

G GENERATIONAL INSIGHTS CASE STUDY



Company: Chem-Dry (Harris Research, Inc.)

Website: ChemDry.com

Category: Selling Across the Generations

About the client

Chem-Dry is the world's leading carpet and upholstery cleaner as ranked by Entrepreneur Magazine for 25 years in a row. Chem-Dry also earned an award from Franchise Direct as one of the top 100 global franchises. With more than 3,500 locations worldwide, Chem-Dry is the world's leading carpet cleaner with nationwide coverage by locally-owned franchises.

"Cam did a great job working with us before the convention to make sure the content was right. He even hired a local Chem-Dry franchise in order to experience our brand from the consumer side. The result was a presentation that was directly on point. In fact, we just had our first annual convention since Cam's presentation and many attendees came up to me to tell me how impactful his generational insights have been to their businesses over the past year. We hope to have him back again soon."

Business need

During its annual convention, Chem-Dry provides franchise owners with a range of educational options to help them better manage and grow their individual businesses. This particular year, the convention theme was Going All In and topics were focused on building a winning brand together. Cam Marston was selected to deliver his "Selling across the Generations" presentation as a keynote for all attendees, highlighting how different generations of customers experience and engage with a brand. In addition, Cam provided a breakout session distinctly focused on how different marketing tactics appeal to different generations, and what that means for Chem-Dry's target audience.

Insight and impact

Both of Cam's presentations at the Chem-Dry convention were designed to help franchise owners better understand their customers, with the ultimate goal of being able to create better marketing and sell more carpet cleaning jobs. Cam customized the presentation with additional data on the buying habits of Generation X females - the typical buyers of Chem-Dry services - including specific tactics to appeal to these audience using social media and other traditional advertising. During the high impact marketing break-out, attendees were asked to evaluate actual ads based on how they may or may not appeal to each generation. This tactical coaching gave attendees a chance to put the information learned in the keynote to work immediately, helping drive home the message and demonstrating practical applications that could be brought back to their businesses. Franchisees report, for instance, that they continue to use the "3-33-3" rule on gaining customer interest as a guide for writing out advertising and marketing content.



BRYAN BUCKLEY

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CAM MARSTON

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