

Winter Marketing Plan

Turn January and February into
Your "Opportunity Season."

Updated for 2016

By **HitMan**
Advertising



Legal Notice:

COPYRIGHT:

Copyright 2012, 2014, 2015 Hitman Advertising, all rights reserved.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

This report is NOT legal or accounting advice. You need to do your own due-diligence to determine if the information in this report is right for YOUR business. No earnings claims are being made anywhere in this report or in the marketing of this report. The publisher of this report is not liable for any damages or losses associated with the content in this report.

You are responsible for your own advertising in your business.





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, 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



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 the 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.

❑ **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. Educate them on the benefits of yearly cleaning. Make sure to include a killer unique offer.

❑ Run a **Google Adwords** 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.

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

PREMIUM Carpet Care

Start 2015 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 5x7 feet and \$35 value)

Yes! THAT'S RIGHT! You get any one of those TWO services normally charged at \$75 - 90 for NO EXTRA CHARGE.

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. So call now at **474-1133**.

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

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

PREMIUM Carpet Care

Area Rug Cleaning Special
Pensacola's Wool, Silk Rug Cleaners
Experienced in All Fiber Types!
www.carpetcaretips.com/RugCleaning



❑ 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 and lead them to your SPECIAL OFFER to get cleaning jobs. This is working VERY well for some cleaners that have been testing it. Some have gotten as much as a 20-to-1 return on investment.

❑ 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. Email newsletters are NOT a replacement for good-old mail.

❑ Create a **blog and post weekly tips** to help homeowners care for the carpet, tile, rugs, and other services. In each post, mention your current special offer. In your email newsletters, give a link to your blog post 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.

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



Premium Carpet Care-

Published by John D Braun [?] · November 17 at 10:32am

Get FREE Cinnamon Deodorizer with ANY Cleaning in Every Room and Upholstery Piece We Clean (up to \$50 value). See <http://www.carpetcaretips.com/.../this-holiday-with-beautiful...> Hurry, only a few more appointment times left before Thanksgiving.



This Holiday Make a GREAT First Impression With Beautiful Carpet & Floors

Impress your holiday guests with sparkling clean carpet, tile, floors and upholstery. And when you...

CARPETCARETIPS.COM

June 2010

How to Identify Handmade Area Rugs

There are a few basics you should know about rugs. Once you understand how to identify what makes an rug valuable, you'll have a greater chance at purchasing a better rug.

Rug fibers usually consist of wool in most mid to upper end rugs. High-end rugs may also have silk. Synthetic fibers such as acrylic, polyester, nylon, and olefin (polypropylene) can be found in more economical rugs. Cotton, sea grass, and sisal rugs are often moderate end. Your most stain resistant rugs will contain synthetic fibers, but won't feel as soft and luxurious. All other natural fiber rugs are susceptible to staining. If spots aren't cleaned immediately.

What do you look for in a rug? Quality of wool, type of dye, and knots. Simply because a rug is expensive, doesn't mean it has good dyes or is constructed well. Make sure you know what it is and shop around first. Above all, be extra cautious about purchasing a rug outside the United States.

The quality of a wool fiber depends largely on the type of dye used. Fine wool is vegetable dyed with fruits, roots, and plants. Cheaper wools and nylons can be dyed with synthetic dyes. A rug should always be tested for colorfastness by taking a damp white cloth and gently rubbing it into the fiber. If any color transfers on the cloth, the dyes are unstable. Also look closely at the fiber to check the integrity. Make sure it isn't unraveling. Very fine wool fibers can often look as soft as silk even to an experienced rug professional.

The construction of a rug is also a key factor. To determine if the rug is handmade, turn it upside down and look at the back. If you cannot see the pattern as clearly as on the face, the rug is not handmade. If the rug passes this first test, it is an example of a handmade rug. You can see how the fringe appears to be an extension of the yarns inside the rug and not sewn on later.

CARPET CLEANING ROSWELL

Home About Contact Cleaning News Carpet Cleaning Rug Cleaning
Search Here

CALL NOW FOR
INTERNET SPECIAL
678-665-9986

CARPET CLEANING ROSWELL – REMOVING PET ODORS THE EASY WAY

POSTED BY: JOSHUA ON AUGUST 22ND - CATEGORIES: (6) UNIDENTIFIED

You've spent most of the day cleaning your home. 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 applied 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! Bye bye odor.

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.BelairConstruction.com

www.Carpetcleaningatlanta.com

RUG CLEANING

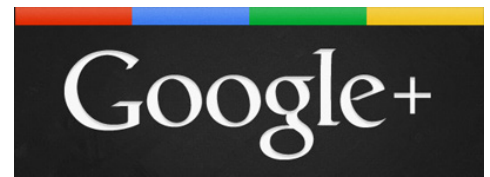
CARPET CLEANING

GET A CLEANING ESTIMATE

CLICK HERE NOW!



Sign up and use **Google Plus** to boost your web ranking. Connect with other cleaners and local people on Google Plus and give helpful links to your website.

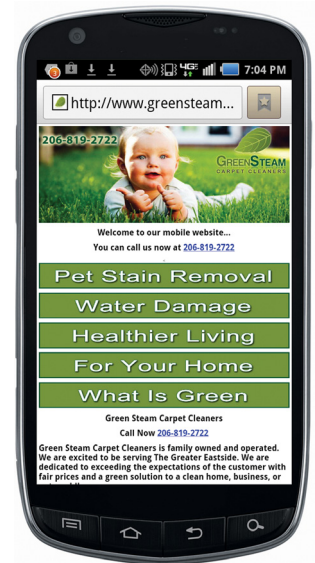


Double check that your **Google Business (aka Local) profile** displays your correct information. Wrong information can lead to few leads. Check your info at <http://www.google.com/mybusiness>.

Get ranking on **Google Maps**. One of the easiest ways to do this is to get Google reviews from your clients. Work on getting one review every week for the next three months.

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

Create a **mobile website** so mobile users see your site. Close to HALF the people who are searching for cleaning 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. Make sure you keyword tag the video properly.

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.

20% Off
Your Next Cleaning Service
Simply present this card within 90 days of your last cleaning and get 20% off your service. Not valid with other offers.

- Carpet Cleaning
- Tile Cleaning
- Vinyl Floor Cleaning
- Upholstery Cleaning
- Leather Cleaning
- Area Rug Cleaning

PREMIUM
Carpet
Care

Call 474-1133
www.CarpetCareTips.com



❑ 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.

❑ **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.

❑ Send a letter to **25 Doctors, Lawyers, or office professionals** each week. Offer them a free demo and/or 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 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).

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

- Safe all-natural cleaning** agents made specifically for people who have chemical sensitivities.
- No mold or allergen growth** because your carpet dries FAST with our drying system.
- Steam cleaning** with HOT 180 degree water for carpet, tile and upholstery to **kill germs**.
- 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 26, 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

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:

- First, I have something VERY important to tell you and wanted to get your attention.
- 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 special 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.

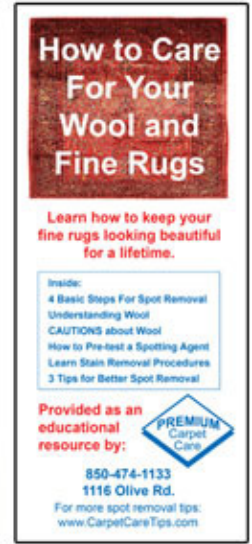


FREE Bottle of Professional Spot Remover With LIFETIME REFILLS You'll also get a 12 ounce bottle of great spot remover to use between cleanings. Any time you need a refill, stop by our shop and we'll refill it at no charge. Suggested Retail \$29.99

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 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

Expires 7 days from delivery

From: John Braun, Premium Carpet Care owner

\$100

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.

❑ 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.

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

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.



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.

❑ **Knock on doors.** When times are tough, the tough get going. 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.

❑ **Call past estimates** and see if they are ready to have cleaning done now. If it makes sense to do it, offer an extra FREE small service to them if they book this week.



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 or 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 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, 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.

Plus you'll get over \$1100 in additional bonuses!

