

CASE STUDY

IT JUST HAPPENS
Marketing For Tradies

How We Helped Voltair Triple Profitability and Increase Their Revenue 279% by Identifying Their Dream Clients



"One of the main reasons we went with It Just Happens was because we wanted to change the direction our business was heading, and we wanted to do it properly but also at a pace we were comfortable with... We definitely didn't think it would happen so quickly within a year... and at the same time triple our profit... break a million in revenue... still seems crazy."

Christie Baran
Voltair



279%

Increase in
Revenue

2x

Increase in Avg.
Job Value

3x

Increase in
Profitability

\$1.5m

Revenue for
FY18-19

Company Profile

Name: Voltair

Industry: Air-con installation

Tranding for: 15 years in Canberra

Voltair is an air conditioning sales and installation company in Canberra run by husband and wife team Steve and Christie Baran. In 2016 they turned over \$574,000 with a \$600 average job price. They had a limited number of their own clients and were relying heavily on referrals from subcontractors. These referred clients were unappreciative and price-driven, leading Steve and Christie unfulfilled and losing love for the job.

After working with It Just Happens, they're excited about their business again and looking forward to growing their team and reputation within Canberra. They've finished the 2018 financial year at \$1.5 million with no subcontracted work—doubling their average job price to \$1,200 and tripling their profitability.

The Problem

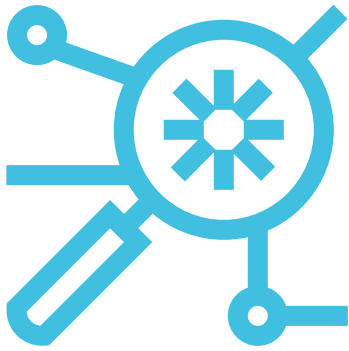
- Not Enough Revenue & Long Hours
- Burnt Out
- Reliant on Referrals

Christie Baran says:

"We used to be installers for a large retail store in Canberra and that was very busy, very low profit margins... There was no passion for the work anymore.

It was getting to the point where it wasn't very pleasant. People would just bark at you all day. I remember coming in after we had a short Christmas break and looking at a large list of our retail referred work and I sighed, and went, 'okay, which one looks like the friendliest name to contact first?'

I really wanted to deal with loyal, happy customers who were prepared to pay a bit more for a great customer service and installation experience."



Our Insight

After the first few calls with Steve and Christie, it was clear they needed to move away from the subcontract work. It was killing Steve trying to keep up – he was in burnout phase.

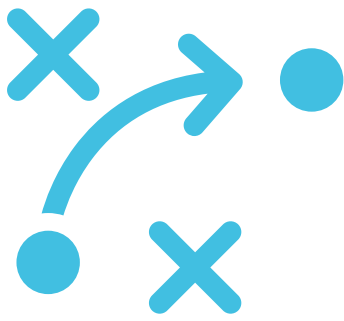
One specific area to address was that they didn't have anything in place for their own marketing and lead generation. We needed to build everything from the ground up, with a limited customer list to go off.

Karen and I knew that if we could get online marketing working for them quickly and give them quality leads to work with, they would book the jobs and win the business. With these higher quality leads, we knew that they would be dealing with a better kind of prospect. In addition, we knew their average job value would increase and so would their profit margin.

By identifying their ideal customer, we could effectively bring some excitement back into their business and help them make more money at the same time—it was a clear goal for us.

Voltair says:

"Brent and Karen were so transparent and honest when we talked with them. We felt really confident that they were able to do the work we needed to get done. Brent especially is so down-to-earth and very caring about what he does; he's interested in seeing you succeed and it's quite personal. He's there celebrating your successes with you and he's riding alongside you and cheering you on."



The Strategy

Build a lead-generation machine and stop low-paying subcontracted work

Get Leads

Using online marketing, we needed to get qualified leads contacting Voltair and booking in new jobs at a reasonable price. We decided Google Ads was the obvious choice for achieving this and created a search campaign targeting people specifically looking for the services Steve and Christie offered.

Increase Revenue

We recommended they increase their rates and make no exceptions for referred work either. This meant it was less attractive for the retail subcontractor to refer low-margin work to Voltair and of the work that was referred, it was finally worthwhile. So, while they had less jobs, they were making more money in the end, which also meant they weren't as busy.

Increase Profit

In Voltair's marketing, we dropped all mention of price discounting and focused on the customer's problem— with comfort levels in their home becoming unbearable, they needed air conditioning installed professionally with a minimum of fuss. We made it clear that Voltair was the best choice if they wanted to be comfortable quickly and reinforced that Voltair made it easy and enjoyable. All of Voltair's competition were focussed on price discounting (and still are).

Voltair says:

"We were hesitant of building on our own client base because we were so heavily reliant on contracting work. We needed to know we were going to be able to survive. But Brent and Karen helped us learn that it was okay to let go and move on... we needed to if we wanted to move forward."

Results

Voltair is set for their biggest year ever thanks to our marketing campaign



Voltair was a dream-like client. Right expectations, right people, right outcome. They trusted us to do the best we could for them, and we've repaid that trust with tangible results they never dreamed of.

The campaign we're running for them has 4 main parts, and it turned out to be quite complex—but the results we've achieved in such a brief period are proof that our strategy and execution is working.

1. Google Ads
2. Landing Pages
3. Automated SMS
4. Newsletters

279%

Increase in
Revenue

2017 - \$537,000
2019 - \$1.5 million

2x

Increase in
Avg. Job Value

2017 - ~\$600
2019 - ~\$1,200

3x

Increase in
Profitability

\$48,000 » \$963,000

Ad spend

Added revenue

Christie Baran says:

"We're seeing a lot more new business. Especially with new builders and ongoing contracts that we never would've had access to in the past... we're really fired up again and I want to become a household name for people here in Canberra."

Want results like these?

It Just Happens is a team of tradie marketing specialists based on Queensland's sunny Gold Coast led by Brent Crowley and Karen Hildenbrand-Allery. They've provided done-for-you marketing solutions for business owners who are serious about growing their trades businesses for over 6 years.

Brent Crowley

Brent was a marketing manager for one of the leading trades businesses in Sydney, Omega Plumbing and Electrical. He then went out on his own to consult with trades businesses across Australia. One of his first clients was Fallon Solutions in Queensland. They are one of Australia's most successful multi-trades businesses with over 80 trucks on the road. Brent worked closely with the owners and management team on their pricing models – their revenue increased by 35% within the year. He then helped them put their marketing on autopilot and their revenue has gone up further still.

Karen Hildenbrand-Allery

Karen has a smart business mind and a strong background in making businesses profitable. She's worked with companies large and small and enjoys looking at every aspect of their commercial needs to find creative ways to achieve their profit goals faster and easier. Karen also has a Master of Business Administration (MBA), and her "pull no punches" advice is always based on real life experience. Her tradie clients value her straightforward approach to business and love the monthly newsletters she creates for them.

Together, they looked at trades businesses across Australia and saw they all had the same problem... tradies were neglecting their existing customers, and their marketing was never consistent. These tradies were scratching around in the same places trying to get the same leads, in a half-hearted attempt to grow their business. And every one of them lacked the time and know how to do it right. With an idea to become a 'marketing manager for hire', it all progressed from there.

**If you are fair dinkum about taking your business to the next level call 07 3041 4139
www.itjusthappens.com.au**

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