



Midnight Janitorial Turns a Belief System into Revenue Growth

How do you manage an abundance of ambition but a shortage of time? As a small company, Midnight Janitorial struggled with how to increase their profit margin while continuing to improve the quality of their work. But for Midnight Janitorial quality meant more than the service clients received.

“Quality penetrates every aspect of our business operations—from hiring to client relationships to choosing our equipment line and products,” explained Angella Luyk, CEO.

For Midnight Janitorial, their dedication to quality and ethical business practices was what separated them from the competition. But like most small businesses the day-to-day demands of running the company did not leave any room to effectively pursue their marketing goals. **How could they increase their visibility in order to be recognized for their pioneering operations?** This was the critical piece for increasing company profits without compromising quality.

People Before Profits

Midnight Janitorial competes against standard industry practices which hires cleaners without employee background checks, pays minimum wage, and uses inferior products and tools. In contrast Midnight Janitorial interviews, on average, twenty applicants for a single hire. They compensate above minimum wage, insist their twenty-six employees do not work weekends and reward staff for external volunteer efforts.

“We put people before profits,” says Luyk. “We have a strong cohesive staff that is able to provide the high quality service we promise our clients.”

The company felt confident they could be competitive. In fact, they wanted to prove a company could be successful based on very ethical practices.

A Plan

Third-party recognition was the key to Midnight Janitorial’s success. To start, Luyk tried writing some press releases but without knowledge of the process she didn’t feel confident submitting them to any publications. Then Midnight Janitorial was nominated for the Rochester Business Ethics Award, a highly visible, prestigious organization within the Rochester business community. But with an application process that starts nine months before the due date and requires a submission packet that often exceeds one hundred pages, Midnight Janitorial felt overwhelmed.

Luyk remembers, “I was at my wit’s end. I knew what I wanted to do but didn’t know where to start or where I would find the time. It was extremely frustrating.”

Midnight Janitorial

Challenge

Inability to execute marketing strategies that emphasized company’s pioneering business operations.

Solution

KMwordsmith, Independent Business Writer

Results

Award finalist and winner for Rochester Business Ethics Award, 2007 and 2008.

Dramatic improvement in marketing visibility.

Significant increase in lead generation and annual revenue.

Then in a chance meeting at a networking function Luyk met Karen Marley of KMwordsmith. KMwordsmith provides independent business writing services to clients. With experience and training in writing long copy in addition to traditional hard-sell collateral, Luyk knew KMwordsmith could help Midnight Janitorial reach its marketing goals. In addition, Luyk discovered Marley had written a successful award submission in the past.

Implementation

Karen Marley was brought on board with only five weeks until the award submission was due. She immediately sat down and began an interview process with Midnight Janitorial. In order to accurately answer the questions listed on the application Marley had to understand everything about Midnight Janitorial from infrastructure to long-term vision.

“We revealed everything—employee applications, conflicts, our rationale behind our benefits program—Karen sleuthed everything out of our company,” said Luyk. “But now we have the utmost confidence in her understanding of our company and goals. She’s a valuable resource.”

Writing the ethics award required a series of intensive interviews and data collection. Marley researched the company, compiled the information, and wrote the submission. In 2007, Midnight Janitorial became one of three finalists for the small business category—a huge accomplishment for a first-time applicant. As a finalist, they received extensive recognition in all the media affiliated with the Rochester Business Ethics award resulting in more lead generation.

Using KMwordsmith for press releases, business biographies, articles, and the ethics award submission was Midnight Janitorial’s strategy to effectively communicate to the greater Rochester area their accomplishments, skills, and philosophy. The company knew they were redefining the janitorial industry, now, with assistance of KMwordsmith, all of Western New York knows as well.

Increased Revenue and Visibility

The collective results of these efforts have been tremendous. Marley has been able to effectively communicate the company’s message helping them achieve the following:

- 2007 Finalist for Rochester Business Ethics Award.
- 2008 Winner of Rochester Business Ethics Award.
- Press coverage in *Democrat & Chronicle*, *Rochester Business Journal*, and *Her Magazine*.
- Increased visibility contributing to revenue growth of 50 percent in the last three years.

Today, Midnight Janitorial enjoys the convenience of knowing they have Marley as knowledgeable team player, able to meet all their writing needs.