‘MUST HAVES’
IN YOUR 2019 MARKETING

2019 HAGUE NATIONAL DEALER CONVENTION

GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.
GoodMarketingGroup.com

SHANNON GOOD, PARTNER
BRAD GOOD, PARTNER
THINK OF THIS AS YOUR ‘MARKETING CHECKLIST’

ARE YOU DOING ENOUGH TO MAINTAIN MOMENTUM IN YOUR MARKET?

GOOD MARKETING GROUP
2019 Hague National Dealer Convention
THINK OF THIS AS YOUR ‘MARKETING CHECKLIST’

WEBSITE DESIGN & FUNCTIONALITY

ARE YOU DOING ENOUGH TO MAINTAIN MOMENTUM IN YOUR MARKET?

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REQUEST PRESENTATION:
Your Website is More Than an on-Line Brochure
WEBSITE DESIGN & FUNCTIONALITY

REMEMBER: WEBSITES ARE NO LONGER STATIC BROCHURES

Your website is most often the first impression to new prospects. You want their first experience to be a positive, interactive one.
You should be doing at least three of these:

My Website is:
1. Secure (SSL) ‘https://’
2. Mobile Responsive (NOT ‘Mobile Friendly’)
3. Easily Navigated by Customers & Prospects
4. Linked to ‘Google Analytics’
5. Updated at least 1x per Month
WEBSITE DESIGN & FUNCTIONALITY

SECURITY

My WEBSITE is:

1. Secure (SSL) ‘https://’

Effective July 2018, Google’s Chrome browser will mark non-HTTPS sites as ‘Not Secure’

After years of pushing for 'secure by default' websites, Google has begun identifying insecure sites in the Chrome browser as of mid-Summer 2018.
2. Mobile Responsive (NOT ‘Mobile Friendly’)  

In the United States, desktop web browsing traffic has shrunk to 48.7%

Your site MUST be easily navigated AND FULLY FUNCTIONAL on ALL screen sizes: phone, tablet, desktop.
WEBSITE DESIGN & FUNCTIONALITY

NAVIGATION AND ORGANIZATION

My WEBSITE is:

3. Easily Navigated by Humans & Bots

When building your website and adding content, break down content efficiently. CONSIDER:

• HOW you market your product...
• WHAT product(s) & service(s) you market...
• WHO would be interested...
• Based on what’s going on WHEN (relevancy).
WEBSITE DESIGN & FUNCTIONALITY

GOOGLE TOOLS

My WEBSITE is:

4. Linked to ‘GOOGLE ANALYTICS’

You can learn about your customers’ online behavior at a glance for FREE:

- **Traffic:** Search, Referral, Direct
- **Visits:** Unique, New, Returning
- **Behavior:** Pageviews; Average time on site; Bounce rate
- **Keywords:** Are your customers finding what they searched for when they arrived at your site? How can you improve pageviews and time?
My WEBSITE is:

☑️ 5. Updated at Least 1x per Month

I blog, add testimonials, add videos, add products, create events, etc. to keep my site relevant and competitive in the eyes of the search engines.

I create multiple in-bound links BACK to my website.
Web Design & Functionality

How Many Are You Doing?

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SOCIAL MEDIA PRESENCE

REQUEST PRESENTATION:
Positioning Your Company as an Expert Using Social Media
SOCIAL MEDIA PRESENCE

TO BE FOUND YOU MUST BE RELEVANT AND BE ACTIVE

Your social media presence and messaging should be targeted and clear. ‘Likable’!
SOCIAL MEDIA PRESENCE

TO BE FOUND YOU MUST BE RELEVANT AND BE ACTIVE

Give them a reason to seek you out as the expert.

 ALWAYS send them back to your website with ‘in-bound’ links.
SOCIAL MEDIA PRESENCE

YOU SHOULD BE DOING AT LEAST TWO OF THESE:

USING SOCIAL MEDIA OF SOME KIND:
1. Have a Presence on One or More Sites
2. Post Regularly to SOCIAL MEDIA Platforms
3. Create an Audience on FACEBOOK for Prospecting
4. Boost and/or Create Ads on FACEBOOK

REQUEST PRESENTATION: Positioning Your Company as an Expert Using Social Media
SOCIAL MEDIA PRESENCE

PRESENCE & VISIBILITY

USING SOCIAL MEDIA OF SOME KIND:

1. Have a Presence on One or More Platforms

Have profiles set up on the social media platforms my clientele use such as: Facebook, Twitter, Houzz, Pinterest, Google+, LinkedIn, Yelp.

Be where your customers are. If your product is visual, then show pictures. If it’s not, show results. Or do both.
SOCIAL MEDIA PRESENCE

PRESENCE & VISIBILITY

USING SOCIAL MEDIA OF SOME KIND:

☑️ 2. Post Regularly to SOCIAL MEDIA Platforms

Post articles and topics at least once per week that are of interest to my followers. STAY IN THE FOREFRONT!

Examples: news, latest or innovative projects, promotions, events, holidays, press releases.
SOCIAL MEDIA PRESENCE

PRESENCE & VISIBILITY

USING SOCIAL MEDIA OF SOME KIND:

3. Create an Audience on FACEBOOK for Prospecting

Use your knowledge of who your best customers are, and create qualified audience groups on Facebook, to whom you can market your products and services.
SOCIAL MEDIA PRESENCE

PRESENCE & VISIBILITY

USING SOCIAL MEDIA OF SOME KIND:

4. Boost and/or Create Ads on FACEBOOK

Using your audience group(s), pay to reach targeted NEW prospects. Facebook will often make recommendations based on successful posts.
SOCIAL MEDIA PRESENCE

PRESENCE & VISIBILITY

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ON-LINE TOOLS & UTILIZATION

REQUEST PRESENTATION:
Reviews and Reputation Management

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ON-LINE TOOLS & UTILIZATION

YOU MUST BE RELEVANT AND BE ACTIVE BY ASKING YOUR CUSTOMERS

Find, claim and develop as much of your on-line ‘story’ as you can.

This is symbiotic with the social media checklist and you will discover some overlap.
ON-LINE TOOLS & UTILIZATION

YOU MUST BE RELEVANT AND BE ACTIVE BY ASKING YOUR CUSTOMERS

Ask customers for feedback then apply to messaging.

Tell them what they should know and be direct when possible.

Use layman’s terms – don’t get too technical.

You control the conversation.
ON-LINE TOOLS & UTILIZATION

YOU SHOULD BE DOING AT LEAST FOUR OF THESE:

USING ON-LINE TOOLS:
1. I have claimed my on-line directory profiles.
2. I use email marketing/text msg. To automate my service appointments.
3. I use email marketing to categorize customers for cross-marketing.
4. I use email marketing to follow-up on recent sales (reviews).
5. I reply to all reviews, GOOD and BAD.
6. I use email marketing to help with converting estimates to sales.

REQUEST PRESENTATION: Positioning Your Company as an Expert Using Social Media
ON-LINE TOOLS & UTILIZATION

THE WORLD WIDE WEB IS THE YELLOW PAGES OF THE 21st CENTURY

USING ON-LINE TOOLS:

1. I have claimed my on-line directory profiles.

My directory listings are all up to date to include my phone/contact info, photos, location, hours, website, products, reviews, etc.

This is different from Social Media. Focus on Google, Bing, Yelp, Yahoo, YP.com, Angie’s List, Home Advisor, local or trade directories, etc.

CLAIM AS MANY AS YOU CAN FIND!
ON-LINE TOOLS & UTILIZATION

EMAIL IS POWERFUL AND DIRECT WHEN YOU HAVE A RELATIONSHIP*

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*ALWAYS PRACTICE PERMISSION-BASED EMAIL MARKETING. ALWAYS INCLUDE AN ‘UNSUBSCRIBE’.
ON-LINE TOOLS & UTILIZATION

EMAIL IS POWERFUL AND DIRECT WHEN YOU HAVE A RELATIONSHIP*

Email is a powerful, direct tool for current customers based on relationships.

Email marketing can be designed using behavior-based responses.

Speak directly to your customers and lead them back to you.

Consider the possibilities of personalization down to product images, descriptions, dates, etc.

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ON-LINE TOOLS & UTILIZATION

THE WORLD WIDE WEB IS THE YELLOW PAGES OF THE 21st CENTURY

USING ON-LINE TOOLS:

✔ 5. I reply to all reviews, GOOD and BAD!

See every review as an opportunity to grow/improve your company.

Answer all reviews in a professional manner, creating a better online reputation for my business.

You are writing the review for the third party, who is deciding if they want to use your company. Remember that when answering or formulating a response. Particularly if it is a bad review!

WHEN IT COMES TO REVIEWS, PERCEPTION IS EVERYTHING!
ON-LINE TOOLS & UTILIZATION

THE WORLD WIDE WEB IS THE YELLOW PAGES OF THE 21st CENTURY

USING ON-LINE TOOLS:

☑️ 6. I use email marketing to help with converting estimates to sales.

Use email tools to follow-up on open estimates and offer personalized incentives based on products and timing to convert leads to a sale.

Again, consider the possibilities of personalization down to product images, descriptions, dates, etc.

Great tool for tracking responses and employee success.
ON-LINE TOOLS & UTILIZATION

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ARE YOU DOING ENOUGH TO MAINTAIN MOMENTUM IN YOUR MARKET?

DATA AND DIRECT MARKETING

REQUEST PRESENTATION: The Three-Legged Stool

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DATA AND DIRECT MARKETING

HERE MORE THAN ANY OTHER MARKETING EFFORT, KNOWLEDGE IS POWER

Direct marketing should be exactly that...

DIRECT!

Otherwise, it is ‘JUNK’.
Direct marketing is like a ‘Three-Legged Stool:

If any part is weak, your campaign is likely to fail.
YOU SHOULD BE DOING AT LEAST TWO OF THESE:

WHEN IT COMES TO USING DIRECT MARKETING
1. Know exactly who your BEST customers are using statistical tools.
2. Use direct mail to reach new customers around recent installs and/or sales.
3. Continually update customer email addresses for future marketing (or email marketing).

REQUEST PRESENTATION: The Three-Legged Stool
DATA AND DIRECT MARKETING

FIND OUT WHO YOUR BEST CUSTOMERS ARE AND GET MORE OF THEM

WHEN IT COMES TO USING DIRECT MARKETING:

1. Know exactly who your BEST customers are using statistical tools.

Think about investing more on the front-end with research and/or a targeted list. Learning about your best customers will most-likely help you find more.

Mail only to those likely to respond - not every-door-direct.
DATA AND DIRECT MARKETING

NEIGHBORHOODS GENERALLY HAVE THE SAME DEMOGRAPHICS

WHEN IT COMES TO USING DIRECT MARKETING:

2. Use direct mail to reach new customers around recent installs and/or sales.

Neighborhoods and neighbors have many common demographics. That’s why they live in the same area.

Using a ‘Radius’ around recent sales and service addresses, reach out to neighbors as they are likely the same demographic, home type, etc.
DATA AND DIRECT MARKETING

SAVE COSTS AND INCREASE DIRECT COMMUNICATION

WHEN IT COMES TO USING DIRECT MARKETING:

3. Continually update customer email addresses for future marketing.

Email is inexpensive compared to traditional direct marketing. It is also very effective when a relationship is established.

When possible, use direct mail to ask your existing customers to go paperless by updating, adding and using email for a number of other marketing strategies.
DATA AND DIRECT MARKETING

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REQUEST PRESENTATION: The Three-Legged Stool
‘MUST HAVES’
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Q & A
Your Experiences
Your Questions

info@GoodMarketingGroup.com
(484) 902-8914

580 WEST MAIN STREET, SUITE 3 ■ TRAPPE, PA 19426