

# The Homeowner Experience

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SALE | SERVICE | REFER | REPEAT



**GOOD MARKETING GROUP**  
Want GREAT Marketing? Get GOOD Advice.

[GoodMarketingGroup.com](http://GoodMarketingGroup.com)

SHANNON GOOD, PARTNER  
BRAD GOOD, PARTNER

**2023** BUYERS  
UNIVERSITY

# The Homeowner Experience

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# 4 STAGES

The experience is everything!

GOOD MARKETING GROUP

UBG BU 2023

## Put yourself in THEIR shoes!

What is *'The Homeowner's Experience'* with your company during the following stages...

- **SALE**
- **SERVICE**
- **REFER**
- **REPEAT**



EXPERIENCE:

☒  
☐  
☐  
☐  
☐

# THE Sale Stage

Just the beginning  
of the  
experience!

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## YOUR ENTRY INTO THE HOME

How Does the Homeowner  
Find Your Company?

What is Their First  
Impression?

How Do You Close  
the Sale in a  
Timely Manner?





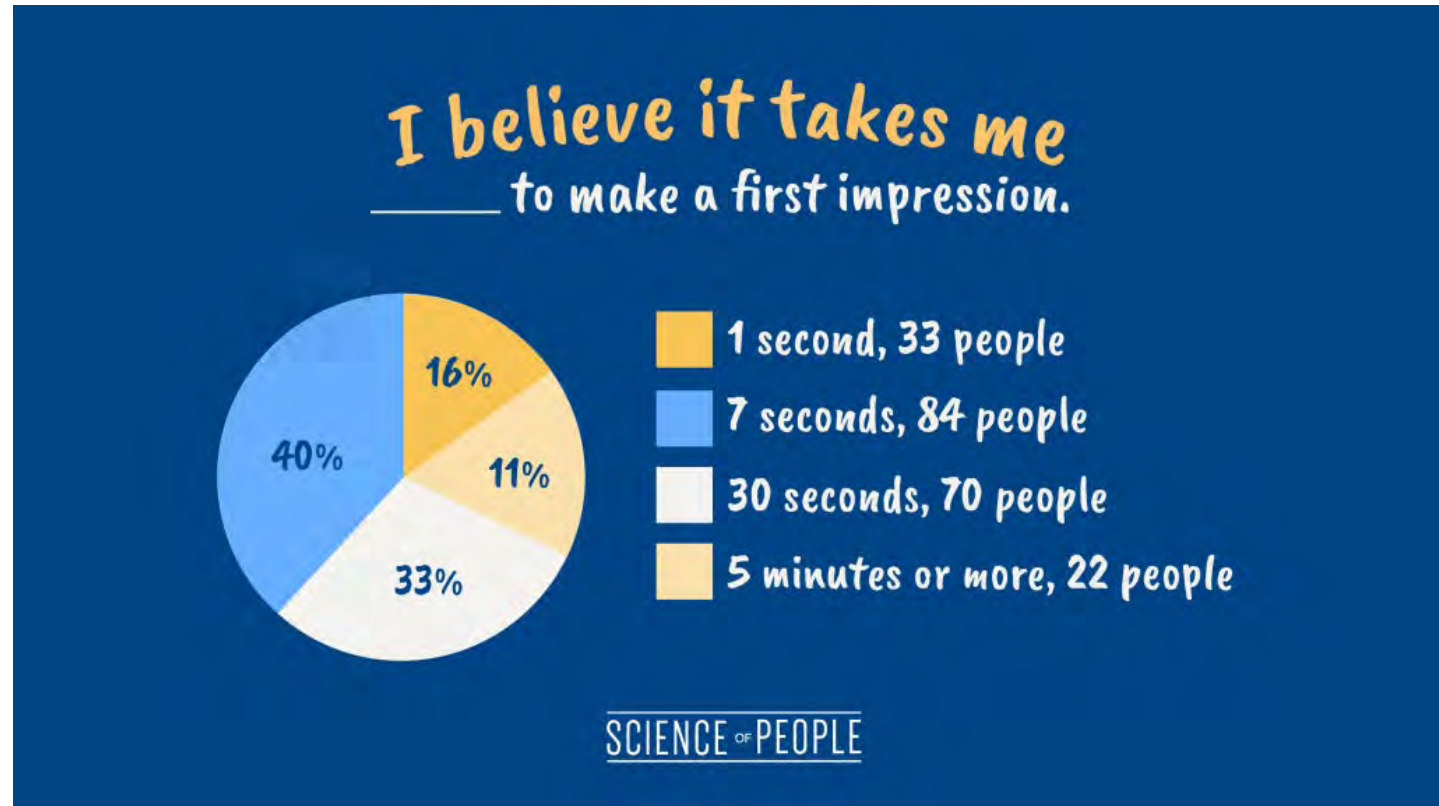
# THE Sale Stage

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# THE Sale Stage

40% of people say it takes them 7 seconds to make a first impression.



# THE Sale Stage - Sourcing

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*Website*

*Online Search*

*Social Media*

*Communications*

*Initial Contact*

*Word Of Mouth*

*Advertising*

*Reviews*

# THE Sale Stage - Sourcing

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## *Online Search*

**Direct Search:** visitors who reach your website directly vs. from a referring source

**Keyword Search:** search terms that people enter into search engines with the goal of finding a company that offers the products or services they are seeking.

**Google My Business:** free business listing from Google

**Social Media:** Facebook, Instagram, Twitter, etc posts are all searchable content

**Directory Profiles:** Yelp, MapQuest, HubSpot, yp.com, BBB, Merchant Circle, Yahoo...

**Home Service Directories:** Angi, Home Advisor, Houzz, Porch

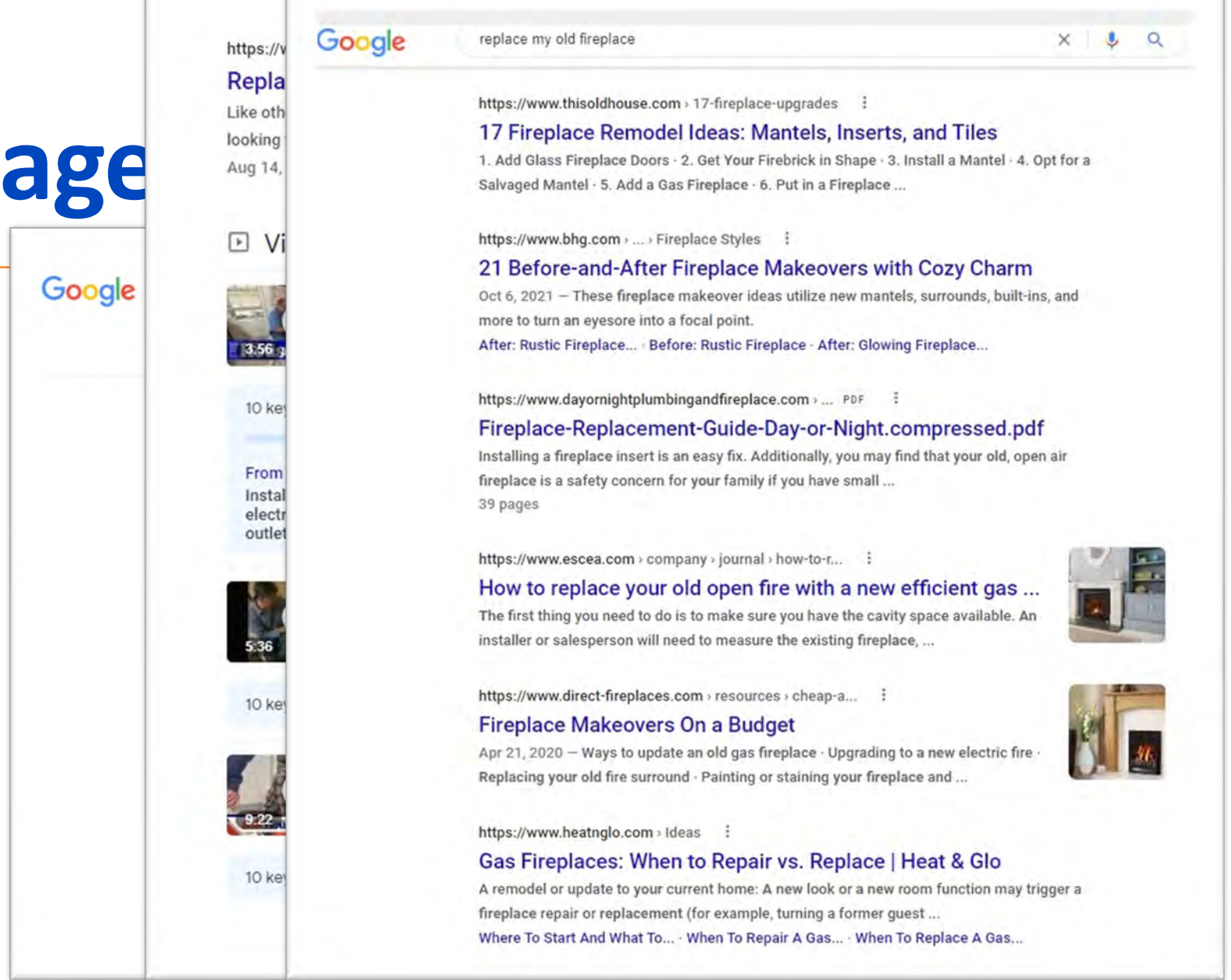


# THE Sale Stage

## Online Search

### Results:

- Videos
- Images
- Ads
- Links: website, social media, directory listings



# THE Sale Stage - Sourcing

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## *Online Search*

**CLAIM ALL OF YOUR  
ONLINE PROFILES!!!**



# THE Sale Stage - Sourcing

## Website

**Website speed:** Google recommends....

**Optimized:** for ALL mobile devices

**Images and Videos:** we are a visual society! AND = good SEO

**Content:** relevant, skimmers and readers, no sales pitches, hyperlinks...

➤ urges visitors to click deeper & stay longer

**Layout & White Space:** NOT too many graphics, white space = open space

**Reference Google Analytics:** most popular pages, keyword searches, geography, length of time on site, traffic sources

**Loading Time** = within 3 seconds (*2 seconds if ecommerce!*)

**2-3 second mark is where bounce rates skyrocket!**

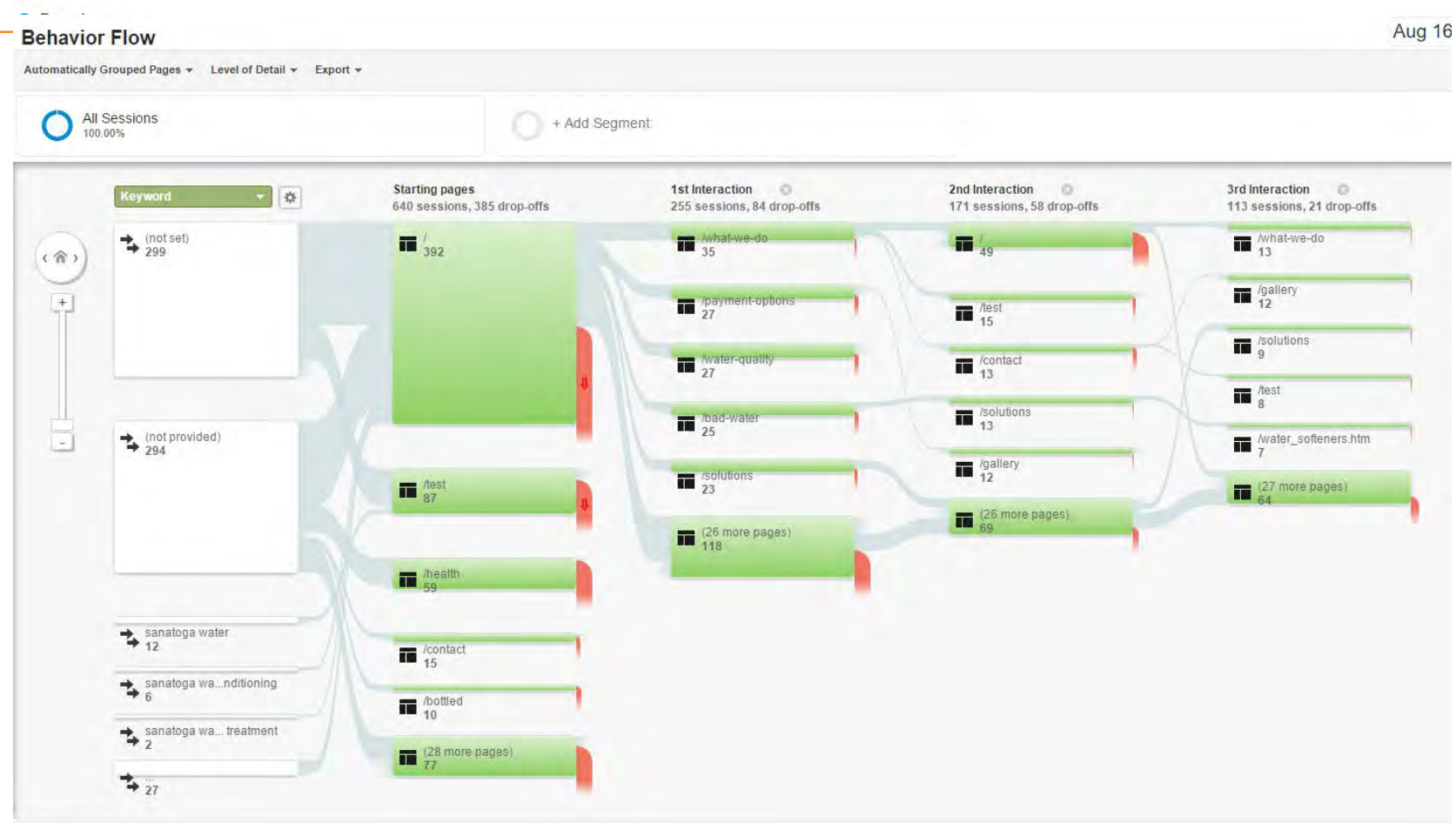
40% of consumers will wait no more than 3 seconds  
before abandoning site.

# THE Sale Stage - Sourcing

Aug 16

Website

Google  
Analytics





# THE Sale Stage - Sourcing

Website

The screenshot shows the Rettinger Fireplace Systems, Inc. website. The header includes the company logo, tagline "Where Details Make The Difference", and contact information. A navigation menu features links for "Start Your Project", "Shop", "Services", "Get Inspired", "Blog", "About", and "Contact". An orange arrow points from the "Start Your Project" link in the navigation menu to a "Start Your Project" button in the "Homeowners" section. Another orange arrow points from the "Start Your Project" button in the "Homeowners" section to the "Start Your Project" button in the "Get Inspired" section. The "Homeowners" section also features a "Start Your Project" button. The "Get Inspired" section features a "See Our Portfolio" button. The "Save Now!" section features a "Learn More" button. The main banner area displays the tagline "Where Details Make the Difference".

Rettinger  
fireplace systems, inc.  
"Where Details Make The Difference"

Customer Portal Call Us! 856-783-5501

Start Your Project Shop Services Get Inspired Blog About Contact

Rettinger Fireplace Systems, Inc

Where Details Make the Difference

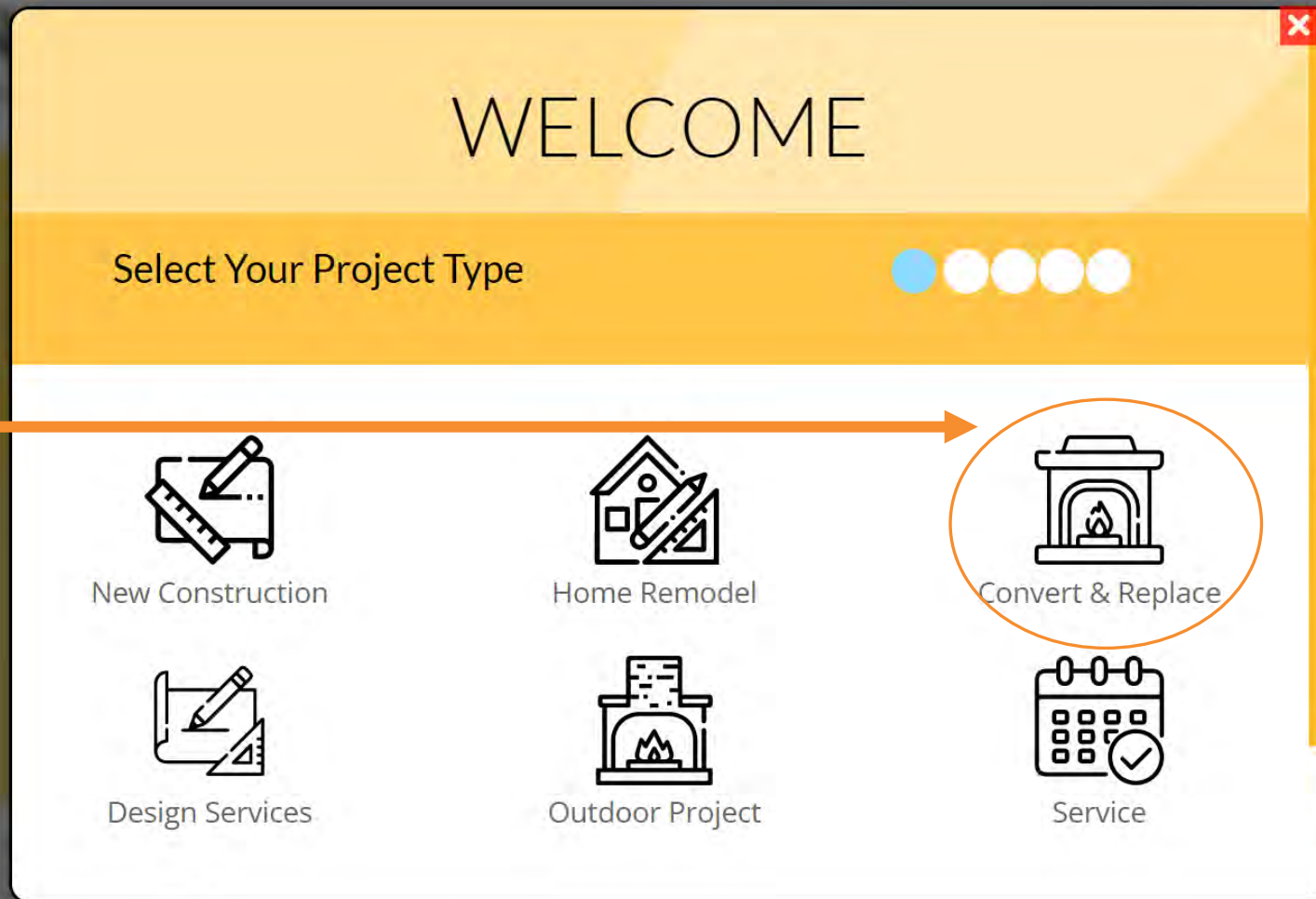
Homeowners  
Start Your Project

Get Inspired  
See Our Portfolio

Save Now!  
On select fireplaces appliances.  
Learn More

# THE Sale Stage - Sourcing

*Website*





# THE Sale Stage - Sourcing

*Website*

WELCOME

Select Your Fuel Type

Gas

Wood

Pellet

Electric

Do you have a masonry fireplace? \*

☐ Yes ☐ No ☐ Not Sure

Back Next

# THE Sale Stage - Sourcing

Website



Customer Portal Call Us! 856-783-5501



Start Your Project ▾ Shop ▾ Services ▾ Get Inspired ▾ Blog ▾ About ▾ Contact ▾

## Fuel Type

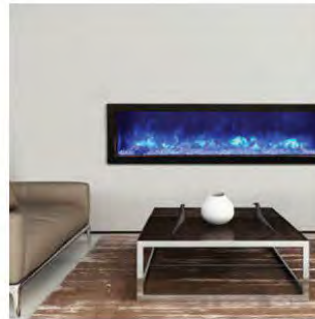
- ☐ Electric
- ☐ Gas
- ☐ Wood

## Hearth Style

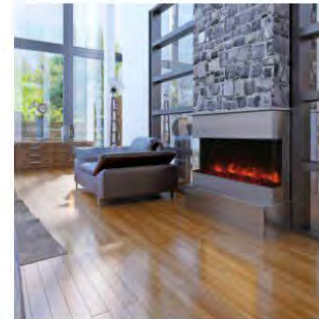
- ☐ Burner
- ☐ Burners
- ☐ Custom
- ☐ Fire Pit
- ☒ Fireplace
- ☐ Gas Logs
- ☐ Insert
- ☐ Outdoor
- ☐ Stove
- ☐ Stoves

## Orientation Style

Showing 1-12 of 203 results



Amantii Panorama Series



Amantii Tru-View



Ambiance FP 36



# THE Sale Stage - Sourcing

Website

Customer Portal Call Us! 856-783-5501

Start Your Project ▾ Shop ▾ Services ▾ Get Inspired ▾ Blog ▾ About ▾ Contact ▾

**WE LOVE FIRE** Advanced Chimney Systems, Inc. Rockford, IL

**BRING COMFORT**  
Find the perfect fireplace

**Lopi FIREPLACE** Gas Fireplace

564 TRV 25K Deluxe™ 564 TRV 25K Clean Face Deluxe™ 564 TV 35K Deluxe 564 TV 35K Clean Face Deluxe 864 TRV 31K Deluxe™ 864 TRV 31K Clean Face Deluxe™

864 TV 40K Deluxe™ 864 TV 40K Clean Face Deluxe™ 4237 Ember-Glo™ Clean Face Deluxe ProBuilder™ 24 Clean Face Deluxe ProBuilder™ 24 Clean Face, Limited to Stock on Hand ProBuilder™ 36 Clean Face Deluxe

Estimate

replaces that could work in that

ask out this video.

place Sealed Fireplace



# THE Sale Stage - Sourcing

Website

## 2. Chimney Top Capping

Learn more about your Inspection Chimney Top Capping recommendations by following your inspection report and clicking below to find the matching service...



Chase Cover

[View Product](#)



Chimney Pots

[View Product](#)



Concrete Crown

[View Product](#)



Crown Sealing

[View Product](#)

# THE Sale Stage - Sourcing

## Website



Chase covers are metal pans made out of galvanized steel, stainless steel, or copper fitted on the top of chimney chase like a roof to prevent water from entering into the structure. We fabricate, install, & replace these components.

[610-847-2530](tel:610-847-2530)

[Request a Quote](#)

"\*" indicates required fields

### LET'S GET STARTED

If you are interested in learning more about this product, please fill out the form below and one of our staff members will contact you.

*\*Items marked with an asterisks (\*) are required, please.*

**Purchase Type \***

☐ First-Time Purchase

**Project Timeline \***

☐ Right Away

# THE Sale Stage - Sourcing

## Website

The screenshot shows the Rettinger Fireplace Systems website. The header includes the company logo, tagline "Where Details Make The Difference", and navigation links for Customer Portal, Shop, Services, Get Inspired, Blog, About, and Contact. A location box on the right lists "476 Centennial Blvd, Voorhees, NJ" with a "Directions" button. Two customer testimonials are visible. The first testimonial, from Sandra F., is highlighted with an orange arrow pointing to the word "Stove" in the phrase "Stove in Shamong". The second testimonial, from Terri J., is highlighted with a yellow box around the phrase "fireplace and custom mantle". A "Best of Family 2022" award logo is also present on the right side of the page.

Rettinger  
fireplace systems, inc.  
"Where Details Make The Difference"

Customer Portal Call Us! 856-783-5501

Start Your Project ▾ Shop ▾ Services ▾ Get Inspired ▾ Blog ▾ About ▾ Contact ▾

★★★★★

Stove in Shamong

Completely satisfied with my rettinger product. I had a Osborne matrix insert installed in my fireplace. From Dan the salesman to Dave the inspector and Mitchell and his helper for the installation, every aspect was easy and efficient and seamless. A very professional organization and I could not be happier

Sandra F.

★★★★★

Fireplace in Atco

We just can't say enough about the entire team at Rettinger Fireplace, top notch service from sales and finance to installation and management. Not only do they carry the best products, but they are also extremely knowledgeable and can assist on selection and installation options. Always pleasant and professional, they make the entire process easy and enjoyable! This was our second Rettinger fireplace and custom mantle purchase, and if we are ever in the market again, they will be our first call!

terri j.

Location

476 Centennial Blvd,  
Voorhees, NJ

Directions

suburban family  
**BEST**  
of family  
2022



# THE Sale Stage - Sourcing

## Word Of Mouth



**92% OF CONSUMERS  
TRUST REFERRALS  
FROM PEOPLE THEY  
KNOW. - NIELSEN**



# THE Sale Stage - Sourcing

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## Reviews



### Top 5 Do's:

- Apologize
- Use as opportunity
- Respond to all reviewers
- Use proper spelling, grammar & punctuation
- Monitor other sites & monitor for a reply to your reply

### Top 5 Don'ts:

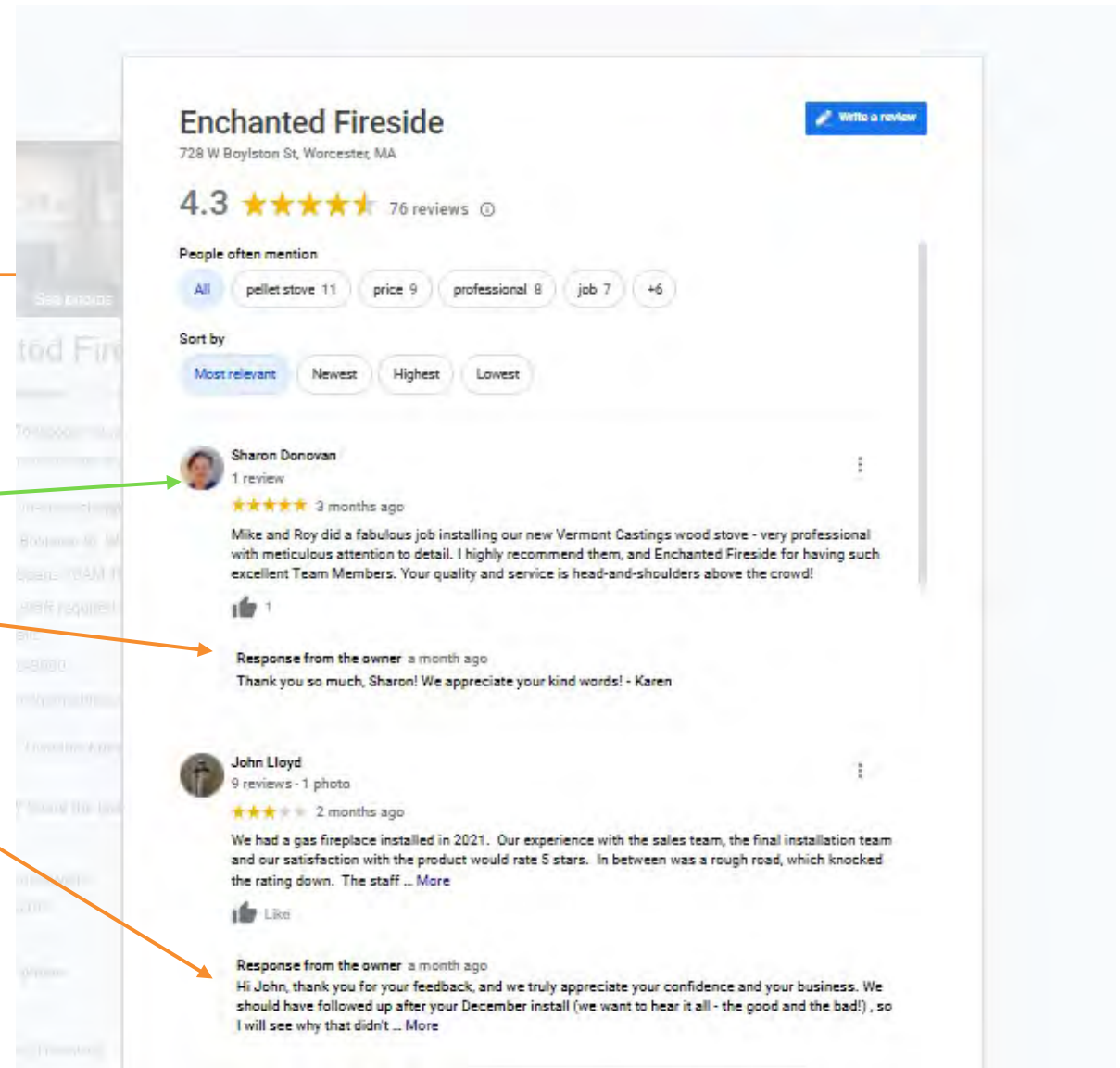
- React
- Duplicate replies – bad or good
- Pay for reviews
- Ignore reviews – bad or good
- Worry or Obsess

# THE Sale Stage -

## Reviews

- User profiles=authentic
- Reply ALWAYS!
- Use pop out Link

[https://www.google.com/search?q=enchanteds+fireside&rlz=1C1CHBF\\_enUS901US901&oq=enchanteds+fire&aqs=chrome.0.69i59j69i57j35i39j0i512l2j69i60l3.1948j0j4&sourceid=chrome&ie=UTF-8#lrd=0x89e4078f15cb94a1:0x7a3366b12887b63,1,,](https://www.google.com/search?q=enchanteds+fireside&rlz=1C1CHBF_enUS901US901&oq=enchanteds+fire&aqs=chrome.0.69i59j69i57j35i39j0i512l2j69i60l3.1948j0j4&sourceid=chrome&ie=UTF-8#lrd=0x89e4078f15cb94a1:0x7a3366b12887b63,1,,)



# THE Sale Stage - Sourcing

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*Social Media*

**Be the Expert**

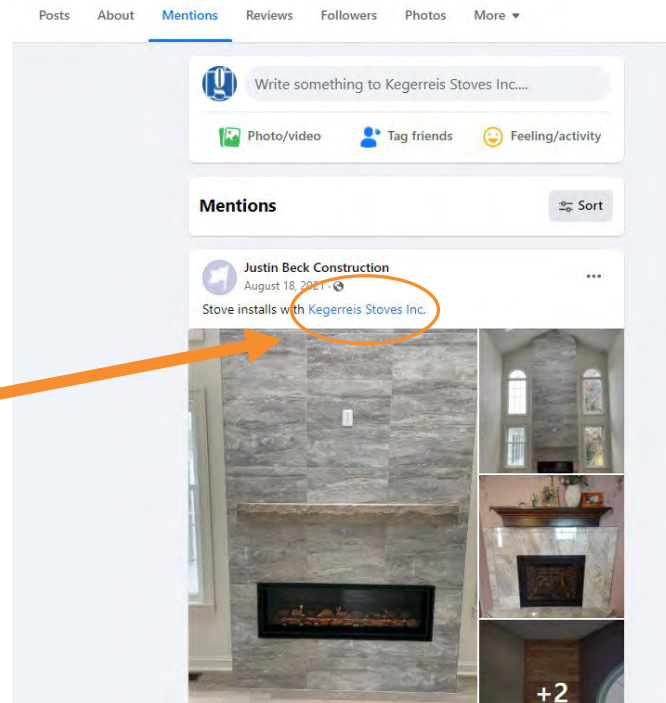
**Be Reliable**

**Be Everywhere!**

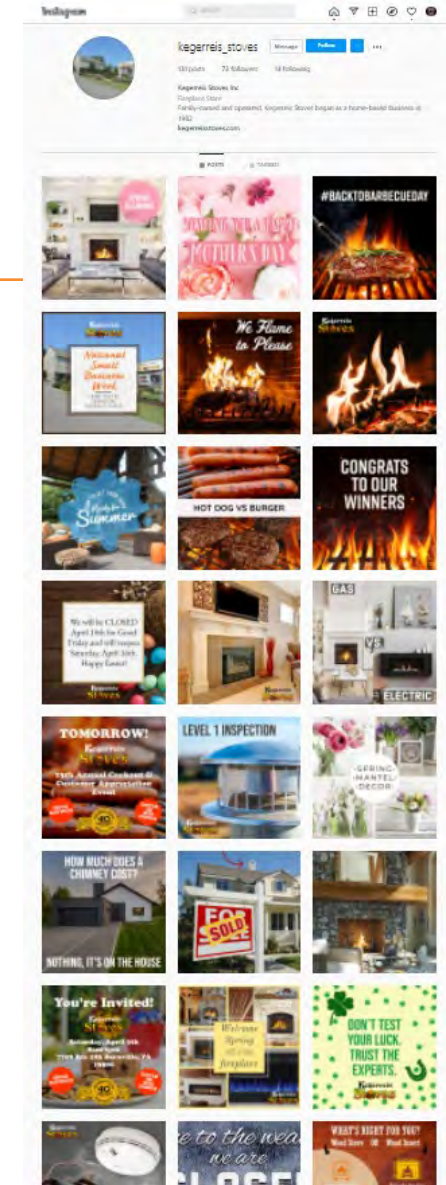


# THE Sale Stage - Sourcing

## Social Media



Tips for getting your yard ready for the summer 🌞  
👉 Add furniture! Creating a comfortable environment will take your yard to the next level 🌿  
👉 Add lighting 🌟 Not only will this help with walking in the dark at night, but it will also add ambience and can completely change the feel of your yard. Guests will return again and again!  
👉 Give us a call to install a new outdoor fireplace! We can help turn your yard into your dream outdoor living space!  
<https://kegerreisstoves.com/.../outdoor.../outdoor-fireplaces/>  
#OutdoorLiving  
#OutdoorFireplace  
#KegerreisStoves  
#BernvillePA  
#BerksCountyPA



# THE Sale Stage - Sourcing

## Social Media



Staining can tell a lot about what is going on inside and outside of a chimney! 🤔

Have you been noticing:

- Dark staining
- White staining... See more





# THE Sale Stage - Sourcing

## Social Media



# THE Sale Stage - Sourcing

Advertising



# THE Sale Stage - Sourcing

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*Initial Contact*

**All Types of Communication**

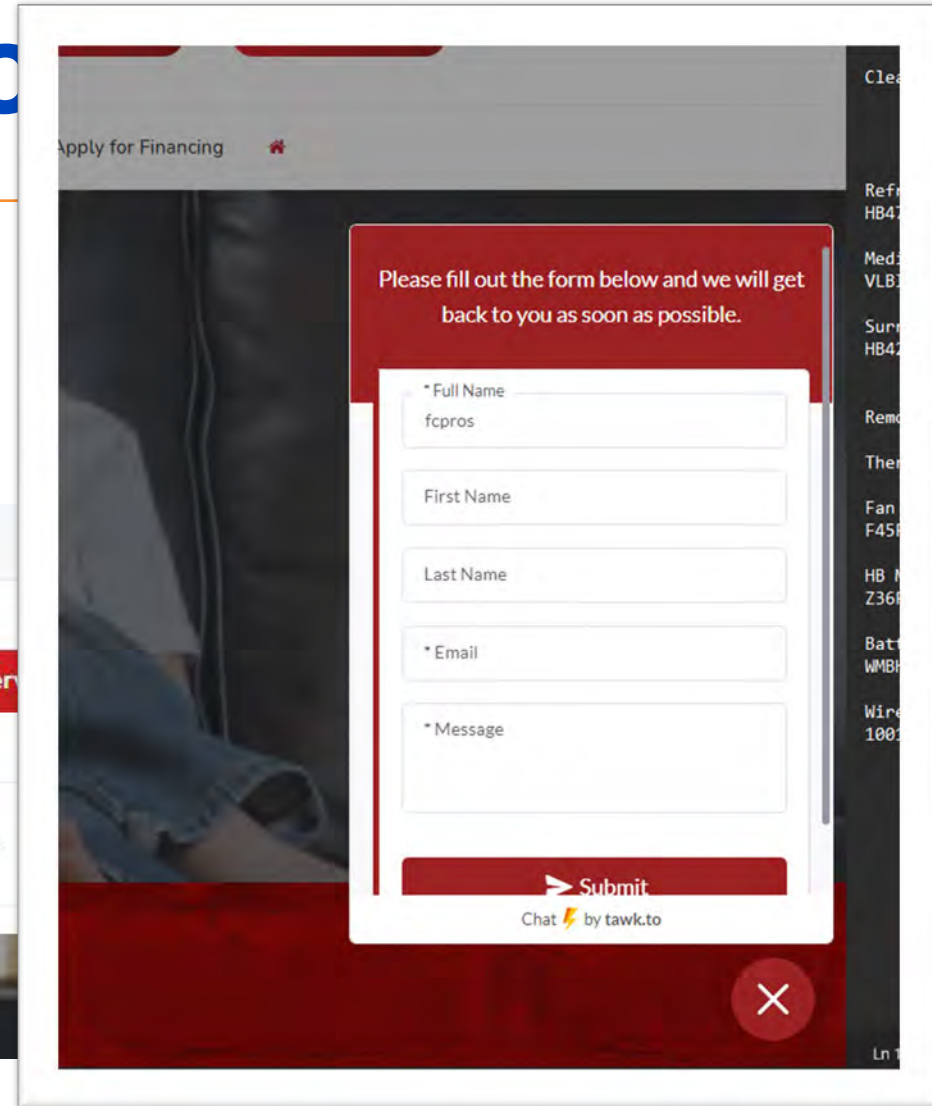
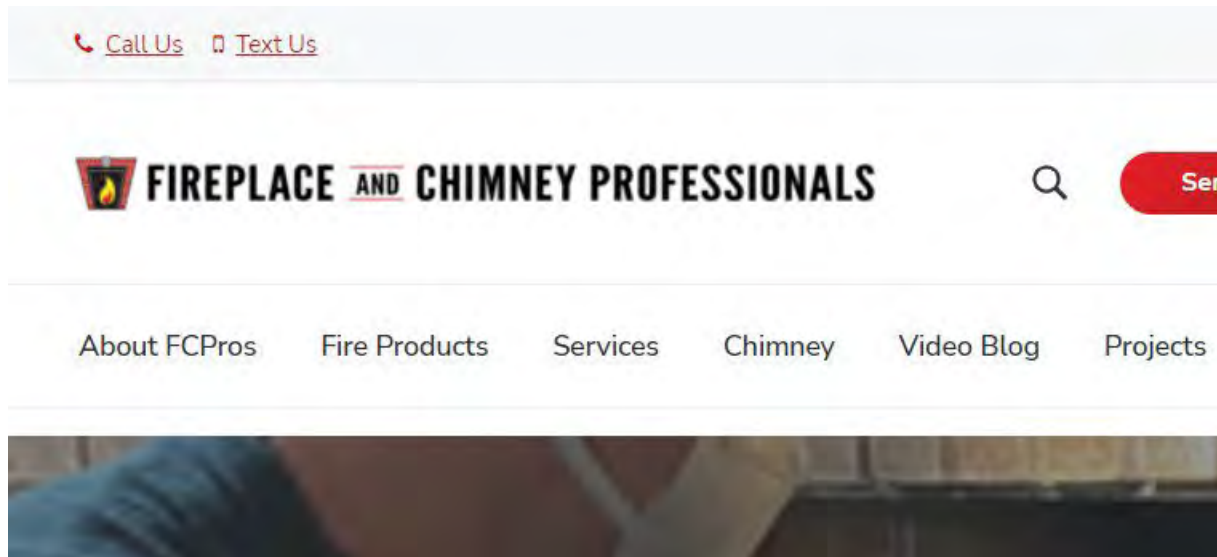
**Be Responsive**

**In a Timely Manner**



# THE Sale Stage - So

## *Initial Contact & Communications*



# THE Sale Stage - S

## Initial Contact & Communications

### Heat Your House With Style and Efficiency

Fireside & Chimney Pros sells, installs and services natural gas and propane fireplaces, inserts and stoves. These long-lasting appliances are among the highest rated for energy efficiency in the market, offering complete comfort and temperature control at the touch of your fingertips. Many of our clients enjoy the convenience of gas – no clean up, easy turn-on/turn-off in the cool spring mornings or late fall evenings!

#### BENEFITS OF GAS APPLIANCES:

- Gas offers High Efficiency heating.
- Both Gas and Propane are extremely Green sources of energy.
- Natural gas stoves or inserts fit into many different decors.

WHAT ARE THE DIFFERENCES BETWEEN  
VARIOUS HEARTH APPLIANCES?

REQUEST A CONSULTATION

## LET'S GET STARTED

If you are interested in learning more about this product, please fill out the form below and one of our staff members will contact you.

*\*Items marked with an asterisks (\*) are required, please.*

### Purchase Type\*

☒ First-time Purchase

☐ Upgrade or Replacement

### Project Timeline\*

☒ Right Away

☐ Within 6 Months

☐ Within the Year

### Name\*

### Email\*

### Telephone\*

### City\*

### Zip\*

# THE Sale Stage – Follow-up

## Communications

### Email Etiquette:

- Reply to all your emails
- Always proofread before pressing send
- Use professional greetings
- Use a company domain email address – FYI: don't use gmail!
- Include links to your website and reviews, as well as social media platforms
- Include your certifications and state licenses (if applicable)

Thank you,

Joshua Brosius

Certified Master Chimney Technician #34

& Certified Chimney Professional #546

Certified Chimney Reliner #94

Certified Dryer Exhaust Technician (CSIA) #1149

Certified Chimney Specialist (CSIA) #59

Certified Chimney Sweep (CSIA) #10020

Certified Hearth Design Specialist and Certified Fireplace Installer (National Fireplace Institute) #177069

Licensed HeatShield Installer

**Always A Sweep: Chimney and Dryer Vent Service, LLC**

"It takes less time to do a thing right, than it does to explain why you did it wrong." - Longfellow

"Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passion,

352-282-0158

[alwaysasweep.com](http://alwaysasweep.com)





# THE Sale Stage – Follow-up

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## *Communications*

### **Touch Sales Strategy:**

- Triple touch tactic... contacting prospects in THREE different ways:
  - ✓ each time building trust,
  - ✓ staying in the forefront, and
  - ✓ moving them further into the sales funnel.

**TOUCH 1 – Build Valuable Connections**

**TOUCH 2 – Send a Personalized Warm Email**

**TOUCH 3 – Follow up Your Email with a Call or Voicemail**



# THE Sale Stage – Lead Chaser

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## *Communications*

THEN...

- 3 MONTHS LATER
- 6 MONTHS LATER
- 12 MONTHS LATER

CREATE LIST BUCKETS!!

**USE AUTOMATION!!!**



# THE Sale Stage

## *Communications*

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

**FIREPLACE AND CHIMNEY PROFESSIONALS**

**Let's Get Started!**

We are excited you've chosen FCPros for your new project.

Please fill out the form below and then we will contact you shortly to discuss next steps.

First Name  Last Name

Email \*  Phone Number  Mobile Phone

When Would You Like to Start Your Project?

When Would You Like to Schedule Your Deposit?

Best Way to Contact

☐ Mobile

☒ Phone

☐ Email

☐ Any / All

Best Time of Day to Follow Up

☒ before noon

If you are ready to get started, click the "Let's Get Started" button below and I will contact you to review our next steps.

**I'M READY**

# THE Sale Stage

## Communications

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

**FIREPLACE AND CHIMNEY PROFESSIONALS**

Hi {FirstName}

It's Matt with FCP. Feel free to call me for clarification.

Please let me know how I can communicate with you if you are not ready to start your project.

Thank you for taking the time to visit our website and for considering home improvement services from Fireplace and Chimney Professionals.

- Matt Martinez

If you are ready to get your project started, click the "Let's Get Started" button below and I will contact you to review our next steps.

**I'M READY**

If you need more time to decide, click the "Not Ready" button below and we will only follow up with you in 6 months to check in.

**NOT READY**

## We understand.

Thank you for letting us know you are not ready to start your FCPros project.

Please fill out the below form so we can pause any immediate and future emails or calls to you. If you change your mind, please call us back.

First Name

Last Name

Email

### A Final Few Questions

Why aren't you interested?

☐ Budget

☐ Project Timeline

☐ Life Got In The Way

☐ Another Contractor / Second Opinion

Can we follow up with you again?

☐ Yes, in 6 months

☐ Yes, in 12 months

☐ No thanks

**SUBMIT**



# THE Sale Stage

## Communications

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

Thank You for the Opportunity.

Thank you for letting us know you are not interested in our proposed solution.

Please fill out the below form so we can pause any immediate future emails or calls to you. If you change your mind, please call us back.

First Name  Last Name

Email

**A Final Few Questions**

Why aren't you interested?

- ☐ Budget
- ☐ Project Timeline
- ☐ Life Got In The Way
- ☐ Another Contractor / Second Opinion

Can we follow up with you again?

- ☐ Yes, in 6 months
- ☐ Yes, in 12 months
- ☐ No thanks

If you don't think you are interested in pursuing your project after all, click the "Thanks Anyway" button below and I will not contact you.

**THANKS ANYWAY**

# THE Service Stage

The experience doesn't end after the SALE!

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*Communication  
**DOESN'T STOP**  
After The Sale!*

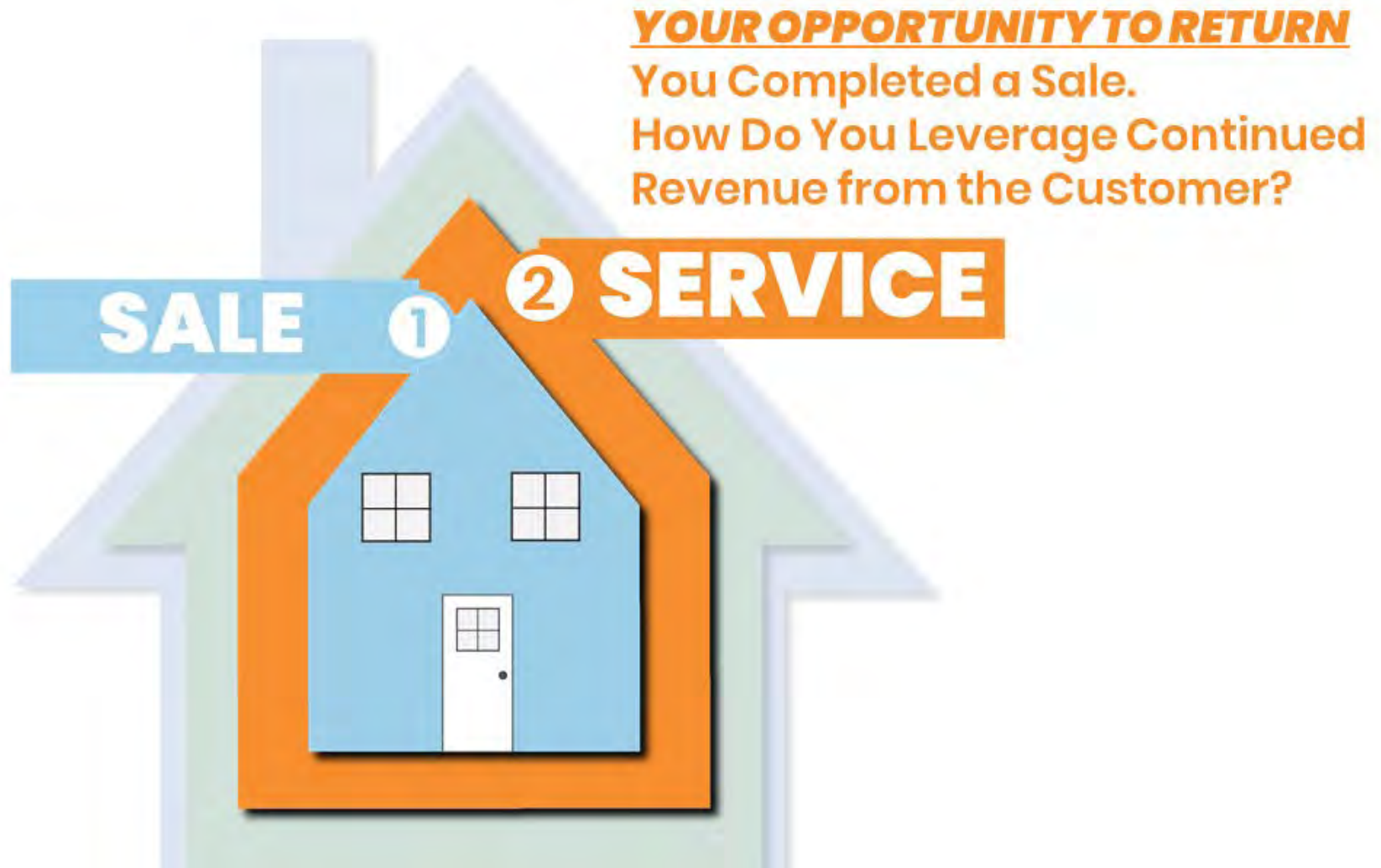


# THE Service Stage

The experience doesn't end after the SALE!

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# THE Service Stage-Internal

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## *Communication Between Sales Team & Service Team*





# THE Service Stage-Internal

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## *Communication Between Sales Team & Service Team*

**Client Discovery:** Sales Person and Service Lead share Homeowner traits:

- Personality
- Likes & Dislikes
- Preferred Communication
- Timeline & Expectations
- Something Special

**Project Updates:** Internal Communication - keep both teammates in the loop

# THE Service Stage-Build Relationships

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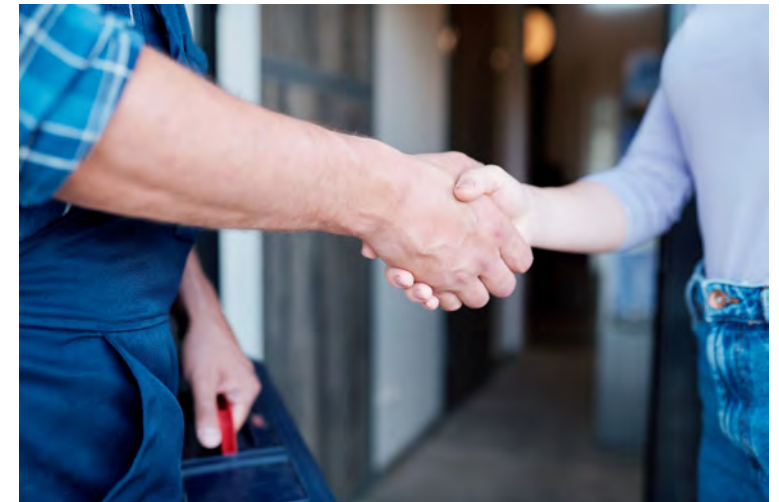
## *Communication with Customers*

### **Emails:**

- Introduction email: confirm project highlights, timelines & expectations
- Appointment Reminders (*installation and service*)
  - ✓ scheduled confirmation
  - ✓ 5 days prior
  - ✓ day before

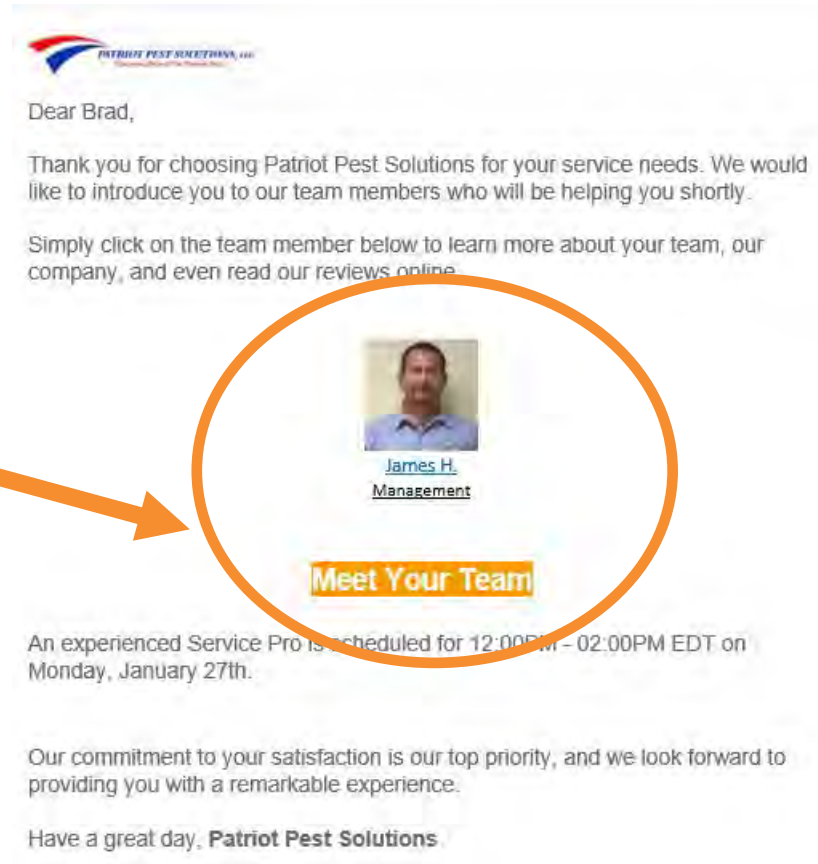
### **Texts and/or Phone Calls – GET PERSONAL!**

- Introduction call
- Voicemail Appointment Reminders (*installation and service*)



# THE Service Stage-Build Relationships

## *Communications Manage Expectations*



# THE Service Stage-Build Relationships

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*Communications*

*Builds Trust*



Jeff Zeek

Mario Gamboa

- Installer

Mario joined Hearth & Home in 2018 after a history of working with his hands. He quickly became an expert in fireplace service and installation and his attention to detail is what makes him perfect for this role.



Casey Pudlo



# THE Service Stage-Build Relationships

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*Communications = Education*



# THE Service Stage-Branding

## *Branding*

### Appearance:

- Trucks
- Attire



# THE Service Stage-Branding

## *Branding*

### Appearance:

- Trucks
- Attire
- Business cards
- Leave behinds: flyers, manuals (*include logos, contact information, v*





# THE Service Stage-Branding

## AND DON'T FORGET

### Before Beginning:

- Introduce self as teammate of company
- Confirm reason for being there (before entering home)
- Look Homeowner in the eye!
- Be polite and respect home
- Take a photo of the “Before”
  - ❖ Remove personal references (ie. family photos)
- Take after photo same angle
  - ❖ Landscape (vs. portrait/up-down)





# THE Refer Stage

The experience  
continues!



# THE Refer Stage

The experience continues!

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# THE Refer Stage

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# THE Refer Stage

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## *How'd We Do?*

**Before you leave:** Service Team Member must:

- Clean up
- Take an After picture (same direction as Before picture)
- Ask Homeowner if they are happy!
- Go over instructions and materials
- Go over contact information for future communications
- Share Links/Handles/Profiles to give Review

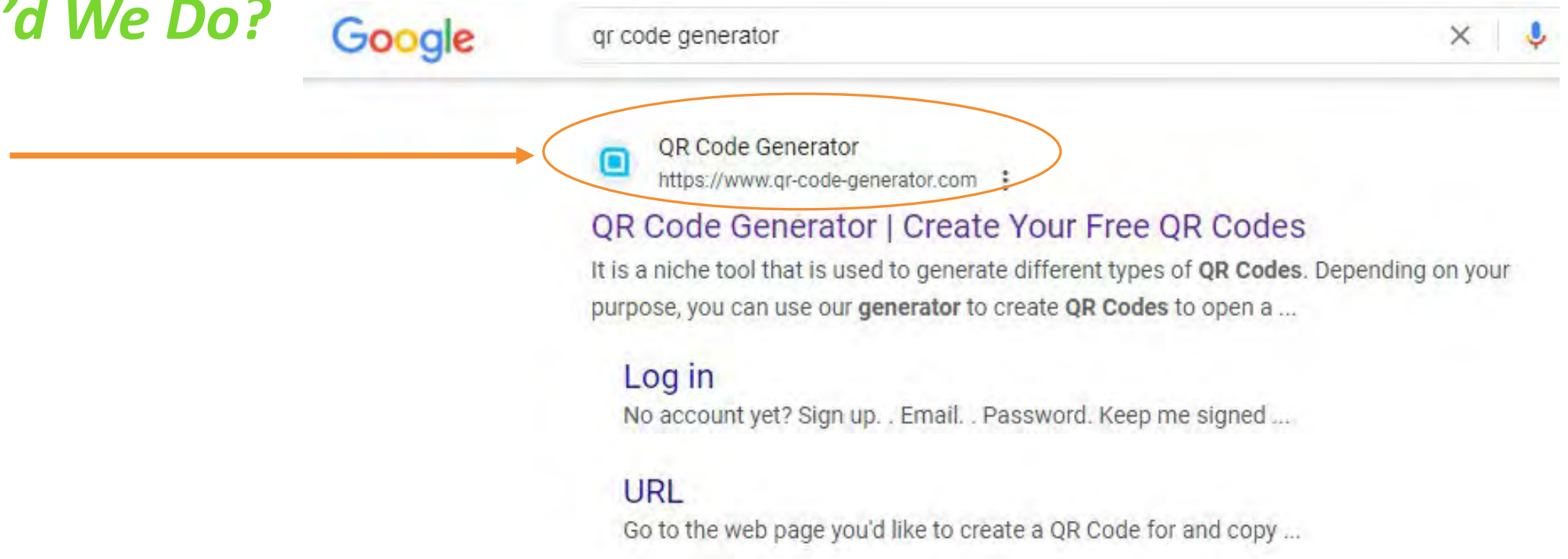




# THE Refer Stage

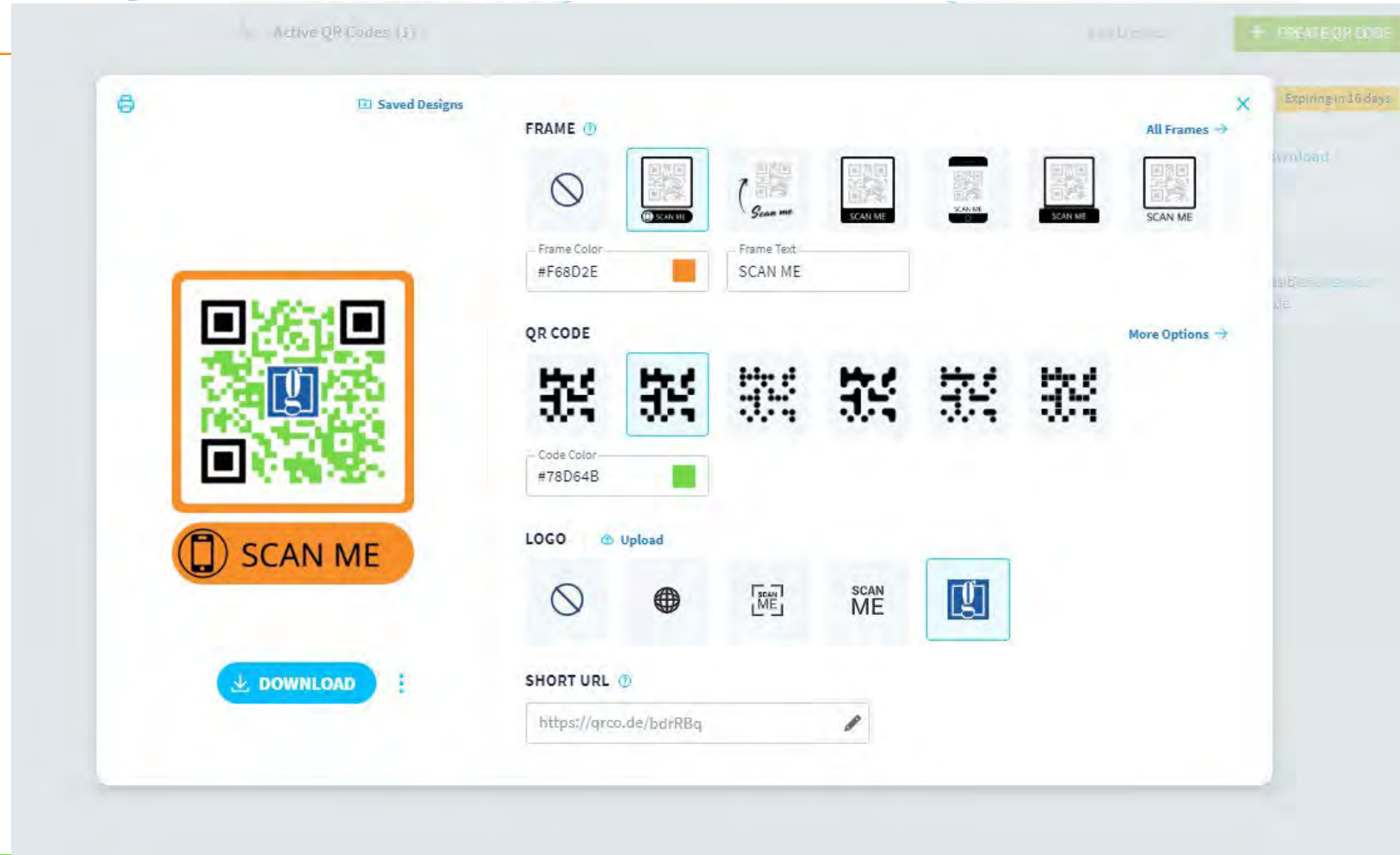
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*How'd We Do?*



# THE Refer Stage

*How'd We Do?*



# THE Refer Stage-Reputation Mgmt

*How'd We Do?*



The screenshot displays a user interface for managing reputation through reviews. On the left, three review cards are shown, each with a five-star rating. The first review is from Alan T in Nashville, praising the service for being quick and thorough. The second review is from Jamie C in Columbia, highlighting the professional job done on fireplaces and chimneys. The third review is partially visible, mentioning a knowledgeable and professional team. On the right, a 'Leave a Review' form is visible, featuring input fields for Name (First and Last), Email, Town, and Subject (with a dropdown menu currently showing 'Sales'), and a 'How Many Stars?' field.

★★★★★  
Great service! Very quick to respond. Very thorough assessment.  
Alan T in Nashville  
Service

★★★★★  
Allegiance did a thorough and professional job of getting our two fireplaces and chimney safe again. They were also fairly priced. We have confidence in the work they did and look forward to many more years of enjoying our fireplaces.  
Jamie C in Columbia  
Service

★★★★★  
Good job very knowledgeable and professional thanks guys

Leave a Review

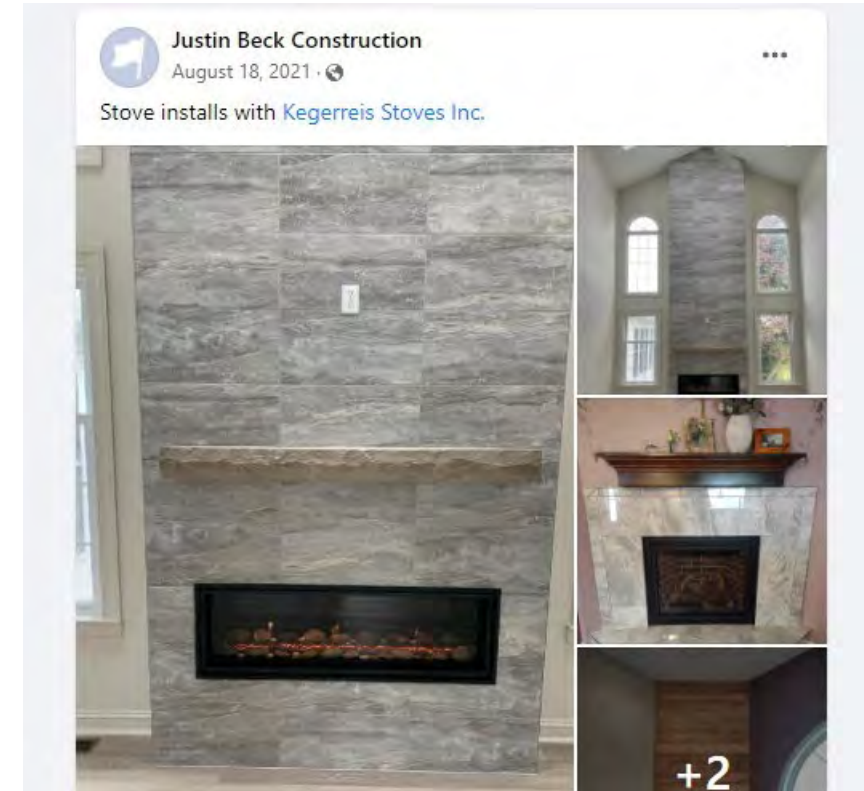
Name \*  
First  
Last  
Email \*  
Town \*  
Subject \*  
Sales  
How Many Stars? \*

# THE Refer Stage

## How'd We Do?

### After you've left w/in 24 hours:

- Send Thank You email with documents (ie. pdfs that support instructions discussed)
- Ask Homeowner to "Like" (follow) on social media
- Ask Homeowner to "recommend" by tagging @
  - ✓ On their page
- Recommend your company to friends/neighbors
- ***Request a testimonial, BUT...***



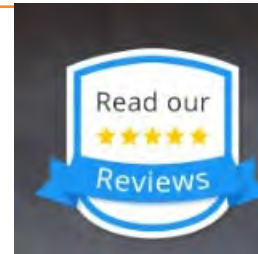


# THE Refer Stage-Rep

## How'd We Do?

### Testimonials:

- Be aware of Review software that “owns” you
- Be sure the testimonial is posted to your website



4.95 (312 reviews)

Lauren S.



Wonderful experience! Everyone was professional! They did a great job rebuilding my fireplace!

May 13, 2022

Sheri D.



Blade came on time ..did a good job and explained what he did.

May 13, 2022

Marie H.



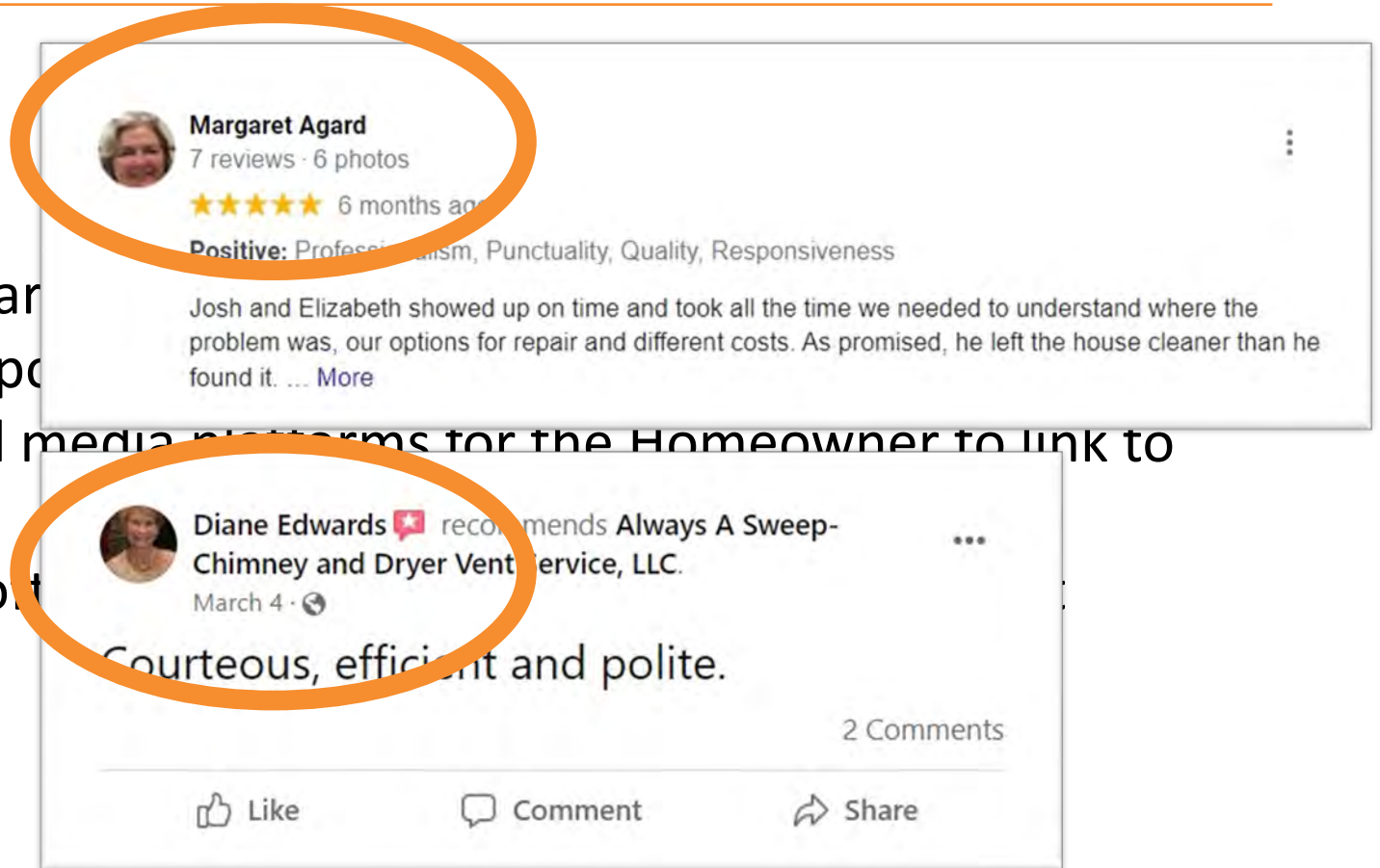
Great service!!! Cory was on time, very professional and honest. He took time to show me how to work my fire

# THE Refer Stage-Reputation Mgmt

## How'd We Do?

### Testimonials:

- Be aware of Review software
  - Be sure the testimonial is posted
  - Include links to your social media platforms for the Homeowner to link to as THEIR profile
- **DON'T** allow review software to post testimonials for you. They are not authentic!

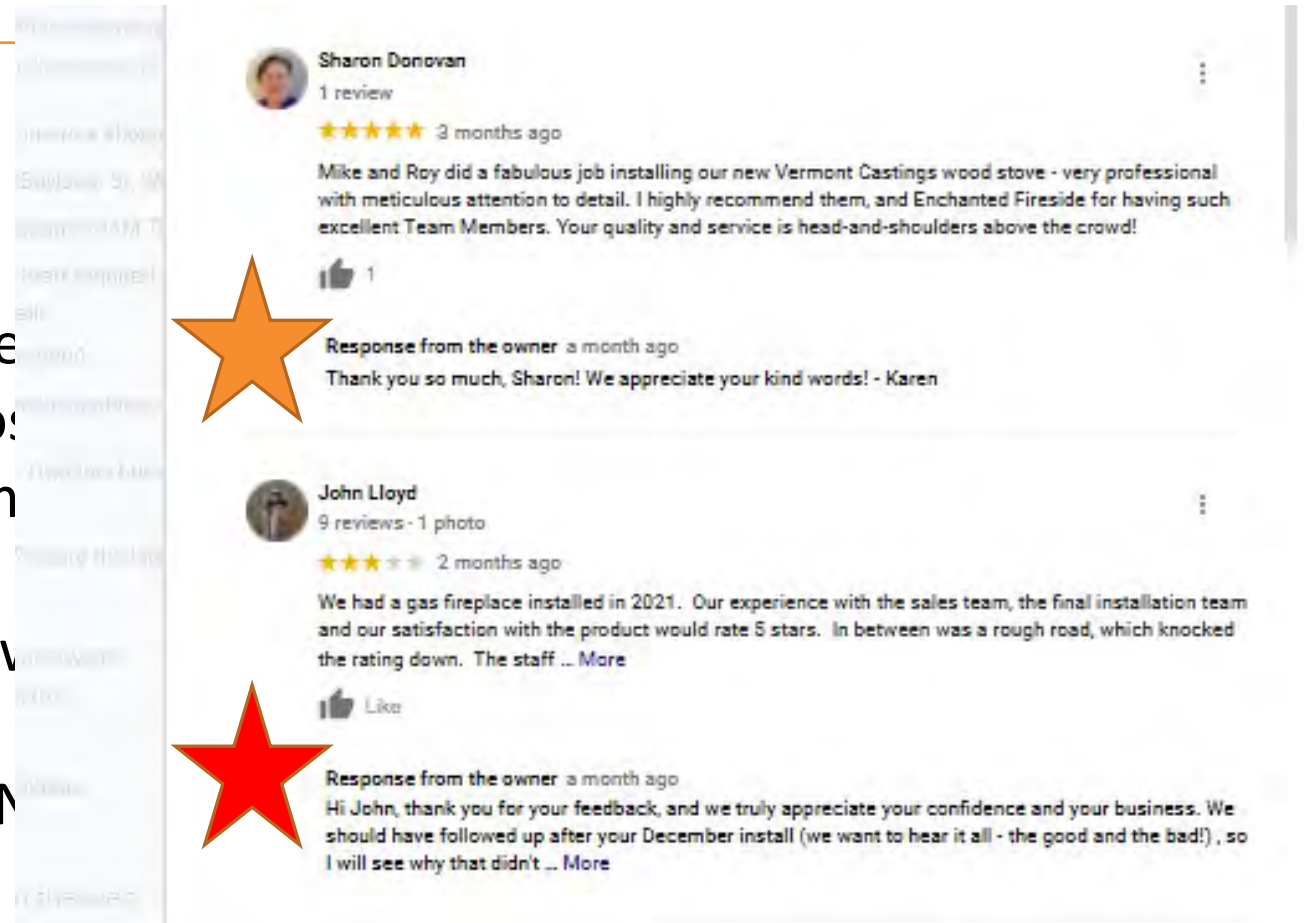


# THE Refer Stage-Reputation Mgmt

## How'd We Do?

### Testimonials:

- Be aware of Review software
- Be sure the testimonial is positive
- Include links to your social media as THEIR profile
  - **DON'T** allow review software to be authentic!
- Monitor reviews regularly AND



# THE Refer Stage-Refer-A-Friend

---

## Referral Programs

- Offer a monthly drawing for gift card (ie. Gas Cards) IF...
  - ✓ New prospect mentions customer
  - ✓ Homeowner shares finished project on social media and tags your company
  - ✓ Homeowner/customer tags friend(s) in one of your social posts  
(ie. the Homeowner/customer's before/after project photo)
- Include "Share with Friend" in email communications
- Ask Homeowner to host an in-home "Home Improvement Party"



# THE Refer Stage-Refer-A-Friend

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## *Referral Programs*

- Ask Homeowner to host an in-home “Home Improvement Party”



# THE Refer Stage-Refer-A-Friend

## *Referral Programs*

- Share your company support of relevant local and/or industry non-profit organization relevant on social media and website
- Raise \$\$ = more shares



# THE Repeat Stage

---

The experience becomes the relationship!

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# THE Repeat Stage

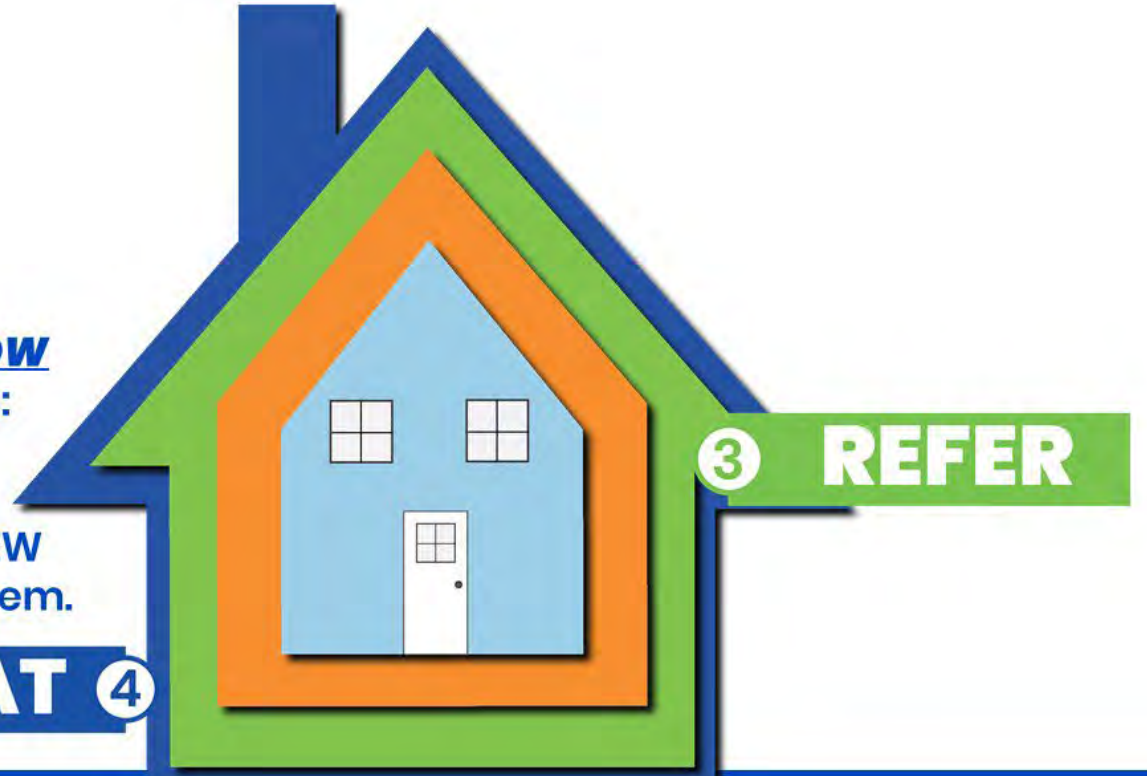
The experience becomes the relationship!

## **A MODEL TO FOLLOW**

Get More Business:  
Cross Marketing  
from Your Best  
Customers and NEW  
PROSPECTS Like Them.

**REPEAT** ④

③ **REFER**





# THE Repeat Stage

---

## *Continue Relationship*

**Continually update  
customer email  
addresses for future  
marketing.**

**USE TAGGING!!**



# THE Repeat Stage

---

## *Continue Relationship*

**USE AUTOMATION!!!**

**Cross Marketing:** Homeowner is low hanging fruit for additional sales:

- ***Gas Fireplace?***
  - Candidate for Gas Grill, Gas Fire Table
- ***Grill Sale?***
  - Candidate for Patio Furniture, Outdoor Fire Feature
- ***Hearth Appliance?***
  - Additional appliance in another room (*bathroom, kitchen, outside*)
  - *Service and/or Warranty Plan*

# THE Repeat Stage

## Continue Relationship

**Communication:** Stay in the forefront of their mind..

- Monthly enewsletters
- Upcoming Sales/Promos
- Community Events
- Public Relations – *identify a local cause to support that is relevant*
  - ❖ (ie. Habitat for Humanity)
- Additional Touch
  - ✓ Anniversary of completed project – request updated photo and testimonial of experience since new fire appliance was installed
  - ✓ Holidays – request a photo of decorated new fire appliance



**DID YOU KNOW?**

**WE ALSO SELL SPAS & GRILLS**



While we are at your house servicing your hearth appliance, ask us about creating an amazing outdoor living space to enjoy with your neighbors & family this summer.

[CLICK TO CUSTOMIZE HOT TUB](#)



If you are a Grill Master, then you need to visit SOMD for your new gas, wood-fired pellet or charcoal grill.

[CHOOSE YOUR GRILL](#)

OR, [visit our showroom](#) to browse, touch, sit in and get a hands-on (not virtual) experience with our spas and grills. Then, consult with our team of outdoor living specialists who will help you make your dreams a reality!

# THE Repeat Stage

---

## *Find More Like Your Best*

**SnapShot:** Use your customer list...

- Demographics
- Geography
- Purchase Levels
  - ✓ Type of purchase - \$\$\$ - \$\$,\$\$\$
  - ✓ Repeat Customers





## Find More Like Your Best

- Purchase qualified list



# THE Repeat Stage

## *Find More Like Your Best*

### Marketing Efforts: Determine ROI...

- Purchase qualified list
- Direct Mail, Facebook Advertising, Google Ads
- Frequency!



# Create Audiences

**You are targeting** men and women, ages 28 - 65+ who live in 1 location, and have 25 interests.

**Location - Living In:**  
United States: Worcester (+30 mi) Massachusetts

**Age:**  
28 - 65+

**Exclude:**  
Home Types: Apartment and Home Ownership: Renters

**People Who Match:**  
**Interests:** Outdoor fireplace, Home Decoration & Design, Interior design, Outdoor Living, Remodeling My Home, Home Décor Products, Interior Design Ideas, Home Decor, Fireplace insert, Home Renovations, Renovation, Major appliance, Gas stove, Home Improvements, Home repair, Home Appliances, Fireplace, Fireplace mantel, Remodeling My House, Home improvement, Wood-burning stove, Pellet fuel, Hearth, Home equity or Pellet stove, Behaviors: Home renovation or Home improvement and Home Ownership: Homeowners

[Hide full summary](#)

**This promotion will run for 12 days.**

**Your total budget for this promotion is \$75.00 USD.**



Your Experiences  
Your Questions



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