

The **Growth** Pyramid

How Great Websites + Great Reviews
Build a Foundation for Success

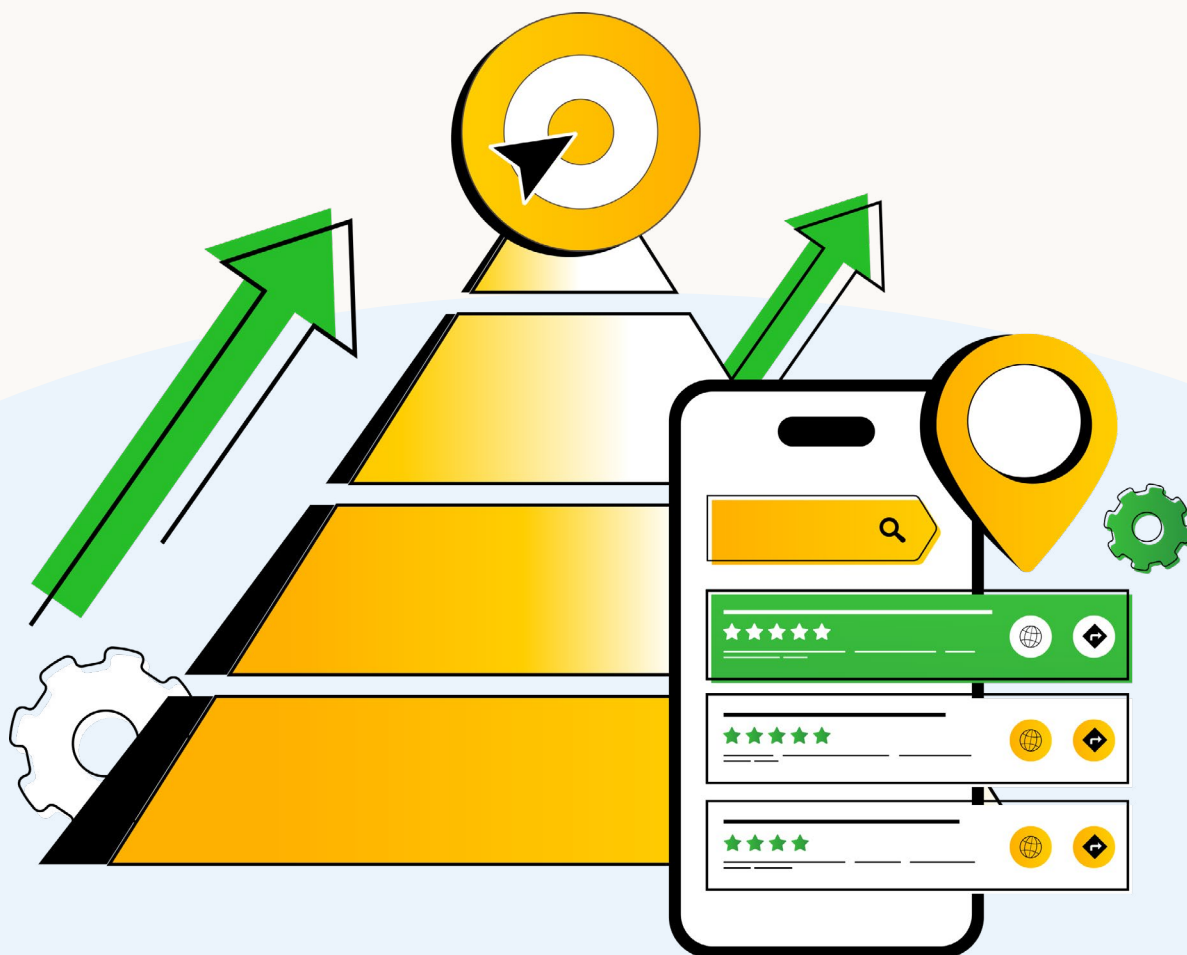


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Why the Right Growth Model Matters

In field services, growth isn't a straight line. It's messy, seasonal, and often stalls when the strategies that worked for ten jobs a week break down once you're doing 100.

Most companies struggle because they don't have a consistent strategy that adapts and compounds as their company grows. One season you're overspending on ads; the next, your best tech leaves. Local competitors seem to pop up overnight, and, at times, it feels like customers choose their go-to field service business with a coin flip.

The businesses that consistently grow, retain trust, and become the obvious choice in their market are the ones who build the right foundation.

At Applause and Coalmarsh Marketing, we've helped thousands of field services companies grow. Based on what we've seen work, the right foundation is one that centers:

- ✓ A website that consistently converts curious prospects to paying customers
- ✓ Search visibility through SEO and local listings
- ✓ A team of top-performing techs that do their best work on every job
- ✓ A glowing, public reputation that speaks for itself
- ✓ Paid campaigns fine-tuned to hit the right audience at the right time

△ THE GROWTH PYRAMID

Nailing each facet of this foundation is simple, but tricky. So we developed a model that makes it easier.

Our **Growth Pyramid** clarifies what it takes for field services businesses to **grow** predictably and dominate their local markets.

Find the Right Strategy for Your Revenue Range on page 20 →



This framework is built around a simple idea: sustainable growth depends upon both a consistent online presence and consistent technician performance.

In this ebook, we'll walk through each layer of the growth pyramid and provide actionable recommendations for building a straightforward, reliable, and repeatable growth engine.

The Three Layers of the Growth Pyramid

Each layer fuels the next, compounding results instead of scattering effort. Skip a layer, and you're lighting cash on fire. Stack them in the right order, and growth becomes systematic.

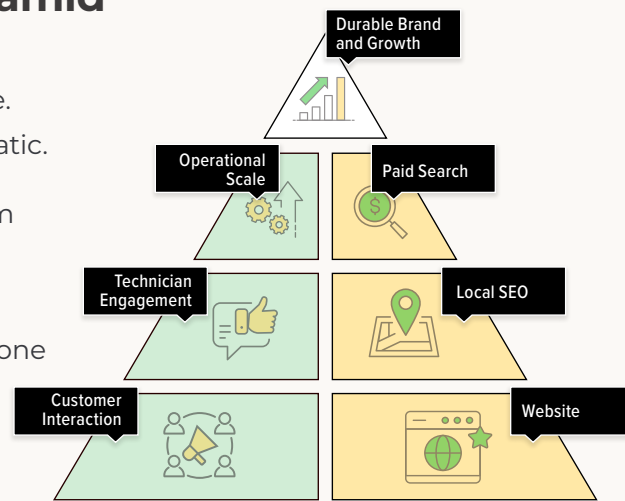
The foundational layer is made up of two bedrock, long-term initiatives: customer interaction and your company website. A solid online presence, a conversion-focused website, and thoughtful, frequent customer touchpoints form the backbone of any service business poised for growth. The businesses that treat these as living systems, not one-time projects, are the ones that scale.

Once that foundation is in place, the next layer is where your visibility starts to take off.

This is where **technician engagement** and **local SEO** come into play. It's how you start showing up in the Google Map Pack, and it provides social proof to potential customers who are comparing you in search to other local competitors. This kind of visibility is increasingly important as zero-click search **grows in popularity**.

The more engaged your technicians, the more **positive reviews** you earn. The more positive reviews you earn, the more trust you build before someone even clicks. But again, this only works when your website and your real-world service are strong enough to support that visibility.

Finally, you layer on amplification: operational scale and paid channels that turn attention into leads. Paid search channels can accelerate growth, but only when they're sitting on top of a trustworthy brand and a consistently positive reputation.



They only deliver when the foundation is solid and the strategy is sharp. That means ads pointing to landing pages built to convert, keyword targeting that matches real buying intent, and constant optimization that squeezes more revenue out of every dollar.

At the top of the pyramid is what you ultimately get when all of this is working together: a durable brand that drives self-propelling growth as every layer reinforces the next. A brand built according to the Growth Pyramid makes everything easier, from hiring to winning new business to earning trust.

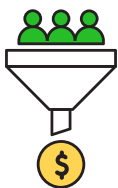
The Growth Pyramid shows you where to focus so your efforts build overtime. In a market where your website, reviews, and ads are your storefront, performance isn't optional.

The Growth Pyramid Framework for Service Businesses

The Foundation: Digital Presence + Trust Signals

When most field service businesses think about growth, they start with visibility. They ask, “how do I rank higher on Google?”, or “should we be running ads?”

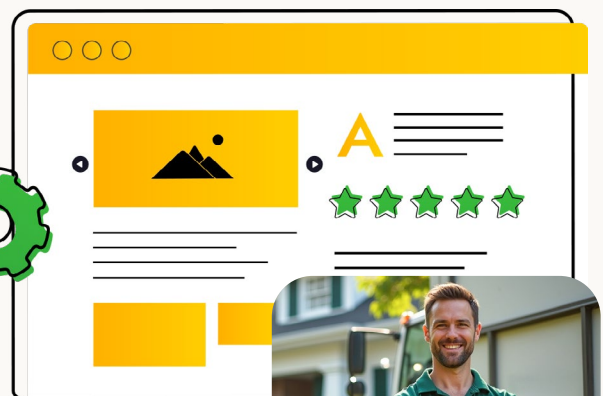
But that's starting in the middle. **Ads and SEO only work if your website can back them up.** Without that foundation, you're paying for traffic you'll never convert, so you need to make sure that:



Your website is set up to convert, so the traffic you earn doesn't go to waste



Your reputation backs up your marketing claims

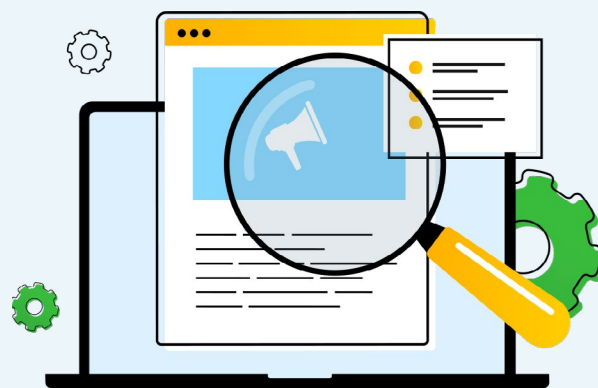


Optimize your website for scalability and conversion over all else

Your website is the most valuable piece of digital infrastructure in your business. When it's working, it turns strangers into customers while you sleep. When it's not, it bleeds money from every other channel — search, ads, referrals — by dropping leads that should've been wins.

A great website does three things:

- 1 Educates fast.** Clear service pages that explain what you do, where you do it, and why you're the obvious choice. Prospects shouldn't have to dig for answers.
- 2 Eliminates friction.** Multiple ways to contact you — calls, forms, scheduling — are visible on every page. Mobile-first design and fast load speeds mean no one bounces while waiting.
- 3 Builds trust.** Badges, guarantees, and reviews validate your promises. The site doesn't just say you're reliable — it shows proof.



Conversion doesn't happen by accident. It's built into your site's DNA. And when it is, everything else gets easier:



SEO: Search engines reward sites that are structured well, load fast, and provide useful content. A solid site gives you the authority to rank in the map pack and beyond.



Paid Ads: Landing pages that are targeted, relevant, and frictionless lower your cost per lead and turn ad clicks into booked jobs.

Treat Your Site Like a Living System

Strong websites aren't static. They're living systems, just like your business.

They need to evolve as your services change, as markets shift, and as [customer expectations rise](#). Think of it less like a marketing asset and more like a piece of software. Would you run your business on a CRM that hasn't been updated since 2012?

That's why top companies don't just "have a site" — [they maintain it](#). They audit content, optimize for conversion, and update performance season after season. A foundation built to evolve is what keeps your growth from leaking through the cracks. It's not the place to take shortcuts.

Check Your Foundation →



Understand that **your reputation is THE deciding factor**

Your reputation can either be a thorn in your side or your greatest asset. On the one hand, you can't out-market a bad reputation. On the other hand, if your reputation is positive, it'll be the most effective and efficient marketing lever you'll ever have.

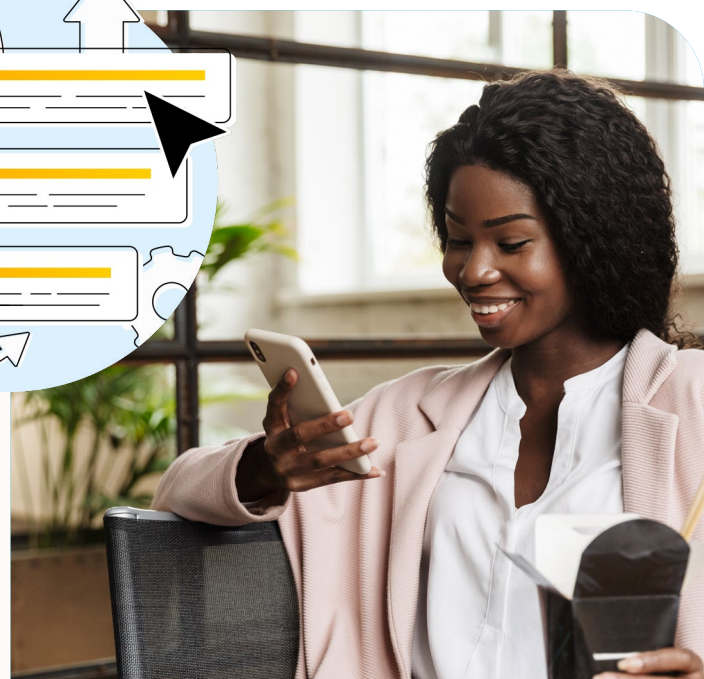
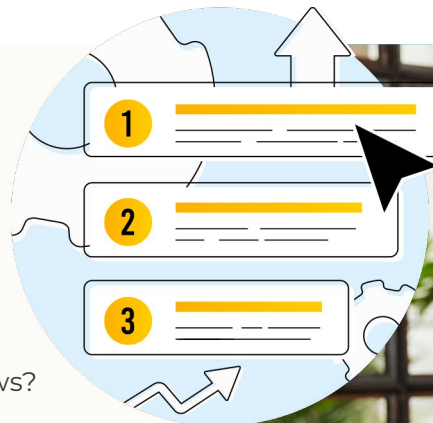
Today, a whopping 88% of customers use Google reviews to figure out whether a company is trustworthy and high-quality before engaging with them.

But reviews aren't just for humans. They're for algorithms, too.

Google uses [five key review signals](#) to determine how you rank in local search:



- ✓ **QUANTITY:**
More reviews = more authority
- ✓ **QUALITY:**
Star rating matters (aim for 4.7+)
- ✓ **RECENCY:**
Are you consistently getting new reviews?
- ✓ **PROXIMITY:**
Are reviewers in the service areas you want to rank for?
- ✓ **CONSISTENCY:**
Are reviews coming in regularly, or in fits and starts?



△ THE GROWTH PYRAMID

That means your ranking in the Map Pack or Local Service Ads isn't just a function of keywords or ad budgets. It's a function of how often real customers say you did a great job.

Crucially, though, behind every review is an experience. One shaped by your technicians; their behavior, appointment timeliness, communication, and follow-through. That means your review volume isn't just a marketing stat. It's an operational feedback loop.



Need a Roadmap?

Follow our implementation checklist →

- ✓ Companies that train and reward field teams for great service [get more 5-star reviews](#)
- ✓ More reviews drive better search visibility
- ✓ Better visibility drives more leads
- ✓ And the flywheel spins

So before you scale traffic, **scale trust**.





The Second Layer: Leveraging Your Foundation with Marketing

Once your foundation is solid, marketing becomes a multiplier.

Too many service businesses try to shortcut this. They launch paid ads before their website is optimized. They invest in SEO while their most recent review is from six months ago. Or — most damaging of all — they pour ad spend behind a frontline crew of unmotivated technicians who fail to deliver consistent, high-quality service. And then they wonder why leads are inconsistent or costs keep climbing.

Without the foundation, marketing doesn't fuel growth — it magnifies your weaknesses. With the foundation, every dollar you spend works harder, because traffic lands on a site built to convert and a brand backed by trust.

Ranking Higher with Local SEO and the Map Pack

The first place your foundation pays dividends is in local search. For field services businesses, the Map Pack and Local Services Ads are zero-click spaces where customers compare reviews, ratings, and business info — and often decide who to call without ever visiting a website.

Google isn't just looking at keywords. It's weighing signals of trust and relevance:

Proximity: [Are you showing up](#) where your customers actually are? Is your Google Business Profile verified and aligned with your service area?

Authority: Do you have a steady flow of recent, high-quality reviews? Are trusted sites linking back to you? Is your profile complete with categories, photos, and hours?

Consistency: Is your business information accurate across every directory? Do reviews keep coming in regularly, not just in bursts?



When your site clearly communicates services, your [Google Business Profiles are tuned](#), you're stacking fresh 5-star reviews from real customers in those locations, you climb rankings and dominate the Map Pack. That's where visibility turns into clicks, calls, and booked jobs.

Better Ads Start with Trust and Targeting

The same principle applies to paid channels. Whether it's Google Ads, Local Service Ads, or paid social, your performance is directly tied to what happens after the click.

Each of the following core performance metrics are influenced by trust signals:

- Cost per lead
- Conversion rate
- Return on ad spend

A clean, conversion-focused site, recent reviews from customers in the area, and a high star rating that builds confidence before the landing page loads is what reduces cost-per-click and drives up win rate.

When your marketing points to a brand that already feels trustworthy, prospects don't hesitate. They click, call, and convert faster.

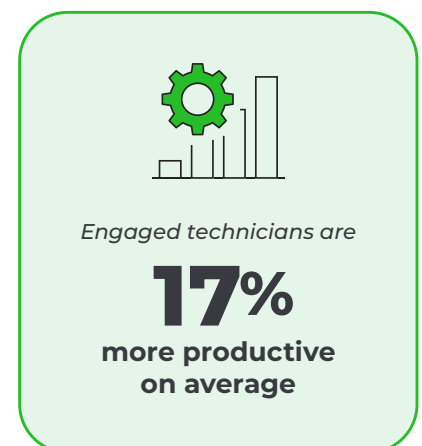


Technician Engagement: The Hidden Lever Behind Marketing ROI

Again, marketing is an amplifier: it'll either amplify your strengths or your weaknesses. To make sure your marketing program amplifies your strengths, make sure you have a team of engaged technicians.

It translates directly into loyal, long-term customers.

Engaged technicians deliver experiences that customers remember. Research shows that engaged employees drive [10% higher customer loyalty](#) and are 17% more productive on average.



In practical terms, that means when your technicians are motivated, aligned, and invested in their work, customers are more satisfied and more likely to book with you again.

That effect compounds significantly, depending on the size of your team. If every one of your technicians is engaged, your business could see 10% higher customer loyalty multiplied across your entire frontline workforce.

That's the difference between marketing that drives a one-time job and marketing that fuels repeat business, referrals, and higher lifetime customer value (LTV).

When you link technician engagement with your marketing engine, you kick off a domino effect:

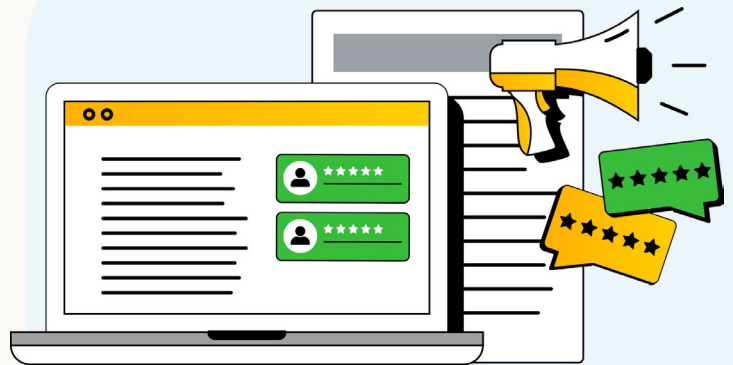
- ✓ Engaged techs deliver better service
- ✓ Customers reward that service with loyalty, referrals, word of mouth, and reviews
- ✓ Your brand reputation strengthens
- ✓ Your marketing spend goes further

Marketing as an Extension of Credibility

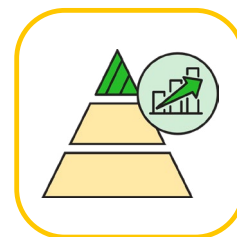
Your marketing doesn't live in a vacuum. A team that's collecting reviews consistently can also generate customer testimonials and case studies. A brand with strong word-of-mouth can launch referral programs and loyalty campaigns. A company that consistently earns 5-star reviews is also building ad credibility, SEO rankings, and long-term brand equity.

That's the beauty of the second layer: your marketing becomes more efficient the longer you do it right. Instead of chasing visibility, you're chosen because your brand feels credible at every touchpoint.

That's how you go from being found to being chosen, and from trusted to being the obvious choice.



The Top Layer: Scalable, Predictable Growth



Growth isn't just about generating more leads. It's about delivering on those leads without breaking what made your business great in the first place.

Once your foundation is strong — your website converts, your reviews shine, and your marketing turns clicks into customers without wasted spend — the final challenge becomes scale. Not just more jobs, but more efficiency. More consistency. More clarity across every part of the business.

This is where great operators separate from good ones.

Track the Right KPIs or Fly Blind

Predictable growth requires visibility. Without it, you're guessing which levers are working and which are wasting money.

The fundamentals every service business needs to monitor:

COST PER LEAD (CPL):

How efficiently are your marketing dollars turning into leads?

CONVERSION RATE:

Once a lead contacts your business, how often do they convert into customers?

CUSTOMER ACQUISITION COST (CAC) VS. LIFETIME VALUE (LTV):

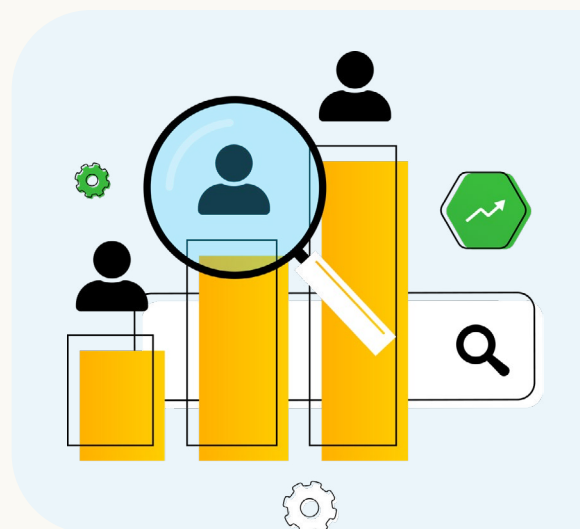
Are you spending sustainably to win business, or eating margin with every job?

Measured consistently, these numbers give you the truth about your funnel — from how efficiently ads drive leads, to how well your team converts them, to how profitable each customer really is over time.

But KPIs alone aren't enough.

Scale Operations Without Sacrificing Quality

As your lead volume grows, your systems need to keep up. The businesses that stall out aren't the ones that run out of leads — they're the ones that can't deliver on those leads without compromising service.



That's where operational discipline comes in. It means:

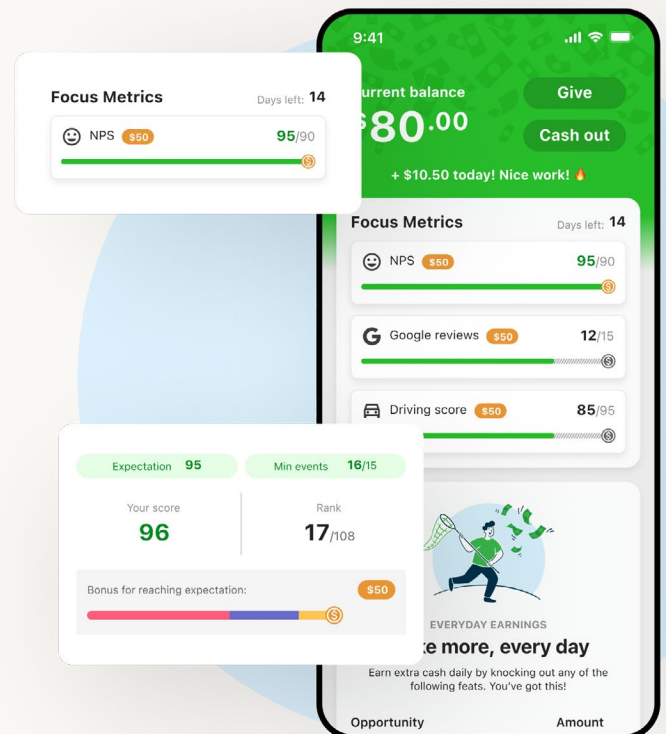
- Having the right tools to route jobs efficiently
- Knowing which technicians are thriving and which ones need coaching
- Ensuring that seasonal ramp-ups don't lead to quality drop-offs or burnout

You don't need to be perfect, but you do need to be intentional. And that starts with one thing most businesses still don't have: real performance visibility.

Technician Scorecards give your technicians and managers a shared source of truth about what great performance looks like, how it's measured, and how it's rewarded.

Done right, **scorecards** change everything:

- ✓ They **distill dozens of metrics**, from reserves and drive scores to NPS and review volume, into a single, clear view.
- ✓ They show every technician how they're doing in real time.
- ✓ They align daily behavior with business goals, from profitability to retention.
- ✓ And when tied to automated bonuses, they become a motivational tool that drives ever-improving performance.



Build for Retention and Sustainable Growth

Growth at scale isn't just about driving more leads — it's about making sure [your marketing keeps evolving](#) and your customers keep coming back.

Evolving strategy: Continuously refining campaigns so they align with your growth goals and market shifts.

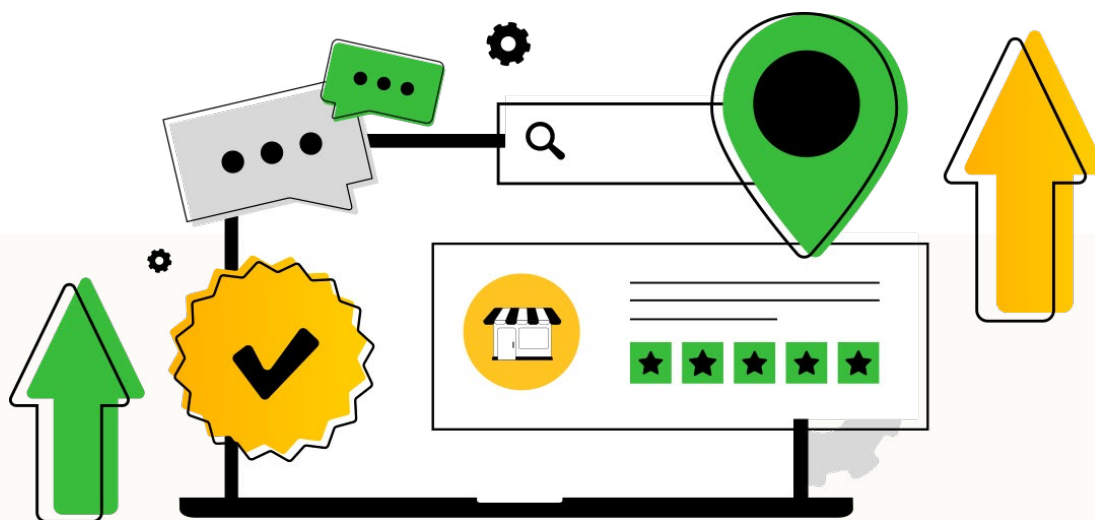
New channels: Expanding beyond the basics into paid social, retargeting, referral programs, and content that builds long-term equity.

Off-season impact: Running campaigns that keep your pipeline warm when demand dips, so you don't start from zero at peak.

Smarter spend: Using [performance data](#) to double down on what's working and cut wasted ad dollars.

Retention flywheel: Turning great customer experiences into reviews, referrals, and recurring revenue with Applause.

Sustainable growth happens when these two forces work together: scaling your marketing to capture new demand and ensuring every customer experience generates trust, reviews, and repeat business. Predictable growth doesn't come from one big season. It comes from building systems that adapt, retain, and scale year after year.





How Advantage Pest Management Scaled 150% with Coalmarsh + Applause

The Challenge:

Advantage Pest Management had the culture and customer base to grow, but inconsistent marketing, a manual review process, and limited employee incentives were holding the business back.

The Solution:

By pairing Coalmarsh Marketing for consistent lead generation and Applause for technician engagement and automated customer feedback, Advantage built a connected growth engine that drives marketing, customer loyalty, and employee performance in one loop.

[View Full Case Study](#)



IMPACT & RESULTS



150%+

Business growth since implementing both platforms



500+

5-Star Google Rating with over 500 reviews



266%

Increase in reviews



4,400+

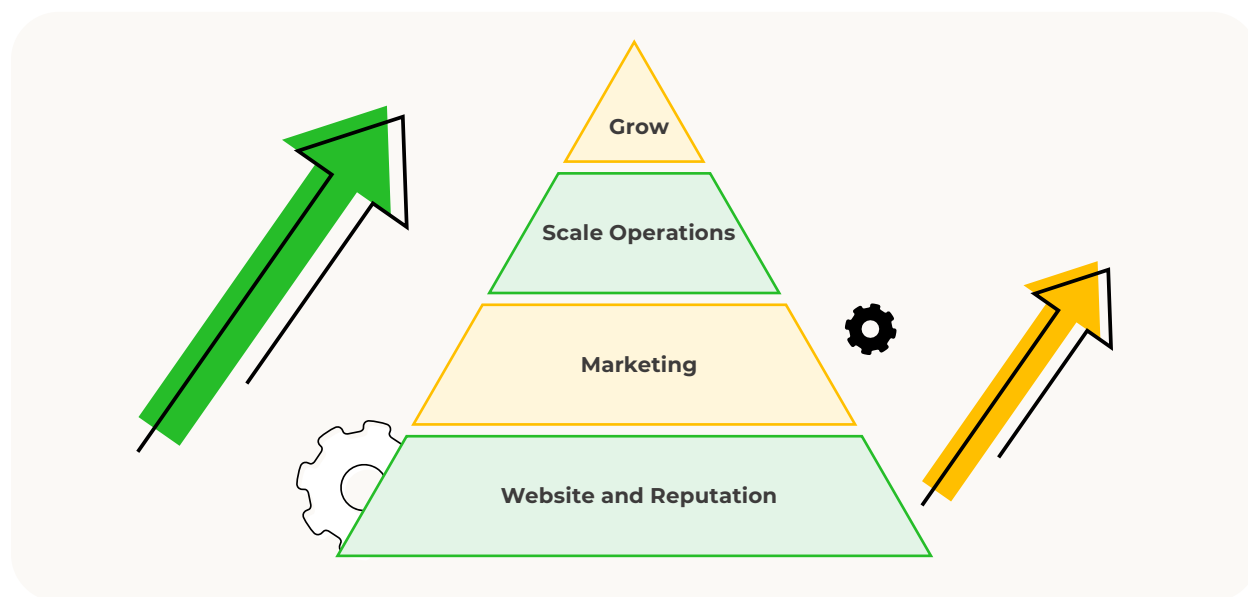
Organic visits from Google Business Profile, the top traffic driver

Putting the Growth Pyramid into Action

The Growth Pyramid gives you a sequence. Nail your website and reputation first. Layer on marketing second. Scale operations last. Grow.

Follow that order, and every piece works harder. Ads convert at a higher rate, your team closes more jobs with less friction, and your growth shifts from chaotic to predictable. Skip the order, and you end up wasting dollars, burning out techs, and chasing results that don't stick.

The most impactful thing you can do right now is strengthen your foundation. When customers find you, they should trust you, book you, and come back again. That's how Applause and Coalmatch Marketing turn clicks into customers, and customers into long-term growth.



How Applause & Coalmatch Marketing Help You Execute This Model

Executing the Growth Pyramid takes more than just understanding the framework. It takes execution, discipline, and the right partners.

That's where [Applause](#) and [Coalmatch Marketing](#) come in.

Together, they help field service businesses move from intention to action, bringing the model to life across operations, customer experience, and digital marketing.

Applause: Turning Great Service into 5-Star Reputation

Applause helps you operationalize the foundational layer of the Growth Pyramid: technician performance and customer experience.

By automating review requests after every job and tying technician recognition to review quality and volume, Applause turns what happens in the field into measurable, scalable trust.

Applause automatically triggers personalized follow-ups after each completed service. The platform also makes performance visible, giving technicians real-time access to their reviews, NPS, bonuses, and more. When great service is recognized and rewarded, teams step up.

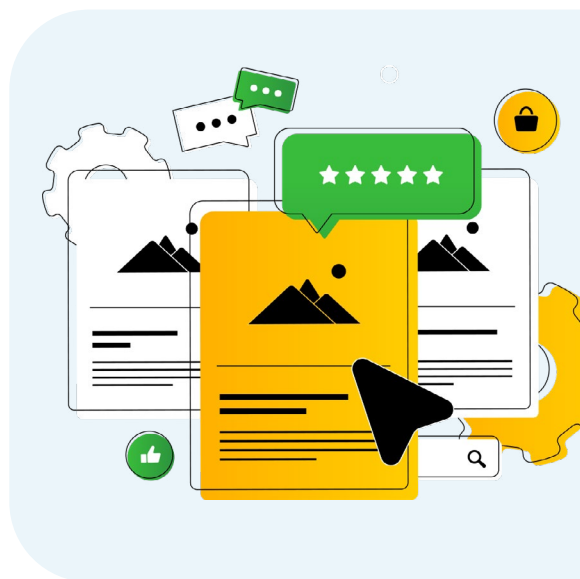
Coalmarch Marketing: Building the Infrastructure for Scalable Growth

While Applause drives trust, **Coalmarch Marketing** builds the infrastructure that turns that trust into conversions.

They specialize in creating high-performing websites — conversion-focused, mobile-friendly, and optimized to capture leads the moment a prospect finds you. From there, they scale your visibility with SEO strategies and PPC campaigns, putting you in front of qualified leads who are ready to buy.

Finally, Coalmarch Marketing builds local search strategies that ensure customers see your business as the most reputable option nearby.

Every piece of the strategy works together, backed by analytics that tie directly to ROI.



Why They Work Better Together

Used together, they unlock a fully integrated growth system.

Applause generates trust through consistent, high-quality reviews. Coalmarch Marketing amplifies that trust through targeted marketing and a frictionless digital experience.

Step-by-Step Implementation Checklist

Audit your website and online reputation

- ☐ Is your website mobile-responsive and fast?
- ☐ Do you have clear service descriptions and local targeting?
- ☐ Are your reviews recent, high-quality, and abundant?
- ☐ Are you making it easy to convert — with visible calls to action?

Invest in foundational improvements

- ☐ Update or rebuild your website with a focus on conversion
- ☐ Optimize your Google Business Profile with accurate info, categories, and photos
- ☐ Launch a consistent review-generation strategy with tech follow-ups

Layer on marketing to drive demand

- ☐ Build local SEO momentum (Map Pack visibility, service-area content, consistent reviews)
- ☐ Launch paid campaigns (Google Ads, Local Service Ads, paid social) to reach the right customers faster
- ☐ Add retargeting, referral, and loyalty campaigns to maximize return on every lead

Define success based on your business goals

- ☐ Is my website consistently turning visitors into booked jobs?
- ☐ Do my reviews and reputation (both in quality and quantity) back up the claims I'm making in my marketing?
- ☐ Are my marketing dollars bringing in leads at a sustainable cost for my business?
- ☐ Do I have the staff and systems in place to handle growth without burning out my team?

Avoid common mistakes

- ☐ Don't run ads before you've fixed the website and built review trust
- ☐ Don't "set and forget" your Google Business Profile
- ☐ Don't ignore technician performance — it's the source of reviews and referrals
- ☐ Don't expect one-time marketing spend to drive long-term results

A Guide to Using the Growth Pyramid for Businesses of All Sizes

Every business and growth stage is vastly different, and the growth pyramid isn't necessarily a one-size-fits-all. Here's how to focus your energy based on where your business is in its growth journey:

\$0–\$500K Revenue: Nail the Basics

- Get to product-market fit with core services.
- Deliver great service and over-communicate with customers.
- Focus on referrals, repeat customers, and word-of-mouth.
- Build your first high-converting website.
- Set up Google Business Profile and get your first 50+ reviews.
- Set up technician performance monitoring.
- Use low-cost, high-trust channels (referrals, reviews, basic ads) to build momentum.

\$500K–\$2M Revenue: Build the Engine

- Strengthen your website UX and mobile performance.
- Launch consistent review generation tied to technician behavior.
- Invest in visibility through Local SEO (Map Pack, service-area content).
- Layer in targeted paid ads (Google Ads, Local Service Ads, paid social) to drive leads faster.
- Set up scorecards to track technician performance in real time.
- Identify seasonal ramps and build retention workflows for returning customers.

\$2M–\$5M Revenue: Multiply and Systemize

- Expand your marketing mix with larger budgets that allow you to scale both SEO and paid without sacrificing efficiency.
- Support additional office locations with localized campaigns and profiles that capture new markets.
- Refine scorecards to [coach and incentivize](#) the full team.
- Use marketing analytics and attribution to maximize ROI.
- Build internal processes for repeat customer engagement.
- Prepare leadership for next-stage scale (ops, hiring, tech stack).

Building for Long-Term Success

If there's one truth about growing a field service business, it's this: the companies that scale predictably aren't chasing the next hack. They're building systems that compound.

It's easy to get distracted by flashy marketing tactics or the pressure to spend more on ads. But if your foundation is weak, every marketing dollar is just a short-term fix. And short-term fixes don't build long-term businesses.

The Growth Pyramid gives you a different path.

One that starts with getting the fundamentals right: a high-performing website, a strong online reputation, and a team that consistently delivers five-star service. From there, you layer on targeted marketing to amplify the foundation you've built. When you tie it all together with systems for tracking performance, motivating your team, and retaining your best customers, you grow consistently and reliably.

Start by auditing your foundation. Look at your website through the eyes of a skeptical customer. Review your online reputation with the same scrutiny Google does. Ask yourself: Are we making it easy to convert? Are we showing up where our competitors are? Are we making every job count?

If the answer is "not yet," that's okay. The right time to fix your foundation is always now.

[Applause](#) and [Coalmarch Marketing](#) are here to help.



How Advantage Pest Management Scaled 150%

by Pairing Coalmarsh Marketing & Applause

With Coalmarsh Marketing fueling consistent lead flow, transparent reporting, and a stronger online presence and Applause powering technician engagement and customer loyalty, Advantage Pest Management built a full-circle growth engine — driving 266% more reviews, a 97 NPS, and 100% employee retention.

About Advantage Pest Management

Based in Denver, Advantage Pest Management is a locally owned company serving residential and commercial clients. With a team of 5 technicians, owner Jim Ross has built a culture rooted in being “SIMPLE” with the company’s values reflecting service, mindfulness, professionalism, learning, and engagement.



The Challenge

Like many growing home service companies, Advantage Pest Management had the ambition, the culture, and the customer base to scale, but lacked the right systems in place to support that growth.

Marketing felt inconsistent, customer feedback was difficult to track, and employees lacked structured incentives to stay engaged.

Inconsistent Marketing Support – Previous vendors lacked accountability, transparency, and consistency. Advantage needed a marketing partner who would stay ahead of algorithm changes, explain the “why” behind strategies, and deliver reliable results year-round.

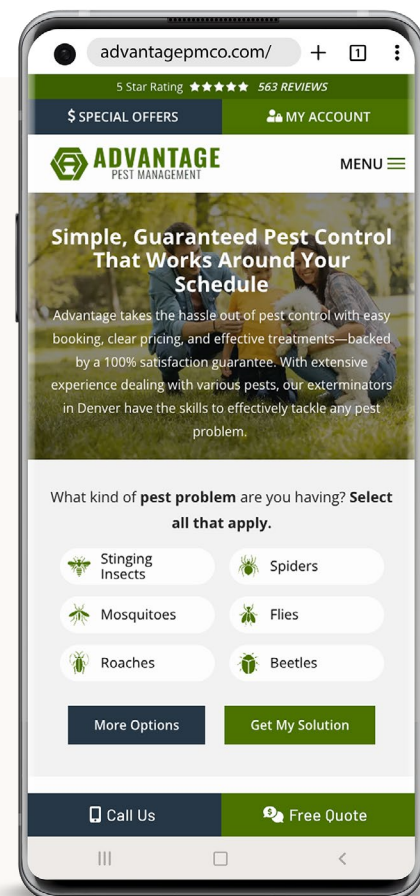
Manual, Ineffective Review Process – Review generation relied on review cards left at job sites or manual texts.

Limited Employee Incentives – Without a structured reward system, tracking technician performance and keeping engagement high was difficult.

The Solution

Advantage Pest Management found the missing pieces of its growth strategy by partnering with both **Coalmarch Marketing** and **Applause**. Instead of patching together separate tools and vendors, Advantage now has a connected system that works from the first customer touchpoint all the way through service delivery and employee recognition.

Marketing, customer experience, and employee engagement are no longer siloed; they reinforce one another to create a cycle of growth and retention.



Coalmarch Marketing: Consistent Marketing & Lead Generation

– Coalmarch Marketing rebuilt Advantage’s digital presence with a professional, trustworthy website and reliable SEO strategy. Most importantly, leads became consistent year-round. Jim says he’s “never worried about the phone not ringing” since working with Coalmarch Marketing. Unlike past vendors, Coalmarch’s transparent reporting and communication showed exactly what was happening — and how to adapt to keep growth moving forward.

Applause: Reputation & Employee Engagement – Applause automated review requests, NPS surveys, tipping, and bonuses, making it simple for technicians to stay motivated and for leadership to measure results. Requests are sent automatically, and employees focus on providing excellent service that fuels high NPS and Google ratings.

Together: A Full-Circle Customer Journey – With Coalmarch Marketing driving leads and Applause strengthening customer relationships, Advantage created a seamless loop: customers find the business online, receive exceptional service, and leave glowing feedback that fuels even more growth.



“Coalmarch brings in the leads. Then Applause keeps the customer engaged and loyal. Together, they bring the customer experience full circle.”

— Jim Ross, Owner

Impact & Results



150%+

Business growth since implementing both platforms



500+

5-Star Google Rating with over 500 reviews



266%

Increase in reviews



4,400+

Organic visits from Google Business Profile, the top traffic driver

Full-Circle Growth with Coalmarch Marketing + Applause

Drive visibility in search

Generate qualified leads with confidence

Build trust with reviews and reputation

Retain employees and customers with engagement tools

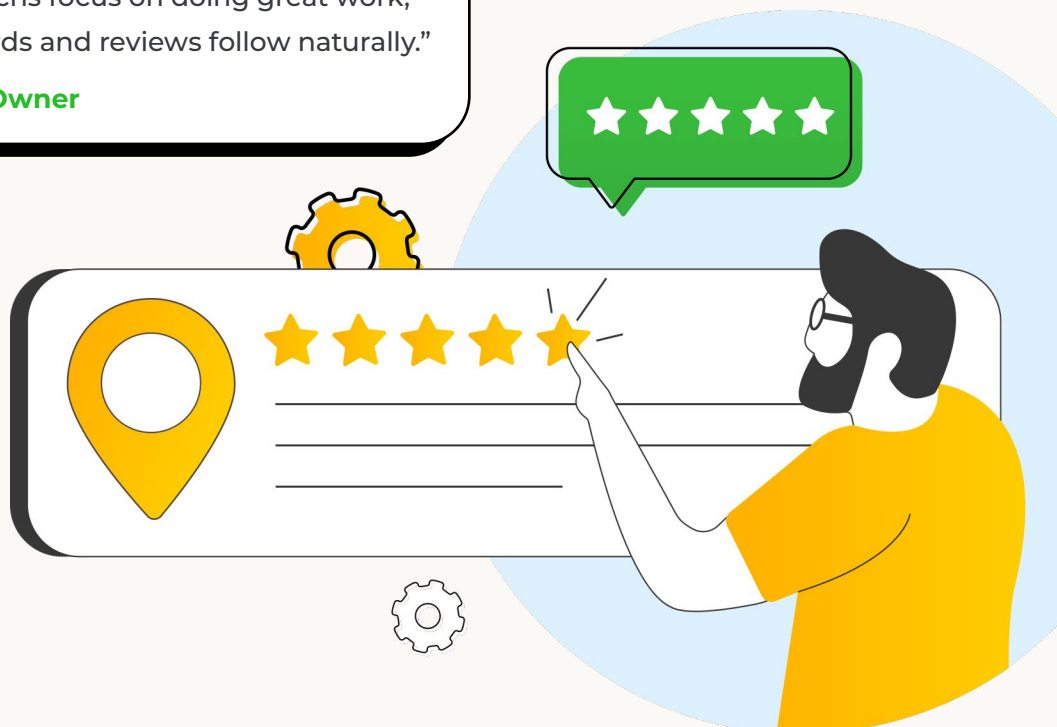
Scale faster with a complete, connected system

"We've never had an employee quit on us. **Applause is a huge part of that** — it keeps technicians engaged and rewarded for doing great work."

— Jim Ross, Owner

"**Applause makes every conversation engaging.** Techs focus on doing great work, and the rewards and reviews follow naturally."

— Jim Ross, Owner





How Affinity Pest Control Reached **\$1M Revenue** and **1,500+ 5-Star Reviews**

with Coalmarch Marketing & Applause

With Coalmarch Marketing fueling marketing and Applause automating reviews and incentives, Affinity Pest Control built a scalable growth engine, hitting \$1M revenue by year four, maintaining a 5-star rating, and driving daily reviews that keep customers and technicians engaged.

About Affinity Pest Control

Based in Boise, Idaho, Affinity Pest Control is a locally owned company providing general pest control as its core service, along with mosquito, termite, and other solutions. Led by owner Scott Godin and a strong management team, Affinity is focused on scaling while maintaining the quality and efficiency of service that customers expect.



The Challenge

Like many growing pest control businesses, Affinity had the drive and the team to scale but lacked the systems to support sustained growth.

Marketing Knowledge Gap – Affinity’s prior marketing partner lacked pest control expertise, making campaigns less efficient and more costly.

Manual, Inconsistent Review Process – Technicians had to manually send review requests, often forgetting, while the office struggled to match reviews back to technicians.

Limited Employee Incentives – Without an automated bonus and recognition system, it was difficult to consistently motivate employees and tie feedback directly to performance.

The Solution

Affinity Pest Control found its growth engine by pairing Coalmarsh Marketing with Applause. Together, the two platforms cover the entire customer journey, from attracting new customers with smart marketing campaigns and a professional website, to ensuring exceptional service and recognition on every job.



Coalmarch Marketing: Smarter Marketing & Lead Generation

– With Coalmarch’s pest control expertise, Affinity lowered marketing costs, improved efficiency, and built a marketing program designed to scale in the industry.

Applause: Reviews, NPS & Technician Engagement – Applause automated review requests, tipping, and performance-based bonuses, making it effortless for technicians to stay motivated and for leadership to measure results. NPS surveys ensure the office can quickly follow up on customer concerns, improving retention and overall experience.

Together: A Complete Growth Loop – Coalmarch Marketing brings in the leads. Applause ensures those customers have an outstanding experience and share it online. The result: a powerful cycle of reputation, retention, and revenue growth.



“Coalmarch helps us grow with the right customers. Applause makes sure we keep them happy, our team motivated, and our reputation strong. It’s the complete package.”

— **Scott Godin, Owner**

Impact & Results



21%+

Direct calls from GBP grew 21% YoY



78%

Increase in 5-star reviews



15%

Increase in organic sessions YoY from Google Business Profile traffic

ADDITIONAL BENEFITS

- ✓ *NPS alerts drive proactive customer retention*
- ✓ *Automated tips and bonuses keep technicians motivated and focused on service quality*
- ✓ *GBP became the strongest organic driver of new leads*