

The Homeowner Experience

SALE | SERVICE | REFER | REPEAT



GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.

GoodMarketingGroup.com

SHANNON GOOD, PARTNER
BRAD GOOD, PARTNER



The Homeowner Experience





4 STAGES

The experience is everything!

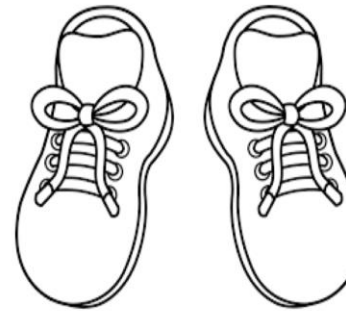
GOOD MARKETING GROUP

FWQA 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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FWQA 2023

YOUR ENTRY INTO THE HOME

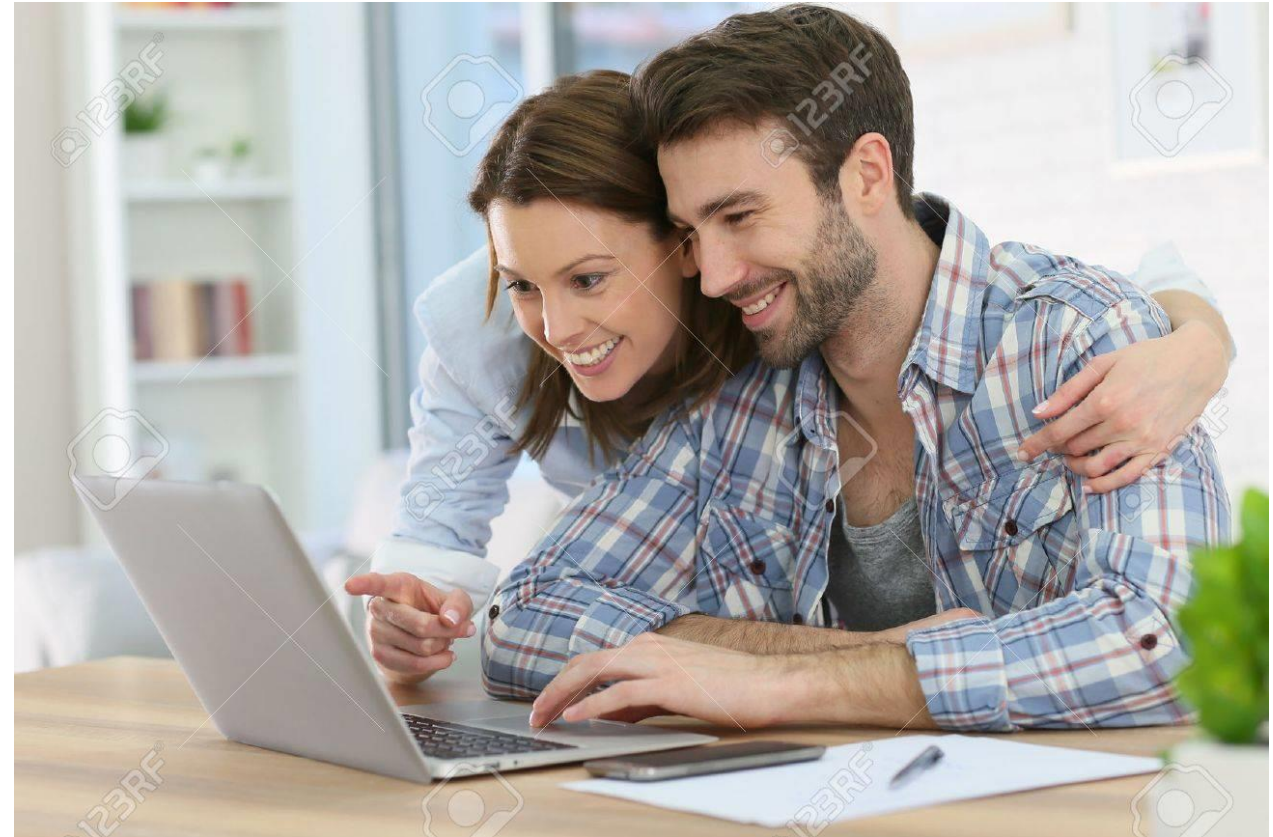
How Does the Homeowner
Find Your Company?

What is Their First
Impression?

How Do You Close
the Sale in a
Timely Manner?

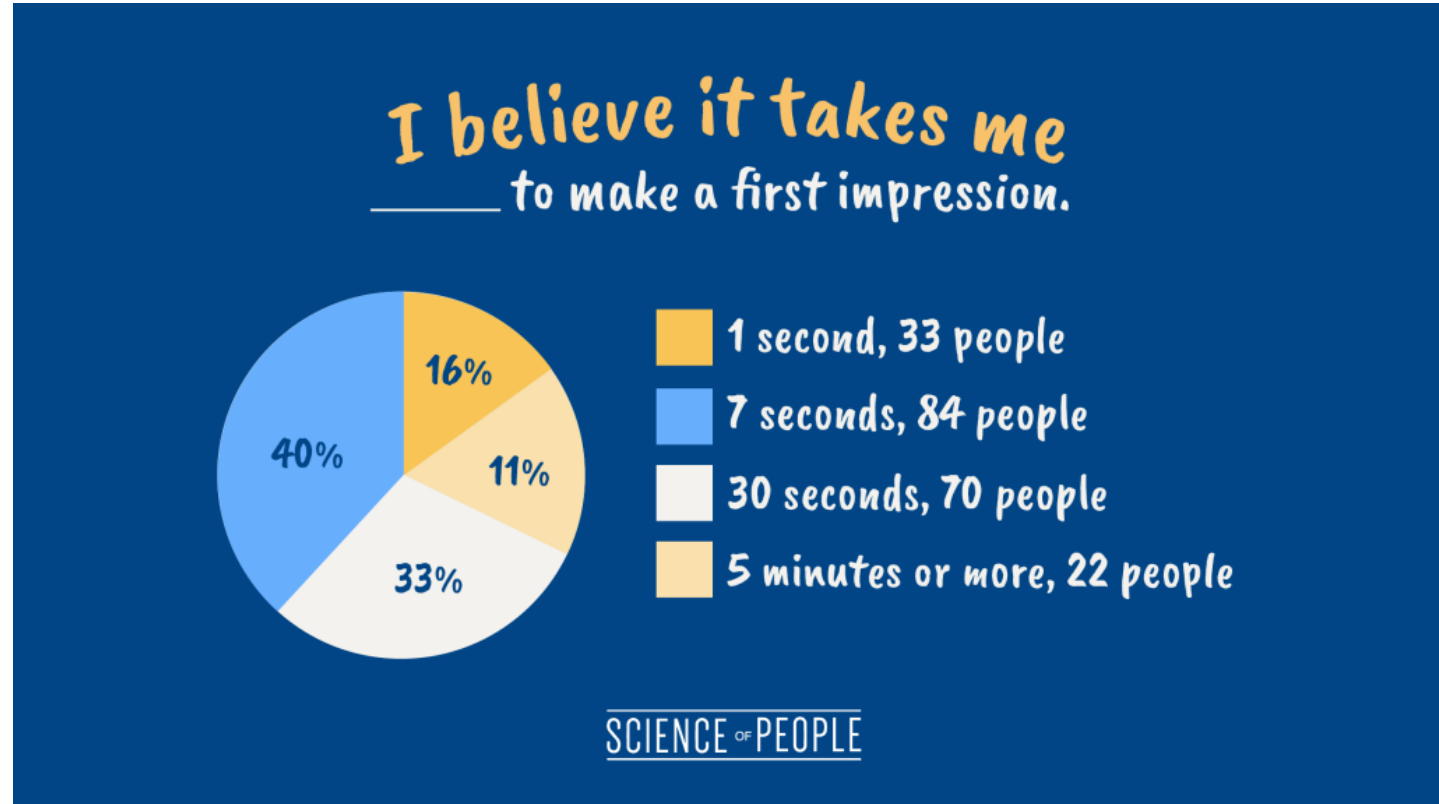


THE Sale Stage



THE Sale Stage

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



THE Sale Stage - Sourcing

Website

Online Search

Social Media

Communications

Initial Contact

Word Of Mouth

Advertising

Reviews

THE Sale Stage - Sourcing

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...

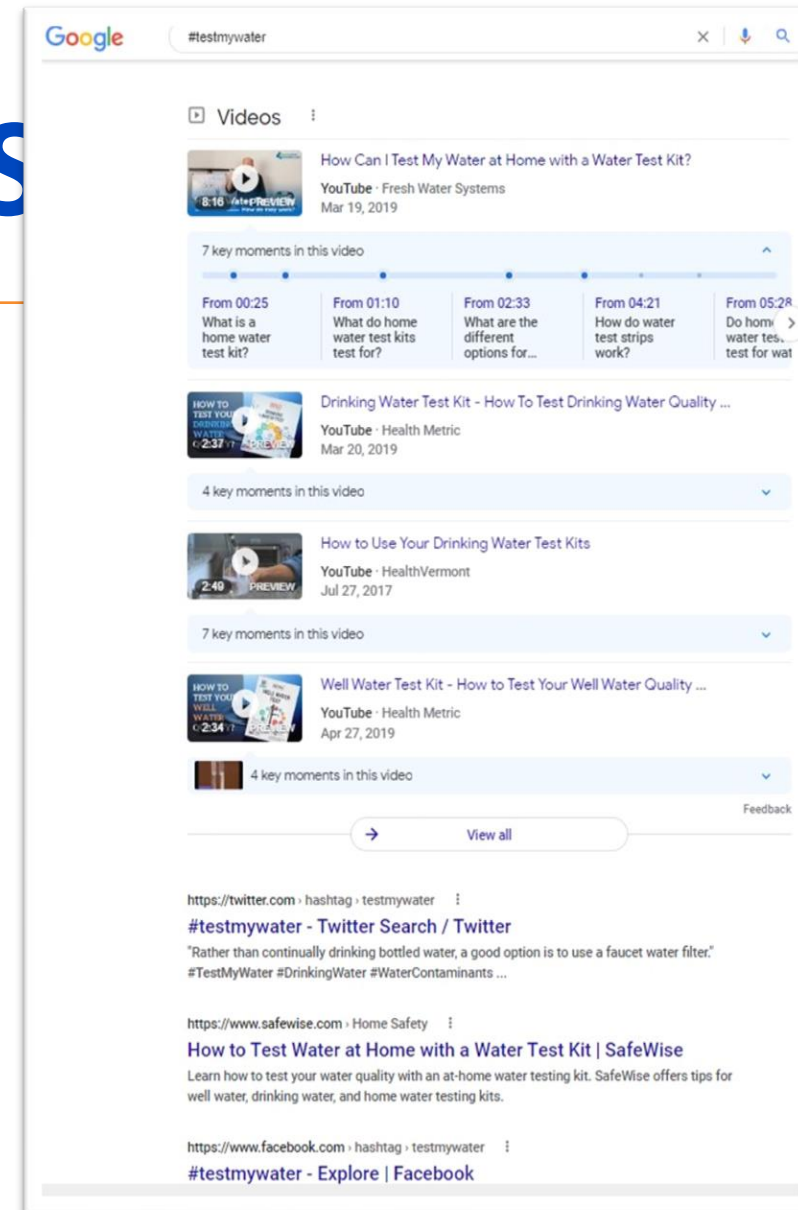
Home Service Directories: Angi, Home Advisor, Houzz, Porch

THE Sale Stage - S

Online Search


Results:

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




THE Sale Stage - Sourcing


Online Search



#healthychoices
224K people are posting about this




#NewYearsResolution2022
6K people are posting about this



#drinkingwater
53K people are posting about this

Setting healthy and new resolutions start with WATER 💧
We don't mean drinking more water - not yet!
FIRST... get your WATER HEALTHY ✅
THEN... you will get healthier 🍌
🗣️ "But, my water is healthy, isn't it?"
NOT NECESSARILY!
Did you know... the water filter that you are using is not removing everything you think. The water you get from the tap in your house is filled with a list of chemicals that are bad for you.
👉 Click below to schedule your water test and be on the road to a healthy 2022! 🍌
<https://sanatogawater.com/test/>
#DrinkingWater #HealthyChoices #NewYearsResolutions2022 #SanatogaWaterConditioning #PottstownPA #PhoenixvillePA #MontgomeryCountyPA #ChesterCountyPA #BerksCountyPA #LehighCountyPA



243
People reached

7
Engagements

-
Distribution score

Boost post

THE Sale Stage - Sourcing

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

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!

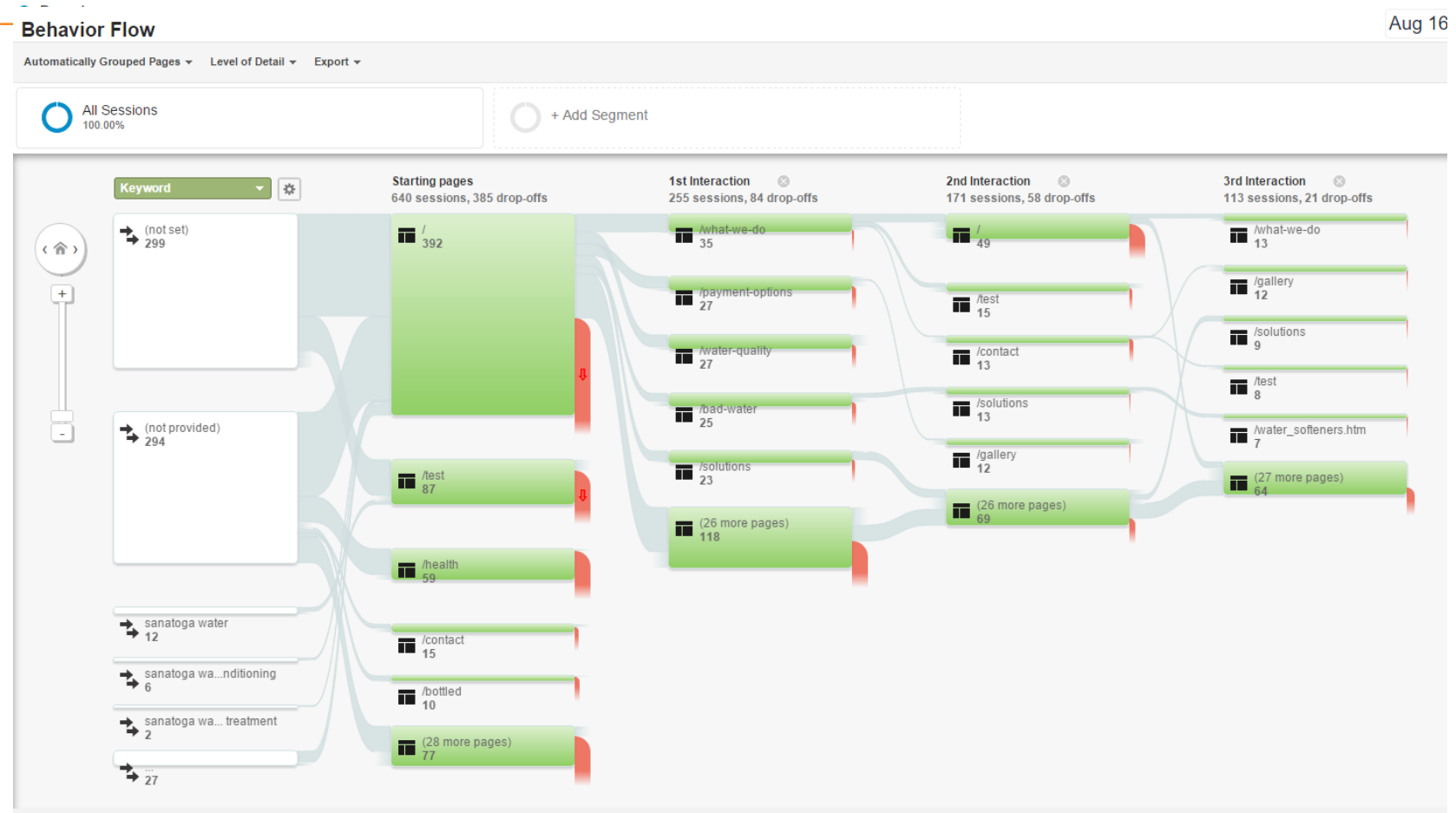
40% of consumers will wait no more than 3 seconds
before abandoning site.

THE Sale Stage - Sourcing

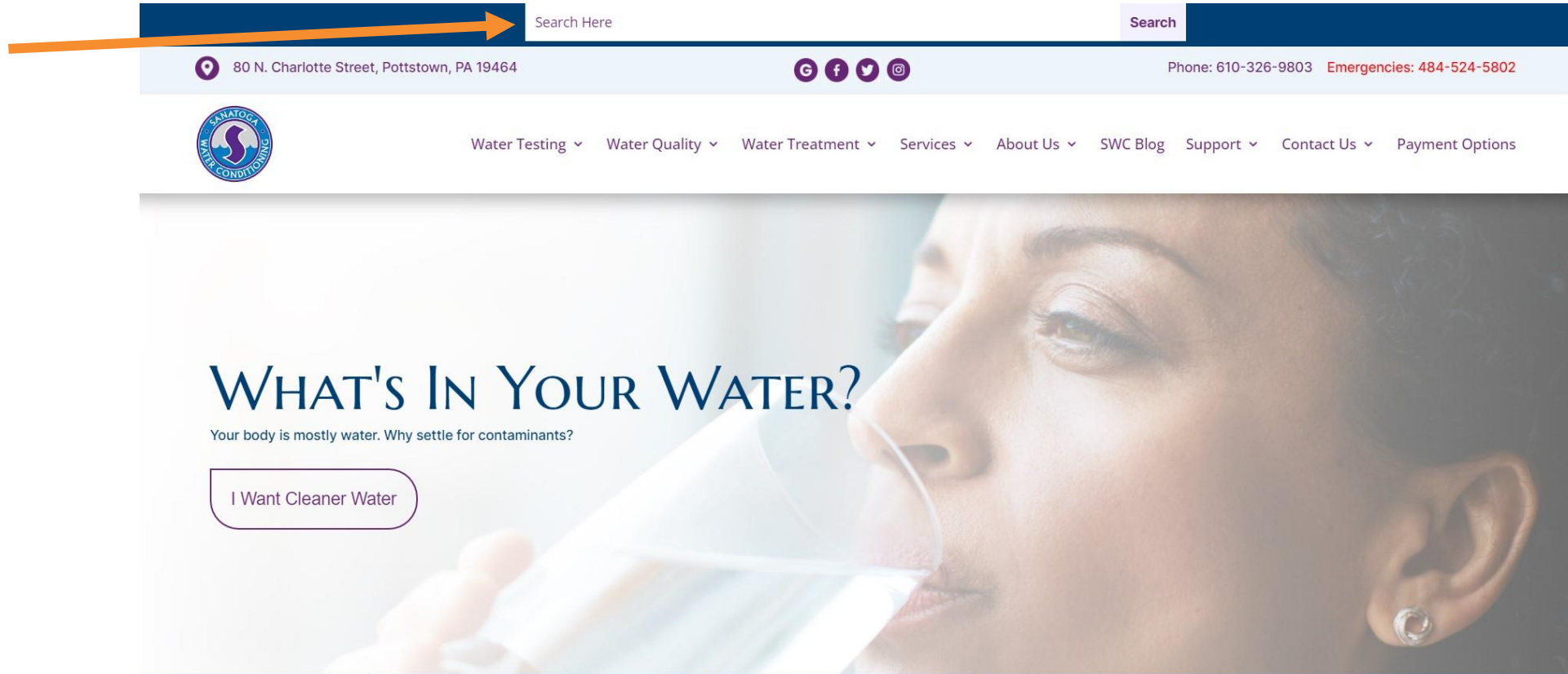
Aug 16

Website

Google
Analytics



THE Sale Stage - Sourcing *Website*



THE Sale Stage - Sourcing

Website

Symptoms of common water problems:

Stains / Staining

- Brownish Stains
- Bathtub Ring(s)
- Blue or Blue-Green Stains

Water Pressure Issues



Unclear Water



Odor



Bad Taste



White Residue / Build Up



Signs of hard water:

Hair Appearance

- Dry Hair
- Frequent Fading of Color Treated Hair

Skin and Eyes



Fabric Life



Appliance Life



Soaps & Detergents



Bacteria & More



MERCURY

Mercury is one of the least abundant elements in the earth's crust. Mercury is a liquid metal found in natural deposits as ores containing other elements. This metal is used in electrical equipment and some water pumps. It usually gets into water as a result of improper waste disposal. Exposure at high levels may result in kidney disease or central nervous system problems.

Mercury can be found in water due to the erosion of natural deposits . Mercury contamination can also be the results of combustion of fossil fuels, metal smelters, cement manufacture, municipal landfills, sewage, metal refining operations, and most notably, from chloralkaline plants. Electrical products such as dry-cell batteries, fluorescent light bulbs, switches, and other control equipment account for 50% of mercury use.

From 1987 to 1993, according to EPA's Toxic Chemical Release Inventory, mercury releases to land and water totaled nearly 68,000 lbs. These releases were primarily from chemical and allied industries. The largest releases occurred in Tennessee and Louisiana.

How Is It Regulated?

Mercury is regulated as a primary standard under the EPA's Safe Drinking Water Act as it is known to cause health effects. It is regulated at a level of 0.002 mg/L, which is also its MCLG which is the level at which no health effects are expected.

How Is It Tested?

How Do You Treat For Mercury?

CONTACT INFO

Mon - Fri: 9 AM - 5 PM

Sat: 9 AM - Noon

Sun: CLOSED

Driving Directions

Call Us: 610-326-9803

Emergency: 484-524-5802

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 left side of the slide to the "Start Your Project" link in the navigation menu. Below the navigation menu, there are three main content areas: a large orange banner with the text "Where Details Make the Difference", a "Homeowners" section with a "Start Your Project" button, and a "Get Inspired" section with a "See Our Portfolio" button. A "Save Now!" section with a "Learn More" button is also visible.

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

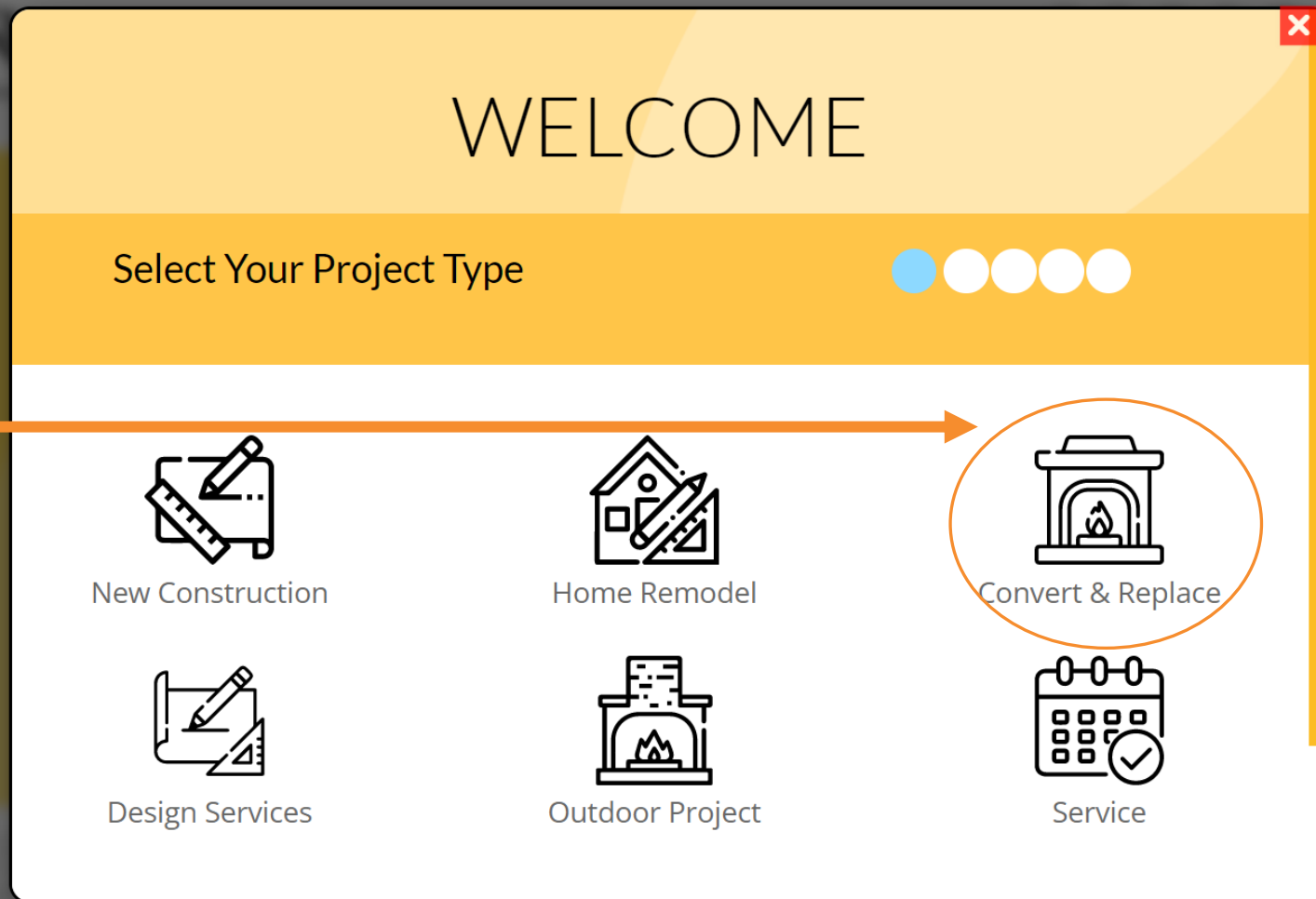
Homeowners
Start Your Project

Get Inspired
See Our Portfolio

Save Now!
On select fireplaces appliances.
Learn More

THE Sale Stage - Sourcing

Website



THE Sale

Website: Testimonials

Leave Us a Review

Name (Required)

First

Last

Email (Required)

Town (Required)

Type of Water (Required)

☐ Well Water ☐ Public Water

Subject (Required)

Star Rating (Required)

☐ ★ ☐ ★★ ☐ ★★★ ☐ ★★★★ ☐ ★★★★★

Review (Required)

Submit

Read Our Customer Reviews:

★★★★★

Water Treatment Installation in Winchester

I would highly recommend PWPA for any water situation that you might have. Not only did they replace my old softener with a new one but corrected a long time error from the prior installer who did the drain improperly and for years my prior softener was emptying about half of its recycling water was going in my Washer! They were knowledgeable, helpful, on time, and my water is the best its ever been!

Brenda P.

THE Sale Stage - Sourcing

Word Of Mouth

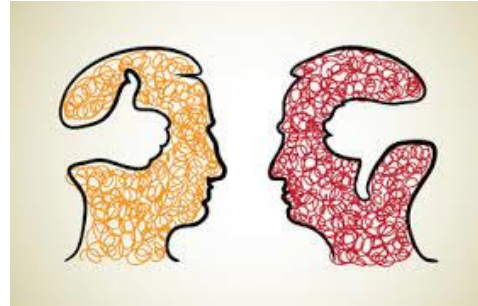


**92% OF CONSUMERS
TRUST REFERRALS
FROM PEOPLE THEY
KNOW. - NIELSEN**



THE Sale Stage - Sourcing

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 - Sourcing

Social Media

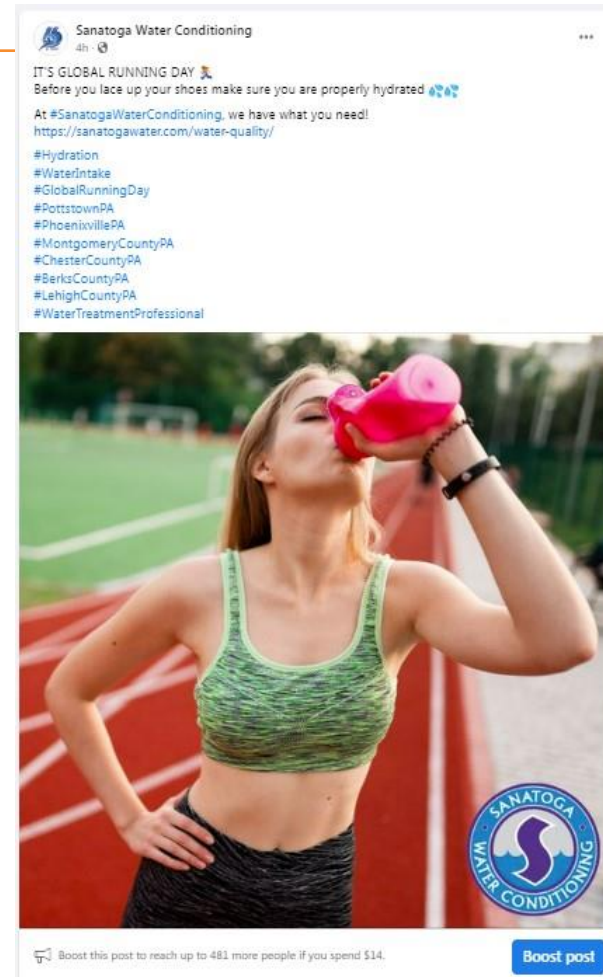
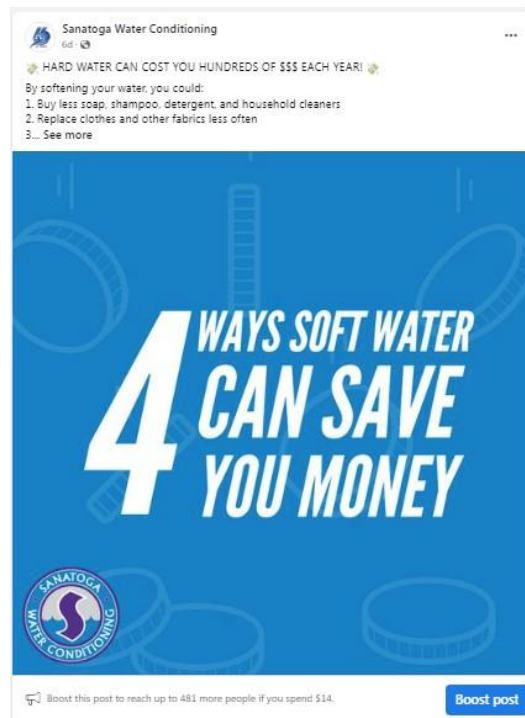
Be the Expert

Be Reliable

Be Everywhere!

THE Sale Stage - Sourcing

Social Media



THE Sale Stage - Sourcing

Social Media



THE Sale Stage - Sourcing

Advertising



THE Sale Stage - Sourcing

Initial Contact

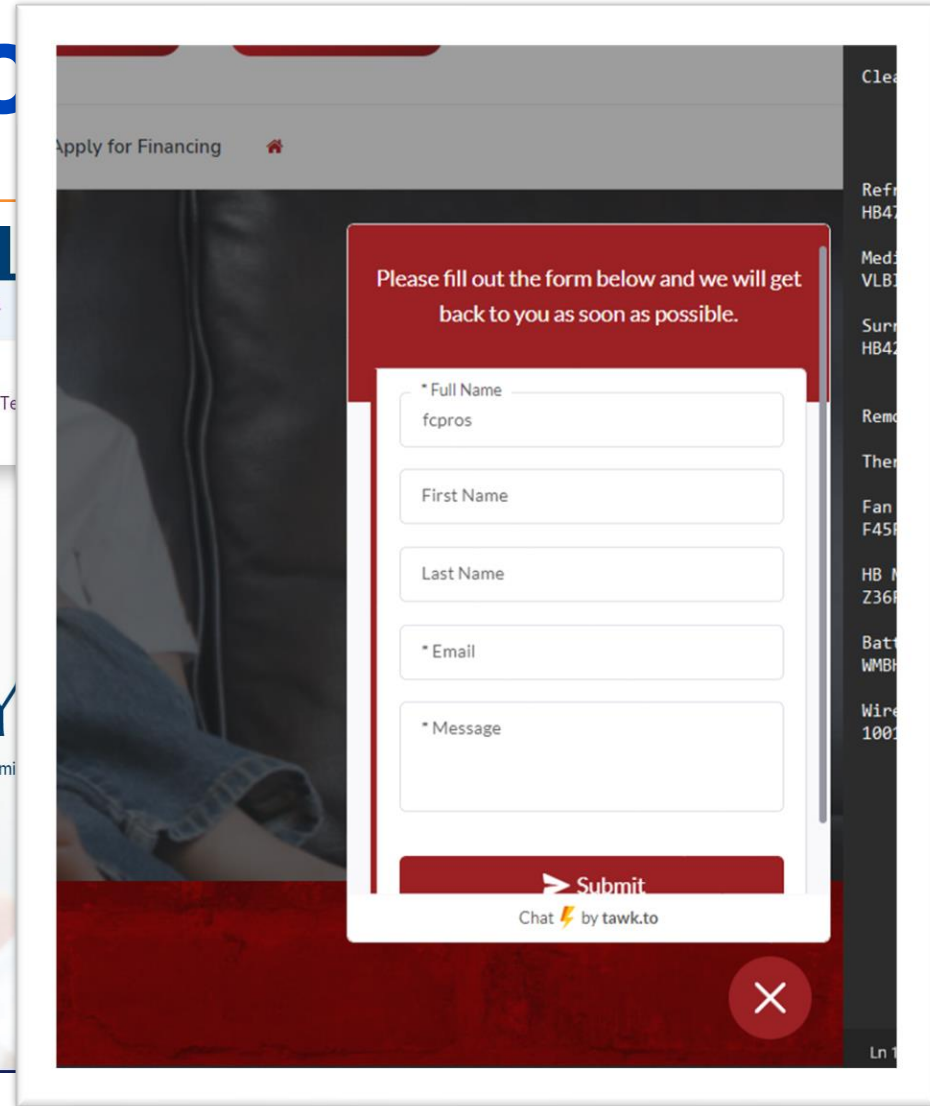
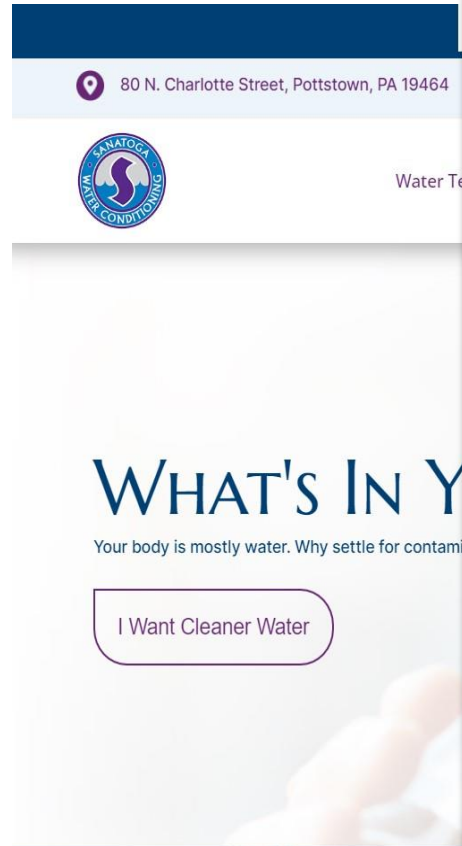
All Types of Communication

Be Responsive

In a Timely Manner

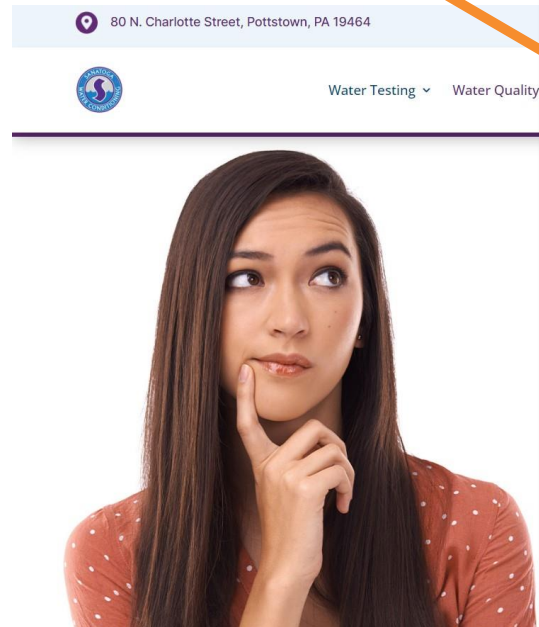
THE Sale Stage - So

Initial Contact & Communications



THE Sale Stage - Sourcing

Initial Contact & Communications



CUSTOMER INTEREST FORM

This form is for folks to leave a review.

*** indicates required fields

Name *

First Last

Email *

Phone Number * **Zip Code ***

Type of Water *

☐ Public Water ☐ Well Water

Customer Status *

☐ Existing Customer ☐ New Customer

Type of Customer *

☐ Homeowner ☐ Business

Questions / Concerns

SHARE PICTURES WITH US

Please share photographs to allow us to see the scope of your project. Drag and drop them below or click "Browse Files" to choose photos to share with us.
Please upload no more than 2 photos.

Upload up to 2 images

[Driving Directions](#)

[Call Us: 610-326-9803](#)

[Emergency: 484-524-5802](#)

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)

John Theisen Sr.
Master Water Specialist
Certified installer
Pa DEP Certified Operator
Certified Pump Installer

Sanatoga Water Conditioning
80 N. Charlotte St
Pottstown, Pa. 19464
p- 610-326-9803
f- 484-941-6844
c- 484-794-9494

THE Sale Stage – Lead Chaser

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



Following up on your inquiry...

Hi {FirstName}

It's Matt with Fireplace and Chimney Professionals. Feel free to call me for any clarification.

Please let me know if you are not ready to start your project so we can pause any immediate and future emails or calls to you. If you change your mind, please call us back.

Thank you for taking the time to consider 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 I will only follow up with you 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!!!

The screenshot shows a dark-themed email template. At the top, it says 'Thank You for the Opportunity.' followed by 'Thank you for letting us know you are not interested in our proposed solution.' Below this is a small text block: '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.' The form has three input fields: 'First Name', 'Last Name', and 'Email'. Below the form is a section titled 'A Final Few Questions' with four checkboxes: 'Budget', 'Project Timeline', 'Life Got In The Way', and 'Another Contractor / Second Opinion'. Below this is another section titled 'Can we follow up with you again?' with three checkboxes: 'Yes, in 6 months', 'Yes, in 12 months', and 'No thanks'. At the bottom right, there is a black button with white text that says 'THANKS ANYWAY'. An orange arrow points from the 'USE AUTOMATION!!!' text to this button. The email body text is partially visible on the right side of the screenshot.

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

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☐ 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

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!

GOOD MARKETING GROUP

FWQA 2023



THE Service Stage-Internal

Communication Between Sales Team & Service Team



THE Service Stage-Internal

Communication Between Sales Team & Service Team

Client Discovery: Salesperson 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

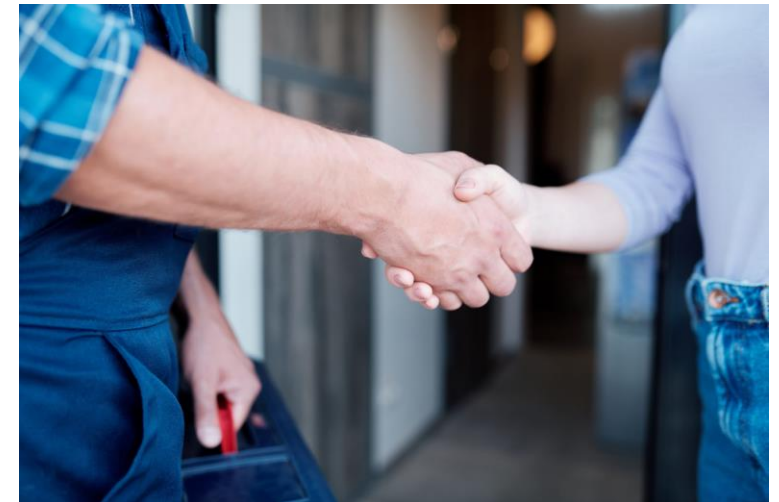
Communication with Customers

Emails:

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

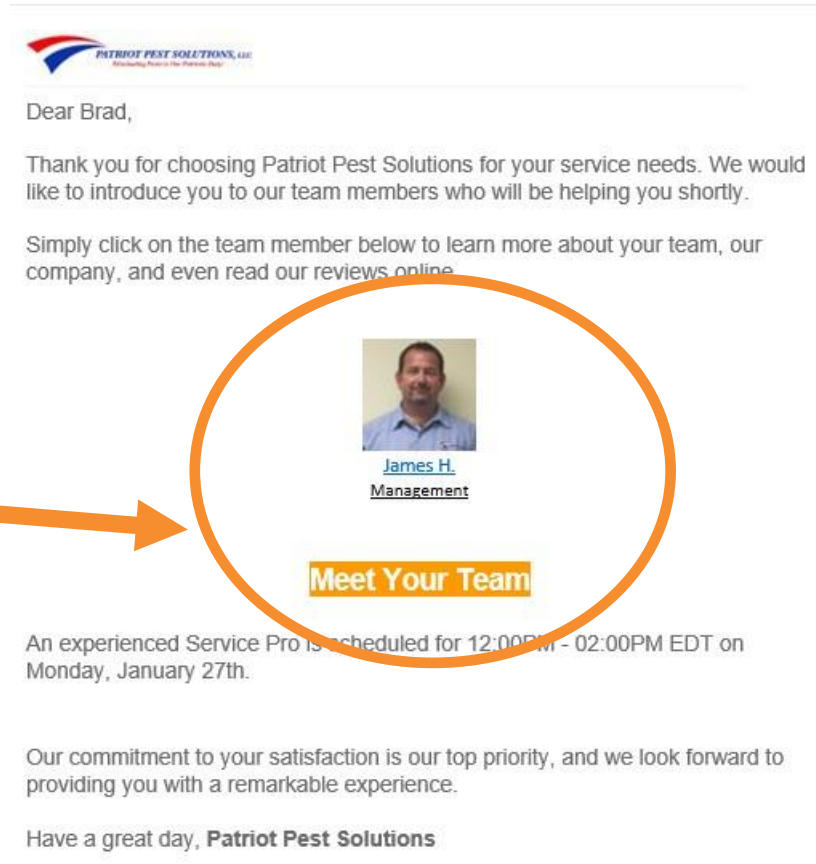
Texts and/or Phone Calls – GET PERSONAL!

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



THE Service Stage-Build Relationships

*Communications
Manage
Expectations
-via email/text*



THE Service Stage-Build Relationships

Communications

Builds Trust

-on website



OWNER

THE Service Stage-Build Relationships

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 i*

C-Tech Water Solutions

Water Filter Systems
Concern for the quality of your water can even save you money! Appliances that use water will waste less energy and last longer. You'll need to use less soaps and detergents as well. And let's face it, filtered water is better, safer and cheaper!

Reverse Osmosis Drinking Water System
Whether it is the glass of water at your nightstand or your kitchen table and refillable water bottle, RO water is recommended for drinking, even if you have a water softener.

Water Cooler Drinking Water System
With budget friendly solutions, we have a variety of both hot and cold water dispensers for all of your water needs that we maintain and service for you.

Water Softeners Water Conditioning System
There are also health benefits to softening your water. People with allergies and on medication should consider a water treatment system.
Conditioned water can also make your hair and skin healthier. Hard water keeps soaps and shampoos from lathering and rinsing off as they should. Your skin and hair may be left with a sticky film which blocks pores and attracts and holds bacteria. This causes chapping, itchiness, and dryness. Conditioned water reduces this wear-and-tear on the skin and hair, so they'll be softer and shinier.

Softener with UV Whole-House Water System
We offer a range of UV systems and UV accessories that target bacteria in your home using ultraviolet light to inactivate the DNA of harmful microorganisms.
This prevents them from reproducing and safeguarding against contamination of your water supply. This means you will never have to deal with a boil water alert again, providing you with peace of mind and confidence about the quality of your water at all times.

Reverse Osmosis Drinking Water System
RO water is the final barrier treatment solution to your water quality problems.
An RO system can eliminate even more contaminants giving you purified water at your tap. It is compact in size and can be easily installed under your kitchen sink. They can also be installed in the basement, to your ice maker in your refrigerator AND for pet bowls.

Iron & Sulfur Eliminators Whole-House Water System
Does your water smell musty, or like rotten eggs or petroleum? Do you have red or brown staining on your fixtures?
Then you need an Iron and Sulfur Eliminator Water Treatment System! Our water treatment equipment treats both sulfur and iron issues. Plus, your appliances will function at optimum levels.

Whether it is brown stains in your tub, a funny odor, or a bad taste in your water, some of the signs of bad water are obvious. However, when it comes to hard water, some are not. C-Tech Water Solutions can prescribe with accuracy the right water treatment equipment for your water quality problem!

(229) 245-8900 **CTechWater.com**

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 photos same angle
 - ❖ Landscape (vs. portrait/up-down)



THE Refer Stage

The experience
continues!



THE Refer Stage

The experience continues!

GOOD MARKETING GROUP

FWQA 2023



THE Refer Stage



THE Refer Stage

How'd We Do?

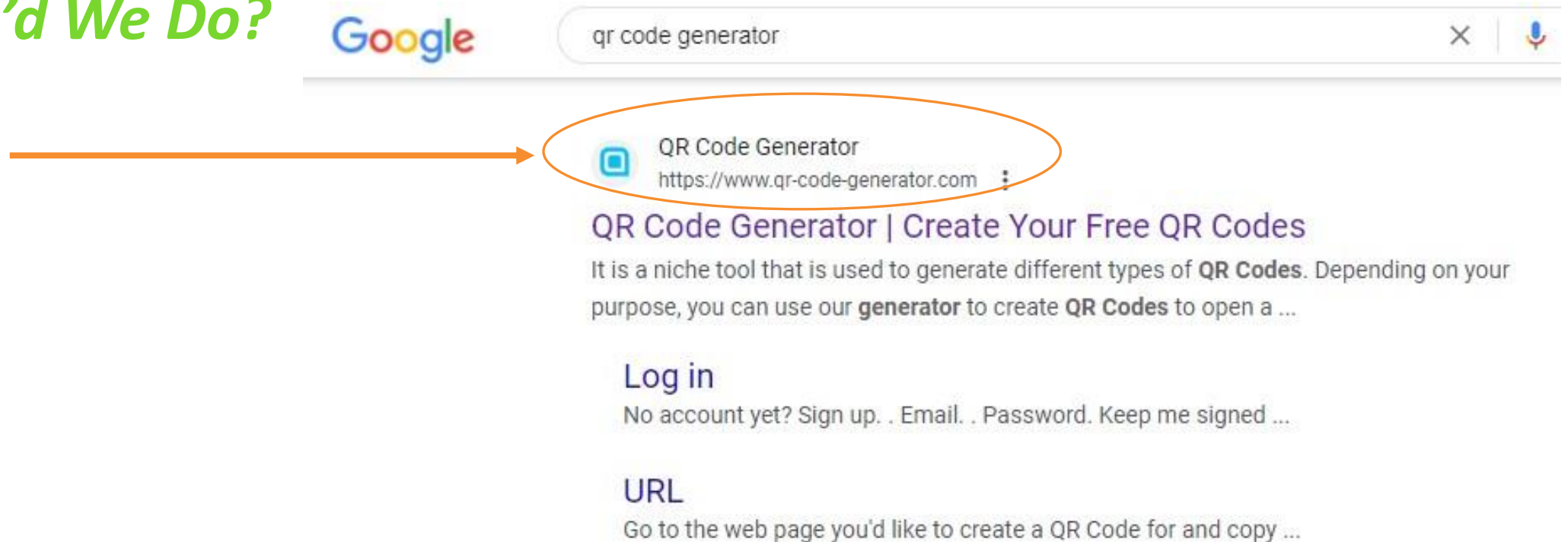
Before you leave: Service Team Member must:

- 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



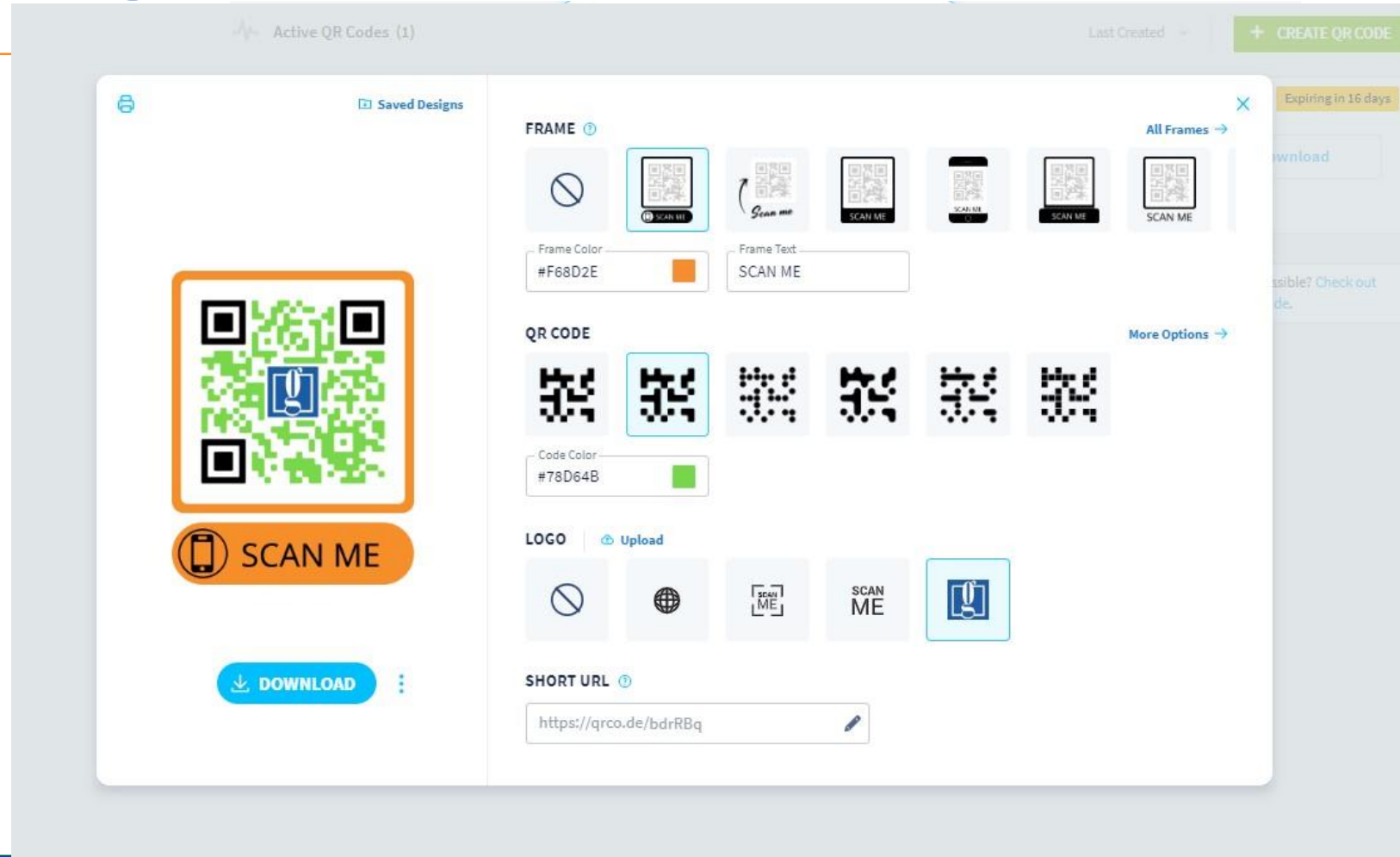
THE Refer Stage

How'd We Do?



THE Refer Stage

How'd We Do?



THE Refer Stage-Reputation Mgmt

How'd We Do?



Leave A Review

We Love Warm Reviews.

At Hearth & Home, we love to hear back from our customers! Feel free to either read a review, or please kindly share your Hearth & Home experience by simply filling out the form below.

Leave Us a Review

Name (Required)

First:

Last:

Email (Required)

Town (Required)

Type of Water (Required)

☐ Well Water ☐ Public Water

©2023

847-259-7550

Hours

Mon-Sat:

10 am – 5 pm

Sunday:

CLOSED

Service Area

©2023

THE Refer Stage

Follow Us for...



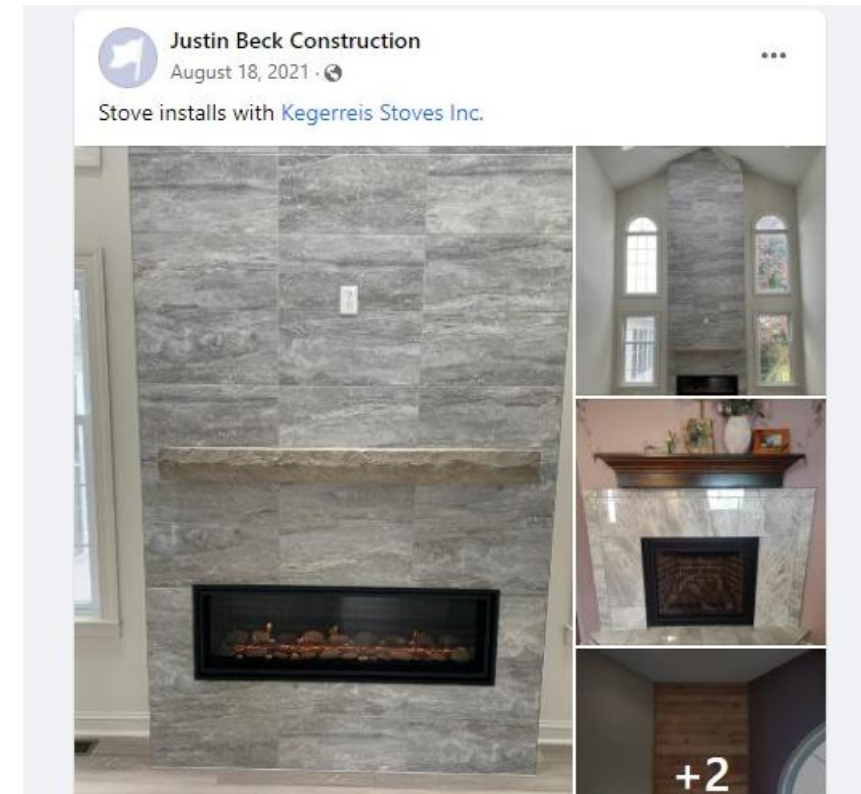
**SCAN ME TO FOLLOW US
FOR GOOD MARKETING TIPS!**

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...***

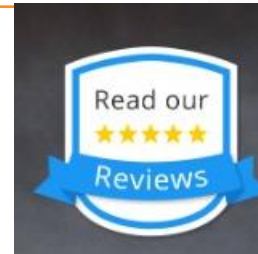


THE Refer Stage-Rep

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.



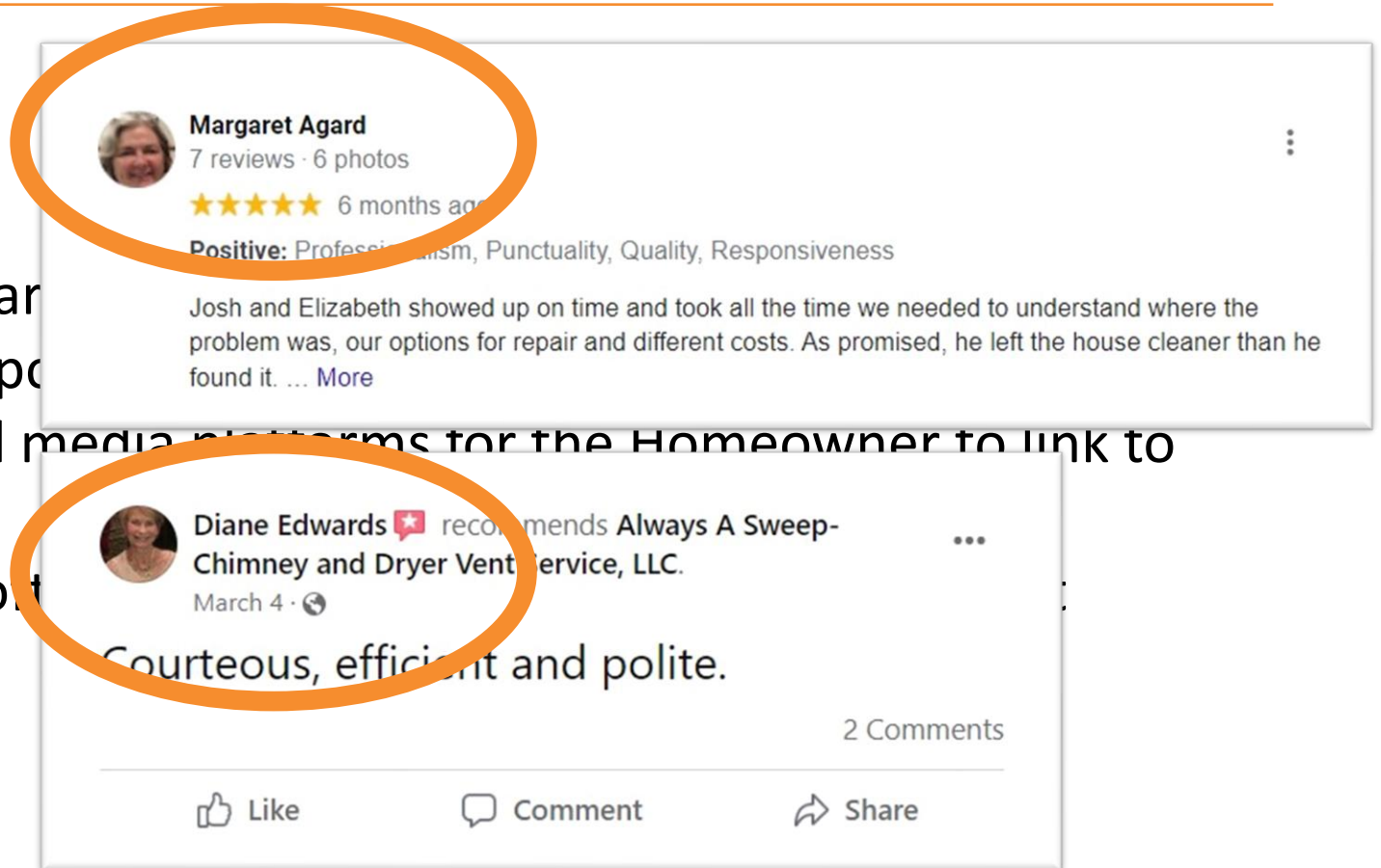
Great service!!! Cory was on time, very professional and honest. He took time to show me how to work my fire

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

Testimonials:

- Be aware o
- Be sure the
- Include link as THEIR pr
- **DON'T** authentic
- Monitor rev



Alexis Meers

Local Guide · 20 reviews

★★★★★ 3 years ago

Very happy with our service. We just got a new house and uv light was broken. We tried to install it ourselves but the quartz broke. We called the next business day and someone came out right away. Juan took the time to explain everything ... [More](#)



Like

Response from the owner

Alexis, thank you for taking the time to share your experience with Sanatoga Water Conditioning. We are glad we were able to help you in a timely manner. We will let Juan know you appreciated his explanations - water treatment is very scientific. Enjoy your cleaner, healthier water! - John, owner



Edit



Delete

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

THE Refer Stage-Refer-A-Friend

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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FWQA 2023



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:

- ***Water Softener?***
 - Candidate for Reverse Osmosis
 - Whole House Filtration
- ***Water Treatment Appliance(s)?***
 - Additional equipment (*laundry oxidizers, water coolers*)
 - *Service and/or Warranty Plan*

THE Repeat Stage

Continue Relationship

Communication: Stay in the forefront of

- Monthly enewsletters
- Upcoming Sales/Promos
- Community Events
- Local Authority



Continue Relationship

- Request feedback = Value opinions
- Update contact info
- Create special offer and/or cross-ma

FWQA 2023

THE Repeat Stage

Find More Like Your Best

SnapShot: Use your customer list...

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



THE Repeat Stage

Find More Like Your Best

Marketing Efforts: Determine ROI...

- Purchase qualified list

GROUP 15M

MATURE WEALTH

GROUP	15M	MATURE WEALTH	HOUSEHOLDS	4,919,200	(3.97% OF U.S.)
CLUSTERS	02	Established Elite			
	03	Corporate Clout			

ABOUT MATURE WEALTH

The two clusters of Group 15M, "Mature Wealth," exhibit peak wealth, generated from cohorts who span between the ages of 46 and 75. As expected, such households are often to be found where most large fortunes are made, resulting in these clusters being highly concentrated in the most costly MSAs and watering holes of New England, the Mid-Atlantic and Pacific. They quite literally do and buy everything. Very rich, they indulge themselves in what one might expect: fitness clubs, investments, financial advisors, luxury automobiles, business magazines, leisure activities, charities and foreign travel.

MATURE WEALTH, A DAY IN THE LIFE

Name of protagonist: "Evelyn"

Wakes up...and has orange juice and a croissant in the garden while reading *The New York Times*. Her husband, Robert, has already left for work to catch the train for his hour and a half commute into the city.

Spends the day...on the phone with her travel agent to make arrangements for their trip to Europe for their wedding anniversary. Before coming home, they'll head down to Tuscany for a few days to stay in a three-bedroom villa and see some old friends.

Talks about weekend plans to...go with the Davidsons to the theater, then go out to a new bistro after. Besides, they haven't seen them in some time, and Robert wants to talk investments with Jack Davidson.

Has a meeting with...the family lawyer to set up a trust fund for Robert and Evelyn's first grandson, Robert Wilson Hunt, IV.

Spends the evening...discussing the latest fund raiser with the other members of her favorite charity's board. Afterward, she and Robert meet some friends in the dining area for some wine and brie, followed by dinner at the club.

Goes to bed at...11:00 p.m. in her antique, gilded bed with silk sheets and down pillows, while her husband stays up checking their portfolio and trading foreign currencies online.



WHEN THEY GREW UP...

- Neutron bomb is developed
- Groucho Marx dies
- *Roots* miniseries draws audience of 130 million
- Dick Williams helps lead the Oakland A's to World Series

INFOBASE-X® DEMOGRAPHIC CHARACTERISTICS

LIFE STAGE GROUP 15M—MATURE WEALTH

National %	Index	Group %	National %	Index
2.3	35	<2 Years	7.2	12.7
7.6	39	2-5 Years	20.6	30.2
10.5	39	6-14 Years	36.6	32.0
21.5	45	15+ Years	35.6	25.0
21.5	100			
15.4	230			
10.7	152			
10.5	89			
57.1				
10.1	3			
4.7	2			
8.8	2			
10.8	3			
11.2	4			
24.2	8			
13.9	37			
6.3	120			
4.7	997			
5.1	726			
65.9	151			
6.5	2			
7.0	0			
11.1	0			
10.6	0			
7.5	0			
44.0	47			
56.0	142			
9.4	0			
6.8	0			
5.5	0			
5.2	0			
8.6	0			
10.0	0			
20.6	0			
15.0	0			
9.4	0			
3.6	1070			
4.1	1502			
23.2	37			
76.8	119			
8.3	45			
9.3	74			
33.4	137			
33.2	95			
8.3	70			
3.6	64			
3.4	59			

Length of Residence

<2 Years	7.2	12.7	57
2-5 Years	20.6	30.2	68
6-14 Years	36.6	32.0	114
15+ Years	35.6	25.0	142

Market Value of Home

<\$50,000	2.7	10.3	27
\$50,000-\$99,999	4.7	19.1	24
\$100,000-\$124,999	2.7	8.8	31
\$125,000-\$149,999	2.9	8.0	37
\$150,000-\$199,999	7.4	12.9	57
\$200,000-\$299,999	10.1	15.9	64
\$300,000-\$499,999	25.1	14.7	171
\$500,000+	44.5	10.3	430

Dwelling Unit Size

Single Family Dwelling	93.0	86.0	108
Multiple Family Dwelling	7.0	14.0	50

Occupation

Professional/Technical	50.2	30.4	165
Administration/Management	9.7	6.8	143
Sales/Service	1.7	1.7	36
Clerical/White Collar	10.8	16.7	65
Craftsman/Blue Collar	6.8	18.7	36
Student	0.4	0.8	64
Housewife	2.8	6.0	47
Retired	10.4	12.1	86
Other	2.2	3.8	59
Self Employed	5.0	5.1	162

Education

Completed High School	30.8	53.1	58
Completed College	36.1	33.1	100
Completed Graduate School	32.9	13.2	249
Attended Vocational/Technical	0.2	0.6	39

Ethnicity

Caucasian	85.8	74.3	115
African American	2.4	10.3	24
Hispanic	4.6	10.7	43
Asian	5.7	3.6	159
Other	1.4	1.1	123

Household Size

One Person Household	14.3	24.7	58
Two Person Household	36.7	28.8	127
Three Person Household	21.4	21.3	101
Four Person Household	15.9	13.0	122
Five+ Person Household	11.8	12.1	97

Mail Responsive

Mail Order Responsive	90.6	76.8	118
Mail Order Buyer	90.5	76.6	118
Mail Order Donor	6.5	2.8	229

Buying Channel Preference - Decile

Top Internet Decile	23.3	8.9	263
Top Mail Decile	28.8	11.9	243
Top Phone Decile	46.8	12.0	390

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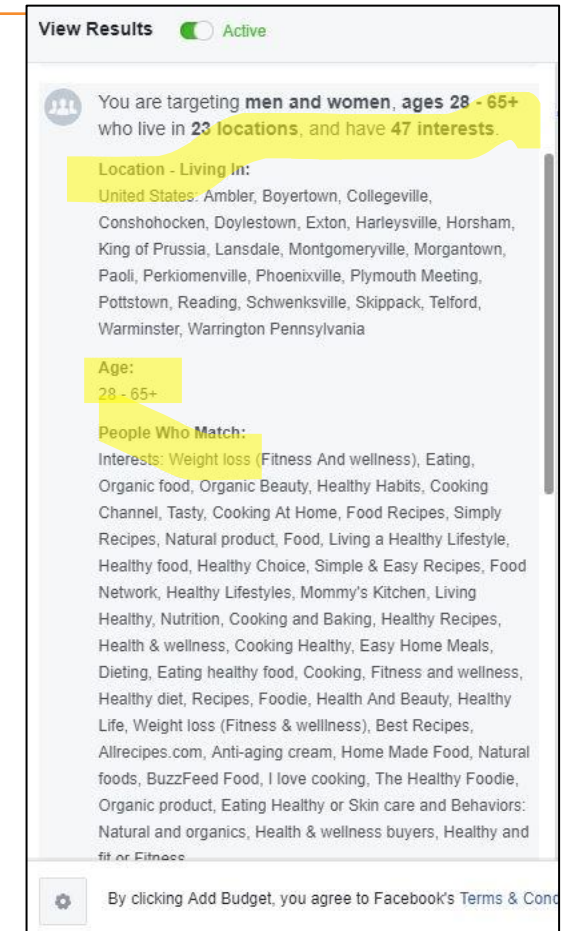
THE Repeat Stage

Create Audiences

Find More Like Your Best **USE CO-OP!!!**

Marketing Efforts: Determine ROI...

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



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Your Questions



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