

To: Greg Milner
Founder, Worldwide Salon Marketing
8 Jura Ct,
Duncraig.

Hello Greg,

I just wanted to write to you personally to say THANK YOU.

Thank you for the huge difference you've made to our business since your team took over our entire online marketing processes back in June last year.

As you know, Sertorio Homes was with another digital marketing agency for several years.

When we first signed up with them, they looked and sounded very professional. You know, flashy offices, shiny young people who said all the right techie things, made my husband and I feel we were in the right hands.

To be honest, Bruce and I didn't know enough about online marketing to know what we didn't know. We kind of...just took their word for it. They said "we'll do this, and this, and this..." and we just had to go along with it. Because we didn't know any better.

As you know, with us being a very successful construction company, who have been in business for over 40 years, we felt we still couldn't manage to find a digital online company that could deliver what we wanted.

This agency – I won't mention their name, but they're one of the biggest in Perth – set up advertising campaigns on Google and Facebook, and told us they'd be "doing our SEO" so we'd rank higher on Google.

At first, they were all over us. Inviting me to lunch (though I never went), showering us with love, making a point of communicating with us at every opportunity. (I guess because we were paying them *many, many thousands of dollars* every month.)

Initially, we were doing okay...but our marketing was hardly setting the world on fire. From our Google ads, we'd get maybe 20 to 40 inquiries a month.

And every one of those inquiries was costing us well north of \$100 a time.

"That's pretty normal," I was told, over and over again.

On top of that, our presence in Google searches was terrible. We were pretty much invisible. So we were hardly getting any inquiries from what the experts told me was "organic" search.

"That's also pretty normal," my account manager at this agency told me. "It does take a lot of time," she said.

Gradually, their communication got more and more sporadic. Monthly meetings became every two months, then maybe every three. It got to the point where I'd call to find out what was happening, to be told "Oh, she doesn't work here anymore." That happened over and over again.

Worse, when we wanted our website updated with new material, it took ages, or never got done at all.

I discovered our Google Business Profile hadn't been updated in **three years**. They hadn't touched our social media accounts either.

Eventually, I'd had enough.

Long story short, we dumped them as of June 1st 2024, and came to you.

We were impressed that you didn't have flashy offices full of "cool" kids. Just a senior guy, whose staff of specialists (not kids!) have been employed by you full-time for more than a decade.

As you know, the turnaround has been nothing short of spectacular.

- Inquiries from our Google ads have more than tripled – at less than half the cost per lead.
- We're now ranked at or near the very top of Google for all the search terms we want to be seen for.
- Thanks to that, our inquiries generated by "organic" search now outweigh ad-generated leads by two to one.
- Our website – completely rebuilt by your team – is regularly updated with new material, as soon as we ask for it.
- Our Google Business Profile is now ranked in the "Three Pack" map listings at the top of Google.
- With the new CRM system implemented by your team, we now never miss a lead, and every single inquiry immediately gets both an email response and a text message – so when we follow up with a phone call, they know who we are – instead of forgetting even filling in the website form.

In short, you've done ten times what our previous agency was able to do, and we pay you LESS than we were paying the big flashy mob.

It's such a relief having someone like you and your team, who we've got to know on first-name terms, who respond instantly to our every inquiry, who are so pro-active on our behalf.

So again, thank you from all of us at Sertorio Homes.

Please feel free to distribute my letter to anybody who might like to use your services.

Kind regards,



Anne Sertorio

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