

Seeing Through the Blinds...



[Gotcha Covered](#) is committed to providing personal attention, exemplary service, and a comprehensive range of attractive and functional window treatments to their customers. For a business whose product suite includes 'blinds', it was somewhat ironic that one of their biggest challenges was 'blindness'; they were blind to the activities of their franchisee locations. Where once they were blind, now they can see; [Gotcha Covered](#) counts on Centermark to provide visibility into the activities of the network, and the scale to support 60+ locations with the essential web presence needed to succeed.



[Paul Linenberg](#) is the President of [Gotcha Covered](#), and as a former internet entrepreneur knows a lot about how to manage websites, digital campaigns, and social presence. When he joined the company in 2008, he quickly discovered the first rule of franchise marketing: franchisors and franchisees don't always agree, and have different priorities and goals in mind when making decisions about where to invest. Paul recognized that he needed to balance the franchisee's need to control their investments with the promotion and protection of [Gotcha Covered](#)'s national brand. As Paul puts it, "being a Franchisor is a lot like running a Home Owner's Association; a big part of the responsibility is to protect the value of everyone's investment by making sure your neighbor doesn't paint his house hot-pink with graffiti". Given his internet expertise, Paul had some very clear opinions about how to make sure the digital 'homes' of his franchisees were presented in a way that aided the entire community.

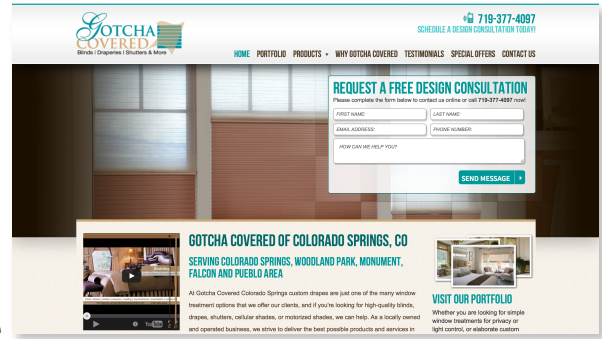
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At that time, each [Gotcha Covered](#) location was represented with a fairly generic page on the national site, without real localization, and no ability to customize content to create local appeal. In addition, an external contractor was used every time they needed to change, add or remove a franchise page from the site. It wasn't scalable, wasn't local, and provided **"no tracking, no analytics .. nothing"**. Paul knew that [Gotcha Covered](#) needed consistent, mobile-optimized, localized, conversion-focused, and trackable local websites for each franchisee, along with a comprehensive set of options for paid-search, SEO and other demand-generation activities. He had the background and expertise to do it himself, but realized that there was no way to do it at scale for over 60 locations while giving each the personal attention, support, and focus they needed. For a time, Paul had no idea how to ensure that his locations were fully discoverable on the web; he knew that the right programs and activities would act as a tide to raise all ships, but he didn't know where to turn to actually create those programs within his network.

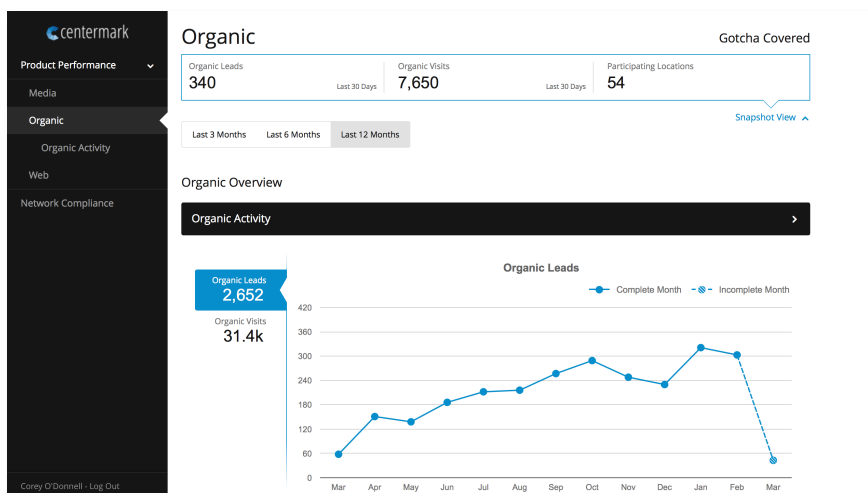
Paul had dabbled with Paid-Search partnerships with a few digital vendors and agencies, including [Yodle](#). None proved to be widely adopted or very fruitful for Gotcha Covered, but at least they gave the franchisees a mechanism to control their own destiny and quickly gain more leads. It was through the brief partnership with Yodle on PPC that Paul first met Brian Heppner, a National Sales Director at Yodle who helped Paul offer a systemwide paid search option to his franchisee locations. In reality, the program didn't work out, for while leads came in for the locations that opted to invest, there was no way to earn that investment from more locations or to make the paid search campaign serve a larger internet marketing presence. Fortunately, their paths would meet again...

In 2013, Yodle for Brand Networks (YBN) launched Centermark, the world's first Distributed Marketing Automation platform purpose-built for Franchise networks. Brian remembered that Paul's desire for a comprehensive digital marketing solution and reached out to share the news on the launch of the new platform. Paul instantly recognized that the promise of Centermark perfectly matched his ambitions for a comprehensive platform for [Gotcha Covered](#). Paul recounted later that he wondered whether Yodle had been **"reading my mind, or a fly on my wall"** because the structure of the Centermark platform so closely mirrored the needs, pain points, and tools he was searching for. Through investigation, and a lot of conversation, Paul became convinced that the Centermark platform could provide the scale, assets and insight he needed to help [Gotcha Covered](#) achieve a consistent, discoverable online presence across all locations.

A few months later, Paul and the team at Yodle for Brand Networks conducted a simultaneous, system-wide launch of brand new websites for each and every Gotcha Covered location (<http://www.gotchacoveredcoloradosprings.com>). The sites provide full local discoverability, and mirror the [Gotcha Covered](#) brand, visual standards, and customer values. Each site is tailored to the location it supports, and provides the local franchisee with the ability to upload fresh content in the form of Photos (before and after) and offers/promotions, along with a complete reporting dashboard illustrating the performance of the site and the lead sources that feed it. Additionally, Centermark's Foundations application ensures that each [Gotcha Covered](#) location is accurately and consistently listed across all of the web's most popular directories, and drives organic discoverability.



Today, Paul is thrilled to see that ***"most of their sites can be found on Page 1 of Google, I conduct...searches to see how people are doing. At the end of the day that looks good and Yodle is delivering on that promise to make us DISCOVERABLE. And, there has been a REVENUE lift thanks to organic and paid presence."***



Traffic from organic search has risen consistently since the start of the Centermark program. Meanwhile Paul gets full insight into the activities, performance, and trends at each location and across the entire [Gotcha Covered](#) network. This provides

the insight to truly manage the network, understand customer sentiment, and react to the needs of his franchisees. Perhaps more surprisingly, is the value Paul found Centermark provides to prospective Franchisees.

"It really helps our Franchise Sales efforts, without this platform the 'Gotcha Covered' offering would be less. [Centermark is] a selling tool, you help us sell Franchises because we can talk about this platform as a turbo-charged internet marketing platform, helps build confidence with prospective Franchisees."

Prior to Centermark, Paul knew what he needed and how to help his franchisees, but lacked the tools, insight, and scale to make his plans a reality. Centermark has provided sight, a clear picture of the network's performance both for the locations and in Paul's chair so that together they can build a better brand. Paul's outlook transformed from ***"we have no idea how we're doing"*** to ***"now I have access to how we're doing"***. Where once there was blindness, now there is INSIGHT.

About Gotcha Covered:

"From Simple to Extraordinary, Solutions for Every Window..."

Our slogan says it all. Regardless of your style, budget, or window treatment challenge, our highly-trained, talented and experienced window treatment professionals will work with you to find the solution that is right for you.

Why We're Different

"Everything for the interior of a window..."

Most of our competitors offer a limited range of window treatments. Some only sell 'hard' window treatments like blinds, shutters and shades. Others only design and create custom soft treatments like drapes and curtains. Some only sell to homeowners, some only sell to businesses- you get the idea. Whatever limitations they have, we're happy to tell you that Gotcha Covered design consultants do it all! That's right - we can measure, create and install virtually everything for the interior of any window.

Our Mission

"Raving customers for life."

At Gotcha Covered, our mission is to create satisfied customers that rave about us to their friends, relatives and neighbors. By providing that personal touch in each and every situation, we ensure that we become a trusted provider of custom window treatments to the communities in which we live and do business.