

The Insanely Effective Strategy that Generated \$64,000 for a Local Flooring Business in just 4 Weeks!



Meet Chattanooga Floor Care

A premier flooring service provider in Tennessee with a reputation for excellence and craftsmanship.

Despite their impressive track record and satisfied customers, they found it challenging to consistently generate new leads and stay top-of-mind with potential customers in their target markets.

In this case study, we'll explore the **core strategies that drove results for Chattanooga Floor Care**, how **connecting with their CRM** influenced those results... and how it was **done in just 4 weeks!**



DOPE



Results Overview



RESULT 1

\$64,757.34
Revenue Generated



RESULT 2

981%
ROI Achieved



RESULT 3

1,492
New Touchpoints

The Problem

Relying on word-of-mouth referrals and online advertising kept Chattanooga Floor Care afloat but was not a sustainable or cost-effective way to grow their business.

They needed a more proactive and targeted approach to reach their ideal customers and stand out in a crowded marketplace.

The company had three key objectives:

- 1 Create a steady stream of new leads in high-value markets
- 2 Increase brand awareness & remain top of mind
- 3 Target affluent homeowners who want premium services

Results Close Up

Not only did DOPE help Chattanooga Floor Care generate immediate results in terms of leads and revenue, we set the stage for long-term success.

But we'll let the results speak for themselves.



Result 1: Achieving a Remarkable 981% Return on Investment

By using targeted direct mail campaigns & automated customer experience initiatives, we helped Chattanooga Floor Care generate **over \$64,000**.

For every dollar invested, the client generated \$9.81 in return.



Result 2: Generating High-Quality Leads and Substantial Revenue

Another key result was generating high-quality leads. Targeted direct mail campaigns & automated customer experience initiatives landed 5 new clients.

Each new customer **generated approximately \$12,951**.



Result 3: Dominating Target Neighborhoods

Dope sent **1,492 postcards to potential customers** in the neighborhoods where Chattanooga Floor Care was already working, building brand awareness and establishing a strong reputation in target areas.

Strategy Deep Dive

DOPE's direct mail marketing solutions helped Chattanooga Floor Care achieve remarkable results & lay the foundation for long-term success in their target market.



STRATEGY 1

Farming

Get more jobs in the neighborhoods you're working in with the power of automation.

"Brick by Brick"

Created an automation that sent 4 cards to the 15 surrounding neighbors when a job is marked "booked" in JobNimbus.



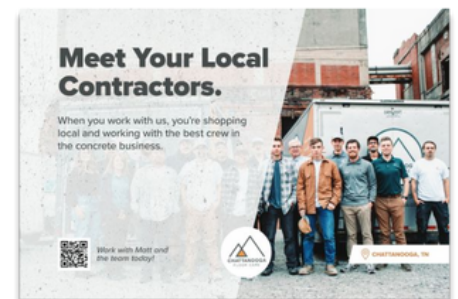
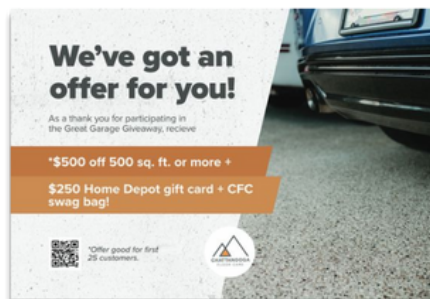
STRATEGY 2

Hunting

Get after the places you want to be using data to get you there.

"Sweet Spots"

Identified top zip codes, ran data model on their customer base, and sent 4 card campaign series using our neighborhood blitz tool to target homes over a certain value.



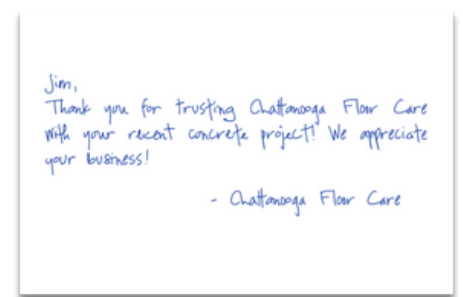
STRATEGY 3

Excellent Service

Go above and beyond to close deals and earn referrals

"Thank You Cards"

Created two automations that sent either a handwritten Thank You Card or a Box of Cookies, depending on the cost of the job, after a job is marked complete in JobNimbus.



Partnering with DOPE for Sustainable Growth and Success

The partnership between **Chattanooga Floor Care** and **DOPE Marketing** not only met but far exceeded expectations, driving significant revenue growth, an ROI of 981%, and expanding the customer base through strategic neighborhood targeting.

These results highlight the power of focused, innovative marketing strategies tailored to local businesses.

Ready to see similar results for your business? [Set up a demo today](#) to learn how our targeted strategies can elevate your business. With DOPE as your partner, the sky's the limit!

Schedule a Demo!