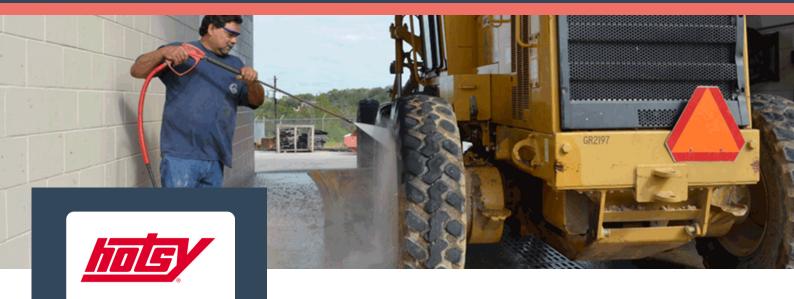
## **Hotsy:** Industrial Equipment HubSpot Configuration and PPC Ads





#### At a Glance

Domain: hotsysystems.com/

Industry: Industrial Equipment

Services:



'Whatever your pain is,
WORQFLOW can solve it.'
ROBERT WURZEL, CEO

'Moving to HubSpot (paper based to electronic), our Hotsy dealers have seen 30% lift in service billing, and when they implement flat rate as well it's an additional 10%. This is a consistent metric across all of our Hotsy clients.

That is a win.'
RICK WALLACE

# 30% Increase in Revenue... in One Month

## **The Challenge**

Hotsy Cleaning Systems came to WORQFLOW looking to streamline their processes and increase their revenue. They also wanted help making the data entry process simpler, faster, and cost-effective. Finally, they asked us to run paid ad campaigns to boost their sales.

#### **The Solution**

WORQFLOW specializes in crafting solutions using the powerful tools of HubSpot automations.

For Hotsy Cleaning Systems, we used HubSpot's tools to streamline their maintenance process. We also helped them implement a flatrate billing system.

We added Google Search campaigns designed to drive up direct traffic, organic search, and paid search...all within the first month.

### **The Results**

- Enabled flat-rate billing leading to a 30% increase in revenue.
- Reduced labor and billable hours internally leading to higher profits (less data entry, less manual tracking).
- Increased calls and website traffic because of emails and Google Search campaigns.
- 200% ROAS with a Google Search campaign:
  - \$2,000 Ad budget resulting in \$5,200+ in sales