



Discover How...

# CASTLE WINDOWS GENERATED MORE THAN \$1 MILLION IN REPEAT AND REFERRAL BUSINESS LAST YEAR



## About Castle Windows

At Castle Windows, we provide quality home improvement products to 11 states. As a family-owned business, we treat our clients like they're part of our family.

We are proud to be listed year after year as one of the largest home improvement companies in the country, continually ranking among the best in sales, installation, and service.

## The Solution

We activated gFour's Professional Plus program in March of 2019, and since that time, over **750 customers** have been activated into the program.

The program elements include:

- **Thank You Card, Gift Card, Feedback Card** all designed to nurture client relationships;
- **Referral Rewards Mailer and Program** to reward clients for their introductions to other homeowners;
- **Quarterly Print and Monthly Email Newsletters** to stay in touch with customers using entertaining and engaging content;
- **Keep-in-Touch Emails** to maintain ongoing communications with timely tips;
- **Authentic Feedback Program** to encourage online reviews by making the process quick and easy.

## The Challenge

Before we started the program with gFour Marketing Group, the only communication we had with customers was a mailer from a holiday campaign. And while we knew it was important to get online reviews, we didn't have any success asking our clients for them because we didn't have the time, expertise or resources to dedicate to it.

Our constant touches with our customers had also been challenging. It's something that could be a full-time position that entailed reaching out to our customers, writing newsletters, sending gift packages, etc. It was something we knew we needed to do, but it was definitely not our specialty.



## The Results

**Referral Rewards:** From January through December of 2020, we received **1,296 referrals**, which turned into **188 appointments** and generated **\$386,359 in sales**.

**Repeat Business:** Within the same timeframe, we made **more than 265 previous client appointments** and closed **143 sales for \$655,745**.

**Authentic Feedback/Reviews:** The Authentic Feedback program works so well for us is because we conduct a phone audit while the installer is still in the home and use automated texting. We now have over **340 online reviews**, 217 of which are on Google; in fact, we're consistently **#1 in the Google 3-pack** search results.

*"We didn't have anyone here who could put it all together like gFour can. And once we figured out what it would cost us to hire a person and fulfill the production/mailing, we realized that gFour could do it better than we could for about 1/3 of the cost. I would tell anyone that if they want to grow their business with a minimal marketing cost, they need to do this. We've never written as many referral checks as we have since starting the gFour program. It's really bringing down our overall lead costs."*

**Steve Thompson**  
Director of Marketing