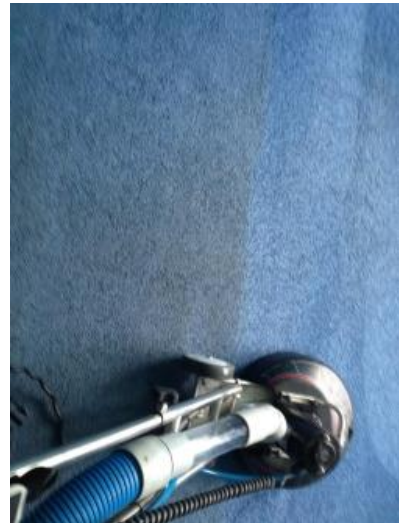




The Floor Doctor Cleaning Company Expands Marketing Efforts

RIVERTON, WY - In an effort to reach out to more people and expand the customer base, The Floor Doctor [floor and upholstery cleaning company](#) has launched a new marketing program.

Rich Troia, who owns the company, said he's looked at stepping up his online presence for a while now, but did not for a several reasons.



"I'm here to take care of floors, carpet, tile and rugs and cleaning upholstery. This is why I went into business. This what I want to do," he said. "I've done it for more than 20 years now."

Taking his marketing efforts online involves a considerable amount of work that would take him away from his core business, he said.

"I'm just like you. I have only so many hours in a day. I can spend my working hours taking care of my customers or I can spend those hours trying to do online marketing. No question there. I'm going to take care of my customers," he said.

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He has two main reasons for this expansion. First, his customers keep saying he needs to do more to tell potential customers about his range of services.

Mr. Troia said he tries to listen to his customers. When they tell him to try something new, do something different, he takes that to heart and really looks at the idea. Stepping up an [online presence](#) is something they highly recommended.

Second, is the kind of services he offers. The Floor Doctor offers auto interior cleaning services, something few floor cleaning companies offer. Mr. Troia said the cleaning process and the equipment are the same as carpet cleaning.

"Cleaning a front seat in a car is the same as cleaning a sofa. The process is exactly the same. You use the same tools, the same cleaning agents and you have to get into the space between the cushions," Mr. Troia said. "One just happens to be a vehicle and the other happens to be in a house."

The combination of all the services the company offers and his customers is finally what made the entrepreneur take the plunge.



"I've heard it said for years, the customer is always right. My best customers have told me for years, 'Rich, you need to tell more people about all things you do.' I knew, and I know, they are right, but my heart is in customer service and cleaning," he said.

He looked into how to expand online and found the Soaring Away company. Soaring Away specializes in promoting floor and upholstery cleaning companies. Mr. Troia said floor care companies in other parts of the nation give Holly Powell and Soaring Away high marks.

"That's the important part. Taking care of floors and upholstery. That's what I do and that's what I want to do. I needed someone who understands this business and Holly does," he said.

Ms. Powell said she is pleased to partner with The Flooring Doctor. Soaring Away is particular about the companies it works with.

"We checked his company and found a sterling record of excellence. His customers will not stop bragging about the work he does. That is the kind of reputation that is a perfect fit," Ms. Powell said. "I look forward to helping Rich spread the word about his company."



For more information about The Floor Doctor and the suite of services offered, including commercial building services, visit <https://wyomingfloordoctor.com>.

About The Floor Doctor :

The Floor Doctor is an insured and licensed cleaning company for your household. We have over 20 years of experience in the business of maintaining and cleaning residential and commercial carpets, upholstery, and tile and grout. The Floor Doctor uses the most updated cleaning methods.

The Floor Doctor is also dedicated to providing businesses and homes a cleaner, more beautiful, and healthier indoor environment. Each project we take on receives the personal attention it deserves. Our cleaning technique is suggested by top carpet manufacturers and only the highest quality cleaning equipment and solutions are used.

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