

ProCleaner: Cleaning Up

ProCleaner

Don Lyon runs two Time for You domestic cleaning franchises in London and Surrey. He's previously been a property lawyer and worked in pharmaceutical marketing but got bored of corporate life. He came upon a Time for You franchise by chance and then when successful bought another.

Don said "We provide the same cleaner every week – so customers can get to know and trust them. My key competitors are impersonal - but cheap - app based services with massive marketing budgets.

I take great care in cleaner selection using TimeforYou's unique selection process to find the best cleaners.

It includes interviewing cleaners in their own home – as it gives me a pretty good idea of their attitude to cleaning.

Ultimately my franchise is based on customer satisfaction. We're only as good as our cleaners. So once we've taken them on we ensure they're paid and treated well, because in my experience a happy cleaner, is a good cleaner."



Don Lyon – TimeforYou Franchisee

Initial Websites

"We've been working with Paramarq for several years. Initially they advised on the design a trial website with my website designers.

The first website was very cheap but wasn't suitable and the second was only just good enough. All this took ages - well over a year to get an initial website.

But still wasn't anywhere near good enough in Paramarq's view. So they cleaned it up to make it fit to run as a short trial campaign.

The trial website – to prove the efficacy of Paramarq's approach - lasted three years."

Marketing Problems

"We desperately needed a better website to be able to:

- Generate 30% more leads from our Google AdWords budget.
- Offer multiple prices so that prices we would be cheaper in downmarket areas than upmarket areas.
- Accurately target prices by neighbourhood in London.



But we couldn't afford it and I'm not an internet marketing expert. There seem to be a large number of them that promise the world - but don't deliver.

So instead we decided to rent a new website from Paramarq for a new trial to mitigate my commercial risks. The site has been designed so that it can also be used by other Time for You franchisees."

Results

"The website only been live for a couple of months but it's transforming my business.

"We're getting 2-3 times more enquires – for the same AdWords budget. The enquiries are of a noticeably higher quality, requiring more cleaning hours per week and there are fewer time wasters.

Just as importantly there've been a pronounced increase in the number of higher margin sales enquiries. The leads are costing about 75% less and they're more profitable. It's a powerful combination.

I'd recommend Paramarq to any Time for You franchisee – or to any other company.

When Paramarq asked me for my approval [for this case study] I was so busy that I was only able to give it a quick read through and didn't make any changes which for a previously anal lawyer is fairly remarkable!

Currently we can't cope with any more leads. You could even say we're cleaning up."

Paramarq's services provided:

Hosting / Branding / Marketing Positioning / Marketing analysis / Customer Needs Analysis / Customer Journey / Benefits Analysis / Customer Need Analysis / Usability Analysis/ Website Development / Project management / Google AdWords

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