



GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.

GoodMarketingGroup.com

DIGITAL MARKETING WILL SPARK YOUR SALES

BRAD GOOD
SHANNON GOOD

HPBExpo – February 2024
NASHVILLE, TN



What is **DIGITAL** **MARKETING?**

Is it just a
“**BUZZWORD**”
or the latest
marketing **FAD**?



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IS DIGITAL MARKETING THE LATEST “BUZZWORD”?

MAYBE.

BUT...

IS DIGITAL MARKETING THE LATEST “BUZZWORD”?

DIGITAL MARKETING
is a PROCESS.

IS DIGITAL MARKETING THE LATEST “BUZZWORD”?

BRANDING your MESSAGE
so it's consistent in all forms of
digital communication.

IS DIGITAL MARKETING THE LATEST “BUZZWORD”?

Planning
Channels
Content
Trends
Social Tie-In

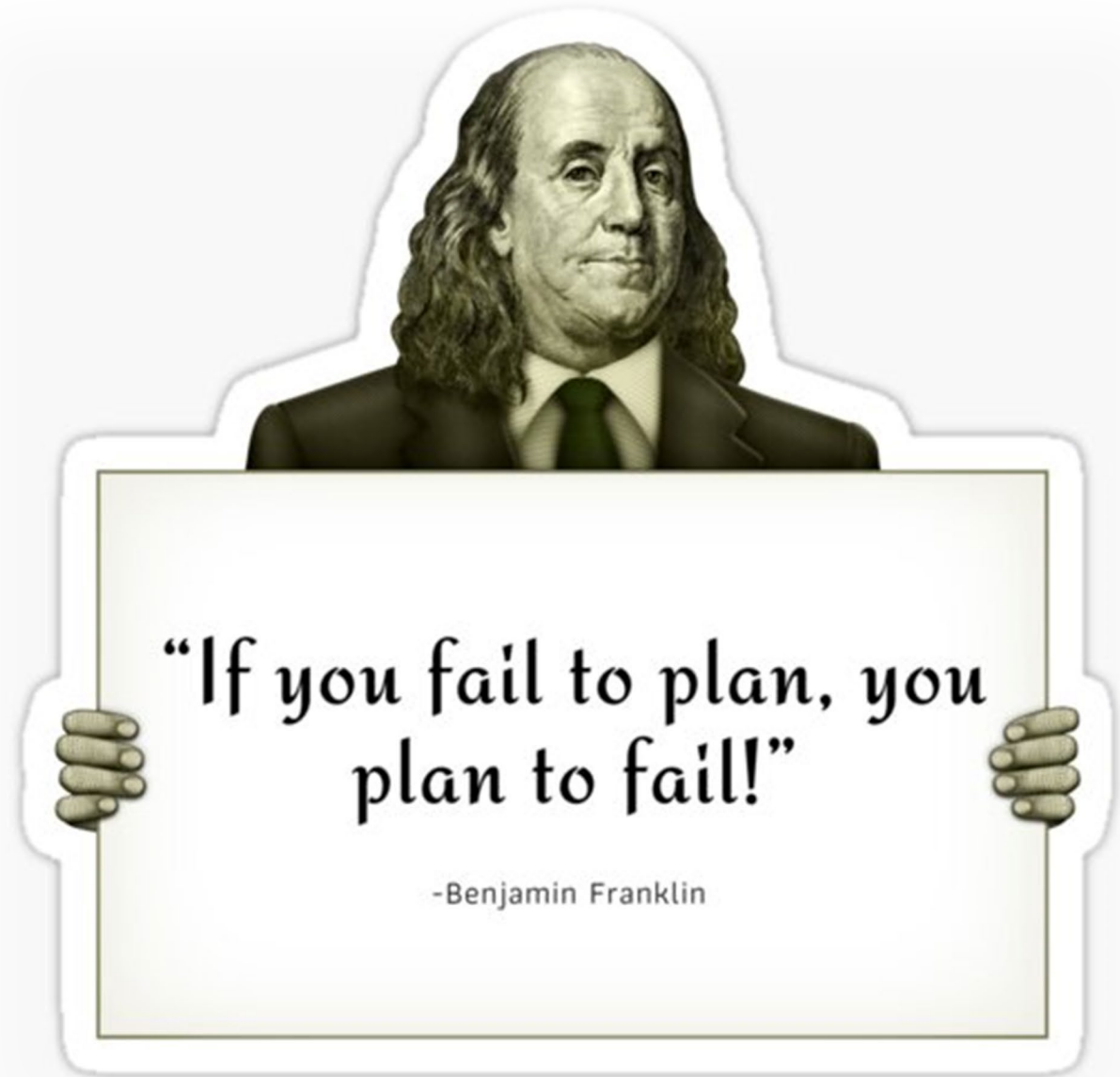
YOU NEED TO HAVE A PLAN

Don't take shots
in the dark.

It's about
COORDINATION

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PLANNING & STRATEGY

AUDIENCE AND WHERE THEY ARE

The MOST important starting points to **CONSIDER:**

- **WHO** would be INTERESTED
- **HOW** your GOALS match your MESSAGE
- **WHAT** CHANNELS will REACH your market
- Based on what's going on **WHEN**.



PLANNING & STRATEGY

SEO IS THE STARTING POINT

SITE OPTIMIZATION, KEYWORD RESEARCH, LINK BUILDING.

- Cost-effective & **ORGANIC**
- Increase the **VISIBILITY** of your website & Brand.
- Target your best **KEYWORDS & PHRASES**
 - Grabbing **ACTIVE** seekers



PLANNING & STRATEGY

IF YOUR CUSTOMER IS THERE, YOU SHOULD BE TOO

IT'S NOT ABOUT THE WEBSITES YOU VISIT.

- Social Media
 - **POSTS, BOOSTS & PAID**
- News & Events (Links inbound and outbound)
 - **Organic AND Paid**
- Partner industries (Links inbound and outbound)
 - Grabbing **PASSIVE** seekers
- SEM Advertising
 - **PAID Search & Display**



PLANNING & STRATEGY

IF YOUR CUSTOMER IS THERE, YOU SHOULD BE TOO

Estimated HH Income

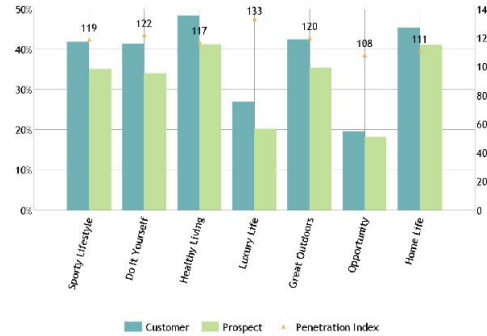
The Estimate Household Income select indicates the households' estimated annual income applied at the household level and is sourced from self-reported and modeled information.

Estimated HH Income	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	4	0%	23	0%	53
\$0-\$14,999	2	0%	29	1%	21
\$15,000-\$19,999	7	0%	56	1%	38
\$20,000-\$29,999	7	0%	56	1%	75
\$30,000-\$39,999	44	2%	180	3%	45
\$40,000-\$49,999	82	4%	357	10%	59
\$50,000-\$54,999	154	8%	807	14%	59
\$55,000-\$74,999	843	45%	2,529	44%	103
\$75,000-\$99,999	580	31%	1,253	22%	142
\$100,000-\$124,999	93	5%	187	3%	153
\$125,000-\$149,999	36	2%	64	1%	173
\$150,000-\$174,999	7	0%	18	0%	120
\$175,000-\$199,999	7	0%	6	0%	103
\$200,000-\$249,999	2	0%	6	0%	137
\$250,000+	4	0%	9	0%	137

Lifestyle Dimensions

Lifestyle data features a variety of consumer interest segments that are available for targeting. Data is applied at the household level and is sourced from self-reported surveys.

Lifestyle Dimensions	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Sporty Lifestyle	779	42%	2,010	35%	119
Do It Yourself	772	41%	1,951	34%	122
Healthy Living	901	48%	2,363	41%	117
Luxury Life	503	27%	1,160	20%	133
Great Outdoors	793	43%	2,026	35%	120
Opportunity	366	20%	1,045	18%	108
Home Life	846	45%	2,350	41%	111



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DIGITAL CHANNELS

Be BROAD...

across MULTIPLE CHANNELS

to a TARGETED audience

To Be Effective

DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

SOCIAL MEDIA

- **EXPAND** your presence where you can
 - And where it makes sense i.e. *Instagram vs. LinkedIn*
- High Priority. **YOUR CUSTOMERS ARE HERE**
- Organic AND Paid
- Links: inbound and outbound
- Visibility
- Social Causes



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

SOCIAL MEDIA

- Inbound and Outbound Links
- Descriptions
- Interactive

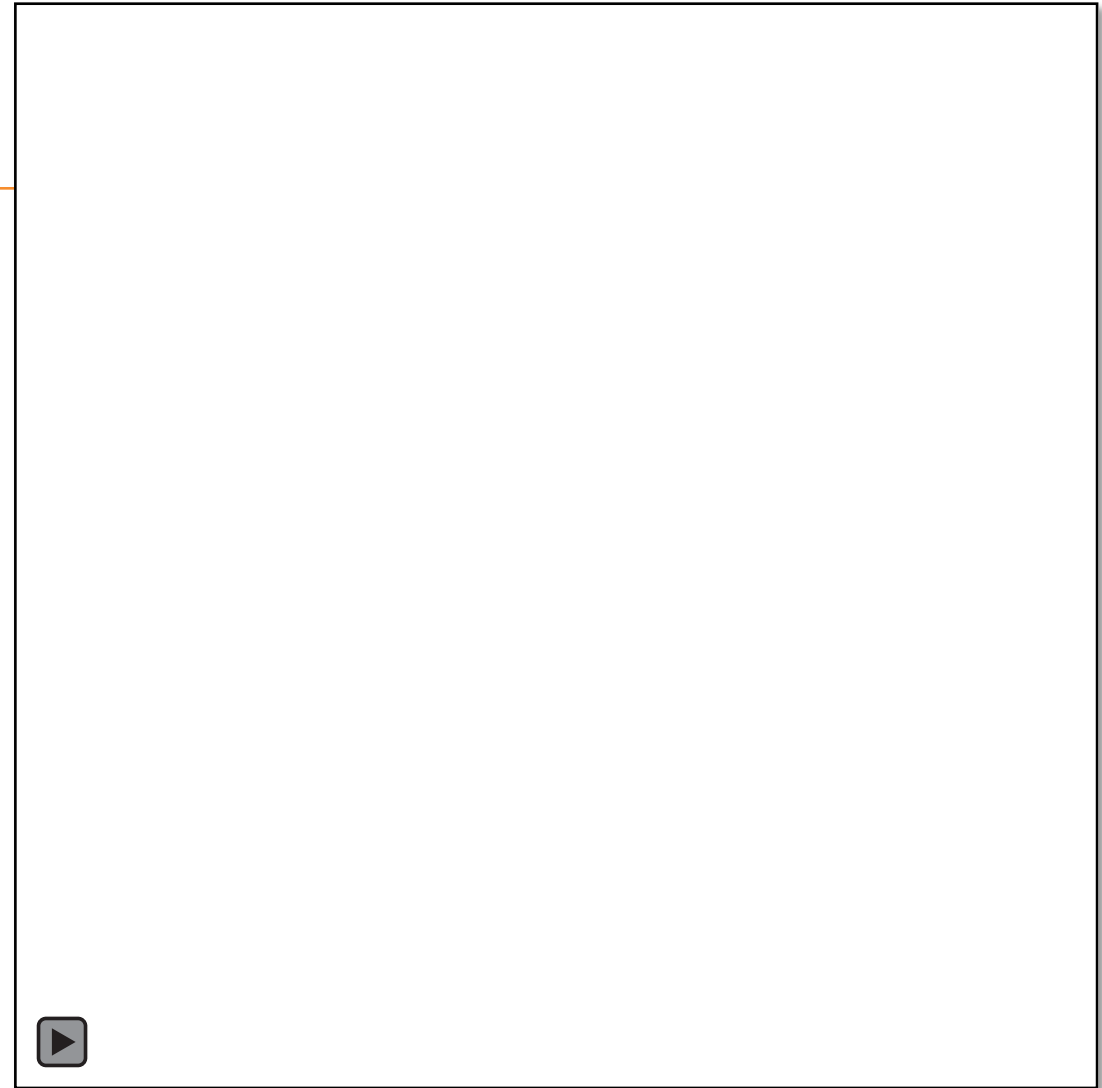


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

SOCIAL MEDIA

- Co-Branding
- Tagging
- Relevant Hashtags #
- Real life examples

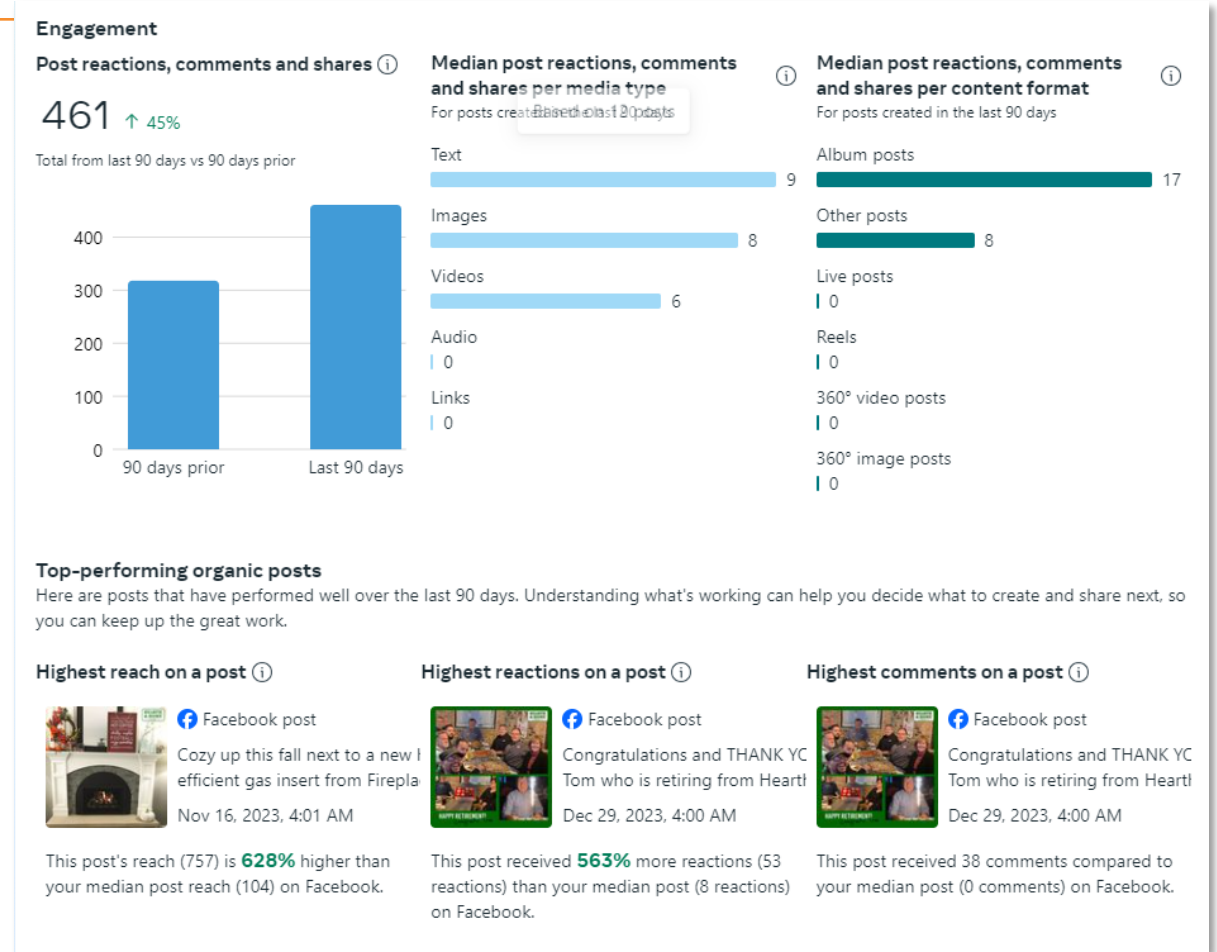


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

SOCIAL MEDIA

- Insights provide reactions and results – **What's WORKING** and what needs to be IMPROVED
- Accepted by manufacturer **CO-OP REIMBURSEMENT**

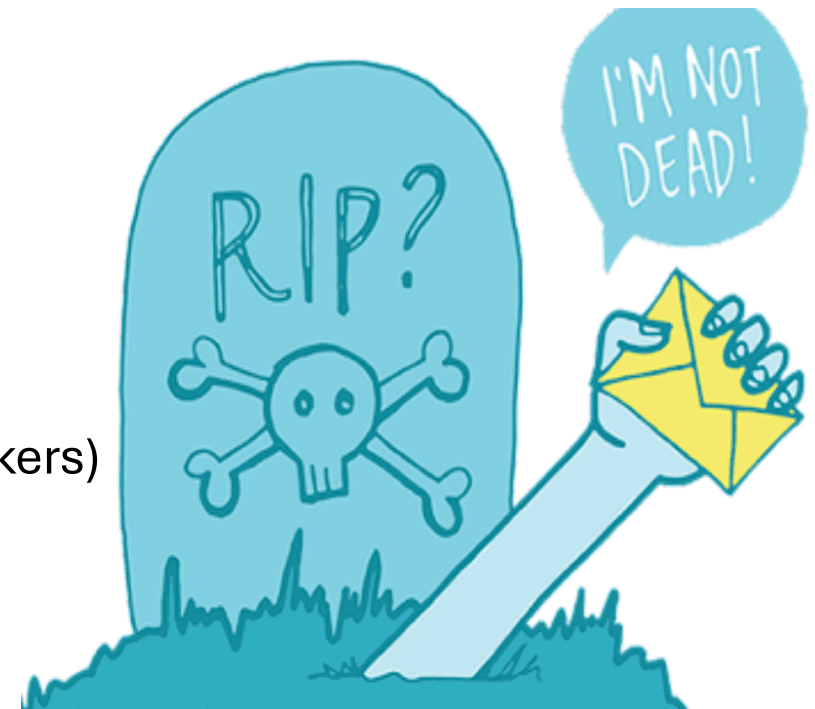


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

EMAIL IS FAR FROM DEAD!

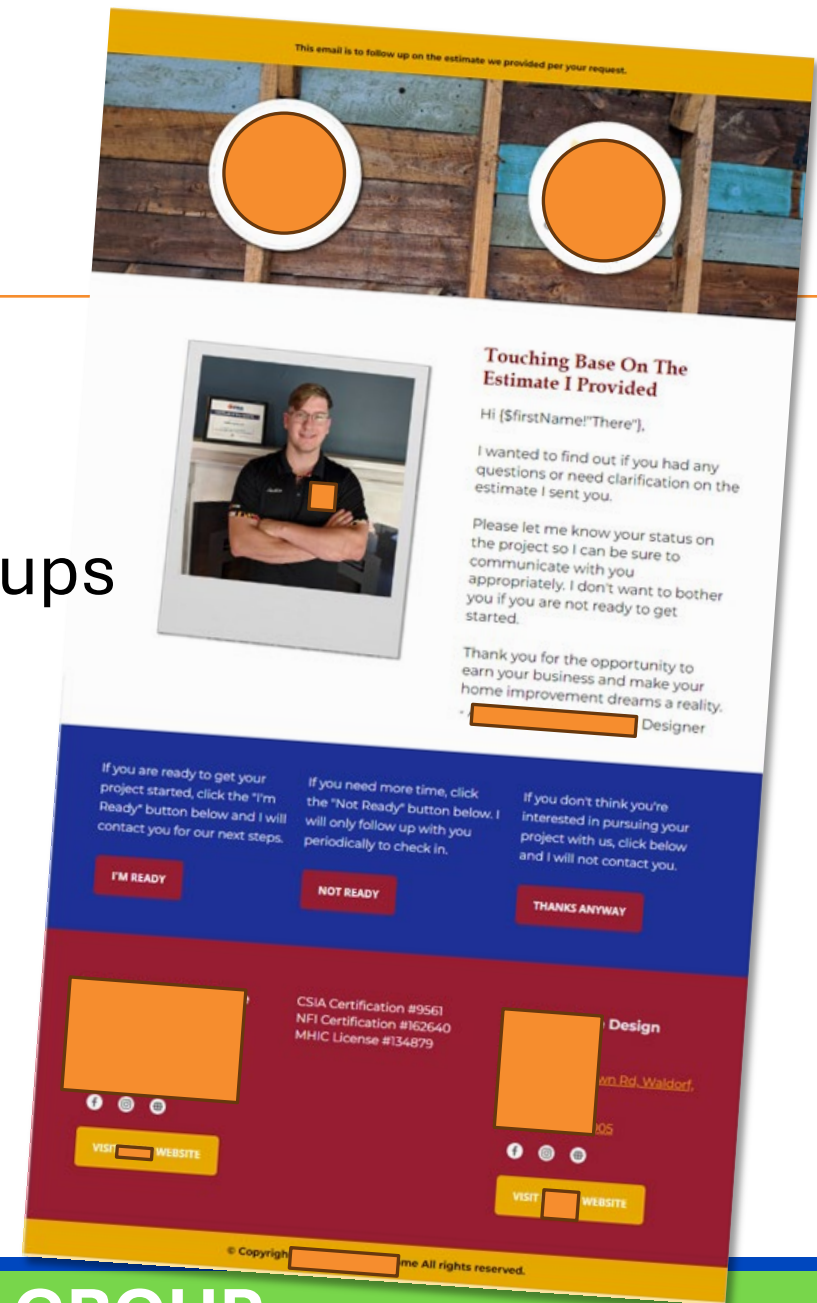
- **UPSELL** your customers
- **FORM** capture (Active Seekers)
- Exclusives
- Referrals
- **COMMUNICATE TO MAINTAIN TOP-OF-MIND** (Passive Seekers)



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

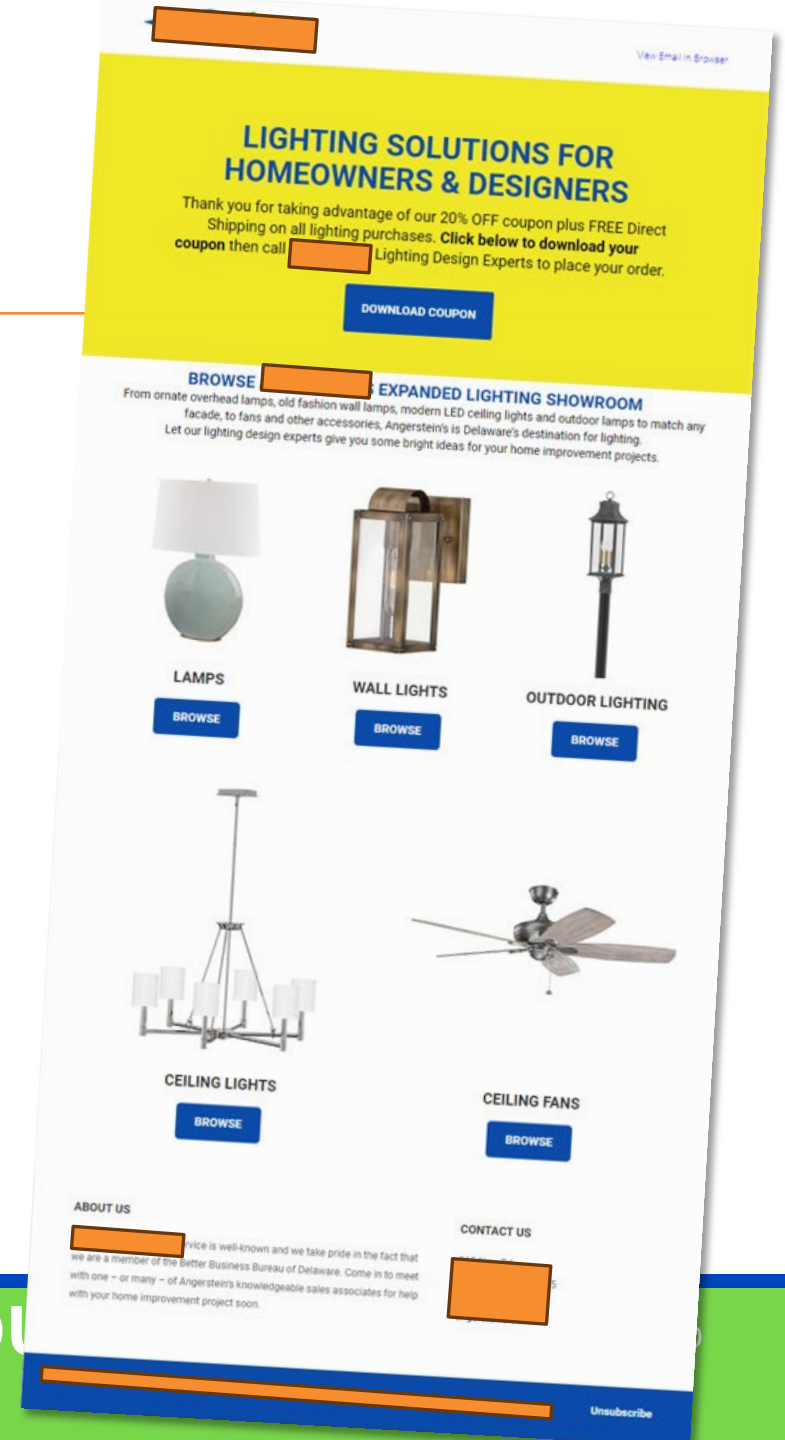
- Direct Response to the Forms & Follow-ups
- ‘Ready’ / ‘Not Ready’ / ‘Thanks Anyway’
 - **AUTOMATICALLY** launches a new email ‘Journey’ based on selection



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

- **DIRECT RESPONSE TO THE AD**
- *'Download now*
- *Email Journey*
- *Inbound link to Website*



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

PAID ADVERTISING

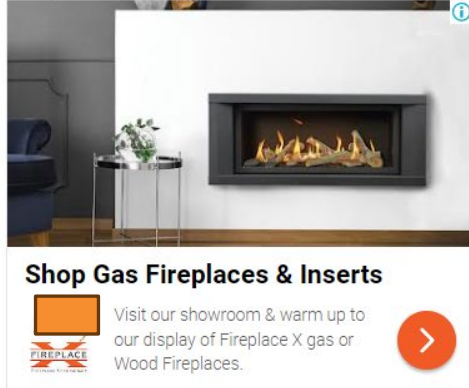
- GOOGLE ADS
 - Search, Display, Store Visits
 - Geotargeting: You AND your competitors
- FORM capture (Active Seekers)
- Click to Call
- Pay for conversions
 - But, use pay-per-click when starting a new campaign to let Google optimize your traffic and audience.



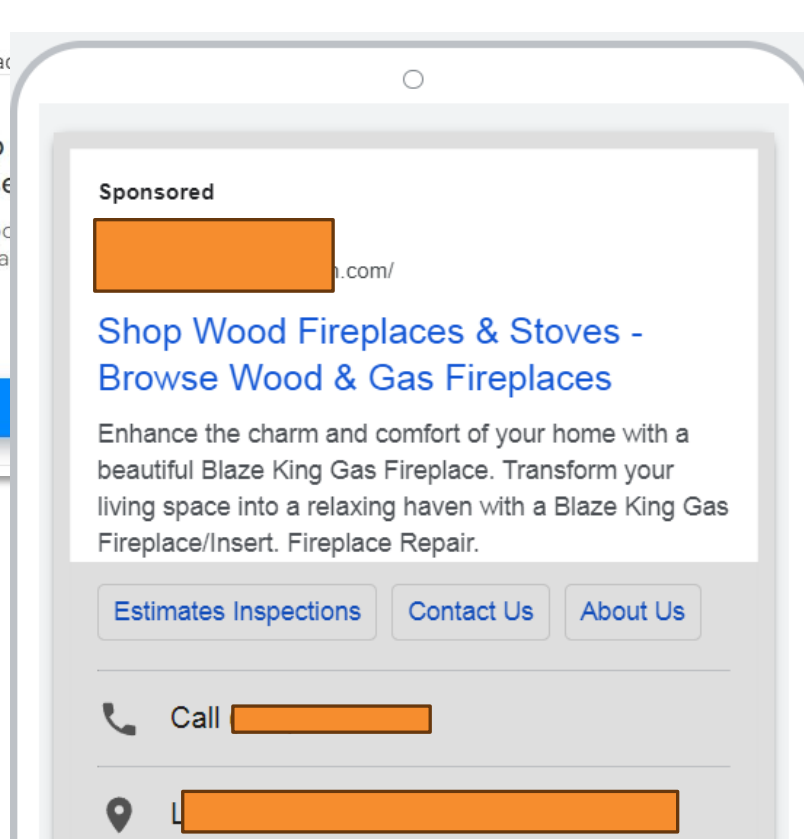
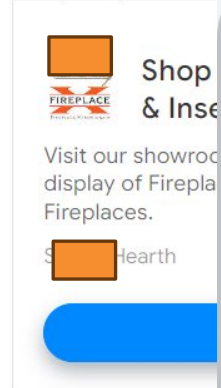
DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

Example of your image ad at 300x250



Example of your text ad

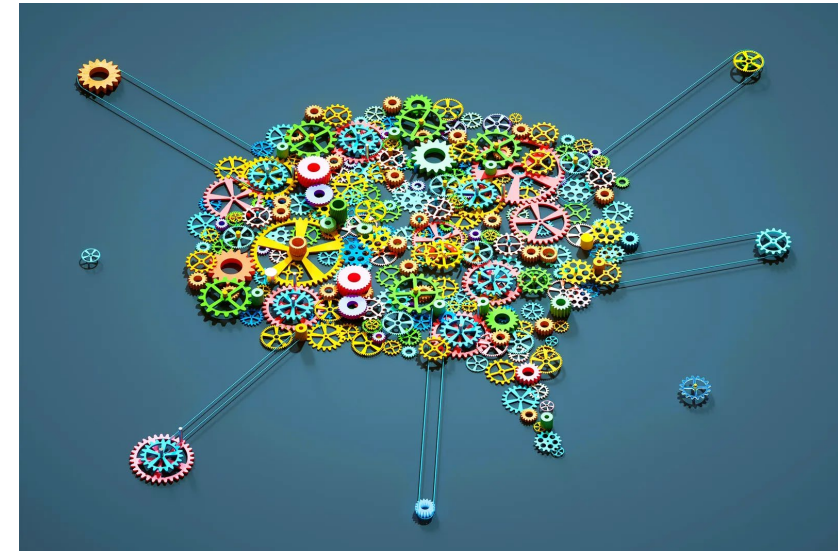


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

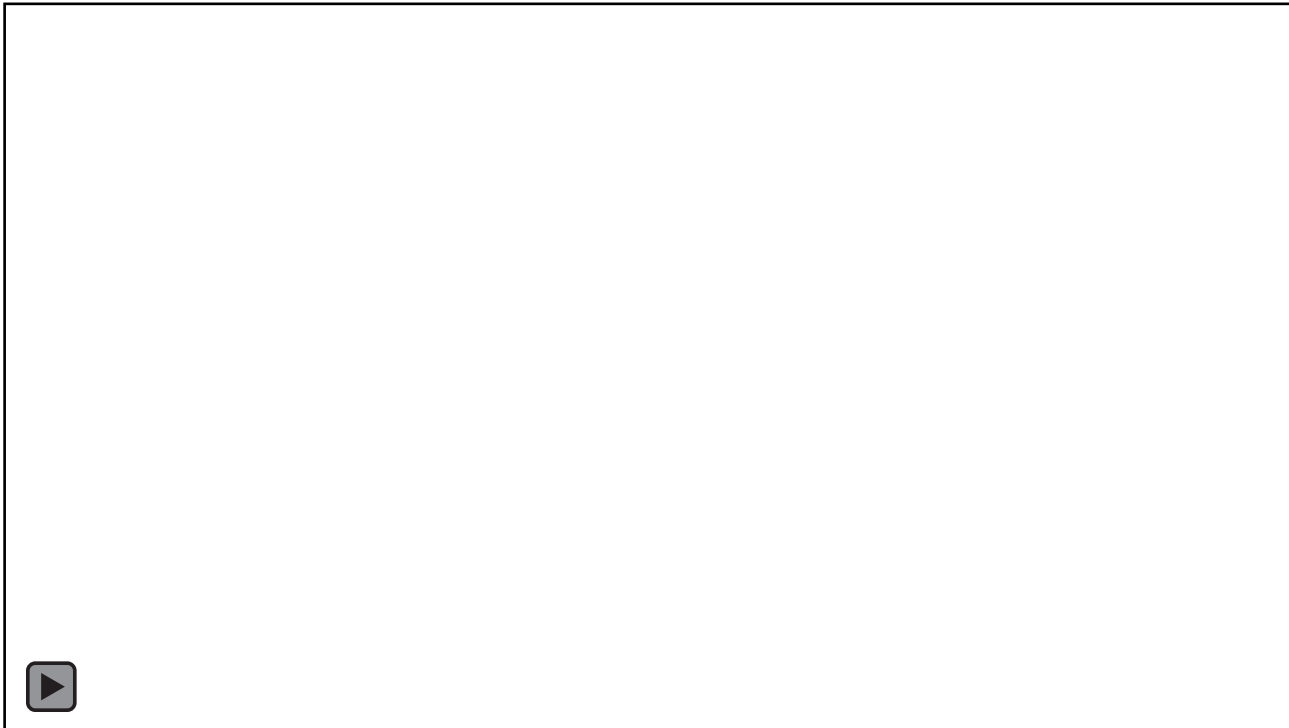
TAKE FULL ADVANTAGE OF NEW AI TOOLS

- **SEMI- AUTONOMOUS AD CREATION**
 - AI can test multiple ads terms, etc. at the same time
- **ENHANCED AUDIENCE TARGETING**
 - Facebook has rolled out Advantage+ (AI audience research)
- **PREDICTIVE ANALYTICS IN CAMPAIGN OPTIMIZATION**
 - Proactive campaign management using predictive analytics. By evaluating past campaign performances and current market trends, **AI could forecast potential pitfalls or opportunities in future campaigns.**



DIGITAL CHANNELS

AI CREATES VIDEOS FOR YOUR ADS:



- AI does the heavy lifting
 - **AI still needs HUMAN OVERSIGHT**
- ENGAGING, increase response

CONTENT IS KEY

Staying
ORGANIZED
and
CONSISTENT

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CONTENT IS KING

SPEAK TO YOUR CUSTOMER, NOT AT THEM

BUILD CONTENT / FOCUS ON YOUR HOMEOWNER EXPERIENCE

- Your Content Needs to **INTEREST YOUR CUSTOMER**
 - **PUBLISH** it on your **WEBSITE**
 - Bring the Customer **BACK** through **INBOUND LINKS**
 - Social Issues / Environmental Policy in your State
 - Seasonal
 - New Products
 - Staff Updates and Certifications

KEEP YOUR EYE ON TRENDS

If it's in the **NEWS** or
happening now
it's **TOP** of **MIND**.
Be ready to **ADAPT**.

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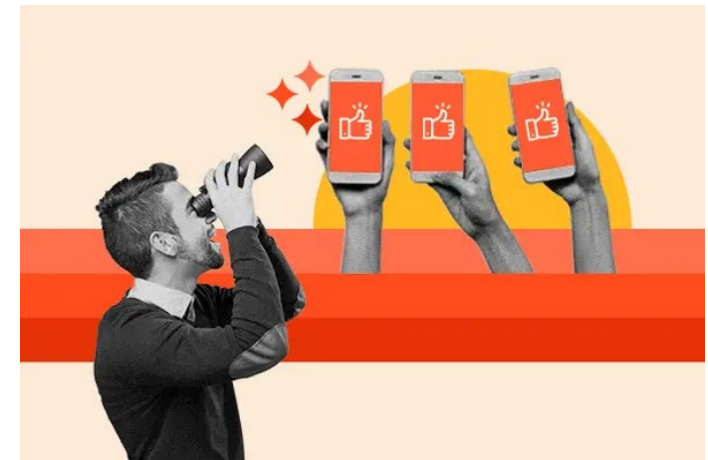


GET TRENDY AND BE THE AUTHORITY

YOUR CUSTOMERS ARE TALKING ABOUT IT

TRENDS, NEWS AND TOPICS ARE POWERFUL SEARCH AGENTS...

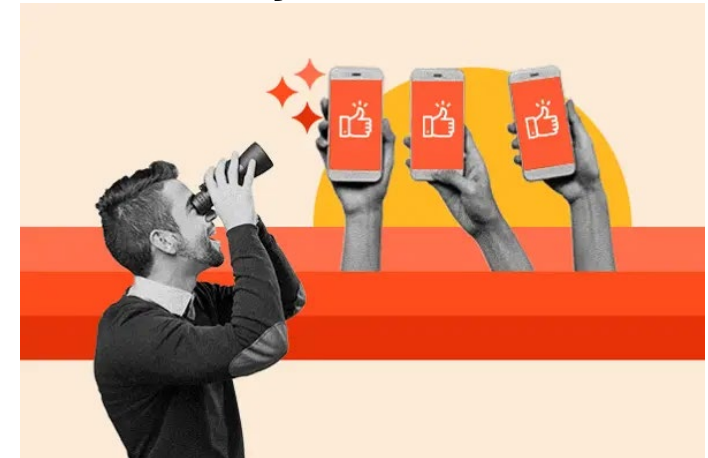
- WEATHER
 - Bad weather means LOTS of App views, Weather.com, yahoo, etc
 - Purchase ads at the right time
- SPORTS
 - Big games, mean big views



BE ACCOUNTABLE

**YOUR CUSTOMERS CARE ABOUT ISSUES (REAL OR PERCEIVED)
TRENDS, NEWS AND TOPICS ARE POWERFUL SEARCH AGENTS...**

- REAL ESTATE
 - New builds in your area
 - Controversial projects - Don't comment on it, just use the keywords
- ENVIRONMENTAL POLICY
 - Electric Heat, Gas Stoves, Wood-burning Stoves
- GOVERNMENT
 - Current hearings in the news (ie. social media)



GET TRENDY AND BE THE AUTHORITY

YOUR CUSTOMERS ARE TALKING ABOUT IT

Stay warm and cozy all winter long with our latest hearth appliances!

Explore comfort in style – because chilly days are better by the fire

<https://xxxxxx/shop/>

[#WinterWarmth](#) [#StayCozy](#) [#HearthHome](#) [#KegerreisStoves](#) [#BernvillePA](#) [#BerksCountyPA](#) [#ReadingPA](#) [#LebanonCountyPA](#) [#SchuylkillCountyPA](#) [#FireplaceMakeover](#) [#Fireplace](#) [#FreestandingStove](#) [#StoveInsert](#) [#FireplaceInsert](#) [#OutdoorKitchen](#) [#Grilling](#) [#GrillMaster](#) [#SmokerGrills](#) [#BBQgrills](#)



**DON'T GET CAUGHT
IN THE SNOW!**



GET TRENDY AND BE THE AUTHORITY

YOUR CUSTOMERS ARE TALKING ABOUT IT



Switch out your old fireplace for a new one. Converting your wood-burning fireplace to a more efficient gas fireplace or insert will improve the performance, safety, and convenience of your fireplace!

If you are having difficulties retaining heat, losing heat output, or if your fireplace needs a makeover – having a gas fireplace or insert installed will improve your fireplace for you and your family to enjoy.

Visit us today to learn more about the benefits of gas fireplaces
<https://XXXXXXX>

BE SOCIAL

Social causes
and topics
ARE IMPORTANT
to Your Audience.



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SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

As long as your accountability is RELATED TO WHAT YOUR BUSINESS DOES, it's good!

AND, IT IS A SEARCH TOPIC!



SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

DO:

BE ACCOUNTABLE ON ENVIRONMENTAL ISSUES.

It's ok to disagree on policy or a new law, but in a respectful and scientific manner.

SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

DO:

PROMOTE ACTIVITIES AND EVENTS.

If you are participating for a good cause, let your audience know about it. Become a sponsor and **TALK ABOUT IT!**

SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

DON'T:

PUBLICLY ENGAGE IN UN-RELATED BUSINESS!

Sexuality, celebrity, politics OR politicians, global climate change vs. specific environmental issues around your business. Know the difference!

SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

MODERN CONSUMERS PLACE A PREMIUM ON SOCIAL RESPONSIBILITY, INTEGRITY AND TRANSPARENCY.

**Seventy percent (70%) of Generation Xers (ages 35-54) and 54% of millennials (ages 18-34) are likely to stop shopping at a company that supports an issue they disagree with compared to 37% of baby boomers (ages 55+).*

*<https://clutch.co/resources/how-corporate-social-responsibility-influences-buying-decisions>

SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS

MODERN CONSUMERS PLACE A PREMIUM ON SOCIAL RESPONSIBILITY, INTEGRITY AND TRANSPARENCY.

**One in two Gen Zers and 41% of Millennials are more likely to support brands that advocate for social causes. Customers' spending habits are profoundly affected by the advocacy efforts of businesses.*

*<https://www.forbes.com/sites/forbescommunicationscouncil/2023/01/18/2023-digital-marketing-trends-that-should-be-on-your-radar>

SHOW ACCOUNTABILITY

WE ARE IN AN ENVIRONMENTAL BUSINESS...

MODERN CONSUMERS PLACE A PREMIUM ON SOCIAL RESPONSIBILITY, INTEGRITY AND TRANSPARENCY.

**Two-thirds (67%) of Gen Xers prefer to buy from sustainable brands compared to 54% who said the same in 2019.*

*<https://www.marketingcharts.com/brand-related/csr-119473>

YOUR WEBSITE

HOW YOU PRESENT YOURSELF ON-LINE IS A **BIG DEAL**

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YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.



YOUR WEBSITE is your
**DIGITAL MARKETING
HUB**

YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.



YOUR WEBSITE is most often the first impression to new prospects. You want their first experience to be a positive, interactive one.

YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.

The image shows a screenshot of the Churchill's Fireplace & Patio website. The header is dark green with the company name 'CHURCHILL'S' in white, followed by 'Fireplace & Patio' in a smaller font. To the right of the header, there is a phone number '(512) 328-9356' and social media icons for YouTube, Google+, Facebook, Instagram, and Twitter. Below the header is a navigation menu with items: Products, Services, Start Your Project, About, Events & More, FAQ, and Contact. The main content area features a large background image of a modern outdoor fireplace with a stone surround and a wooden mantel, set on a patio with a view of a garden. Overlaid on the left side of the image is the text: 'When Only The Best Will Do. Churchill's Works Hard To Provide You With The Best Products And Experience. 2 Timothy 1:7: For God has not given us a spirit of fear, but of power and of love and of a sound mind.' Below the main image, there are four black boxes with white text, each representing a service category. Orange arrows point from the main image to each of these boxes. The categories are: 'Wood To Gas Conversion' (with subtext: 'Converting your wood-burning fireplace to a more efficient gas fireplace or insert will'), 'Add A New Fireplace' (with subtext: 'Let us help you add an additional fire feature to another room - inside or outside - or add one to'), 'Replace Your Fireplace' (with subtext: 'Giving your fireplace a makeover can give your living space an updated look, improve efficiency'), and 'New Construction' (with subtext: 'During design plans or while your new house is being built, we can help you add a new fire').

CHURCHILL'S
Fireplace & Patio

(512) 328-9356

Products Services Start Your Project About Events & More FAQ Contact

When Only The Best Will Do.
Churchill's Works Hard To Provide You With The Best Products And Experience.
2 Timothy 1:7: For God has not given us a spirit of fear, but of power and of love and of a sound mind.

Wood To Gas Conversion
Converting your wood-burning fireplace to a more efficient gas fireplace or insert will

Add A New Fireplace
Let us help you add an additional fire feature to another room - inside or outside - or add one to

Replace Your Fireplace
Giving your fireplace a makeover can give your living space an updated look, improve efficiency

New Construction
During design plans or while your new house is being built, we can help you add a new fire

CHANNELS AND TOOLS

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.

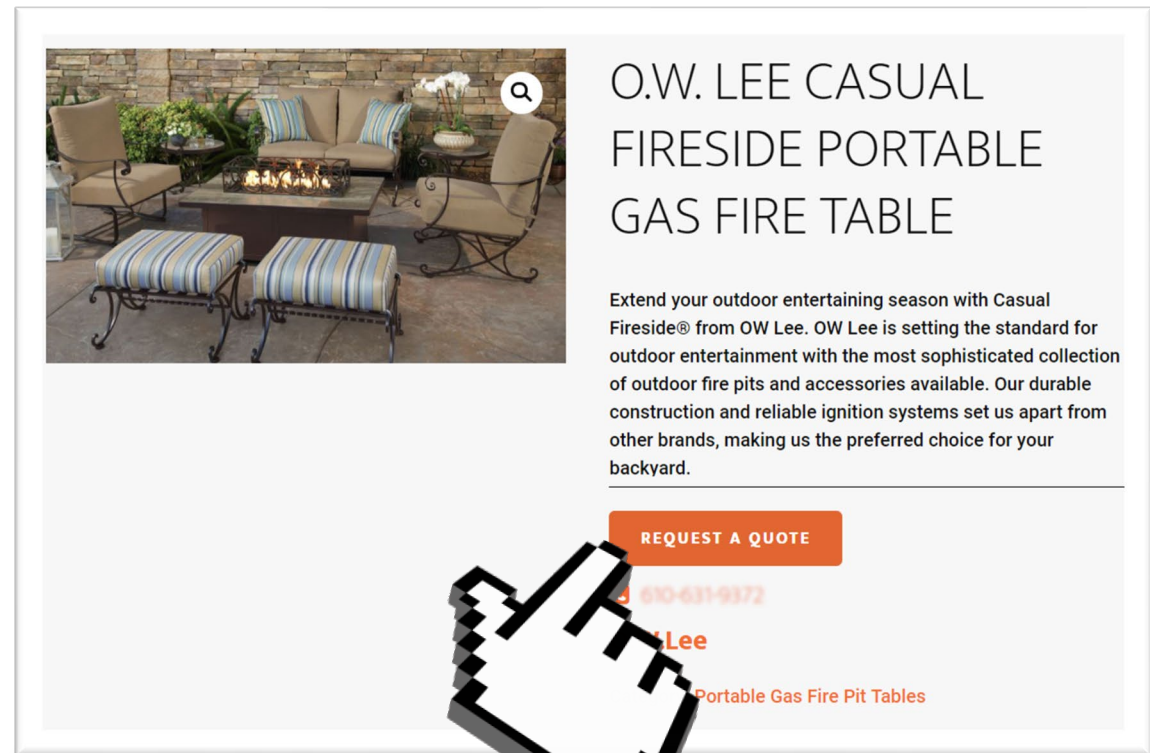
**BAD WEBSITE = BAD IMPRESSIONS
(PEOPLE AND BOTS!)**

YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.

Use permission-based marketing such as “Request A Quote’ or ‘Request More Info’ buttons to send prospects directly to the proper sales or service contact in your company.

GIVE BUYERS A WAY TO ASK YOU FOR MORE!



The screenshot shows a product page for an outdoor fire table. On the left is a photograph of the 'O.W. Lee Casual Fireside Portable Gas Fire Table' set in a backyard with patio furniture. On the right, the product name is displayed in large, bold, black text. Below the name is a paragraph of descriptive text. At the bottom right, there is an orange 'REQUEST A QUOTE' button, a phone number '610-631-9372', and the brand name 'O.W. Lee'. A large, pixelated hand cursor is positioned over the 'REQUEST A QUOTE' button.

O.W. LEE CASUAL
FIRESIDE PORTABLE
GAS FIRE TABLE

Extend your outdoor entertaining season with Casual Fireside® from OW Lee. OW Lee is setting the standard for outdoor entertainment with the most sophisticated collection of outdoor fire pits and accessories available. Our durable construction and reliable ignition systems set us apart from other brands, making us the preferred choice for your backyard.

[REQUEST A QUOTE](#)

610-631-9372

O.W. Lee

Portable Gas Fire Pit Tables

YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.

Capture email and contact information for future campaigns and sales follow-ups either via email campaigns, mailings or a phone call. Be sure to make the fields required.

**SEND THEM IMMEDIATELY
TO THE PROPER CONTACT**



Product Request Quote

Name *(Required)*

First

Last

Phone *(Required)*

Email *(Required)*

How would you like to be contacted? (Check all that apply.) *(Required)*

Call
 Text
 Email
 All or Any

Address *(Required)*

Street Address

Address Line 2

City

State

ZIP / Postal Code

Project Type Convert Wood to Gas

Project Timeline Ready to get started

Are you also interested in: Outdoor Fire

YOUR WEBSITE IS THE HUB

INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.

Once sales and service are completed, send customers back to your website to generate testimonials. These are search engine gold!

REMEMBER: sixty-one percent (61%) will read product or company reviews before making any purchase.

Thank you for your business!

Hi there,

We recently were at your house performing service. Please click below to share your experience with us so we can make sure our company continues to provide the best service possible to our customers.

Thank you!

- , Owners

[Leave Us a Review](#)

YOUR WEBSITE IS THE HUB

INBOUND AND **OUTBOUND**. IT BEGINS AND ENDS HERE.

All of the content in these testimonials are now part of your site and can be found by search engines.

Testimonials written by customers will in turn attract new prospects searching with the same layman's terms.

★ ★ ★ ★ ★

I had the good fortune of Gary to service my gas fireplace. Besides being extremely punctual, he came in most pleasant, and LISTENED to my issue without dismissing me. Gary brought in the necessary tools, performed the check, and resolved the issue of smelling gas. He made the repairs and tested the leaking pipes several times to meet his satisfaction. The gas fireplace is one of the best investments I made 5 years ago. Knowing that [REDACTED] is standing behind [REDACTED] customers is quite reassuring. With techs such as Gary, I feel most confident any issues can and will be addressed most satisfactorily.

[REDACTED]

★ ★ ★ ★ ★

I moved into a home which had been abandoned for many years. [REDACTED] had installed a Propane fireplace and I needed it checked out and serviced. I am very pleased with the service provided. Gary came out and did a very thorough job of replacing key parts and making sure the unit was operation perfectly! I can't thank the service department enough for taking such good care of me. Thank you!

[REDACTED]

YOUR EXPERIENCES, YOUR QUESTIONS



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GOOGLE ADS
FREE SET UP
\$1000 SAVINGS



REQUIRES 12 MONTH AGREEMENT
& \$500 DEPOSIT AT SHOW
(APPLIED TOWARDS 1ST MONTHS PAYMENT FOR SERVICES)


ASK US ABOUT
GENNI
AI SALES-BOOKING CONTENT BOT

E-COMMERCE HYBRID
SELL AND/OR QUOTE YOUR PRODUCTS ONLINE

REVIEW MANAGEMENT
CONTROL YOUR REVIEWS AND USE THEM FOR BETTER SEO

GALLERY PRO
EASY TO USE FOR TECHS AND CUSTOMERS


SOCIAL MEDIA
FREE MONTH*

FACEBOOK INSTAGRAM X (FORMALLY TWITTER) GOOGLE

REQUIRES 12 MONTH AGREEMENT
& \$500 DEPOSIT AT SHOW
(APPLIED TOWARDS 1ST MONTHS PAYMENT FOR SERVICES)



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