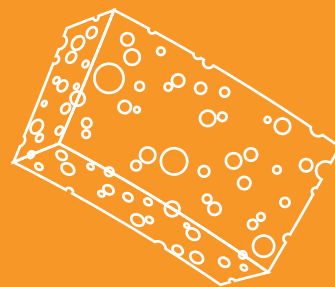


# Yodle Local Online Advertising for Commercial Cleaning



## Cleaning up their advertising act

### Challenge

Stratus Building Solutions in Denver, Colorado is a franchise office that provides cleaning services for commercial buildings. Before signing up with Yodle, Stratus had engaged in various forms of marketing, but unfortunately did not generate a strong enough ROI to validate those efforts. Additionally, with no ability to track their results, Stratus was left guessing as to how, and if, their marketing efforts were actually paying off.

### Solution

Yodle developed a local internet marketing campaign for the Denver area, targeting anyone who uses the internet to search for commercial cleaning services. Yodle also setup dashboard reporting to track campaign performance, as well as call tracking technology to track lead quality and conversion.

### Results

After using Yodle for only 90 days, Vanessa is confident that Stratus is among the first companies to be called when people use the internet to search for commercial cleaning services. Additionally, Vanessa finds Yodle to be extremely complimentary to their cold-calling efforts because when those same businesses do decide they need cleaning services, they are using the internet find a provider, and thanks to Yodle, Stratus is getting found. More importantly, Yodle is helping Stratus close new business while establishing a strong and measurable ROI. "It's been great," says Vanessa, Office Manager of Stratus, "We've definitely signed several contracts from many of the Yodle phone calls."

Vanessa estimates that in just 90 days they have already closed at least 4 new contracts, (each averaging about \$700 per month with a 12-month commitment). She also anticipates 2 or 3 more contracts in early 2010 and beyond.

Would these jobs have occurred without Yodle? "Probably not" according to Vanessa, "Yodle is great, Yodle is wonderful!" she says – just another example of a very satisfied Yodle client!

### Client Profile

**Client Name:**

Vanessa Orona

**Company:**

Stratus Building Solutions

**Industry:**

Commercial Cleaning and Building Services

**Location:**

Denver, CO

**Website:**

[www.StratusDenver.com](http://www.StratusDenver.com)

### Why Yodle?

There's no telling how much business you can book with **Yodle Local Online Advertising**. We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

**Now doesn't that sound like a tidy advertising vehicle?**



Visit [www.yodle.com](http://www.yodle.com) or call 877.276.5104 to learn more!

Get your cleaning service listed on sites like:

