



# From 5 Employees to Acquisition by an International Pest Control Company

## Loyal Termite & Pest Control CASE STUDY

*An early investment in Digital Marketing paid huge dividends for this family-owned company.*

### About Loyal Termite & Pest Control

Loyal Termite & Pest Control have been providing full-service pest control in Central and Eastern Virginia since 1960. The company offers award-winning termite and pest control services to residential, commercial, and government clients across the state.

Originally Loyall Rid-O-Pest, the company changed ownership and rebranded in 1996. At that time, it was a small company with five employees. Their new owner was an innovator in the pest control industry with a focus on service. Shortly after rebranding, Loyal brought a termite detection dog on board to improve the quality of service.

**Loyal Termite & Pest Control**



“I just want to say thank you, thank you, thank you! Your help in refurbishing our website has proved itself invaluable. The site is unbelievable! Since you have redeveloped the site, we went from receiving 2-5 leads per week to 15-20 leads per week. The response from homeowners has been unbelievable. However, what has really impressed me most is the comments from my peers. All of whom have visited the site have eagerly inquired, ‘Who did your website?’”

**Nick Lupini**  
Vice President | Loyal Termite & Pest Control Company  
From a 2007 Testimonial

### Building A Website in the Late '90s Changed Everything

In the late '90s, Loyal's owner noticed that another company based in Washington, D.C. had a website featuring their termite detection dog. This was a motivator for Loyal to build their first website. Joe Lupini approached our Founder Frank Petrov, a fellow pest control industry professional who had recently started building websites and doing digital marketing for small businesses.

Over the 20-year Digital Marketing partnership we had with Loyal, Advanté-BCS had great freedom to try new and innovative digital marketing approaches. Many of these paid huge dividends and became the foundation for the core services that we provide for clients today.

In our decades-long partnership, Loyal enjoyed many impressive successes, including:

- Number 1 result for many local searches since Google's inception
- Remarketing banners generated 1.5-2 million lifetime impressions
- Digital marketing generated at least 300 sales leads each week



### Helping A Company Make the Transition From Phone Books to Digital Marketing

Leading up to the start of the internet age, the yellow pages was always one of the biggest drivers for recruiting new pest control customers. Many companies spent tens of thousands of dollars annually for prominent listings in the phone book.

As the trend of consumers searching for services online grew, Loyal was innovative in allowing us to set up advertising campaigns at Google Adwords and test the waters. The results were phenomenal, so much so that the initial ad campaigns remained in place throughout our entire partnership.

This was a smart move because, over time, the phone directories became obsolete in larger metropolitan areas and were really only useful for generating leads in rural locations with no high-speed internet.



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## Pioneering in Digital Marketing Strategy Time and Time Again

A small business having a website was almost unheard of in the late '90s. At that time, it was more the territory of nationwide companies. Because we already focused on local SEO at the existing search engines (Yahoo, AltaVista, HotBot), there was a firm foundation in place that allowed loyalpest.com to take the dominant positions for keyword searches like 'pest control Richmond VA' at Google.

Even before Digital Marketing, the Loyal website produced 15-20 sales leads per week in 2007. This was an instrumental part of success because pairing steady sales prospects with a company that provides exceptional customer service was a significant catalyst for growth. We continued to help Loyal grow through their website by implementing technology that only large corporations were using at the time, such as the introduction of a live chat feature in 2010.

In 2011, Advanté-BCS started running Google Search Ads for Loyal. You probably already know that search ads are great at capturing consumers when they intend to purchase. Loyal's rapid success with search ads set the stage to grow into more robust digital marketing such as remarketing ads, local visibility, social media, blog posting, and regular website redesigns, which became the foundation for our current Digital Presence Marketing.

## From Small Business to Pest Control Powerhouse

In their peak spring season, Loyal's Google Ads account consistently generated:

Over **150** website conversions and **150** phone calls on a monthly basis

On an annual basis, they regularly generated:

over **Half a Million** Google Ads impressions

**500,000** impressions on social media through posting and advertising

Through ongoing Digital Marketing efforts that were always on the cutting edge, Loyal Pest grew **from 5 to 50 employees** in the span of around 20 years. In late 2019, the business was **acquired by large pest control company Rentokil** and has gone on to enjoy tremendous success as part of an international corporation.

"Loyal's acquisition by Rentokil in 2019 was truly a bittersweet moment. In addition to a great working relationship, I developed a strong friendship with the Lupini family. It was great to see their hard work culminate with such a huge success, but at the same time, the acquisition meant that I'd lose a business relationship that thrived for over 20 years."

**Frank Petrov**  
Founder | Advanté-BCS

