

Winter Marketing Plan



Turn January and February into Your
“Opportunity Season.”



By **HitMan**
 Advertising

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Introduction:

Some of the info here was originally in a popular blog post I made a few years ago. But since the feedback was so good about how much it helped cleaners create a marketing plan, I decided to make a full blown report. Plus, the report format makes it easier to print out.

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 marketing and getting more clients?

In my Advertising Coaching Club, you'll get ready-to-use templates of each strategy and training on how to get each tactic going. You can get the templates for all these ads in this marketing plan plus my special "Times are Tough" letter that got Jonathan King, one of my coaching clients, a **5000% return on his investment**. Plus dozens of my other members have gotten the best response ever with this series.

Sometimes getting business can be tough. But I'm here to help.

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

www.Hitmanadvertising.com/coaching



How to Use the Marketing Plan

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

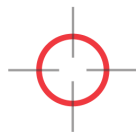
The bitter truth marketing “gurus” don’t ever tell you is that marketing concepts don’t work every time. Yes, each one of these concepts have worked VERY well for me and my clients. But there are lots of variables. And whether or not you’ll execute each one properly is another story.

If you want to stay busy, you MUST take action with several items at once.

It’s about massive action.

Print this report out. Then check off TEN or MORE items you will do in the next month.

Do it now!



Here's Your Winter Marketing Plan

❑ First and most importantly, **mail a postcard or letter to EVERY SINGLE CLIENT** who has used your service in the past two years. Mail 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.



Start 2020 With a Clean, Healthy Home

Choose Your FREE Cleaning Gifts (Pick any 2):

- o **FREE Car Mats Cleaned**- limit 4 mats (up to \$40 value)
- o **FREE Edge Cleaning** to remove dark lines at baseboard (up to \$40 value)
- o **FREE 50 Square Feet of Tile and Grout or Vinyl Floor Cleaning** (One area up to \$50 value)
- o **FREE Area Rug Cleaned** (up to 4x6 feet and \$45 value)

Yes! THAT'S RIGHT!! You get any one of these TWO services normally charged at \$75 - 95 for NO EXTRA CHARGE with any cleaning.

Why would we give you this? Winter is our slow time. Our wonderful cleaning techs need something to do. So we thought we'd send this special offer out to our clients. This is not valid with other offers. Minimum purchase required.

474-1133 *See back for details and even more specials.

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



It's Time Again For Sparkling Clean Carpet, Rugs and Floors.

PREMIUM Carpet Care

❑ Run a **Google Adwords** pay-per-click campaign targeting your city or best neighborhood with keywords for your service. Adwords is perfect if you want to target a certain zip code or section of town. Also, it's perfect for targeting specific services. **IMPORTANT:** To pay the least amount of money for Adwords, target keywords for services like "Area 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 run campaigns like this that get us a 40-to-1 return on investment some weeks.

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

❑ Post to **Facebook** four times each week. Post what is happening in your business. Do a FREE give-away, post videos, give your Facebook subscribers a killer special that only Facebook subscribers can get.



❑ Set up a **Facebook pay-per-click** ad campaign. You can do this for as LITTLE as \$5 per day! Set up a RE-TARGETING CAMPAIGN with client and prospect email addresses. Or run flash sales that lead them to your SPECIAL OFFER page or Facebook post that announces your special sale. Use an attention-getting pic and headline. This is working VERY well for some cleaners that have been using it. Some have gotten a 20-to-1 return on investment or great using Facebook.

❑ Send an **email newsletter** every week to your prospects and clients with a killer, limited time offer. Do this in conjunction with a standard postcards or newsletter. It's cheap, but remember, email newsletters are NOT a replacement for regular mailers.

❑ **Create a blog** and post weekly tips on carpet, tile, rugs, and other services. Link to your blog post from your emails. Regular blog posts with unique text helps your site rank better on Google.

❑ Put **SEO strategies** in place to rank higher in the searches FREE. Set the keywords on your website and get links from directories and other reputable cleaning related sites. Create one new directory each week that gives links back to your website. Use **Twitter, LinkedIn, Next Door, Quora, Foursquare, Yelp, Reddit, Periscope, Digg, Intargram, etc.**

Premium Carpet Care
Published by John Braun [?] · December 27, 2016 ·

Pensacola, FL FLASH SALE! Get \$50 in FREE Carpet Cleaning or Tile Cleaning with ANY Cleaning Purchase. Call 850-474-1133 and Tell Us You Want the Facebook FLASH Sale.

You Get Our 100% Guarantee! If Any Spots Return After Cleaning, We'll Come Back at NO CHARGE.

Check out our glowing Facebook and Google reviews! You're hiring one of the highest rated cleaning companies in Pensacola.... See More



PREMIUM Carpet Care

Two FREE Gifts With Any Cleaning Before February 28th
But you MUST mention this postcard when you call!

Re: Fall in Love with Your Carpet & Floors All Over Again
From: Premium Carpet Care

Dear Beloved Client,

Has the love faded?

Rekindle the love again with your carpet and floors.

Take advantage of the special Valentine month deal.

Choose Your TWO FREE Gifts:

FREE Gift: ONE small area rug cleaned--up to 35 square feet (up to \$52 value).

CARPET CLEANING ROSWELL

Home About Contact Cleaning News Carpet Cleaning Rug Cleaning

CALL NOW FOR INTERNET SPECIAL 678-665-9986

CARPET CLEANING ROSWELL - REMOVING PET ODORS THE EASY WAY

Most pet owners know that a pet's odor can be a real problem. You've taken care of all the cleaning, etc. But if odors are still in your carpet then it's almost like you did nothing. We've all had the experience of walking into a house that, even though clean as a whistle, had some type of odor that had your nose crying foul.

It's hard to concentrate on how clean a room is when you're distracted by its odor. The good news is that there are solutions to this problem that may cost as little as a box of baking soda.

Baking soda is usually the easiest and quickest solution for carpet odors. Often, this is all you'll need to knock out a lot of typical odors. Just sprinkle some on the effected area and leave it there for a few minutes. This should allow the baking soda time to permeate and then absorb any odors in the carpet. Vacuum the spotted area and you are good to go.

Occasionally carpet odors are not so simple. Sometimes there are difficult odors that are too much for simple baking soda. A carpet foam cleaner may be your best friend in these situations. These are relatively inexpensive and can be bought over the counter at any local Wal-Mart or hardware store. Just follow the instructions on the label and you should be good to go.

So what happens when you've got an odor that just won't budge? You may have to get a little more intense. Odors are usually trapped in your carpet by dirt after lack of cleaning. In this type of situation you may want to try steam cleaning. Steam cleaning will loosen the dirt in your carpet and allow the trapped odors to be removed more easily. A cleaning product in conjunction with the steam should lead to better results. Steam cleaning products can also be bought at any local store as well as white vinegar if you prefer a more eco friendly option.

Many times the source of carpet odors is in the padding beneath the carpet rather than in the carpet itself. In these situations you will most likely have to replace the pad, which can cost a lot of time and money.

BLOGROLL

www.BalaramConstruction.com
www.CarpetCleaningAtlanta.com

NO JO CLEANING

CARPET CLEANING

GET A CLEANING ESTIMATE

CALL HERE NOW!

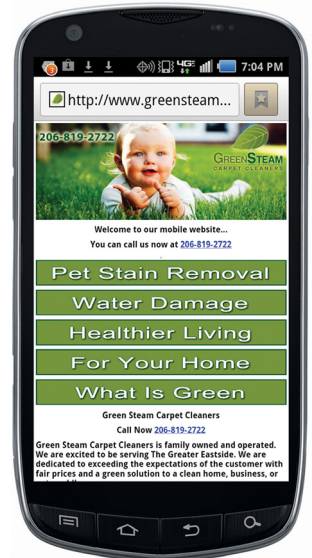
☐ Double check that your **Google My Business (aka Local) profile** displays your correct information. Wrong information can lead to few leads. Make weekly updates and posts with videos, offers, tips, and pictures to help you ranking! Check your Google My Business info at <http://www.google.com/mybusiness>.



☐ Get **MORE Google & Facebook Reviews**. Work on getting one review every week for the next three months. More reviews means better ranking and more credibility. Don't rely on chance, but use a system to get reviews. Here's a system that I've set up for some of my clients. <https://www.hitmanadvertising.com/blog/cleaners-reviews>

☐ Use other **social media sites like Pinterest, Tumblr, Instagram, Twitter** and others to improve your SEO ranking and get MORE traffic.

☐ Make sure your website is **mobile friendly** so mobile users see your site. Over 80% of the people who are searching for cleaning and restoration companies are on mobile devices. If you don't have a mobile or mobile friendly website, you're losing prospects and your site may not rank high in the searches for mobile devices.



☐ **Write a press release** about something newsworthy happening in your business. Submit it to online press sources as well as to local media.

☐ **Create a YouTube video** about one of the services your company does and submit it to YouTube each week. Make sure you keyword tag the video properly.

☐ At the end of each job, give your client a **card or coupon with a special offer** to get \$20 off any additional service that is booked within the next 30 or 90 days. This inspires frequent repeat clients.



☐ Use **Every Door Direct Mail (EDDM)** to target neighborhoods. You can send large postcards for 18.5 cents per household. Printing for each of these large postcards can cost as little as 4 cents per piece. This is one of the greatest things to come along for cleaners since Google. Capitalize on this now, especially during the winter season and target the high-end neighborhood you want to clean for.

☐ **Get Commercial accounts!** Make a point to target commercial accounts EVERY single week with a creative, attention getting letter. Follow that mailer with a postcard. Then stop by for a visit. See this video for more:

<https://www.hitmanadvertising.com/blog/get-commercial-cleaning>

☐ Send a letter to **25 Doctors, Lawyers, or office professionals** each week. Offer a free demo and/or special discount. Make sure you follow up with a phone call and at least one additional follow-up mailing.

☐ 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 a goodie bag of pre-packaged food treats along with your brochures and gift cards.

☐ Send a letter to **25 maid services, chimney sweeps, air duct cleaners, or other home service businesses** in your area. Let them know of your referral program. Go visit them after the mailing (and yes, bring them donuts, chocolates or other goodies).

Your Neighbor's Just Got Cleaned For the Winter
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 our slow time of the year. You're our neighbor, so I wanted to give you a FREE offer 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

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 \$100,000.00 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 \$24.95, \$29.00

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 Educational Brochures** to get higher job tickets and better leads. When you talk with a client about tile cleaning, rug cleaning, etc...hand her a brochure. Make sure the brochure is professionally printed and not just something you print up on your own printer. Professional print quality counts here in adding to your reputation.



☐ **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.

Expires 7 days from delivery

\$100

☐ Put **500 flyers on doorknobs** of high-end homes each week. Make sure your offer is good enough to entice them to call. You can use your left over EDDM postcards as flyers.

☐ Run an **advertorial ad in the newspaper**. Boast about your guarantee and how you give the cleanest carpet (tile, etc) in your city. Yes, with the right ad, newspaper still works in some small or medium population cities.

☐ 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.

☐ Run a **Google Re-Marketing ad campaign** to show display ads to all who visited your site in the past 60 days.

☐ 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 \$144.

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 Braun, owner
Master Cleaning Tech

Other tactics you may not have thought about...

❑ **Give out gift cards** for \$25, \$50 or \$100 to carpet retailers, interior designers, realtors, plumbers, or anyone else in the position to refer you on a weekly basis. You're giving them a gift they can give to their client. A gift card is perceived much higher than a coupon.



❑ **Theme your postcards, mailers, Facebook posts, and blog posts** to current holidays. For example, use New Year related graphics in January. Use Valentine related graphics during February and use Saint Patrick's Day graphics during March.



❑ **Call or do a voice blast** to your past clients. Thank them for their business and ask them if there's anything else you can do for them. Tell them about a FREE offer you want to give them if they book this week.

❑ **Knock on doors.** If you need to, knock on doors in nice neighborhoods and commercial offices. But NEVER go empty handed. Hand out bottles of spot remover, brochures, and gift cards. Be the giver of gifts when you go knocking and you'll be a welcomed guest instead of a pest.



❑ **Send a letter to past clients!** Letters always get a better response than a postcard. We've sent "Times are Tough" letters themed around winter that give an enticing offer to get clients to call us back for BIG jobs. The offer normally includes FREE trials of several different services that get MUCH higher job tickets. These letters get the phone ringing.



If you're in an area where it's VERY cold

Do this in addition to the above...

❑ Run a **Google Adwords pay-per-click** campaign for water damage work. If you're in an area where the weather is cold, target keywords for "water damage" and "frozen pipes."

❑ Create a **WordPress blog** or post to your current blog. Post about freezing weather and the effects of frozen pipes. Gives tips to avoid water damage problems.

❑ In your **email newsletters** and snail mail postcards to clients, inform of the dangers of freezing pipes and how you can help if pipes break.

❑ Send **25 letters to plumbers, insurance agents or adjusters** each week letting them know that you dry out homes that have flooded from frozen pipes. Offer an incentive to refer you. Call and visit the plumber offices. Bring them a box of donuts or chocolates.

❑ Write a **press release** educating homeowners of the danger of frozen pipes and water damage. Submit it to online press release sites as well as to local media. Follow up a few days later to see if they have questions.

You will get \$50 CASH for helping your clients prevent water damage.



A slow leak caused mold to grow behind this counter. After a plumber fixed the leaky pipes, we came to remediate the mold.

Dear Mr. Plumber,

Here's what happens if a water leak isn't restored properly:

- Mold begins to grow causing a musty odor
- Carpet backing loses its glue and tears apart
- Cabinets begin to warp
- Hardwood floors buckle
- Baseboards buckle and mold grows on their surface
- Drywall sags and mold grows inside the wall cavity
- People get sick due to a "sick building" with harmful mold

You can be a hero by giving your customers our card. Often, a homeowner has no idea where to turn or how to handle a water damage problem. We will help them through the process.

Even a small amount of water can cause tens of **thousands** of dollars in damage if water damage restoration isn't performed properly. Without proper training and equipment, homeowners simply can't take care of the problem themselves.

Your client's home will be dried out FAST. The damage from water will be minimized. Our technicians have been certified and trained by the IICRC (Institute of Inspection Cleaning and Restoration Certification) to handle every water damage and mold problem possible. After Hurricanes Ivan and Dennis, we restored dozens of beautiful beachfront homes that would have been moldy, dilapidated eyesores.

First, we use moisture meters designed to gauge moisture in drywall, studs, and flooring. Then, our truck mounted equipment **immediately** extracts water from the carpet and padding. All excess moisture is then dried out with dehumidifiers and air movement equipment.

In most cases, the homeowner's insurance company pays for the service. All they have to do is show proof of insurance at the start of the job.



Want help implementing this marketing plan?

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

In my Advertising Coaching Club, you'll get ready-to-use templates of each strategy mentioned here with 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 "Times are Tough" winter letter that got Jonathan King, one of my coaching clients, a **5000% return** on his investment. Plus dozens of my other members have gotten the best response ever with this series.

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.

Being in business alone can be tough. And the slow season can be even tougher. Join me. I'm here to help.

For training on these strategies and help getting this done go to...

www.Hitmanadvertising.com/coaching

P.S. In the Ad Club, we not only coach you, but we do your advertising for you. **You get postcards, EDDMs, gift certificates, and more designed** and customized to your cleaning biz.

P.P.S. Right now Ad Club members get the **Commercial Marketing Course FREE** with all the letters, postcards, and training to get more commercial.

Plus you'll get over \$1500 in additional bonuses!

