



## OUR ONLY GOAL: HELP YOU REACH YOURS

### Digital marketing firm leverages human element plus technology to help home service contractors succeed

In this increasingly digital age, businesses that fail to embrace digital marketing will struggle to compete and reach potential customers. This is especially true for home service contractors who rely on local customers to sustain their businesses. Digital marketing helps increase online visibility, builds brand awareness, and provides real-time data and insights for contractors.

Josh Campbell, co-owner of Rescue Air Heating Cooling and Plumbing in Richardson, Texas, is no stranger to the numerous challenges of owning a contracting business. A fourth-generation mechanical contractor, Campbell grew up in the mountains of Virginia with a pipe wrench in his hand while working for his grandfather and father. Eventually, he started his own company and ran it for 10 years before selling and moving to Texas. There, he worked for a large HVAC company for three years in sales before the entrepreneurial bug bit him again, and together with his uncle, they opened Rescue Air in 2014.

"I've had a business mind since I was a kid – I've always been hustling," Campbell says. "We joined Nexstar because Nexstar takes good companies and makes them great. They actually turned me on to Scorpion." After several unsuccessful marketing partnerships, Campbell was looking for a change. He knew a few contractors who were finding success using Scorpion. So he met with Scorpion and was blown away.

**"One of the coolest things about Scorpion is that they really took the time to get to know my company so that we could market effectively the right way for us," Campbell notes. "Not just what works today. They build it up, and they care about my business and me."**

Scorpion is a full-service digital marketing agency that provides everything in the digital sphere – including website, SEO, digital advertising, social media, and blog content, according to Wade Brown, Director of Strategic Partnerships for the company.

"We cover the entire online footprint, if you will," Brown says. "Not only do we help contractors with their website, but we can help with all of their listings across different services, whether it's Google, Angi, or Yelp, or other places where their business is listed and they want to make sure there is consistency in those listings. And we really help businesses gain leads according to their growth goals."

Brown notes consistency across platforms is key for home service contractors. "Look at Google, for example, and how it is going to present your business to the world based on when it should be shown. Google takes into consideration if your listings across the web match up. They'll actually go and they'll look at other listings across the web and if your business hours or other details don't match up, it will hurt your performance in organic results on Google. From a very tactical standpoint, it's important to have those be aligned and consistent."



### The Scorpion difference

Campbell explains that working with Scorpion has always been a collaborative environment. Whenever he has an idea, the Scorpion team makes it happen. "One thing Scorpion does for us that I particularly love is our email campaign," Campbell says. "Our emails to existing customers go out once a month. We've really honed in and built it up. We don't have any call-to-action or any of that traditional hokey content. This is a personal mantra, but I'll never put something in an email to a customer that I wouldn't want to receive. It's all informative. I don't use my emails to make money, but to build a connection with my customers – and our customers love it. So, email is one campaign that I think is just fantastic and super effective."

Campbell also explains that when other contractors start talking about Scorpion, they always ask him, "How's your ROI?" "I always tell them, stop looking at ROI," he says. "It's ridiculous to view it that way. Your marketing is either effective as a unit or it's not. It's a combination of things that makes an effective marketing plan. You might have a lot of parts of your marketing plan that you can't see an ROI on, like branding. Scorpion is just one piece of the puzzle. They're the biggest piece in the world we're in; they're the digital piece."

Brown also points out that Scorpion has the human capital and leverages the use of technology so the agency can efficiently support its clients.

"We have an SEO tool, it's called Ranking AI, and it constantly scans all of our client websites 24 hours a day as well as other high-ranking websites, looking at all the factors we can identify and asking, 'What's this website doing differently? Oh, they're doing X, Y and Z,'" Brown explains. "We then make sure we can replicate those best practices across our client sites, and we can optimize based on that. It's constantly spitting out recommendations to our marketing managers identifying where sites are performing well, and what needs work so our client sites rank better."



PLATINUM  
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**CATEGORY:** MARKETING

**SUBCATEGORY:**

- SEO
- PPC
- ADS
- WEBSITE
- CALL TRACKING

**SERVICES/PRODUCTS PROVIDED:**  
FULL SERVICE DIGITAL MARKETING  
AGENCY COVERING THE ENTIRE  
ONLINE FOOTPRINT

**YEARS AT NEXSTAR:** 5



“The turnaround time then becomes much, much quicker. Instead of taking four to six weeks to recognize and implement some of these changes, we can do it in four to six days. That speed to iterate and keep organic traffic flowing is one example of how our technology works with our human resources.”

Brown adds that the biggest mistake he sees contracting companies make is separating all of their marketing strategies across five or six different companies. Scorpion can help by consolidating those different areas.

“We’ve just come out of this period of a few years where there’s been almost too many leads for a lot of businesses – people were staying home more, they had extra money and were getting projects done,” Brown says. “Now, that’s drying up a little bit. When you think about it from that perspective, if there are fewer leads coming in, it means you really have to position yourself better. If you cut your marketing dollars by a substantial amount, you’re going to show up less, meaning you’re going to get fewer leads versus if you have a strong marketing strategy and you continue to invest at a healthy level. We always assess to make sure a business is investing in marketing at a healthy level and that we’re not overspending or underspending.”

**“Because we have our proprietary website platform, it enables everything else to be very tightly integrated. Our SEO is tied directly into the website platform, digital advertising is tied into that, the blog, social – everything is tied in to create clear visibility about your lead flow, what’s converting, what’s working and what’s not working so the contractor can make sure they’re investing in the right places and saving money where they don’t need to invest.”**

~ Wade Brown, Director of Strategic Partnerships

“It’s important to position yourself to be seen at the right times and in the right places to capitalize on the lower quantity of consumer leads coming in,” he adds. “You can’t pull it all out because then you won’t show up at all and you look like every other company out there, even if you might be far better. You don’t want to just disappear even for a short period – not only is it detrimental to your lead flow, but it’s also harder to build back up to a strong presence in the long-term.”



## A true partnership

Rescue Air does not employ a full-time Marketing Manager, something considered unusual for a company set to do \$27 million in revenue this year, Campbell explains.

**“Instead of having a Marketing Manager, I can hand over that bit to Scorpion. In partnering with a group like Scorpion, I don’t have to look at it. I don’t have to worry about it, and I don’t have to hold a Marketing Manager in-house accountable for being on top of all that stuff. This is what these guys do, so just let them go do it. We do what we do best, and it’s not marketing. I think it’s like the hedgehog concept; that’s out of our wheelhouse.”**

~ Josh Campbell, Rescue Air Heating Cooling and Plumbing Co-Owner



Instead, Campbell works with his main Account Manager at Scorpion and a Social Media and Email Manager. “We come up with the premise or the fundamentals of how we want to run our marketing program, and then they collaborate and run things past me and I proof it, and I just constantly give them the content they need to build around the idea.”

Campbell absolutely recommends Scorpion to other home service contractors, but he also advises them that it’s all about the relationship.

“The partnership is only as good as the relationship you have with your Account Manager,” he says. “If that relationship isn’t fantastic, it’s going to be reflected in the relationship you have with the marketing company.”

Brown agrees that it comes down to trust and building a relationship of trust with whomever you are working. “It doesn’t matter if it’s Scorpion or a competitor, if you don’t have that relationship and trust, you should really take a deep look at that because that’s the most important piece for the next few years as we go through some difficult times. To make sure you have someone that has your best interest at heart, to make sure that you’re reaching your goals – not just staying in business but still thriving through what could be a decently long recession.”

100+

Million Leads

Have partnered with

14,000

business owners to reach their goals

20+

years of of helping businesses grow

“

When I hear Scorpion, I think about click and it’s done. I really can’t equate it to another company that I’ve done business with. They get it.

”

Why Scorpion

Get more customers

Fill your schedule

Build your brand

Improve your reputation

Get paid faster

Track your results