

Steve's Pest Control

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Professional Pest and Termite Elimination Services

"I've got years of momentum and branding behind me in order to stay "top-of-mind" and continue to grow, and I'm not about to stop. My advice to businesses that are ready to go to the next level is to partner with Zimmer Communications. Let them help you with the right branding and messaging. Have faith in them and yourself, and just be consistent. I'd recommend Zimmer to any business that wants to go to the next level."

Steve Hotsenpiller, owner

ABOUT

STEVE'S PEST CONTROL is a family-owned business with the goal of providing trustworthy and reliable pest control treatment to mid-Missouri for both residential and commercial customers. Their team of professional pest exterminators guarantees their work to ensure 100% customer satisfaction.



THE PROBLEM

Steve Hotsenpiller originally came to Zimmer years ago wanting to grow his original location in Jefferson City/Holts Summit. He needed to leverage a small budget in a meaningful way and planned to grow his marketing as his business grew. Initially, the goal was to build the brand and grow the business locally. As business has grown, so have the goals. One example of another goal they brought to Zimmer was to grow their 5-star service plan. With no name recognition, they needed to build it as a brand. And more recently, another goal was expansion into the St. Louis market.



THE SOLUTION

Leveraging a strategic branding strategy on radio, Steve's Pest Control started with one carefully selected radio station that fit their target demographic and budget. A key to their success has been consistency - even with the ups and downs of business over the last 30+ years, they've never stopped advertising. As their business grew, they added stations to fit their goals, budget, and target demographic.

Another key to their success has been their creative. Zimmer Creative Services crafts for them a campaign that is fresh, consistent, and memorable. Their creative has also helped them brand the phrase, "We'll solve your pest problem, we guarantee it." Additionally, the addition of a jingle helped clinch the phrase "You've got a friend in the pest control business..Steve's Pest Control" turned it into a household lyric.

Steve recognizes the value of digital advertising and added ConnectedTV, targeted display ads, and remarketing to the mix. Zimmer's social media department also manages Steve's social media. In St. Louis especially, given the high cost of traditional radio and TV, digital marketing was the right choice to build frequency with a new target audience and build brand awareness.



THE PAYOFF

Having started in 1988 with one truck, Steve's Pest Control now has locations all over Missouri and continues to grow. They have averaged between 15-30% growth annually. Plus, their 5-star service plan now is a recognized brand and has increased their long-term clients showcasing their commitment to customer satisfaction. Instead of having to bring it up, customers now call and ask for it. Plus, the St. Louis market has seen over 180% increase in conversions year over year. That market is growing and is on track to hit revenue goals.