



GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.

GoodMarketingGroup.com

PRACTICAL AI

Marketing Magic for Your Business Right Now.

BRAD GOOD
SHANNON GOOD

MAHPBA Annual Conference
2024



AI IS NOT SCARY

New Technology can cause curiosity and even fear. But AI is a useful tool.

GOOD MARKETING GROUP

MAHPBA 2024



AG 101

THE MOTHER SHIP

BY THARRAN GAINES

ADVANCEMENTS IN TRACTOR TECHNOLOGY HAVE COME A LONG WAY IN A FEW SHORT YEARS. TO THE POINT, IN FACT, THAT MODERN TRACTORS MIMIC A COMPUTER AS MUCH AS THEY DO A DRAFT MACHINE. TODAY, FARM TRACTORS EQUIPPED WITH THE RIGHT TECHNOLOGY NOT ONLY HAVE THE ABILITY TO DRIVE

THEMSELVES, BUT ALSO CAN TRANSMIT TRACTOR DIAGNOSTICS TO THE HOME OFFICE OR CONTACT THE DEALER WHEN THERE IS A PROBLEM. IN EFFECT, TODAY'S TRACTORS HAVE BECOME THE MOTHER SHIP OF FARMING OPERATIONS. HERE ARE JUST SOME OF THE WAYS TO MAKE THE MOST OF YOUR MACHINERY.

AI IS A USEFUL TOOL

PRACTICAL USES:

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.**



AI IS A USEFUL TOOL

PRACTICAL USES:

AI offers a range of benefits for businesses, from streamlining operations to personalizing the customer experience. Here are some practical ways a business owner can leverage AI:

Boost Efficiency and Productivity:

- **Automation:** AI can automate repetitive tasks like **data entry, scheduling appointments, or sending emails**. This frees up your employees' time to focus on more strategic work.
- **Predictive Maintenance:** AI can **analyze sensor data from equipment to predict when maintenance is needed**, preventing breakdowns and costly downtime.

Enhance Customer Experience:

- **Chatbots:** AI-powered chatbots can **answer customer questions 24/7, provide support, and even personalize product recommendations**.
- **Sentiment Analysis:** AI can **analyze customer reviews and social media conversations to understand customer sentiment and identify areas for improvement**.

AI IS A USEFUL TOOL

PRACTICAL USES:

Data-Driven Decisions:

- Marketing & Sales:** AI can analyze customer data to identify trends and target advertising campaigns more effectively.
- Financial Forecasting:** AI can analyze financial data to predict future revenue and expenses, helping with budgeting and resource allocation.

Other Applications:

- Cybersecurity:** AI can detect and prevent fraudulent activity, protecting your business from cyberattacks.
- Product Development:** AI can analyze customer data and feedback to inform product development and innovation.

AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:

Artificial intelligence was asked to make a picture of Mother Teresa fighting against poverty.

- Like any other tool or even an employee, AI must learn. That's what makes it "AI"
- HOWEVER, You must understand, AI needs details of what you want to accomplish to help it learn!

AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:

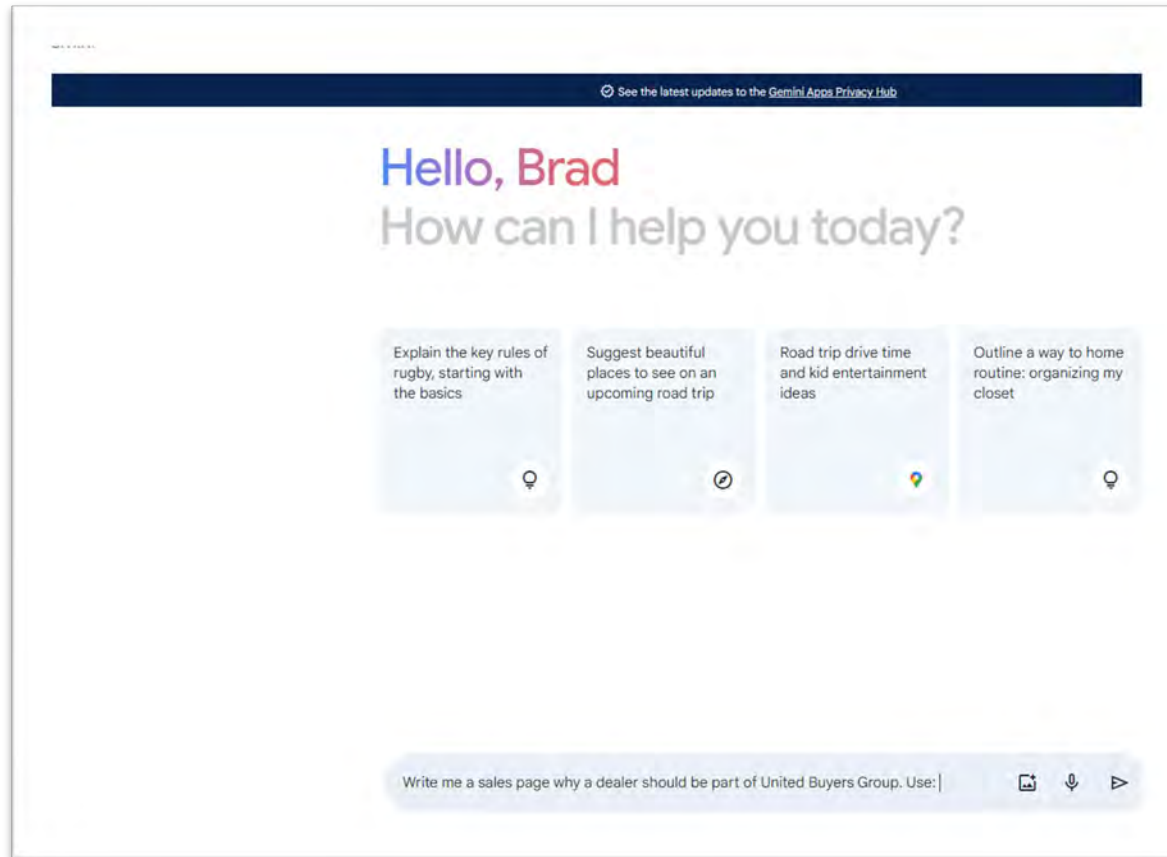
Artificial intelligence was asked to make a picture of Mother Teresa fighting against poverty.



- Like any other tool or even an employee, AI must learn. That's what makes it "AI"
- **HOWEVER**, You must understand, AI needs details of what you want to accomplish to help it learn!

AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:



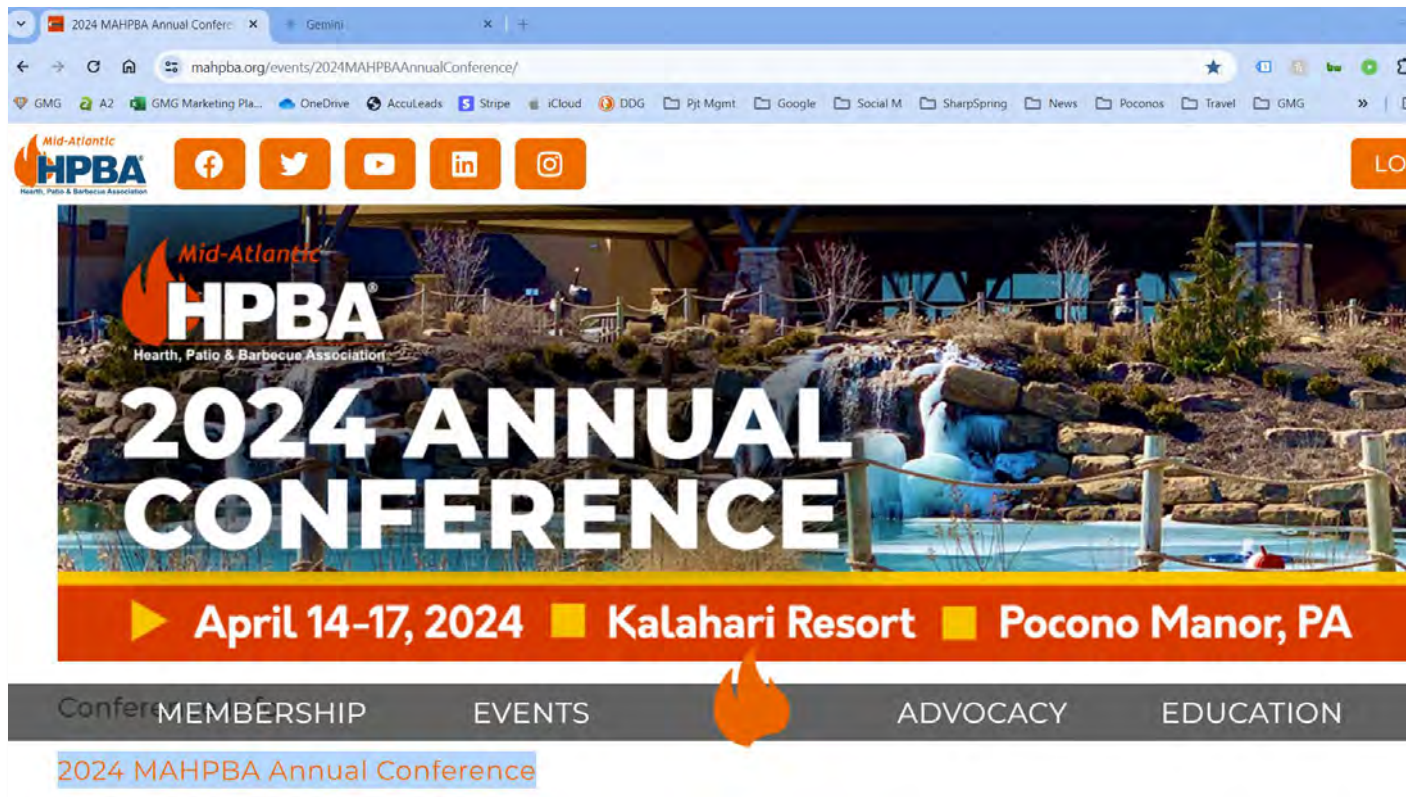
Once you know HOW to ask, AI becomes a powerful 'Partner'

QUESTION: Write me a sales page why a dealer should be attend the 2024 annual meeting: Use:
<https://www.mahpba.org/events/2024MAHPBAAnnualConference/>

AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:

Once you know HOW to ask, AI becomes a powerful 'Partner'



QUESTION: Write me a sales page why a dealer should be attend the 2024 annual meeting: Use:
<https://www.mahpba.org/events/2024MAHPBAAnnualConference/>

AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:

ANSWER:

Why should someone attend the MAHPBA 2024 Conference?

Sure, here is a draft sales paper in a persuasive tone about why someone in the Hearth, Patio, and Barbecue industry should attend the MAHPBA Annual Conference at Kalahari Resort in the Poconos, based on the information I found on the website:

IGNITE YOUR HEARTH, PATIO, AND BARBECUE BUSINESS AT THE 2024 MAHPBA ANNUAL CONFERENCE

Are you ready to take your Hearth, Patio, and Barbecue business to the next level?

The annual Mid-Atlantic Hearth, Patio & Barbecue Association (MAHPBA) Conference is the premier event for industry professionals, and this year's conference at Kalahari Resort in the Poconos promises to be bigger and better than ever.

Why Attend?

The MAHPBA Annual Conference is your one-stop shop for everything you need to grow your Hearth, Patio, and Barbecue business. Here are just a few of the reasons why you should attend:

- **Connect with industry leaders and decision-makers.** The conference attracts a wide range of industry professionals, from manufacturers and distributors to retailers and service providers. This is your chance to network with the people who can help you take your business to the next level.
- **Learn about the latest trends and innovations.** The conference features a variety of educational sessions on the latest trends and innovations in the Hearth, Patio, and Barbecue industry. You'll learn about new products, technologies, and marketing strategies that can help you stay ahead of the competition.
- **Source new products and services.** The conference expo hall is a great place to source new products and services from leading industry suppliers. You'll be able to compare products side-by-side and find the best deals for your business.
- **Gain valuable insights from industry experts.** The conference features a variety of keynote speakers and industry experts who will share their insights on the latest trends and challenges facing the Hearth, Patio, and Barbecue industry. You'll walk away with actionable advice that you can use to improve your business.
- **Network with your peers.** The conference provides a great opportunity to network with your peers and share ideas. You'll be able to learn from other businesses and build relationships that can last a lifetime.
- **Enjoy a fun and relaxing atmosphere.** The conference is held at the Kalahari Resort in the Poconos, a beautiful resort with a variety of amenities. You'll have plenty of opportunities to relax and unwind after a long day of learning and networking.

Don't miss out on this opportunity to grow your Hearth, Patio, and Barbecue business!

REGISTER FOR THE MAHPBA ANNUAL CONFERENCE TODAY!

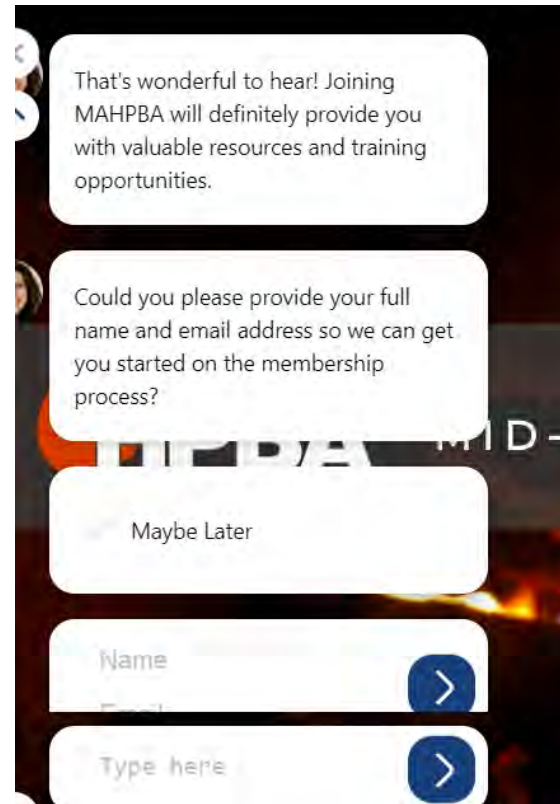
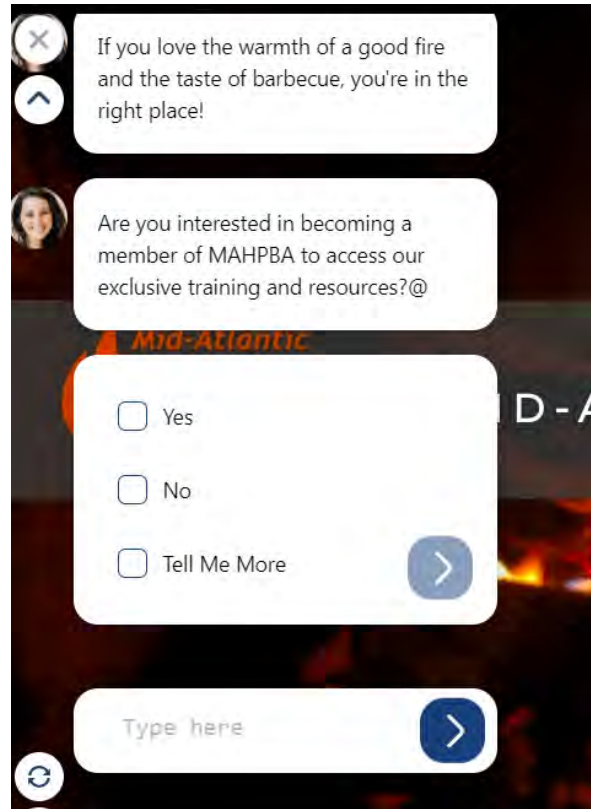
AI IS A USEFUL TOOL

AI CREATES AT YOUR DIRECTION:

*This took about a
minute and a half.*

AI IS A USEFUL TOOL

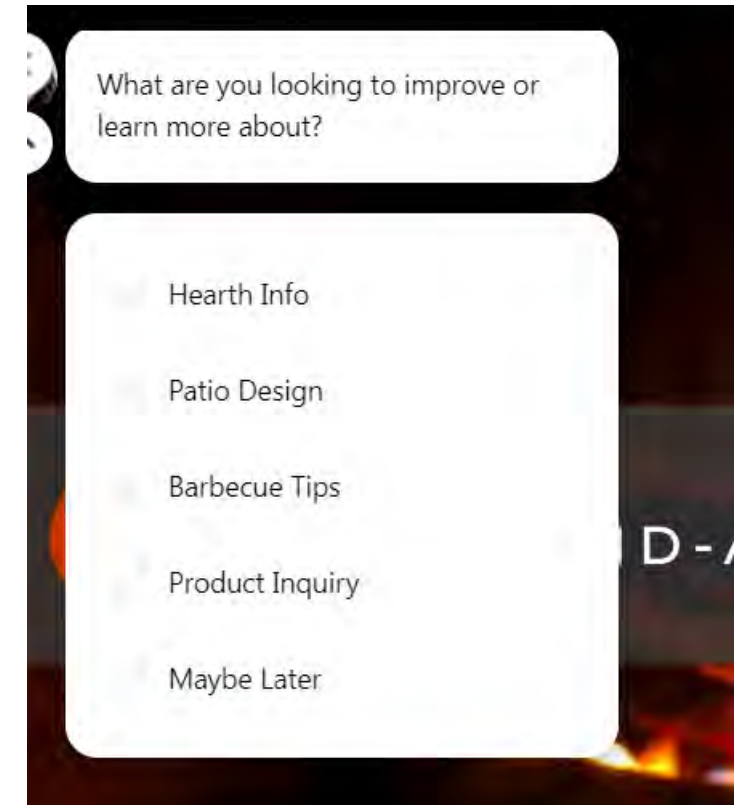
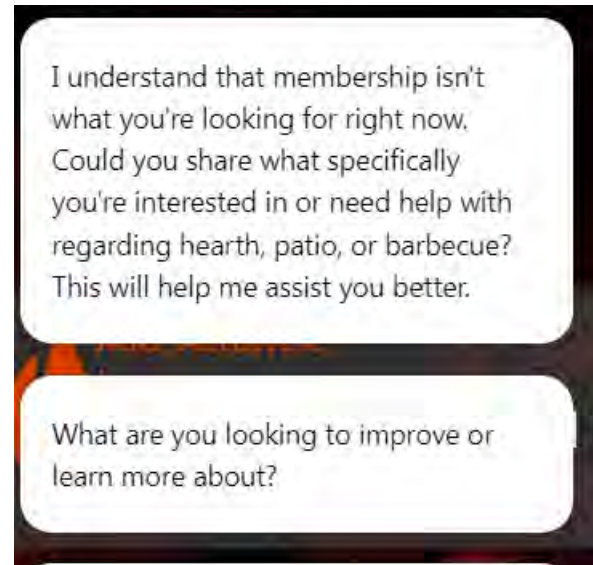
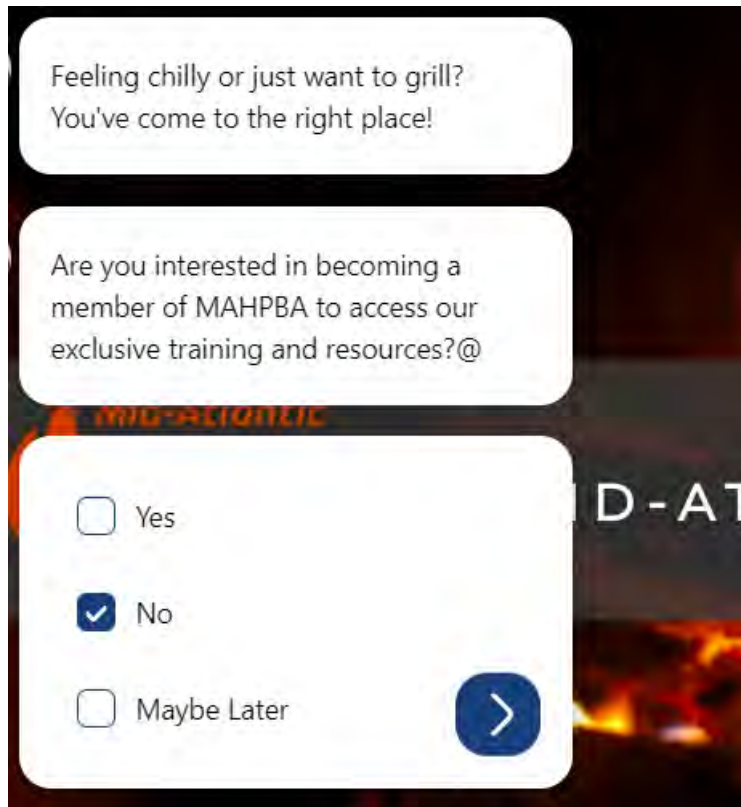
A PRACTICAL USE AS AN ONLINE SALES AGENT 24/7/365



- GENNI just registered a new attendee and possible member.
- This can be done for sales, service or other events

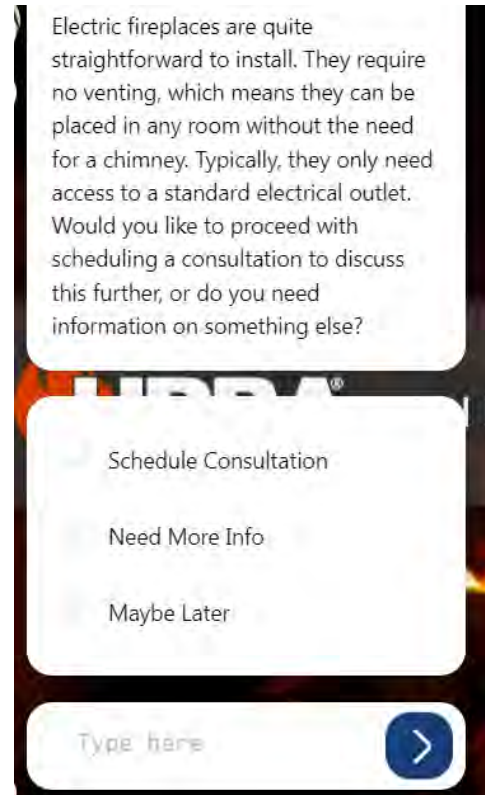
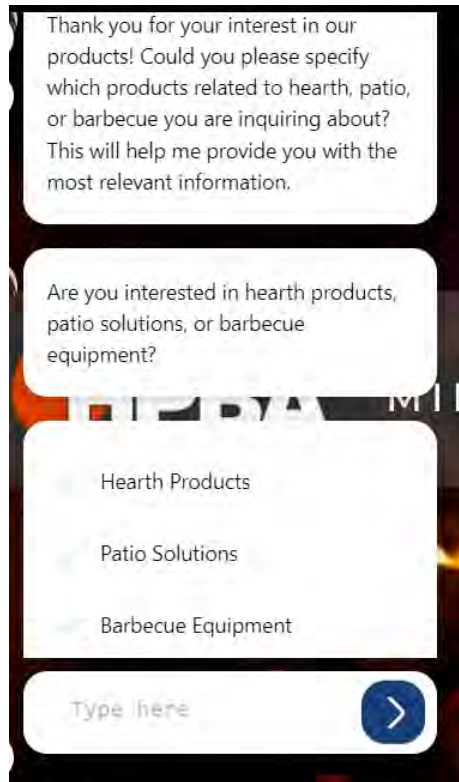
AI IS A USEFUL TOOL

A PRACTICAL USE AS AN ONLINE SALES AGENT 24/7/365



AI IS A USEFUL TOOL

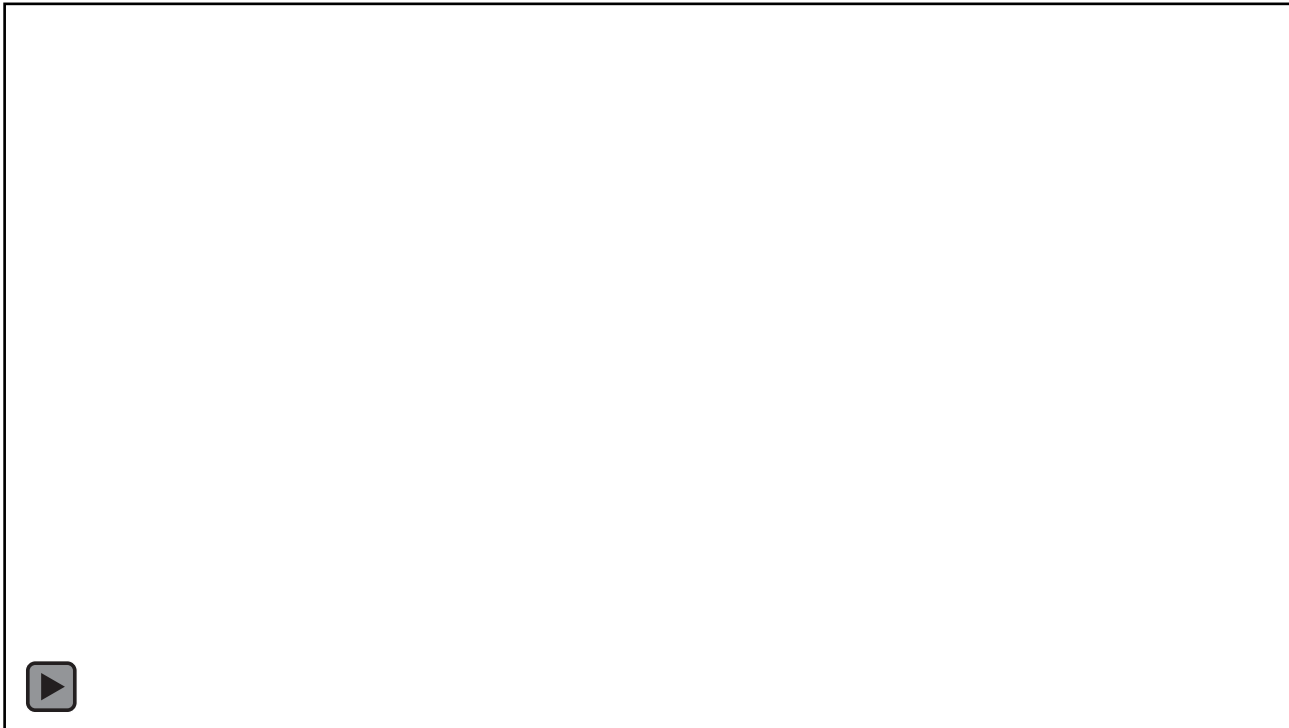
A PRACTICAL USE AS AN ONLINE SALES AGENT 24/7/365



- GENNI is about to recommend a dealer.
- This can be done for sales, service or other events

AI IS A USEFUL TOOL

AI CREATES VIDEOS FOR YOUR ADS:



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

AI IS A USEFUL TOOL

PRACTICAL USES:

Here are some additional tips for considering AI for your business:

- **Identify areas where AI can add value.** Focus on tasks that are repetitive, time-consuming, or data-driven.
- **Start small and scale up.** Don't try to implement AI across your entire business at once. Begin with a pilot project to test the waters.
- **Consider the cost of AI implementation.** There are a range of AI tools available, from free to enterprise-level solutions. Choose one that fits your budget.

By strategically implementing AI, business owners can gain a competitive edge, improve efficiency, and provide a superior customer experience.

AI IS A USEFUL TOOL

PRACTICAL EXAMPLES FOR YOUR BUSINESS:

ChatGPT: In response to text prompts such as questions or instructions, it will output text in any form, including prose, poetry, and even computer code.

Gemini: Chat to supercharge your ideas, write, learn, plan and more. Gemini is the best way to directly access Google's best family of AI models.

Dall-E 2: This one takes text prompts and transforms them into computer graphics (images, photos, drawings, paintings, etc.).

<https://www.forbes.com/sites/bernardmarr/2023/02/28/beyond-chatgpt-14-mind-blowing-ai-tools-everyone-should-be-trying-out-now/?sh=7b51193c7a1b>

AI IS A USEFUL TOOL

PRACTICAL EXAMPLES FOR YOUR BUSINESS:

Stable Diffusion 2: Text-to-image generative AI application.

Lumen5: An AI-powered video creation tool

Looka: This is a tool that makes it easy to brand your business by using AI to create unique and distinctive logos

<https://www.forbes.com/sites/bernardmarr/2023/02/28/beyond-chatgpt-14-mind-blowing-ai-tools-everyone-should-be-trying-out-now/?sh=7b51193c7a1b>

AI IS A USEFUL TOOL

PRACTICAL EXAMPLES FOR YOUR BUSINESS:

Gen-1: Cloud-based text-to-video platform that creates new videos from ones that you upload,

Legal Robot: This tool is designed to automatically translate complex and confusing “legalese” into straightforward language

Cleanup.Pictures: This AI tool lets you retouch images by removing unwanted objects, defects, or even people, using a process known as “inpainting” to help you create the perfect image

<https://www.forbes.com/sites/bernardmarr/2023/02/28/beyond-chatgpt-14-mind-blowing-ai-tools-everyone-should-be-trying-out-now/?sh=7b51193c7a1b>

AI IS A USEFUL TOOL

PRACTICAL EXAMPLES FOR YOUR BUSINESS:

Fireflies: This tool plugs into popular video conferencing tools like Zoom, Teams, or Webex and automates the process of taking notes and creating transcriptions.

Originality AI: Content, Facts and Plagarism

<https://www.forbes.com/sites/bernardmarr/2023/02/28/beyond-chatgpt-14-mind-blowing-ai-tools-everyone-should-be-trying-out-now/?sh=7b51193c7a1b>

What is AI and **DIGITAL MARKETING?**

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



GOOD MARKETING GROUP

MAHPBA 2024

IS 'AI' THE LATEST "BUZZWORD"?

MAYBE.

BUT...

IS 'AI' THE LATEST "BUZZWORD"?

AI ASSISTS in YOUR
MARKETING PROCESS.

IS 'AI' THE LATEST "BUZZWORD"?

AI is a TOOL to Assist.

IS 'AI' THE LATEST "BUZZWORD"?

**AI is a TOOL to Assist.
NOT TAKE OVER.**

AI CAN BE USED THROUGHOUT YOUR DIGITAL PROCESS.

Planning
Channels
Content
Trends
Social Tie-In

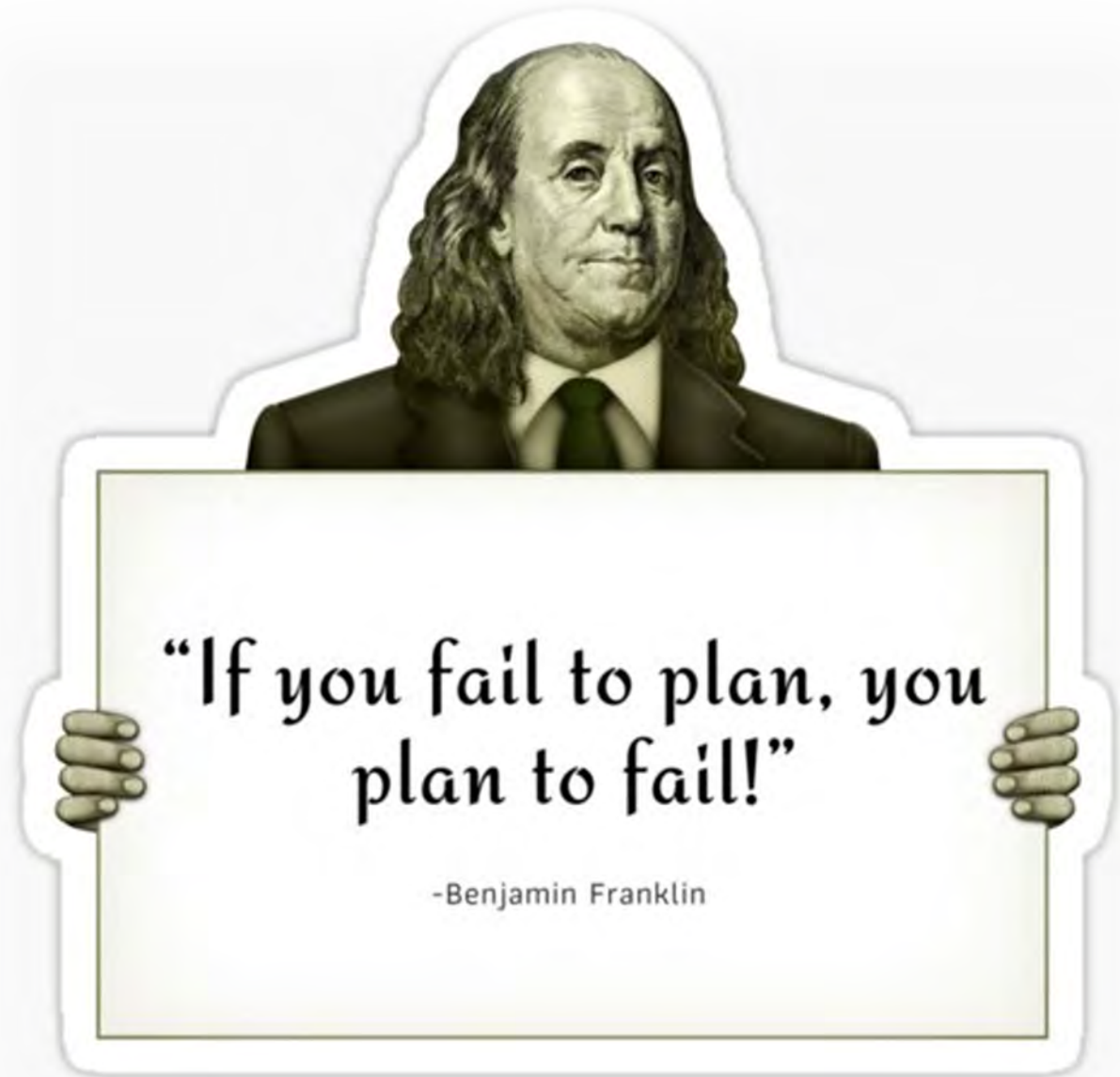
YOU NEED TO HAVE A PLAN

Don't take shots
in the dark.

It's about
COORDINATION

GOOD MARKETING GROUP

MAHPBA 2024



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

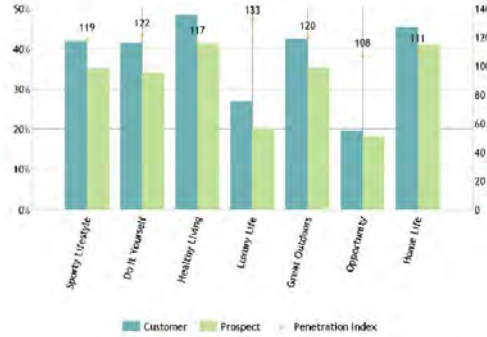
The Estimate Household Income select indicates the households estimated annual income applied at the household level and is sourced from self-reported and modeled information.

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	44	2%	180	2%	75
\$30,000-\$39,999	82	4%	357	10%	45
\$40,000-\$49,999	154	8%	807	14%	59
\$50,000-\$74,999	843	45%	2,529	40%	103
\$75,000-\$99,999	580	31%	1,251	22%	142
\$100,000-\$124,999	93	5%	187	3%	151
\$125,000-\$149,999	26	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%	9	0%	117
\$250,000+	4	0%	9	0%	117

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%	193
Great Outdoors	793	43%	2,026	35%	120
Opportunity	366	20%	1,045	18%	108
Home Life	846	45%	2,350	41%	111



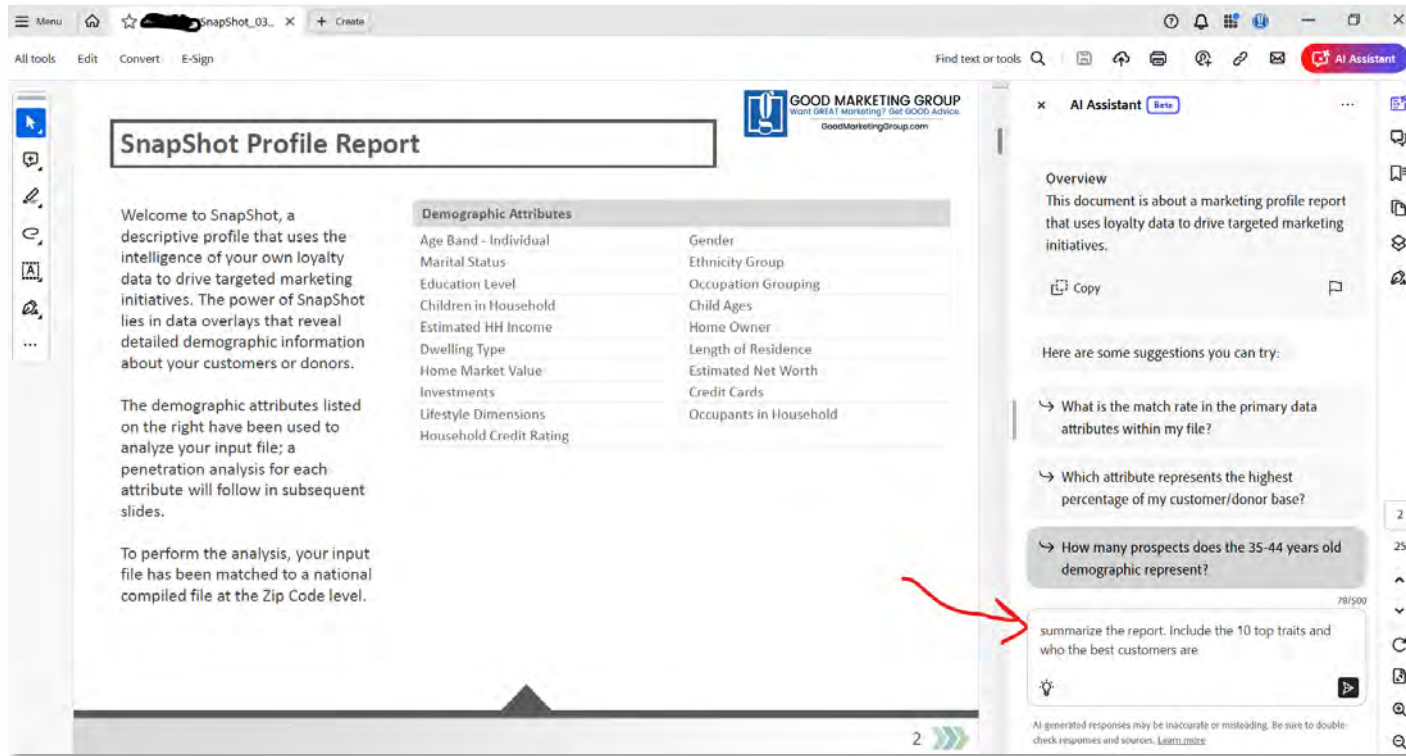
22

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

13

PLANNING & STRATEGY

THE AI APPLICATION: ADOBE AI ASST.



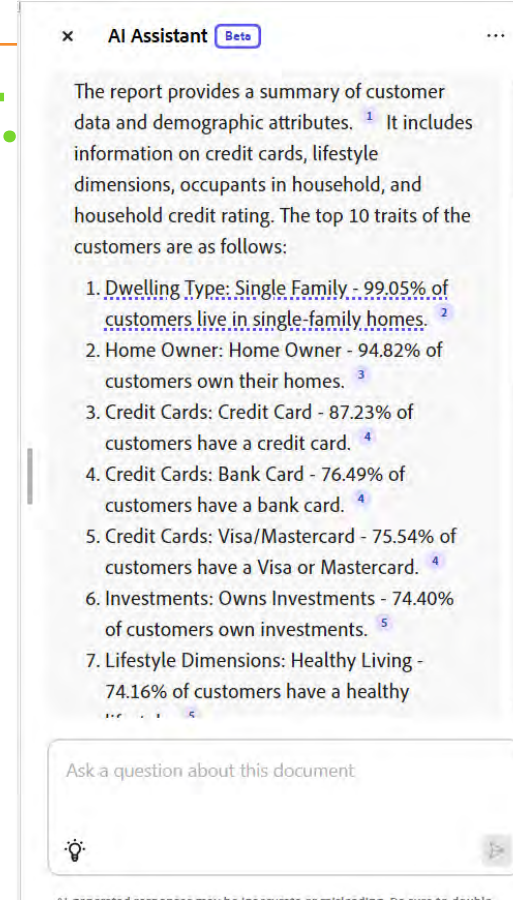
Snapshot Profile Report

Welcome to Snapshot, a descriptive profile that uses the intelligence of your own loyalty data to drive targeted marketing initiatives. The power of Snapshot lies in data overlays that reveal detailed demographic information about your customers or donors.

The demographic attributes listed on the right have been used to analyze your input file; a penetration analysis for each attribute will follow in subsequent slides.

To perform the analysis, your input file has been matched to a national compiled file at the Zip Code level.

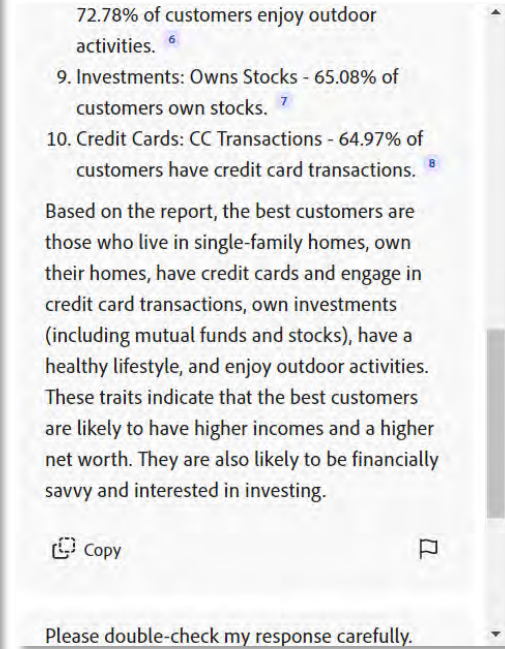
Demographic Attributes	
Age Band - Individual	Gender
Marital Status	Ethnicity Group
Education Level	Occupation Grouping
Children in Household	Child Ages
Estimated HH Income	Home Owner
Dwelling Type	Length of Residence
Home Market Value	Estimated Net Worth
Investments	Credit Cards
Lifestyle Dimensions	Occupants in Household
Household Credit Rating	



The report provides a summary of customer data and demographic attributes. ¹ It includes information on credit cards, lifestyle dimensions, occupants in household, and household credit rating. The top 10 traits of the customers are as follows:

1. Dwelling Type: Single Family - 99.05% of customers live in single-family homes. ²
2. Home Owner: Home Owner - 94.82% of customers own their homes. ³
3. Credit Cards: Credit Card - 87.23% of customers have a credit card. ⁴
4. Credit Cards: Bank Card - 76.49% of customers have a bank card. ⁴
5. Credit Cards: Visa/Mastercard - 75.54% of customers have a Visa or Mastercard. ⁴
6. Investments: Owns Investments - 74.40% of customers own investments. ⁵
7. Lifestyle Dimensions: Healthy Living - 74.16% of customers have a healthy lifestyle. ⁵

Ask a question about this document



72.78% of customers enjoy outdoor activities. ⁶

9. Investments: Owns Stocks - 65.08% of customers own stocks. ⁷
10. Credit Cards: CC Transactions - 64.97% of customers have credit card transactions. ⁸

Based on the report, the best customers are those who live in single-family homes, own their homes, have credit cards and engage in credit card transactions, own investments (including mutual funds and stocks), have a healthy lifestyle, and enjoy outdoor activities. These traits indicate that the best customers are likely to have higher incomes and a higher net worth. They are also likely to be financially savvy and interested in investing.

Please double-check my response carefully.

DIGITAL CHANNELS

Using DIGITAL TOOLS to make the magic HAPPEN



GOOD MARKETING GROUP

MAHPBA 2024

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

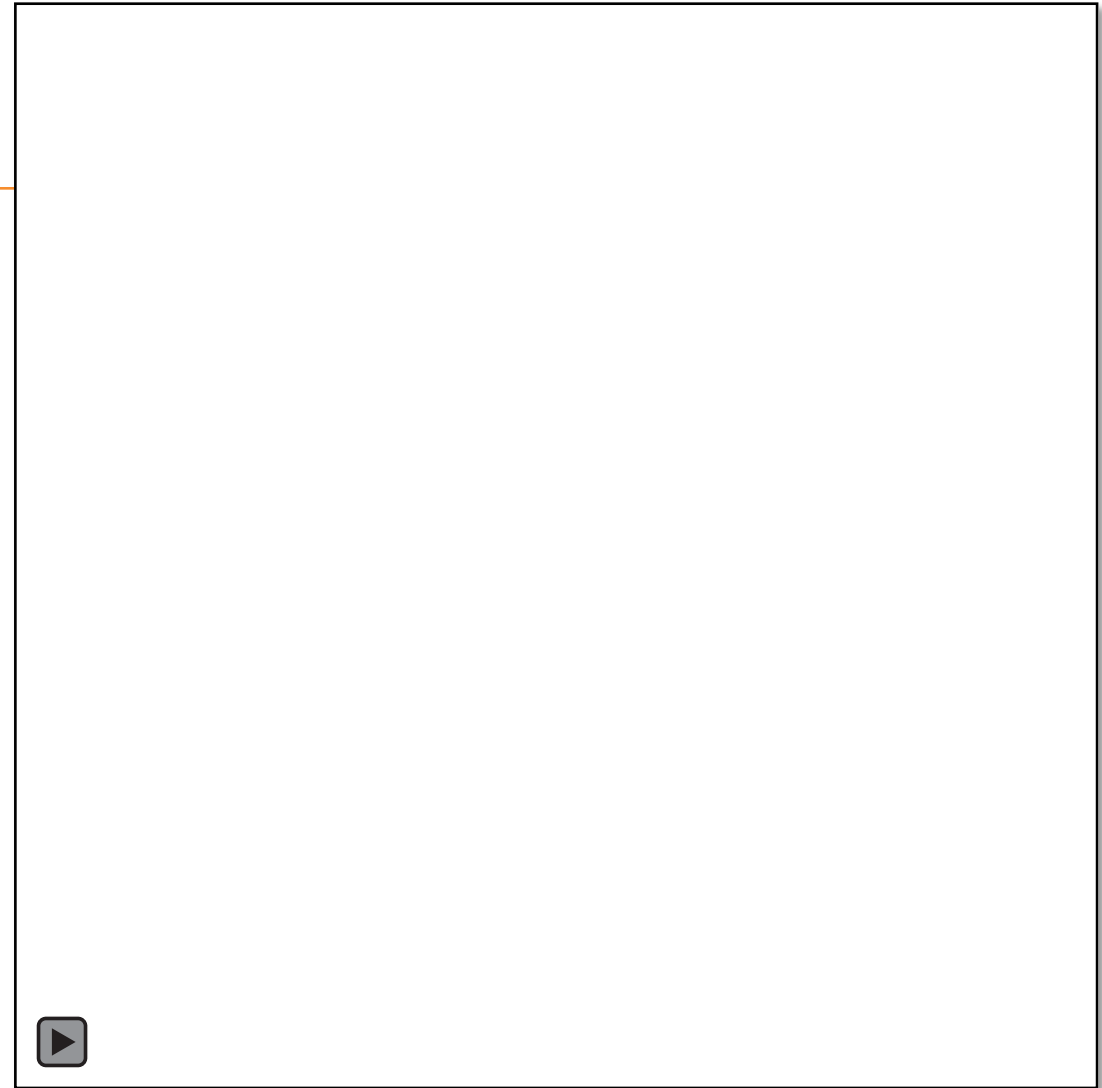


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

SOCIAL MEDIA

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

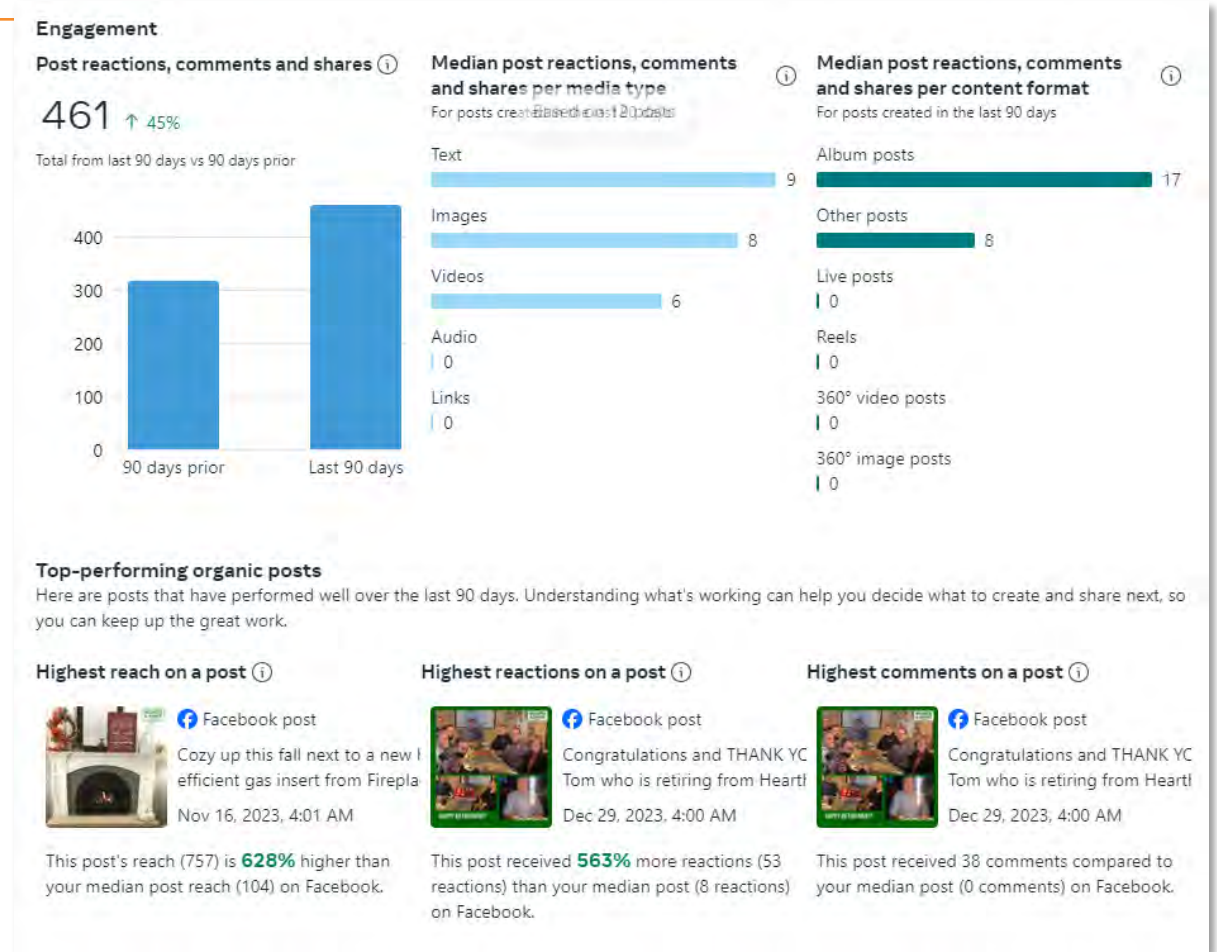


DIGITAL CHANNELS

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**

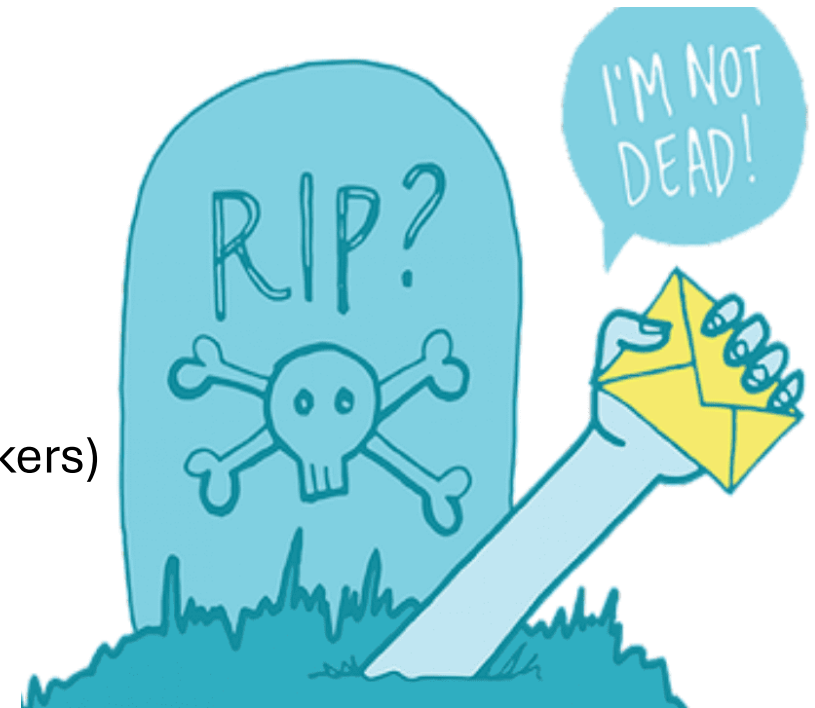


DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

EMAIL IS FAR FROM DEAD!

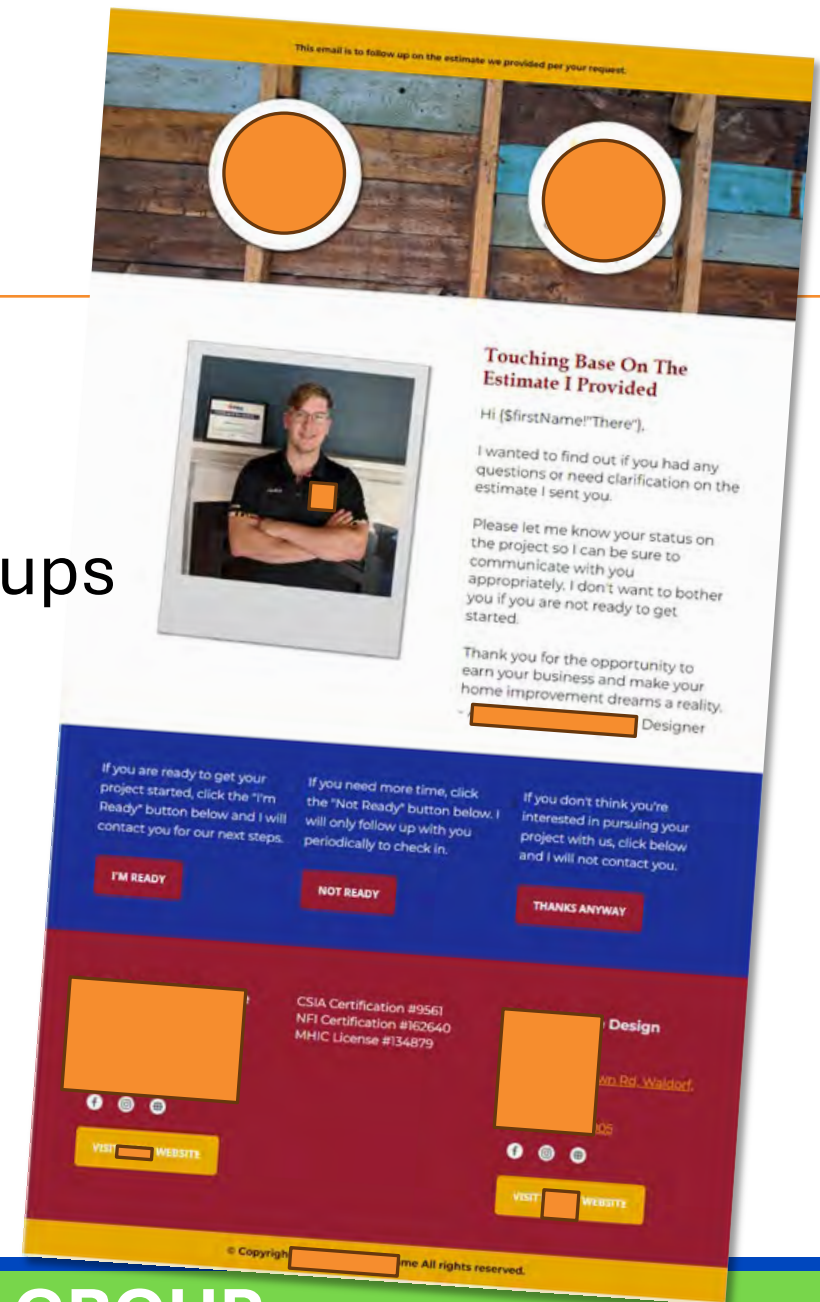
- **UPSELL** your customers
- **FORM** capture (Active Seekers)
- Exclusives
- Referrals
- **COMMUNICATE TO MAINTAIN TOP-OF-MIND** (Passive Seekers)



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

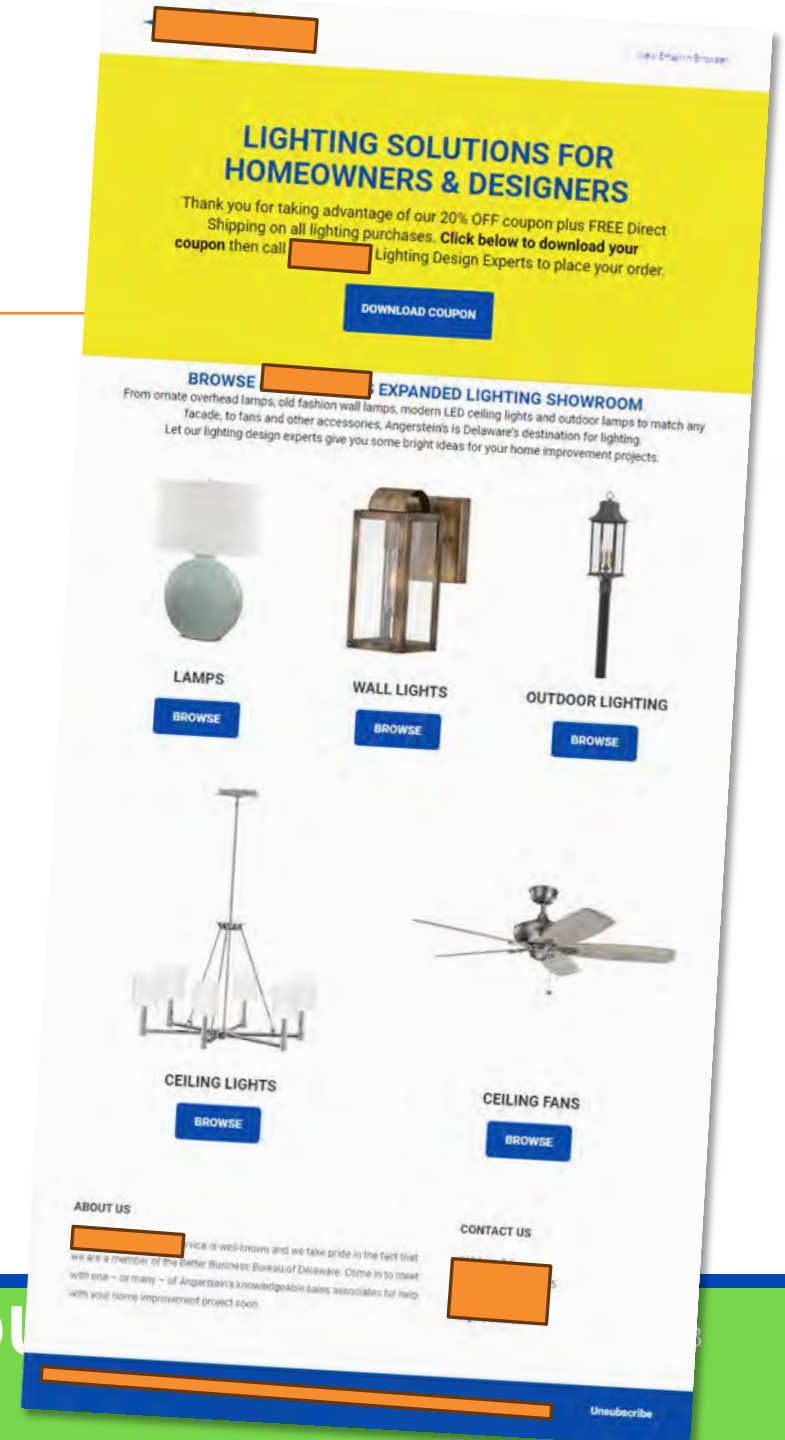
- Direct Response to the Forms & Follow-ups
- ‘Ready’ / ‘Not Ready’ / ‘Thanks Anyway’
 - **AUTOMATICALLY** launches a new email ‘Journey’ based on selection



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

DO NOT “RANK ‘N TANK”



DIGITAL CHANNELS

BE BROAD TO BE EFFECTIVE

Let AI Write and Post
UNCHECKED!



DIGITAL CHANNELS

THE AI APPLICATION

- **AI Can answer your reviews (without anger)**
- **AI Can post to social media (schedule, relate, post)**
- **AI can write email responses based on content**



ChatGPT



SocialPilot



Facebook
Digital Assistant

CONTENT IS KEY

Staying
ORGANIZED
and
CONSISTENT

GOOD MARKETING GROUP

MAHPBA 2024



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

CONTENT GENERATION

THE AI APPLICATION (FREE OR PAID)

- **GEMINI**
 - **Owned by Google. FREE**, but you need to help it along
- **AI Writing Assistant**
 - **\$25/month**. To use the AI Article Generator, just input a headline, subheads, and target keywords. It then quickly puts together a full article in less than 15 seconds. It also provides an SEO score with suggestions for improvement.

CONTENT GENERATION

THE AI APPLICATION (FREE OR PAID)

- **Originality AI**
 - **Content, Facts and Plagiarism Checker**



KEEP YOUR EYE ON TRENDS

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

GOOD MARKETING GROUP

MAHPBA 2024



GET TRENDY AND BE THE AUTHORITY

YOUR CUSTOMERS ARE TALKING ABOUT IT

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

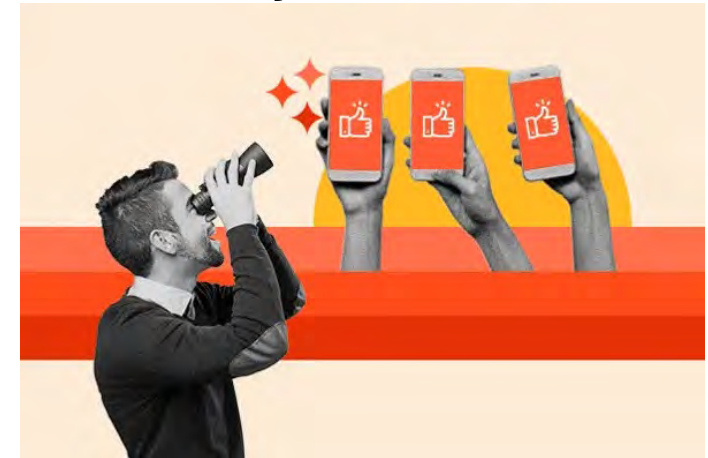
- WEATHER
 - Bad weather means LOTS of App views, Weather.com, yahoo, etc
 - Purchase ads at the right time
- SPORTS
 - Big games, mean big views



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://XXXXXXXX>

GET TRENDY AND BE THE AUTHORITY

THE AI APPLICATION (FREE OR PAID)

- Remember to be **AUTHENTIC!**



ORIGINALITY.AI

Plagiarism Checker and AI Detector

BE SOCIAL

Social causes
and topics
ARE IMPORTANT
to Your Audience.



GOOD MARKETING GROUP

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>

SHOW ACCOUNTABILITY

THE AI APPLICATION

- **AI Can Help You Write, Refine Content**



ChatGPT



YOUR WEBSITE

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

GOOD MARKETING GROUP

MAHPBA 2024



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 website homepage for fireplace services. At the top, there is a dark green navigation bar with a phone number (512) 328-9356, social media icons for YouTube, Google+, Facebook, Instagram, and Twitter, and a 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 stone fireplace in a modern outdoor setting. Text on the page reads: "When Only The Best Will Do. [Redacted] 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, four orange arrows point to four service category boxes: "Wood To Gas Conversion", "Add A New Fireplace", "Replace Your Fireplace", and "New Construction".

When Only The Best Will Do.
[Redacted] 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.

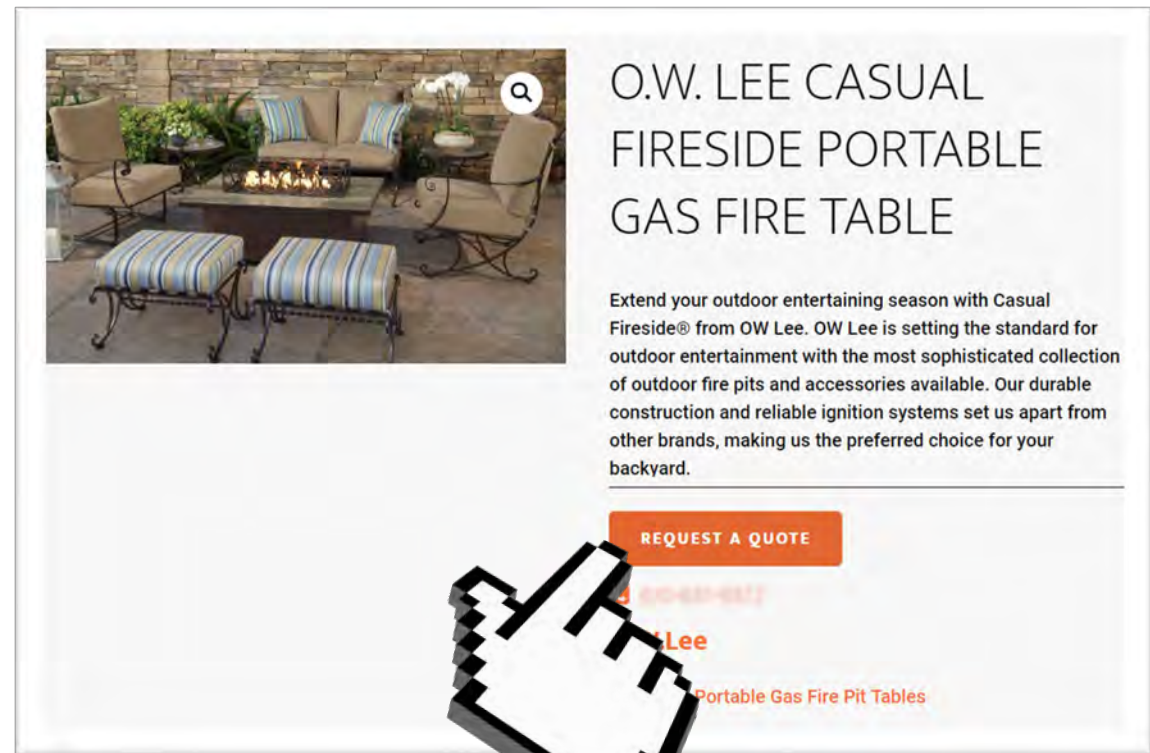
**BAD WEBSITE = BAD IMPRESSIONS
(PEOPLE AND BOTS!)**

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!



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 Project Timeline Are you also interested in:

Convert Wood to Gas Ready to get started 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 WEBSITE IS THE HUB

THE AI APPLICATION

- **AI Can Help You Write, Refine Content**



ChatGPT



**YOUR EXPERIENCES,
YOUR QUESTIONS**



GOOD MARKETING GROUP
Want GREAT Marketing? Get GOOD Advice.

GoodMarketingGroup.com



**Visit Us at
Table #1**

HPBA Members Save up to 20% on Services

info@GoodMarketingGroup.com

(215) 518-3149

TOPICS

- Websites
- Come Up with a Content Plan (ARIF)
- AI Chat
- Social media and programs
- Google Ads
- Email marketing
- AI use
- Direct marketing PURLs
- Google Search Console
- Google Analytics
- Customer Experience (FORBES)
- Video and content (FORBES)

<https://www.youtube.com/watch?v=ORYkfcBOXh4>

<https://www.investopedia.com/terms/d/digital-marketing.asp>

<https://www.linkedin.com/pulse/9-most-powerful-digital-marketing-tips-your-business-2023-zain-arif/>

<https://www.wearetribu.com/blog/5-effective-digital-marketing-tips-for-2023>

<https://www.forbes.com/sites/forbescommunicationscouncil/2023/01/18/2023-digital-marketing-trends-that-should-be-on-your-radar/?sh=58fafeda5cb3>

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

<https://www.forbes.com/advisor/business/software/generational-relationships-brands/>