

Spring Marketing Plan

Have your BEST spring ever!

Updated for 2019

By

HitMan

Ad

vertising



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First, Some Quick Examples:

Clean Now to Keep ICE MELT From Ruining Your Carpet and Floors



Your carpet and floors don't look as good at the end of winter. Ice melt salt is a HUGE cause of this problem. It gets scattered **all over** and every time you walk inside your home or step into your vehicle, you track in harmful chemicals.

What does ice melt do to carpet and rugs?

Your first step of prevention is vacuuming. Vacuum very well so the salt crystals don't get embedded **deep** into your carpet backing. However, vacuuming isn't all you need to do. Many types of ice melt cause a sticky residue that can cause **ugly spots and traffic wear**. To prevent this, a thorough carpet or rug cleaning needs to be done after the ice melt is tracked inside. This should be done by the end of winter.

What does ice melt do to your floors?

First, the oily residue can be slippery on some floors, which can cause falling hazards. Secondly, the floor finish can be compromised.

Frequent sweeping and mopping is necessary throughout the winter to prevent major damage. But even with constant maintenance, the chemicals used in ice melt can **damage the finish** of hardwood, tile grout, natural stone, and vinyl. A professional deep cleaning should be done every 1 – 2 years along with evaluation of the sealer on your floor.

What about your kids and pets?

Ice melt can be **toxic**. Your pets may lie on the floor and get the ice melt absorbed into their fur.

Spring is the **PERFECT** time to get your carpet, rugs, tile, and floors cleaned to prevent ice melt damage caused by winter snow getting tracked inside.

Your kids may do the same and get the chemicals on their hands. Once the ice melt chemical is on them, it can be easily transferred into their mouths.

Now is the **PERFECT** time to get your carpet, rugs, and floors cleaned. Just call us for an **honest** professional assessment of what you need. We'll make your home or business clean and healthy again.

See the other side of this postcard for special **SPRING TIME SPECIAL OFFERS** you can take advantage of if you call right now.




Call 474-1133

In an area where it has snowed a lot this winter? Send this postcard to your client and targeted neighborhoods.

Carpet & Stains



What stains can be removed?

Often times when professional carpet cleaners are called upon to take care of stains or spots in carpets the first question will inevitably be "can you get it out?" If the first response out of the tech's mouth is a resounding "yes", then you might want to look into hiring someone else. The truth of the matter is not all stains are removable. We always have a "let's take a look at it and if it can be removed" mindset. If it can be removed, we have what it takes to get it out.

Sugar and oil based stains.

Most dark colored, brown or black, spots are sugar or oil based. These can be removed 90% of the time. Stains in this category include colas, tea, coffee, and non-red juices. With cola stains a traffic lane cleaner is usually the way to go and will take care of the problem almost always. Tea and coffee are sometimes a little more difficult and may require an acid rinse in conjunction with the traffic lane cleaner. Juices like apple or orange are relatively easy to get out. The problems occur when you get into the red dyes such as grape or cranberry, especially on light carpets. Red dyes fall into the red dye category and sometimes the only way to get those out is a heat transfer dye process. This process is usually reserved as a last resort and even then there are no guarantees.

Body fluids.

So what about stains such as blood, vomit, and urine? Well these, like all stains, need to be addressed quickly. The sooner you get them removed the better. The trick with blood is to not clean it with hot water or alkaline cleaning products. You might think you're helping the carpet tech out by trying to remove some of the stain yourself but these treatments will actually set the blood into the carpet. Your best bet is to leave it to the professional. Vomit and urine are similar in that they are removed through a process. And it is very important to get urine up as soon as possible. The longer it stays the more it will continue to deteriorate the carpet. These types of spots are usually removed by utilizing a pre-treatment that breaks down the stain. Then the spot is thoroughly extracted. These steps will be repeated as necessary and afterwards an enzyme is sprayed that will continue to break the spot down.

Mystery stains.

Sometimes you can get stains through no fault of your own. These would include stains from yellowing, water rings, and filtration soiling. Yellowing is one of those stains that can either be easily neutralized or impossible to remove. It is very common and can be treated with citric acid or an acid rinse. Water rings are also sometimes hit or miss. They are treated with traffic lane cleaner or an acid rinse. Filtration soiling is usually found in hallways near air conditioning units or where the carpet meets the baseboards. These are black lines that are caused by the carpet "filtering" soil. Getting rid of these stains requires using a special spotter and manually scrubbing the area with a towel. Due to the extra labor involved, this process may cost a bit more than you would like.

Remove it FAST!

The bottom line is that there are no guarantees with spot removal. What seems like an easy to remove stain could prove terribly difficult, and vice versa. But SPEED is your friend. Remove spots and stains FAST and you'll have better luck in removal.



How Often Should You Clean Your Carpet and Rugs?

What do Carpet Mills Recommend?

Carpet manufacturers recommend cleaning every about once every year. If there are no children or pets in the home, every two years may be acceptable. But if you have children or pets, you may need cleaning every six months.

Mostly, carpet makers recommend professional cleaning. The do-it-yourself machines don't have adequate suction to remove excess moisture. And many of the do-it-yourself processes include dry cleaning. Many carpet manufacturers frown on dry cleaning.

Shaw Industries, the world's largest manufacturer of carpet, recommends hot water extraction (aka steam cleaning) over any other method. As well, they demand that their carpet be professionally cleaned at least every two years to maintain its warranty.

What Does the EPA Recommend?

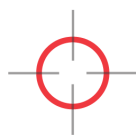
The Environmental Protection Agency recommends cleaning for a health benefit. Carpet and rugs are a fabric that you walk on. All the dirt from the bottom of your feet and dirty air that comes into a building eventually comes down to the carpet by gravity. So it only makes sense to clean not only to help your carpet and rugs look better, but also to keep your home healthy.

When we clean your carpet, we concentrate on cleaning for you health by using all natural cleaning agents. Plus, we rinse your carpet with hot water to help reduce bacteria and germs. And then all the dirty water gets extracted with a powerful vacuum into a tank in our cleaning van.

How Does Frequent Cleaning Help?

1. Your carpet and rugs will look better.
2. Your carpet and rugs will last longer.
3. Your home or office will be healthier.

These educational postcards showcase YOU as the expert and keep your clients calling you for cleaning more often.



Introduction:

Spring is an exciting time for a cleaning business! Why? People are thinking about cleaning right now.

The trick is to spend just enough money on advertising to stay busy without spending TOO MUCH.

PRINT THIS REPORT OUT RIGHT NOW!

This PDF report contains a marketing plan example of what I've used in my own company and have given to coaching clients over the years. This stuff works and it would be wise to take note.

Want help with creating these ads and getting more clients?

You can get the templates for all these ads in this marketing plan plus my special "Spring Cleaning" ads, Facebook graphics, postcards, EDDMs and mailers that have gotten my members BIG returns on investment.

Sometimes getting business can be tough. But we're here to help.

To get advertising strategies and coaching for cleaners go to...

www.Hitmanadvertising.com/coaching

Now see the next page to get your complete marketing plan...



How to Use this Marketing Plan

The next page is your action plan. Print this out and use it for ideas in your marketing plan. And if you don't have any marketing plan at all, use this as your marketing plan.

Make a commitment to do at LEAST TEN of these things. If you want to assure your success, do even more than eight. This is about massive action. Doing just one or two of these tactics may not be enough.

The bitter truth marketing "gurus" don't ever tell you is that marketing concepts don't work every time. Yes, each one of these concepts have worked VERY well for me and my clients. But there are lots of variables. And whether or not you'll execute each one properly is another story.

Adjust your marketing plan as you go. In spring, it's likely you'll get too busy to take on new clients. In that case, decrease your marketing.

It's about smart marketing.

Print this report out. Then check off the items you want to put in play in your marketing plan.

Do it now!



Here's the Spring Marketing Plan

❑ First and most importantly, mail a postcard or letter to EVERY SINGLE ONE of your current clients at the beginning of each month. Thank them for being a client and mention your referral program to stimulate referrals. Include a killer offer to get them to pick up the phone and call you again. The postcard to the right is an example of a newsletter/postcard that is a postcard with a short article.



❑ Mail a reminder postcard to your clients who haven't used your service in the past year. Remind them that they haven't had cleaning in over a year. Educate them on the benefits of yearly cleaning. Make sure to include a killer offer.



❑ Set up a Facebook pay-per-click campaign. You can set this up for as LITTLE as \$1 - \$3 per day! Get "Likes" to your page to get new clients and help your SEO ranking. But set up a CONTEST or SPECIAL OFFER to get new clients. Do this NOW because costs for advertising is going up!

❑ Post to Facebook each week, giving your Facebook subscribers a killer special that only Facebook subscribers can take advantage of. Post pictures of what you are doing in your business. Involve your Facebook public. Post things to get a "Like" and comment on what you post about.



❑ Send an email newsletter every week to your prospects and clients with a killer, limited time offer. And put links to your blog and website in the email newsletter to get traffic to your website.

❑ Put SEO strategies in place to rank higher in the search engines FREE. Set the keywords on your website and get back links. But beware that adding too many keywords can hurt your ranking. This is the #1 problem we're seeing with SEO lately.

❑ Create a blog and post weekly tips to help homeowners care for the carpet, tile, rugs, and other services.

❑ Get MORE Google and Facebook reviews! This is a top factor in gaining ranking and closing more jobs. Develop a system with a leave behind card as shown here.

❑ Double check that your Google Local (formerly Places and Maps) profile displays your correct information. Simply Google your company name and see if your profile is found. If it's not, Google your company name along with your city name. If it's not there, set up your Google profile at this link here <https://www.google.com/business>

❑ Take advantage of other social media sites like Pinterest, Instagram, Tumblr, Twitter and others to improve your SEO ranking and get MORE clients. This mix can REALLY help your site ranking when you put links to your site on these other social profiles.

❑ Create one NEW social media profile and engage with prospects.

Fresh Clean Carpet and Floors for Spring

John Braun clean@carpetcaretips.com via aweber.com
to me



Re: Fresh Clean Carpet and Floors for Spring
From: Premium Carpet Care

Why is Spring Cleaning so Important? You've been cooped up all winter. The stale air and wet winter muck settled into your floors and furniture. We can help.

Carpet Cleaning

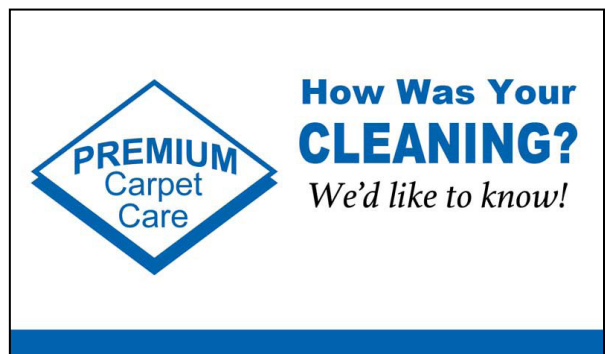
Your carpet is extracted with hot water to kill bacteria and germs. The dirty water is vacuumed into a holding tank in our van with a powerful van mounted machine.

Area Rug Cleaning

Your rugs are cleaned in your home or at our facility where you'll get the cleanest rugs possible. We're experienced in cleaning ALL nylon, polyester, wool, silk, cotton, and other fibered rugs.

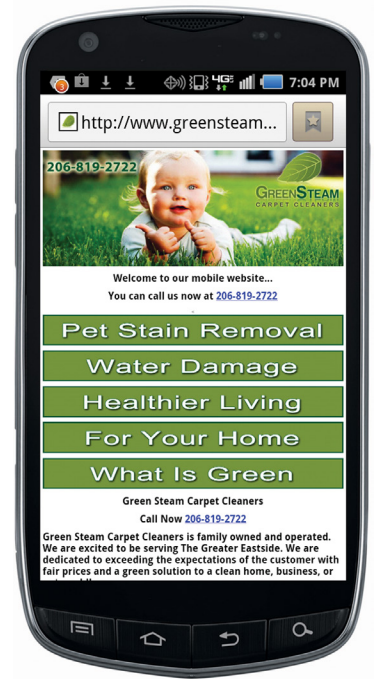
Tile and Grout Floor Cleaning

Your floors are rinsed with high pressured, hot water. The dirty water is extracted in a tank in our van leaving your floors sparkling clean. We can even dye your grout if needed.



❑ Create a mobile website so mobile users see your site. More than HALF of your prospects are using mobile devices when they surf your website!!! If you don't have a mobile friendly or mobile website to speak to the mobile web surfer, you're losing prospects.

❑ Write a press release about Spring Cleaning and how important cleaning is after winter. Submit it to online press sources as well as to local media. Try writing something that relates to spring cleaning since this is the topic on the minds of your prospects right now. Submit your release to at least three press release websites and local news media.



❑ Create a YouTube video about one of the services your company does and submit it to YouTube. Or take before and after videos, client testimonial videos, or create a reality TV cleaning show. It's a FREE commercial. This can be done with your smart phone or any video camera. Make sure you keyword tag the video properly. And then place the video on our Google Plus community! The comments will go directly to your YouTube channel!



❑ Run a Google Ads pay-per-click campaign targeting your city with the main keywords for your service. Adwords is perfect if you want to target only a certain zip code or section of town. Also, it's perfect for targeting certain keywords. IMPORTANT: To pay the least amount of money for Adwords, target keywords for services like "Rug Cleaning, Pressure Washing, Tile Cleaning, or Air Duct." When you set your entire campaign up with the right keywords, you'll save money and get MORE clients. We've run campaigns like this that got us a 40-to-1 return on investment. Adwords is super flexible and can be very profitable...but keep in mind that there is a learning curve.

Headline ?	ATL Clean Carpet Today
Description line 1 ?	Get Your \$25 Coupon on Our Website
Description line 2 ?	See Free Videos of Our System Now
Display URL ?	www.CarpetCleanersAtlanta.com

❑ Give Out Gift Certificates to Realtors, commercial decision makers, flooring retailers, and others you REALLY want to establish a relationship.

Gift Voucher

This voucher entitles holder to \$100 in FREE Cleaning

From: John Braun, Premium Carpet Care owner

This voucher can be used on any area of cleaning. The office decision maker must be present at time of cleaning. For commercial use only. Call us at 474-1133 now.

\$100

Expires 7 days from delivery

❑ Offer a FREE 60 or even 90 day "touch up cleaning" to help take the client's risk away from the carpet getting dirty too soon. Mention this on the phone and in your ads.

❑ Get Commercial accounts! Make a point to target commercial accounts EVERY single week with a creative, attention getting mailer. Follow that mailer with another letter or a postcard. And after you've sent them a sequence of three mailers, call them or stop by.

❑ Send a letter to 25 Doctors, Lawyers, or office professionals each week. Offer them a free demo and/or a an offer with lots of extra freebies. Make sure you follow up with a phone call and at least one additional follow-up mailing.

Who Else Wants Their Office to Always Look Like a MILLION BUCKS?

Dear Name,

Okay, you're probably wondering why I've attached a crisp MILLION Dollar Bill to the top of this letter. I have done this for two important reasons:

1. First, I have something VERY important to tell you and wanted to get your attention.
2. Since you have employees and clients, I know your office gets dirty and ugly over time. I want to give you a FREE trial of our services to make your building look great.

When you call right now (before Friday, July 15, 2014, ...)
You get these FREE Gifts below!

\$100 Gift Certificate toward your first cleaning. Call and mention this million dollar offer and we'll do \$100 of cleaning for you. **FREE.** No obligation or risk. We'll show you what a great job we do and if you're happy, we'll do more... but there's no obligation.

FREE Bottle of Professional Spot Remover With LIFETIME REFILLS You'll also get a 12 ounce bottle of great spot remover to use between cleanings. Any time you need a refill, stop by our shop and we'll refill it at no charge. Suggested Retail Price: \$29.99

I have included a NO OBLIGATION \$100 gift certificate for you. Have us come in and clean any area you like. We'll make your office, carpet and floors sparkling clean. And if you're happy with what we

☐ Use Every Door Direct Mail (EDDM) to target neighborhoods. You can send large postcards for as little as 16.75 cents per household. Printing for each of these large postcards can cost as little as 4 cents a piece. This is one of the greatest things to come along for cleaners since Google. Capitalize on this now, especially during the spring season and target the high-end neighborhood you want to clean for. Right now is likely the best time you'll have the best response.

☐ Send a letter to 25 Realtors, Interior Designers, or Flooring Retailers each week letting them know of your referral program. Go visit their office after the mailing and bring them goodies and a gift card. It's important to bring professionally printed materials along with an irresistible offer. The \$50 gift card works GREAT for this purpose. They can be printed as a thick business card with rounded edges to look like a gift card.

☐ Use a Professionally Printed Brochure (not on your own printer) to educate your clients and prospects. Pass out your brochures to the Realtors, Interior Designers and Flooring Retailers that you meet.

Your Neighbor Just Got Spring Cleaning Done.
Now, Here are
3 FREE Gifts
Just for YOU!

FREE Gift #1
FREE 100 square feet of **carpet cleaning** (up to \$34 value) that rinses and extracts for maximum soil removal while leaving your fibers clean and dry within just a few hours.

FREE Gift #2
FREE 50 square feet of **tile and grout or vinyl floor cleaning** (up to \$50 value) that leaves your floors sparkling clean.

FREE Gift #3
FREE 12-ounce bottle of our **professional spot remover** (\$10 value) to help you remove spots between professional cleaning. Our clients love this stuff. Plus, stop by our office at 1116 Olive Road any time for a FREE refill.

Just call to book any cleaning job in your home, big or small, within the next 10 days and you'll get these 3 FREE GIFTS valued at \$94.

This offer is NOT valid with any other offers and some exclusions may apply.

Why would I give you all this? It's simple. You're our neighbor, so I wanted to give you something special so we can get to know each other. Call us today!

Call now to take advantage of this offer to make your home sparkling clean.

See more about our cleaning system at our website:
www.CarpetCareTips.com

PREMIUM Carpet Care
474-1133

\$50 Gift Card
FREE Cleaning

PREMIUM Carpet Care

474-1133
CarpetCareTips.com

Upholstery & Leather Furniture Care Guide

Inside:
4 Basic Steps for Spot Removal
Upholstery Cleaning Codes
How to Pre-test a Spotting Agent
How to Identify Your Leather
What to Use on Upholstery
How to do Spot Removal on Leather

Provided as an educational resource by:
PREMIUM Carpet Care
474-1133
More information available at www.CarpetCareTips.com

How To Keep WATER From Destroying Your Home

What to do in a flood emergency
How to minimize damage
Know: when to call a professional
Why mold growth is harmful
What your insurance usually covers
How to hire a certified company
Determine the extent of damage
Cover yourself to claim your loss

Provided as an educational resource by:
PREMIUM Carpet Care
474-1133
www.CarpetCareTips.com

How to Care For Your Wool and Fine Rugs

Learn how to keep your fine rugs looking beautiful for a lifetime.

Inside:
4 Basic Steps for Spot Removal
Understanding Wool
CAUTIONS about Wool
How to Pre-test a Spotting Agent
Learn Stain Removal Procedures
3 Tips for Better Spot Removal

Provided as an educational resource by:
PREMIUM Carpet Care
850-474-1133
1116 Olive Rd.
For more spot removal tips:
www.CarpetCareTips.com

- ☐ Put 500 flyers on doorknobs of high-end homes that you cleaned in each week. During the spring, this is the time you'll have the most likelihood for success with doorknob hangers.
- ☐ Run an advertorial ad in the newspaper. Boast about your guarantee and how you give the cleanest carpet (tile, etc) in your city. Believe it or not, in small to medium sized cities, newspaper can still work well.
- ☐ Call 20 clients each week that you cleaned for last spring and tell them about your new spring cleaning offer. Remind them that it's been a year since you've been out to clean for them.
- ☐ Run a voice mail that drops directly to client's cell phones or text messages. Just give them a friendly reminder of spring cleaning or of the mailer you're sending out. CAUTION: This should be used sparingly.
- ☐ If you ran an ad in the past year that was successful, RUN IT AGAIN!

Your Neighbors Just Had Us Over...So NOW Here are 4 FREE Gifts Just for YOU!

FREE Gift #1
FREE 100 square feet of carpet cleaning (up to \$34 value) that rinses and extracts for maximum soil removal while leaving your fibers clean and dry within just a few hours.

FREE Gift #2
FREE 50 square feet of tile and grout or vinyl floor cleaning (up to \$50 value) that leaves your floors sparkling clean.

FREE Gift #3
FREE 12-ounce bottle of our professional spot remover (\$10 value) to help you remove spots between professional cleaning. Our clients love this stuff. Plus, stop by our office at 1116 Olive Road any time for a FREE refill.

FREE Gift #4
FREE walk off rug or door mat cleaned up to 3x5 feet (up to \$20 value) to show you how we clean area rugs.

There's no catch. Just call 474-1133 to book any cleaning job, big or small, within the next 7 days and you'll get these FOUR FREE GIFTS valued at \$114.

Why would I give you all this? It's simple. You're our neighbor, so I wanted to give you something special so we can get to know each other.

John Brown, owner
Master Cleaning Tech

3 Reasons to Get Your Carpet and Rugs Cleaned this Spring!

- 1. Your home will look beautiful.** You can keep an environment your family and friends will enjoy being in. Your carpet strongly reflects your entire home. Half of the first impression is based on the appearance of your carpet and floors. Stain-free carpet leaves a great first impression.
- 2. You'll save money** by your carpet lasting longer. Maintenance is always cheaper than replacement. Carpet and rug manufacturers recommend professional cleaning at least every 12 months. In fact, many carpet warranties demand professional cleaning at least every 24 months or your warranty is void. Proper cleaning helps carpet last much longer.
- 3. You'll have a healthier home.** The EPA (Environment Protection Agency) recommends homes with children or pets have carpet cleaned every 6-12 months. Proper cleaning actually improves the health of your home by removing pollens, mold spores, dander, pollutants, and soils.

Why Spring Cleaning?

After you've been couped up inside, your home needs cleaning. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, and other debris settle down in floors, bedding and upholstery. Your environment may look clean, but in reality it could be very unhealthy.

FREE 60-Day Stay Clean Warranty

To make sure you get the best cleaning possible, we'll return for up to 60 days at NO CHARGE if any spots return. For pet stains, we even have a way to remove stains and odors from your carpet padding. Now you can remove odors without replacing your carpet and save money!

Plus, you get our No Mold or Mildew Growth Guarantee. You'll get extra emphasis on drying your carpet fast. We promise to leave your carpet so it dries fast and is left soft, dry, and healthy.

Hire a Company With a Great Reputation

Premium Carpet Care gives you a 100% guarantee. If you're not happy, we won't even ask you to pay. Flooring retailers and Realtors all over the area recommend us because of our reputation.

Robert Rockwell, Realtor, said, "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with."

Readers of the Pensacola News Journal rated us one of the best cleaners in the area.

Visit our website at www.Carpetcaretips.com for more info.

See other side for spring specials!

Call 474-1133 for a FREE Estimate

Best Bay 2012 FINALIST

PREMIUM Carpet Care

Want help getting MORE cleaning business?

Get ready-made proven ads, have us do the graphic design and printing for you.

In my Advertising Coaching Club, I'll be giving you ready-to-use examples of each strategy and training on exactly how to get each one of these tactics working for you.

You can get the templates for all these ads in this marketing plan plus my special "Spring Cleaning" ads, Facebook graphics, postcards, EDDMs and mailers that have gotten my members BIG returns on investment.

Now we even do the graphic design for you. Plus, we can get you HUGE discounts on printing. We've saved members hundreds of dollars on printing their postcards and newsletters. We'll even give you a way to have your client newsletter/postcards labelled and mailed at a big discount.

For training on these strategies and help getting this done go to...
\$1,884 in BONUSES ending soon.

www.Hitmanadvertising.com/coaching

Here's to a successful 2019!

3 Reasons to Get Your Carpet and Rugs Cleaned Now!

1. Your home will look beautiful. You can keep an environment your family and friends will enjoy being in. Your carpet strongly reflects your entire home. Half of the first impression is based on the appearance of your carpet and floors. Stain-free carpet leaves a great first impression.

2. You'll save money by your carpet lasting longer. Maintenance is always cheaper than replacement. Carpet and rug manufacturers recommend professional cleaning at least every 12 months. In fact, many carpet warranties demand professional cleaning at least every 24 months or your warranty is void. Proper cleaning helps carpet last much longer.

3. You'll have a healthier home. The EPA (Environment Protection Agency) recommends homes with children or pets have carpet cleaned every 6-12 months. Proper cleaning actually improves the health of your home by removing pollens, mold spores, dander, pollutants, and soils.

See other side for special offers!



Why Do You Need Cleaning?

After you've been couped up inside, your home needs cleaning. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, and other debris settle down in floors, bedding and upholstery. Your environment may look clean, but it's very unhealthy.

PREMIUM Carpet Care

474-1133

