

VENDASTA WHITE LABEL CASE STUDY

# Hard Rock Media

How one agency went from \$0  
to \$1 Million+ in Revenue  
in Two Years with Vendasta



**HARD ROCK MEDIA**

### Background

Hard Rock Media\* is an agency that focuses on managing and improving the online reputations of businesses, enterprises and individuals. Founded in a basement by one ambitious entrepreneur in 2014, Hard Rock Media built a successful company from the ground up using Vendasta software, and quickly became one of our fastest-growing partners.

### History

Originally working in the auto business for over 15 years, the founder of Hard Rock Media started noticing how reviews and digital footprints of small local businesses were changing. The restaurant industry in particular was pulling in a huge amount of reviews, but the restaurant business owners did not have a way to handle the volume of reviews, or a process for managing their online reputation. Small and medium sized local businesses did not know how to adapt to the changing online environment and control their digital footprint, let alone have the time or resources to dedicate to it.

The founder of Hard Rock Media left his job in the auto industry, making a quarter million a year, to capitalize on this brand new space of online reputation management with Vendasta's software.

### Objective

Hard Rock Media sought to fill the gaps in the digital footprints and online reputations of local businesses, particularly in the restaurant industry. To do this, they needed a review management solution that was easy to use and scalable to the nth degree.

### Challenges

Traditionally, making a reputation management solution scaleable would involve hiring a large sales and fulfillment team, which would greatly increase taxes, overhead and other business expenses. Each new customer, from onboarding to fulfillment, would require too many time and money resources to be efficient to manage on a large scale. The goal was to increase scale without increasing costs, and to hit a larger target market.



\*The name of the partner has been changed to protect their privacy, anonymity and the spirit of white-label services

## White Label Case Study: Hard Rock Media

### Process

Hard Rock Media utilized Vendasta's Digital Agency services to scale up their services without exponentially increasing costs. The Vendasta Digital Agency is a white-labelled fulfillment service for agencies and media companies that allowed Hard Rock Media to sell more digital solutions to local business clients with less workload. Vendasta's in-house digital agents and copywriters managed the fulfillment of their digital offerings, such as correcting listings, and monitoring and responding to reviews their clients' businesses received. The Vendasta digital agents worked under the Hard Rock Media brand, effectively becoming part of the Hard Rock Media team, without the increased costs of salaries, benefits, vacation time and other overhead expenses.

Combining Vendasta's Reputation Management with Digital Agency allowed Hard Rock Media to hit their target market on a massive scale, while keeping costs down. They are now able to serve a larger client base, and hand off each client to Vendasta's Digital Agency for fulfillment of the reputation management services.

Using Digital Agency allowed Hard Rock Media to take on a large volume of business, growing from 0 to just short of 1,000 accounts between August of 2014 and December of 2016, and are able to and beat out smaller competition who can't handle the volume of reviews and labor capital needed to cater to each individual client. The Digital Agency handles a majority of the 2100 reviews Hard Rock Media's clients receive every month.

To increase the amount of reviews their clients received, thus improving their SEO and online presence, Hard Rock Media also took advantage of Vendasta's Review Generation tool. This tool enabled the agency to send automated emails to their client's customers after they visited the business to gather positive and constructive feedback.

Vendasta's Snapshot Report, a hyper-customized report card of a business's online presence, provides a starting point for new salespeople who have little to no experience selling digital. The reports also allow Hard Rock Media to discover new sales opportunities in real-time.

The notifications that generate when prospects interact with the Snapshot Report inform the sales representatives of the perfect time to contact each potential client. This gives new salespeople confidence in the conversation, and helps them follow up in a timely manner.

### Results

Hard Rock Media went from \$0 in revenue to over \$1 million in revenue in just two years. They grew from a basement-run business with zero clients, to onboarding 20-25 new clients every month from their US headquarters.

Here are some of the hard and fast statistics on Hard Rock Media Media's growth with Vendasta

	December 2014	December 2016	Percentage growth in two years
Reputation Management Accounts	16	195	112%
Total Reviews	892	2,014	126%
Reviews per SMB	6.7	12.3	84%

*"It's so easy to onboard a client and have Digital Agency take care of everything for us. From the standpoint of an entrepreneur, it's a dream."*

— Chief Operating Officer,  
Hard Rock Media

## Mastering Scaling and Growth like Hard Rock Media

Hard Rock Media onboards 20-25 new clients every month, with low client churn. How do they do it? They follow a very specific formula for prospecting, and stick to key golden rules with both prospecting and services offered.

### Hard Rock Media's Prospecting Formula:

- 1. Review the business's online reputation on Yelp.**
  - a. Do they have their Yelp page claimed? If not, they aren't paying attention to their digital footprint.
  - b. Are they responding to reviews? If not, they don't understand their online reputation.
- 2. Review their social media presence (Facebook, Instagram, Twitter etc.)**
  - a. Are they posting on a daily basis? If not, they're not properly taking advantage of social media.
- 3. Facebook, call and email them**
  - a. Offer the client a personalized, custom solution based on the information gleaned from the first steps
- 4. If that doesn't work, walk into the business**

The Hard Rock Media team follows two golden rules with their prospecting formula. This helps them keep sales up, client churn rate down and continue offering valuable service to each customer through their lifetime.



### Hard Rock Media's Golden Prospecting Rules:

#### 1. Don't pursue a prospect that's outside of your market

Hard Rock Media keeps all their clients within a 1.5 hour drive from their HQ. A face-to-face conversation about the solutions they offer helps build a more valuable, real relationship with each client. Every client values this kind of time and commitment.

#### 2. You must build a relationship with each client

You must be willing to cultivate and maintain a genuine relationship and partnership with each client using your software. Developing the personal relationship between you and your clients is key in keeping churn rates low, and keeping customers happy.

In terms of products and services offered, Hard Rock Media offers two main package solutions.

**Basic Package:** \$399/month, includes Digital Agency (Do It For Me solution), Listing Sync, Listing Distribution, and Social Media posting

**Premium Package:** \$599/month, the Basics + loyalty and SMS text program

# White Label Case Study: Hard Rock Media

## Hard Rock Media's Golden Service Rules:

### 1. Offer more for less

Hard Rock Media does not offer any DIY products, because their clients want less to do, not more. They strive to offer a product that's affordable, and the value of which outweighs the cost.

*Hot tip: What can you offer your clients for free to increase the value of your services? E.g Hard Rock Media offers one free Snapchat filter a month, and provides Listing Sync for free for each business*

### 2. Trust vs contract

The Hard Rock Media team believes in keeping clients through quality work and services, not through a legal agreement. This is why they do not contract any of their clients, and instead work on a month-to-month model. Hard Rock Media believes this to be more of an ethical move than a financial one, and they build the relationship from the ground up on trust.

A no-contract offer gives the clients the least amount of risk, and allows them to leave the relationship if the services provided aren't up to their standards. This also provides the motivation to ensure your services stay high-quality and valuable to each client.

*"It's scalability. People aren't scaling their businesses correctly, and they aren't taking advantage of everything Vendasta has to offer."*

*— Chief Operating Officer,  
Hard Rock Media*



## White Label Case Study: Hard Rock Media

### Company Culture

On top of their business success, Hard Rock Media has zero employee churn. To put this into perspective, the average churn rate in 2015 was 16.7% ([Compensation Force](#)). The people at Hard Rock Media work hard to cultivate a positive and rewarding company culture that every young businessperson wants a piece of.

### Craft Your Employees into Entrepreneurs

The Hard Rock Media founders strive to provide the entrepreneurial lifestyle to their employees, without the risks. Each salesperson will make a percentage of what the clients they close pay the agency every month. In this way, the whole team is invested in the success of both the company, and the clients, which all comes together to make both a great culture and a great business. The culture is a mindset, and what you put into your work is what you get out of it.

*"I'm not just trying to build a reputation management company. I'm also trying to build an atmosphere...I want my employees to walk around like they own this company, because they're getting paid like they own it. They're getting a piece of it."*


*— Chief Operating Officer, Hard Rock Media*

Contact us today to start building your own empire with Vendasta's Digital Agency and Reputation Management




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