



# Discover How...

## Opal Enterprises Grew their Repeat & Referral Business by 30.3%!



### The Challenge

When Tara Dawn of Opal Enterprises began working with gFour Marketing in 2014, she was excited about the opportunity to grow her future repeat and referral business as part of a profitable growth strategy. However, she knew there was also gold in her past customer list – she just needed some help mining it!



### The Solution

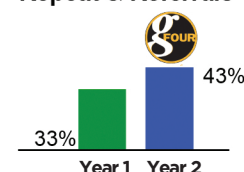
gFour Marketing built a Client Reactivation Campaign to reach back out to Tara's past customers with the goals of reestablishing awareness of Opal Enterprises, showing appreciation, assessing the homeowner's future home improvement needs and reminding them of all the solutions (products) Opal provides using the following elements:

- Gift to Past Customers:
  - Pail of cookies
  - Thank you card
  - Gift card to Opal Enterprises
  - Survey
- Happy Home Gazette print edition to current and past customers
- Thanksgiving Campaign to past customers
- All new customers activated into the 1into5 Program

### The Results

By implementing the Client Reactivation Campaign, combined with placing new customers into the 1into5 Program, Opal Enterprises saw their repeat and referral business grow from 33% of their 2014 business to 43% of their 2015 business. That's an increase of 30.3%, and shows that Tara is knocking her profitable growth strategy with gFour Marketing out of the park!

% of Business from Repeat & Referrals



My exterior remodeling company's repeat and referrals business increased by 30% with gFour Marketing! In 2014, 33% of my business was comprised of repeat and referrals. In 2015, this number grew to 43%! gFour has nurtured my company's relationship marketing needs from the moment we spoke and matched up Opal Enterprises' goals with what they excitedly offered us. I have direct contact with the team and I have never felt anything but important!! I have ebbed and flowed between being very hands-on to being super busy and hands-off...and either way, gFour Marketing has listened to my needs and taken the campaigns from conversation to initiation! I love this company and scream their praise to my contracting world!! Thank you Brian, Alex, Adi and of course my amazing account manager Tania! Please do give gFour Marketing your client relationship business. I was referred to them by Istueta Roofing and I am so happy to refer them to you!

– Tara Dawn, Opal Enterprises – Naperville, IL