

CitruSolution offers an environmentally friendly solution to carpet and upholstery cleaning. The primary cleaning ingredients are naturally occurring (obtained from citrus fruits) and are biodegradable which is safe and non-toxic. As a result, carpets stay cleaner longer, require less frequent cleaning, and last longer.

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*The FetchRev team makes me feel like have my own internal marketing department. They provide you with detailed marketing intelligence, strategic data, and innovative technology to make your marketing the most successful it can be.*

**Craig Radley,**  
CITRUSOLUTION CLEANING

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### THE CHALLENGE

Craig primarily grows new business through word of mouth and online search, and uses email for retention and customer communications. Unlike a lot of other local businesses, Craig isn't necessarily interested in selling a massive volume of deals in a quick period of time.

Craig has a fixed number of cleaning crews of his business is based on keeping them 100% booked. When there are gaps in the calendar for his crews, he'd like to fill that as quickly as possible, while at the same time not being overburdened with new orders that he can't fulfill in the near term.

So he's not interested in selling hundreds of deals at a steep discount. Having control of the terms of his deals is important to Craig - to be able to specify the quantity, create urgency, and have the ability to match the needs of his business. The issue with daily deal solutions is the lack of control over the terms of the deals and the fact they aren't structured to match his business model.

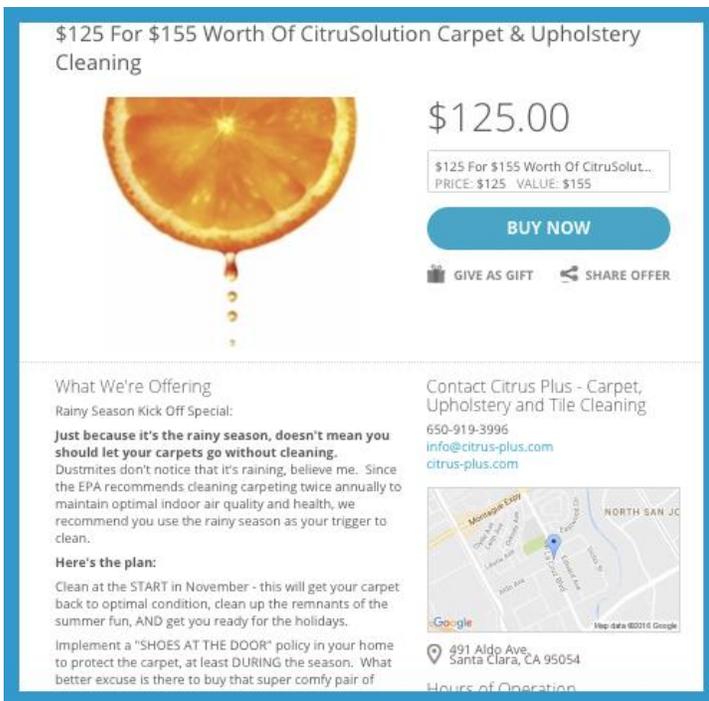
# CitruSolution Cleaning

## Home Services

MOUNTAIN VIEW, CALIFORNIA

### THE SOLUTION

Like other savvy business owners, Craig was already an experienced email marketer and knew the value of email to drive repeat business. **FetchRev provides Craig the ability to completely manage all aspects and terms of Limited Time Offers he sends out to his email list.** This is important as there are no minimum volume or discount requirements, so he is free to determine the quantity available for purchase.



\$125 For \$155 Worth Of CitruSolution Carpet & Upholstery Cleaning

\$125.00

\$125 For \$155 Worth Of CitruSolut...  
PRICE: \$125 VALUE: \$155

**BUY NOW**

**GIVE AS GIFT** **SHARE OFFER**

**What We're Offering**  
Rainy Season Kick Off Special:  
**Just because it's the rainy season, doesn't mean you should let your carpets go without cleaning.** Dustmites don't notice that it's raining, believe me. Since the EPA recommends cleaning carpeting twice annually to maintain optimal indoor air quality and health, we recommend you use the rainy season as your trigger to clean.

**Here's the plan:**  
Clean at the **START** in November - this will get your carpet back to optimal condition, clean up the remnants of the summer fun, **AND** get you ready for the holidays.  
Implement a "SHOES AT THE DOOR" policy in your home to protect the carpet, at least **DURING** the season. What better excuse is there to buy that super comfy pair of

Contact Citrus Plus - Carpet, Upholstery and Tile Cleaning  
650-919-3996  
info@citrus-plus.com  
citrus-plus.com

491 Aldo Ave, Santa Clara, CA 95054

He's also able to specify any restrictions or limitations if necessary as determined by the needs of his business at the time the marketing campaign is created. This also helps Craig to manage expectations with his clients as he is not flooding them with numerous emails and can more accurately control the number of emails to send out based on how many deals he wants to sell.



### RESULTS

Craig is able to drive the marketing results his business needs with a flexible solution that meets his unique requirements.

In doing so, he continues to **bring in new customers with word of mouth recommendations, and then follow that up with timely special offers** to his valued clients.

Best of all, he **accomplishes all of this on his own terms**, not those of the vendor, to both satisfy his business needs without negatively impacting his client base.

### QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.



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