



# Case Study: Twin Cities Furnace Cleaning

## The Challenge: Attracting New Customers

Twin Cities Furnace Cleaning, serving Minneapolis & St. Paul since 1991, takes pride in its straightforward, no-hidden-costs pricing and 100% guarantee.



Over the years, Twin Cities has tried numerous marketing strategies: *“The biggest mistake was casting too wide of a net,”* says Lisa Adwan. *“For instance, we advertised directly to new homeowners, but the cost-benefit ratio was really disappointing. Direct mail is very expensive and time consuming. We don’t do cold calls.”*

**Twin Cities Furnace Cleaning** needed a new solution to attract new customers.

## The Broadly.com Solution



**Broadly.com** engaged with customers of Twin Cities Furnace Cleaning, identifying advocates and requesting verified reviews on Google, Yelp and their website. Broadly also integrated with the Twin Cities Furnace Cleaning website, publishing happy customer reviews and delivering automatic SEO benefits.

## The Results: In the first 6 months...

40  
Google

Generated **over 40 Google** reviews, with a **4.9 average** rating

yelp

Earned a **5-star average rating** on Yelp

150



Gained **over 150** new website reviews

### From Twin Cities Furnace Cleaning:

*“Customers that have some criticism are very, very valuable to us. We are now able to head off any complaints beforehand.”*

*“In terms of our ROI, Broadly has been huge. Customers say, ‘I’ve been looking, around, and your reviews are awesome!’”*

Visit **Broadly.com** to learn more