that the tools and features of Centermark aligned perfectly with Richard's vision, including:

- A coordinated, technology driven approach to communicating with the network, coupled with the ability to use the paid-search ROI calculator to predict likely lead performance for a given local investment.
- The ability as an organization to track global adoption and usage of paid search programs.
- The ability to oversee, manage, and measure local performance for both the individual locations and the corporate marketing team.

The executives came back from the event feeling inspired, but one thing stood in the way. Four Seasons Sunrooms & Windows needed to collectively agree on a new methodology to measure SEM results.

“I believe that we had an ‘a-ha moment’ when we decided to move away from merely considering a price per contact to a true ROI model. Essentially, we moved from a pure quantity model to a QUALITY model, while remaining mindful that quantity was an important motivator to our network. We looked for the balance, and Centermark provided it.”

Path to success...

The implementation of Centermark bridged the gap between the local franchise network and the national brand. The intuitive platform provided customizable and scalable solutions to help the Four Seasons Sunrooms & Windows team view, amend and adjust SEM tactics and inform their network of the necessary changes. Individual locations had the ability to benchmark themselves against other members of the network and adapt where they saw fit. Additionally, YBN provided dedicated support to help franchisees improve their performance and dominate the online space.

“Yodle has proven to be an important role in our lead marketing program. By participating in Yodle, we are receiving more appointments during the winter than we ever had.” - Four Seasons Sunrooms & Windows Location Owner

Drive for results...

By leveraging the Centermark platform, Four Seasons Sunrooms & Windows successfully increased their network adoption (the number of franchisees/dealers etc. participating in corporate recommended marketing programs) by 176%; while reducing their price-per—contact by 27% within one year. They **converted more leads into customers** through the use of the new local search tactics; and the locations within the network more than **doubled their local spend** in the first year on Centermark.



A Perfect Partnership...

Before he implemented Centermark, Richard lacked the support and technology needed to develop a comprehensive SEM strategy. With Centermark, Richard built the perfect roadmap to maximize ROI. Four Seasons Sunrooms & Windows now has the essential tools to monitor the network's performances, collaborate with their franchisees and outperform their competitors online.

"I always look forward to new technology that Yodle champions, and it gets adopted into my business at the earliest opportunity. Different sectors and organizations have different issues, and yet somehow Yodle manages to pull together technology solutions that cover a vast array of different industries and can be adopted into different verticals"

More leads, converting into more customers, across more locations than ever before - That's the impact Centermark has had on Four Seasons Sunrooms & Windows.

About Four Seasons Sunrooms & Windows:



Four Seasons Sunrooms & Windows

Founded in 1974, Four Seasons Sunrooms and Windows offers year-round room additions through 300+ locations throughout the United States via our large franchise and dealer network. Building upon the years of expertise in year-round room additions, or 'glass houses,' Four Seasons Sunrooms and Windows transforms light and space into a homeowner's dream all year long. Consumers can work with our consultants to build large room additions, or smaller more quaint spaces. All taking advantage of the increased natural light, while being protected by our energy-efficient window technology.

About Latium USA:



Latium USA

As one of the largest privately held remodeling groups in the US, Latium USA has its sights set on continuing to build a trusted and dependable brand in the Home Improvement Industry. Latium USA and its family of brands are proud to be building dreams. Our vast line of products, offer our customers a chance to enjoy one of their most prized possessions, their homes. By adding additional living space, inside and out, consumers are investing in their home's equity as well as their lifestyle. Latium USA is built on a strong foundation and consists of the brands, Four Seasons Home Products, Four Seasons Sunrooms and Windows, and Metals Building Products, all of which soon will be household names.



To learn more about what YBN can do for your business, please contact us today.