



A Small Business Story

# LOU CURLEY'S CHIMNEY SERVICES

 Drexel Hill, Pennsylvania | PA-5

## Lou Curley knows a teaspoon of Facebook helps the followers go up (in a most delightful way)

When the chimney sweeping company he worked for went out of business, Lou Curley decided instead of going to work for someone else again, he'd start his own business. After all, he knew the ins and outs of chimney sweeping. Running a business? That was a different story. It was 2009, and the recession made for an interesting start. Undeterred, Lou set out to establish himself as one of the best chimney sweeping services in the area. He traveled around the country to get the best possible training, obtaining all available industry certifications. "In fact, we're the only company in Pennsylvania to have earned all 3 Chimney Safety Institute of America (CSIA) certifications, all 3 National Fireplace Institute (NFI) certifications and all 3 Fireplace Inspection, Research & Education Service (F.I.R.E.) certifications. In case you're wondering, that's a big deal in the world of chimney sweeping.

Today, Lou has 3 trucks and 5 sweepers in addition to his wife, Kim, who helps with the office work. Everyone was hired through Facebook except for his brother and Kim. He plans to add an additional truck and 3 more sweepers. With no existing customers, Lou turned to Facebook early to get the word out. "I was on there anyway, so seemed like an easy way to reach my friends and their friends, and then it grew to customers and their friends, and then their friends and so on." It didn't hurt that Lou had a great story to tell. In addition to holding certifications none of the competition had, his education, experience and professionalism were unparalleled. "Lou won't do it if it can't be done right," says Kim.

**We were the first chimney sweepers in the area on Facebook, so we've always had more followers and have kept that advantage.**

- Lou Curley, Owner, Lou Curley's Chimney Service

Kim estimates that Facebook and Instagram account for 80% of their web traffic, 60% of their brand awareness and 30% of their customers. While they use Instagram to post photos and fun content, they use Facebook to educate their audience. Their ads about leaking chimneys or reminding people it's time to get your chimney checked perform best, accounting for 4-5 more calls a week. Lou did all the marketing until a year ago, when he hired a company to help him manage his social media. "Looking back on it, when I started, I had to overcome learning how to run a business, getting my name out there and finding customers." Check, check and check, Lou.

## 48%

of small and medium-sized businesses on Facebook in Pennsylvania say **Facebook has helped them hire additional employees** to work at their business.

## 76%

of small and medium-sized businesses on Facebook in Pennsylvania say **Facebook has helped their business increase sales.**

## 66%

of small and medium-sized businesses on Facebook in Pennsylvania say **Facebook has allowed them to find new customers** in other cities, states or countries.