



Discover How...

Bak Brothers Increased Their Repeat Business by 50%!



About Bak Brothers

Bak Brothers, Inc., located in Northbrook, IL, serves northern Chicagoland suburbs as well as several northern neighborhoods within Chicago. Specializing in complete exterior and interior remodeling, they offer a wide range of products including siding, roofing, entry doors, and window replacement. They boast hundreds of positive reviews on Google, Yelp, Facebook, the Better Business Bureau, and Angie's List.

The Challenge

When Artur Bak was introduced to gFour Marketing Group by an existing client of ours, the biggest challenge they faced was difficulty in coordinating - and being consistent with - client follow-up at the conclusion of every job. In fact, prior to joining with gFour, their customer relationship marketing depended on each sales rep reaching out to their clients. So if they didn't remember, it didn't get done.

The Solution

In 2018, Bak Brothers signed up for gFour Marketing Group's Premium Program which includes:

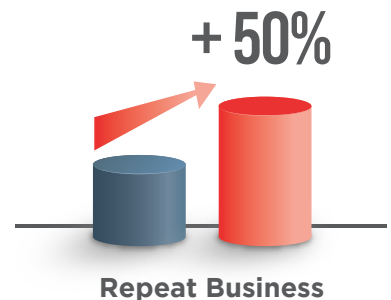
- Premium Program (Cookie Jar);
- Referral Rewards Program;
- Print Newsletters (for new and past customers);
- eNewsletters;
- Anniversary Cards.

The Results

Repeat Business: Since joining with gFour, their repeat business has **increased by 50%**.

Referral Business: In fact, their referral business has **increased by 45%** and referrals now make up over 20% of their customer base.

Communication Open Rate: Bak Brothers enjoys a fantastic open rate of **almost 40%** with emails sent from gFour on their behalf.



Reactivation Campaign

"What we learned during the relationship with gFour was that a lot of things changed in our business. We've seen an increase in repeat/referral business, number of online reviews, and customer satisfaction. But we also started to look at our business model much differently and much more profitably.

Ultimately this means that if more and more of our customers are coming back, and they are referring us to their friends and family, then our lead costs stay very low, which in turn translates into a nice uptick for our bottom line."

Artur Bak
Owner, Bak Brothers, Inc.