



BIO

With over 20 years of marketing experience in businesses from start-ups to Fortune 100 (including ADT, Allstate, and New Balance), Paul specializes in helping home service businesses earning \$5M to 50M develop marketing strategies that increase lead volume and grow revenue profitably and measurably.

Notable results include:

10% Increase in Sales from Digital Ads while reducing costs by 40%*

- A repeatable and replicable process developed for ADT that leverages AI and closed sales data to enhance automated bidding for digital advertising.

40% revenue growth for tub and shower replacement company*

- Optimized existing marketing programs and added new lead sources to support market expansion and profitable revenue growth YoY.

1700% ROI Multi-Channel Marketing Strategy for Manufacturing Company*

- Created a repeatable marketing process leveraging direct mail, email, social media and SEO to double revenue in 5 years.



PRP-CMO

PAUL R. PETERSON

Fractional CMO

I help businesses in the home services industry (especially HVAC and tub/shower replacement) to increase revenue by developing and optimizing their existing marketing programs. I accomplish this goal without the Executive team having to manage a marketing team or agencies, and without incurring the cost of a full-time marketing leader. Best of all, the results are quantifiable, measurable, and recognizable in the first 90 days.

QUESTIONS TO ASK ME

- How can we leverage our existing marketing people, processes, agencies, and other assets to drive revenue and profitable growth?
- What tactics that have worked in other home service businesses could work for my business?
- Are leads from lead aggregators (e.g. Angi/Angie's List) worth the money?

TESTIMONIALS

"He really helped our lead flow during his time with the company. Paul had wonderful leadership skills and a great knack for bringing together the call center and marketing teams." ~ *Justine Hummel, Call Center Manager, New Bath Today*

"Beyond the excellent work ethic and versed knowledge in marketing strategy, he is a man simply obsessed with solving problems. Paul was extremely easy to work with, cool headed and an all-around nice guy." ~ *Douglas Hall, Exec. VP, Geniecast*

"His ability to brainstorm ideas and turn them into functional marketing tools and projects was something wonderful to experience." ~ *Natalie Goestenkors, Marketing, Nevco Manufacturing*

.... And many others on my LinkedIn profile....

CONNECT

 PaulPeterson52@gmail.com

 (317) 660-5424

 <https://www.linkedin.com/in/paulpeterson52>

*Case study available