

Winter Marketing Plan

How to Turn January and February into
Your "Opportunity Season."

Updated for 2015

By **HitMan**
 **Ad**vertising



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Introduction:

Some of the information here was originally from a popular blog post of mine. But since the feedback was so great about how much it helped my subscribers get a handle on creating a marketing plan, I decided to make a full blown report. Plus, the report 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 these ads and getting more clients?

In my Advertising Coaching Club, I'm giving you ready-to-use examples of each strategy and train you on exactly how to get each one of these tactics 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

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



How to Use the Marketing Plan

The next page is your action 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.

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 the 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.

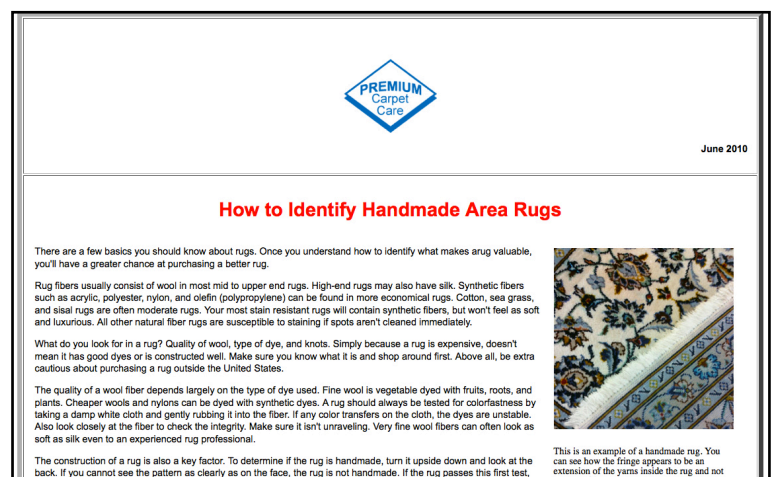
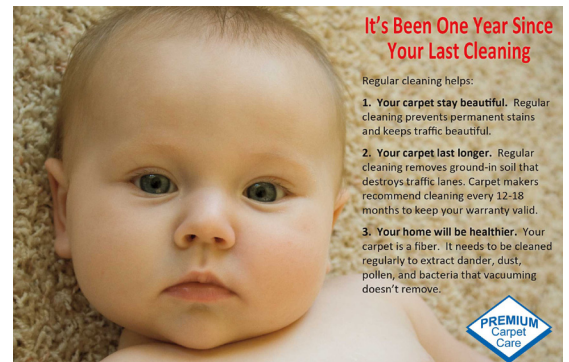
❑ **Mail a reminder postcard** to your clients who haven't used your service in the past year. Remind them that they haven't had cleaning in over a year. Educate them on the benefits of yearly cleaning. Make sure to include a killer offer.

❑ Run a **Google Adwords** pay-per-click campaign targeting your city with the main keywords for your service.

❑ Set up a **Facebook pay-per-click** campaign. You can do this for as LITTLE as \$1 - \$5 per day! Get "Likes" to your page to help your SEO ranking. And lead them to your SPECIAL OFFER to get cleaning jobs.

❑ Send an **email newsletter** every week to your prospects and clients with a killer, limited time offer.

❑ Post to **Facebook** each week, giving your Facebook subscribers a killer special that only Facebook subscribers can take advantage of.



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

☐ Put **SEO strategies** in place to rank higher in the search engines FREE. Set the keywords on your website and get back links.

☐ Create one new **Social Media profile** each week and give links back to your home and sub-pages.

☐ Sign up and use **Google Plus** to boost your web ranking. This is working like GANGBUSTERS for my clients that are using it.

☐ Double check that your **Google Plus (aka Local) profile** displays your correct information. Get Google reviews from your clients.

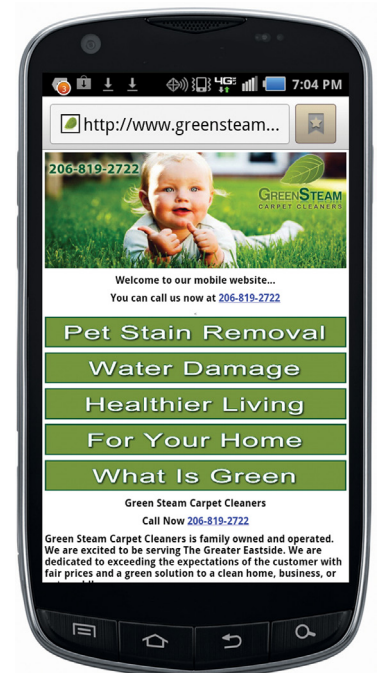


☐ Take advantage of other **social media sites like Pinterest, Tumblr, Twitter** and others to improve your SEO ranking and get MORE clients.

☐ Create a **mobile website** so mobile users see your site. Especially for emergency services, this is a must. In addition, more people are searching for cleaning companies on mobile devices than ever before. If you don't have a mobile website to speak to the mobile web surfer, you're losing prospects.

☐ **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. Make sure you keyword tag the video properly.



❑ Use **Every Door Direct Mail (EDDM)** to **target neighborhoods**. You can send large postcards for 15.75 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.

❑ At the end of each job, give your client a **card 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 **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.

❑ **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 for a visit.

Here's How Your Home Can Stay Clean and Healthy All Winter...

Why is Winter the Best Time For Cleaning?

You're cooped up inside. The risk of colds, flu virus and allergies are rampant. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, mold, dead skin cells, and other debris settles down in floors, bedding and upholstery. Your environment may look clean, but it's very unhealthy.

You heard the hype about indoor air being more polluted than outdoor air? It's true. In the winter time, it's even more true.

4 Ways You'll Get a Healthier Home

1. **Safe all-natural cleaning** agents made specifically for people who have chemical sensitivities.
2. **No mold or allergen growth** because your carpet dries FAST with our drying system.
3. **Steam cleaning** with HOT 180 degree water for carpet, tile and upholstery **to kill germs**.
4. **Soils are extracted outside** into our powerful van mounted machine so no germs get cross contaminated.

This system is designed to go WAY beyond what most cleaners think of doing. We even have a special way of **removing pet stains** from your carpet padding.

Go to www.CarpetCareTips.com for more details on our system.

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!

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 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."



Two FREE Gifts With Any Cleaning

But you MUST book before February 28, 2013. More details on the other side.

Choose Your FREE Cleaning Gifts (Pick TWO):

- ❑ FREE Car Mats Cleaned- limit 4 mats (\$40 value)
- ❑ FREE Edge Cleaning to remove dark lines at baseboard (up to \$40 value)
- ❑ FREE 50 Square Feet of Tile and Grout, Vinyl Floor Cleaning (One area up to \$50 value)
- ❑ FREE Area Rug Cleaned (up to 5x7 feet-\$35 value)



Call 474-1133 for a FREE Estimate

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:



850-474-1133
1116 Olive Rd.

For more spot removal tips:
www.CarpetCareTips.com

Your Guide To Sparkling Clean Floors

Keep your tile floors looking beautiful

- Ceramic
- Porcelain
- Marble
- Terrazzo
- Slate
- Travertine
- Brick
- Mexican Tile

Provided as an educational resource by:



474-1133

1116 Olive Rd.

More information available at
www.CarpetCareTips.com

☐ 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.

☐ 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.


☐ 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).

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

☐ 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.

☐ 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.



**We're Shocked
We Haven't
Heard From You**

You know, we felt sure we'd hear from you by now. You're going to love how beautiful and clean your office carpet, floors, and upholstery are.

Other Side →

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 decision maker must be present at time of cleaning. Call us at 474-1133 now.

Expires 7 days from delivery

\$100



**We Just Cleaned For
Your Neighbors on
218 Elm Street**

Dear Neighbor,

Did you see our van? We just finished cleaning for your neighbor. They were thrilled, so we wanted to give you these **3 FREE gifts** so you can try us too!

In case you don't know me, I'm John Braun, owner of Premium Carpet Care. Here's your promise...

"You'll Get the Cleanest Carpet, Tile, and Upholstery in Pensacola."

That's the promise we give you. See, no other cleaning company in town goes above and beyond like we do. You'll love the "extras" you'll get when you call us.

And yes, we back our service with a **100% GUARANTEE**: "If you're not happy, it's FREE." Plus, if any spots return within 30 days after cleaning, we come back at **no charge**.

Since we're in your neighborhood often, I want to give you these **3 FREE gifts** just for booking any cleaning job. Call and tell us you received this flyer. When we come out to do any cleaning job, big or small, you'll get these 3 Gifts valued at \$94 absolutely FREE.

Until later,

John Braun


P.S. Hurry, this offer with your 3 FREE Gifts expires 7 days from today. Call now!

\$94 in FREE Cleaning

With any in-home cleaning purchase, call within the next 7 days of receiving this flyer and get \$94 in FREE cleaning (see other side for details). Not valid with other offers.

You must present this coupon at the time of cleaning.

Call 474-1133 now.

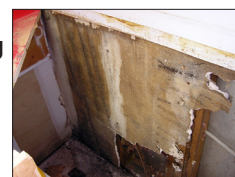


- ☐ If you ran an ad in the past year that was successful, **RUN IT AGAIN!**

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. 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.



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 creating this plan?

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 "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.

Here's to turning the slow season into "opportunity."

