



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

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

# DIGITAL MARKETING & AI WILL SPARK YOUR SALES

**BRAD GOOD**  
**SHANNON GOOD**

**Buyers University**  
**2024**

**2024** **BUYERS**  
**UNIVERSITY**  
SAWGRASS, FL  
APRIL 8<sup>th</sup> to 10<sup>th</sup>

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

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



**GOOD MARKETING GROUP**

# 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

AI Tools

Content

Trends

Social Tie-In

# YOU NEED TO HAVE A PLAN

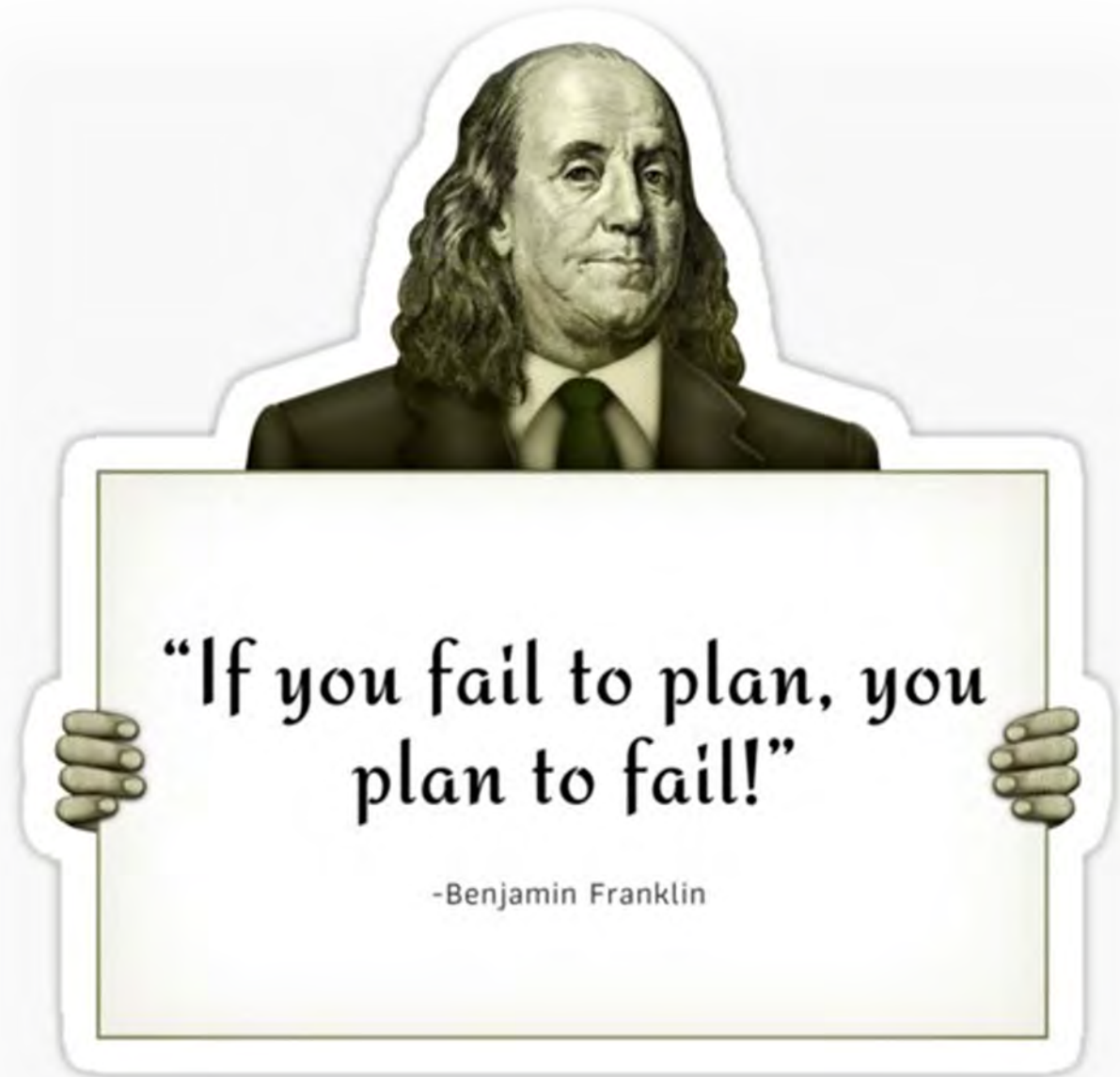
---

Don't take shots  
in the dark.

It's about  
**COORDINATION**

**GOOD MARKETING GROUP**

Buyers University 24



# 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

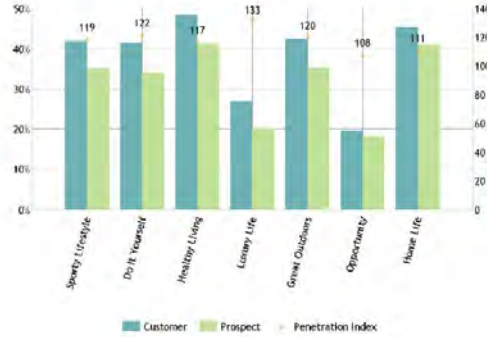
The Estimate Household Income select indicates the households estimated annual income applied at the household level and is sourced from self-reported and modeled information.

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	46%	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





# 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



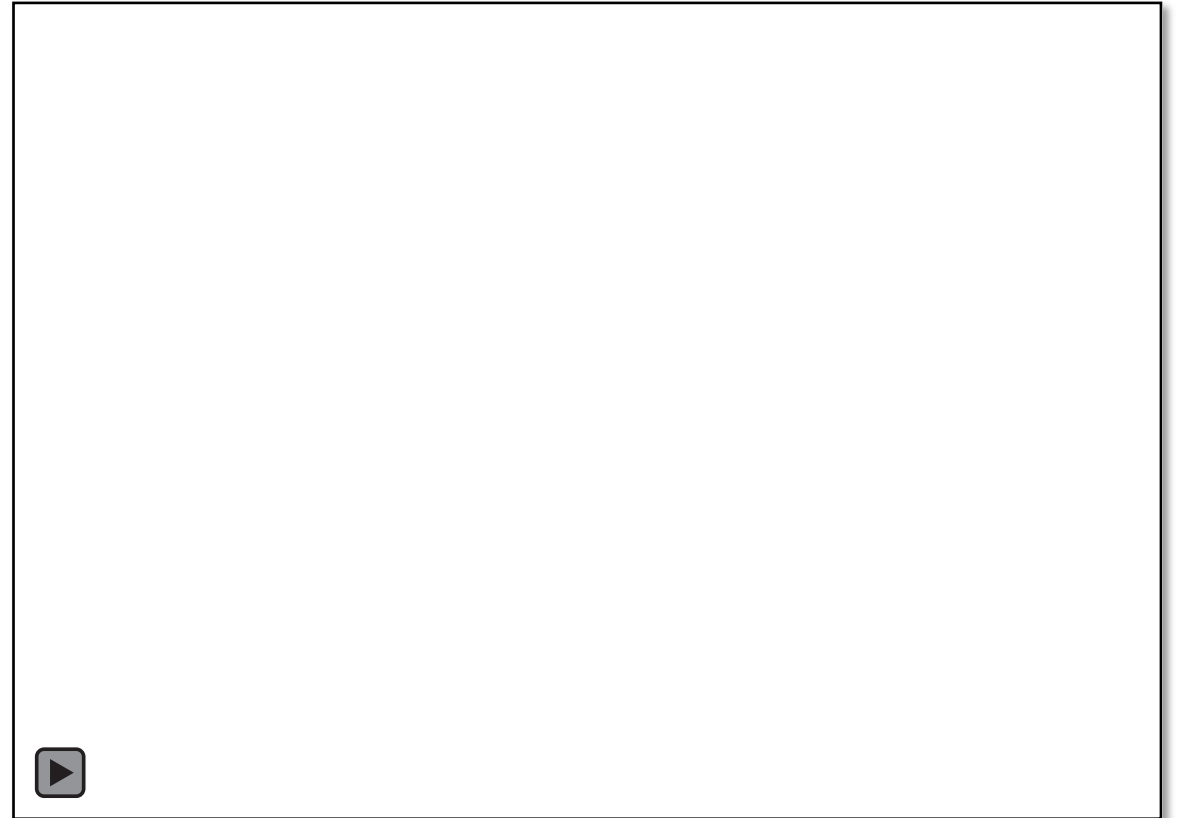
# DIGITAL CHANNELS

---

## BE BROAD TO BE EFFECTIVE

### **SOCIAL MEDIA**

- Inbound and Outbound Links
- Descriptions
- Interactive



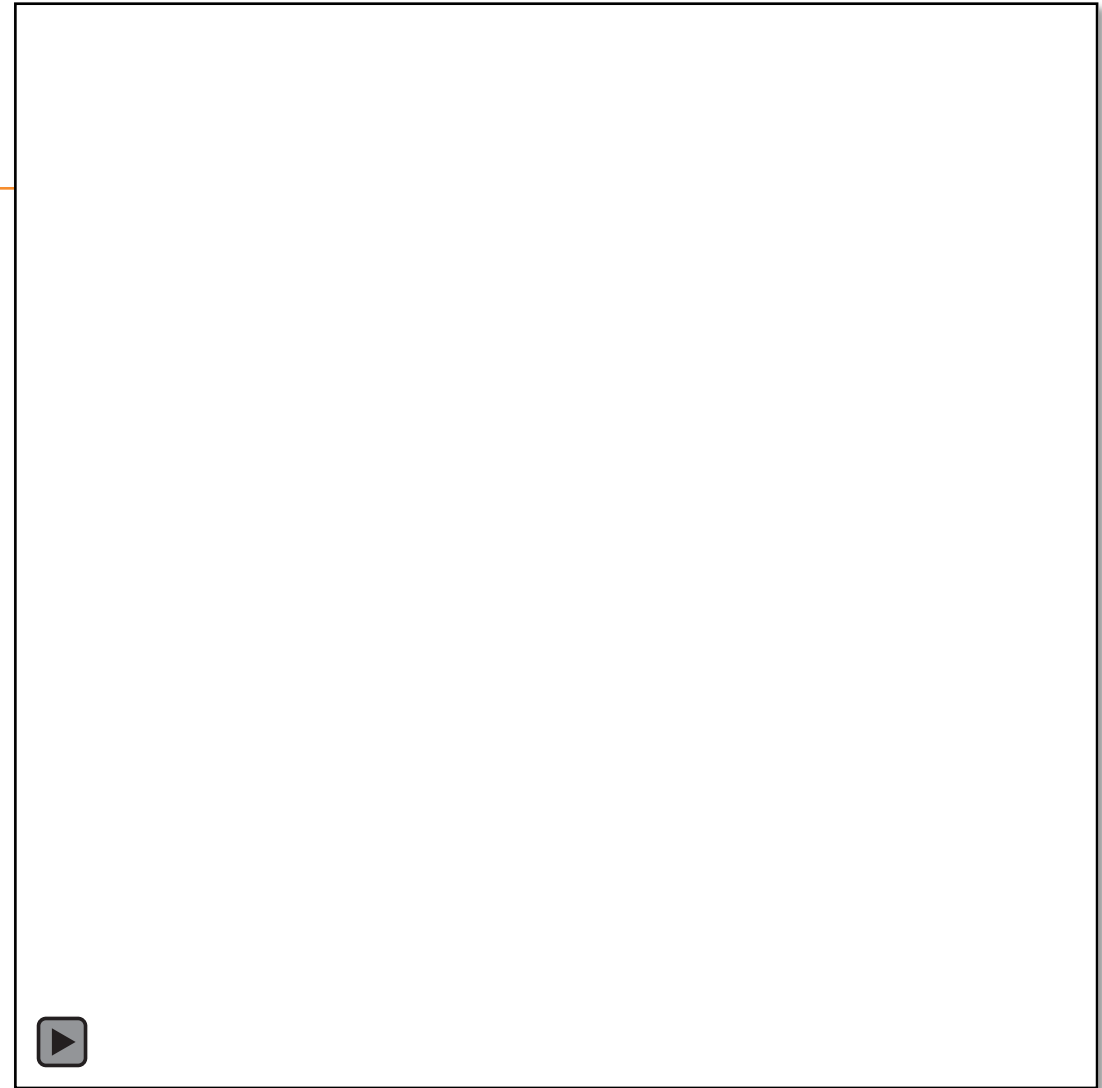
# DIGITAL CHANNELS

---

**BE BROAD TO BE EFFECTIVE**

## **SOCIAL MEDIA**

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

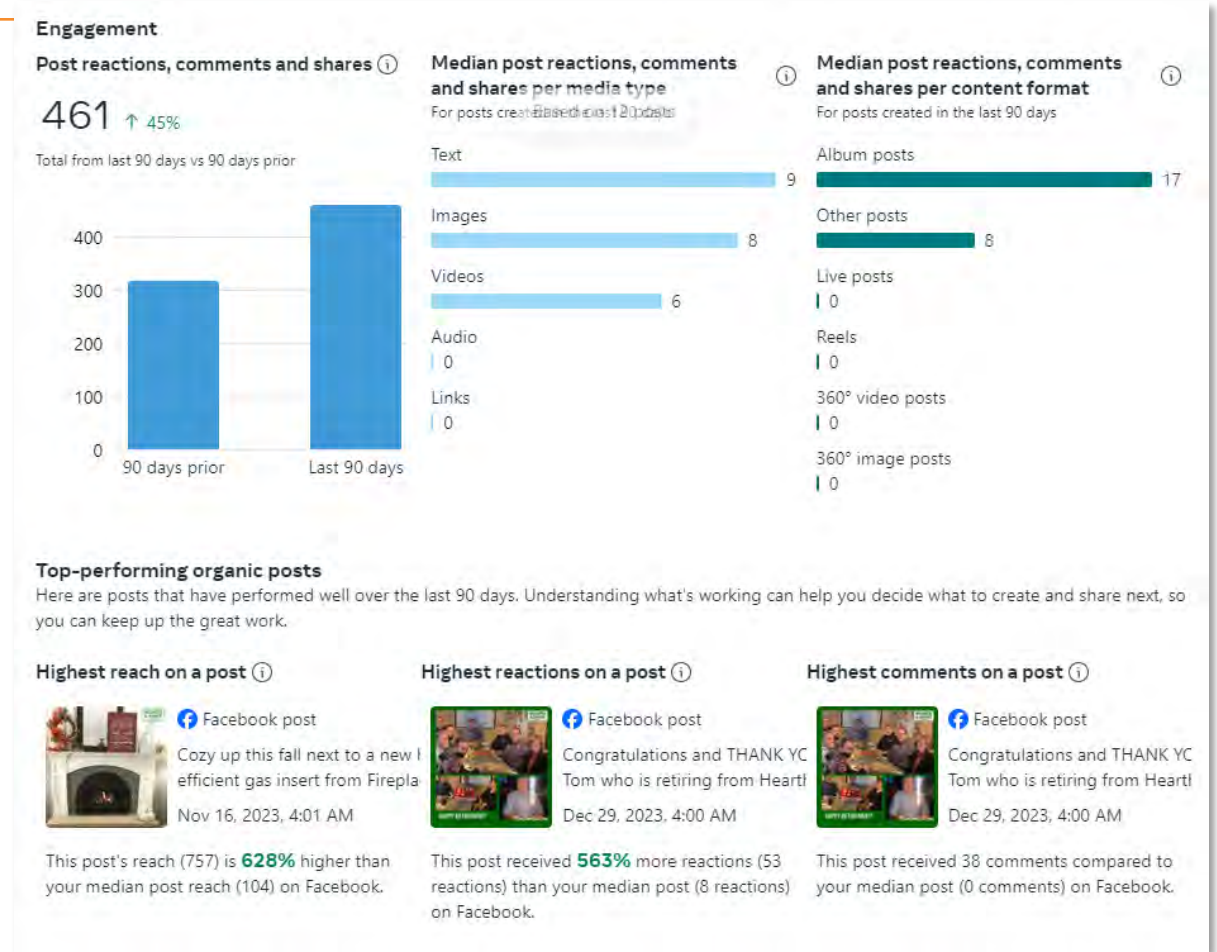


# DIGITAL CHANNELS

## 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**



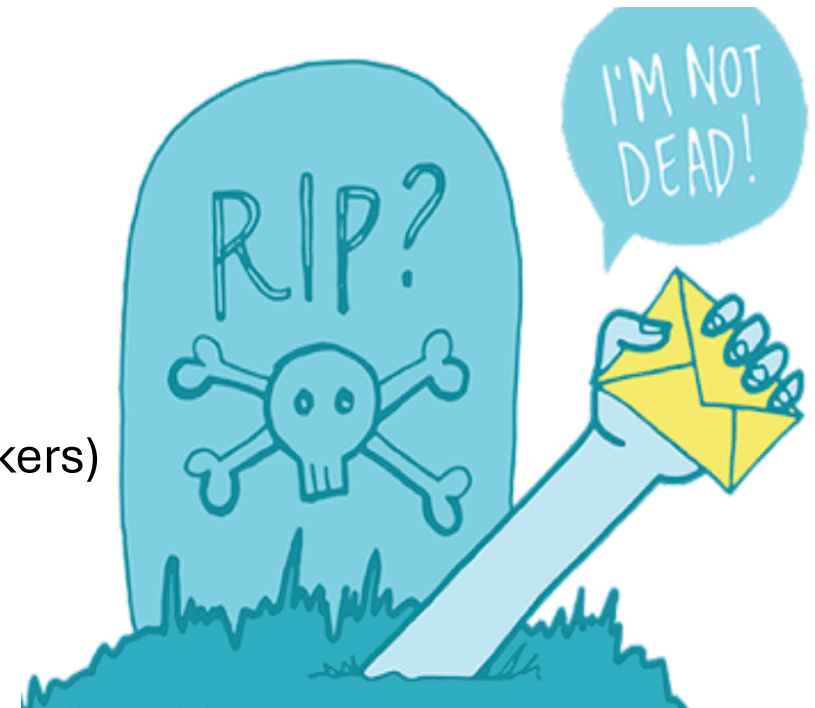
# DIGITAL CHANNELS

---

## BE BROAD TO BE EFFECTIVE

### EMAIL IS FAR FROM DEAD!

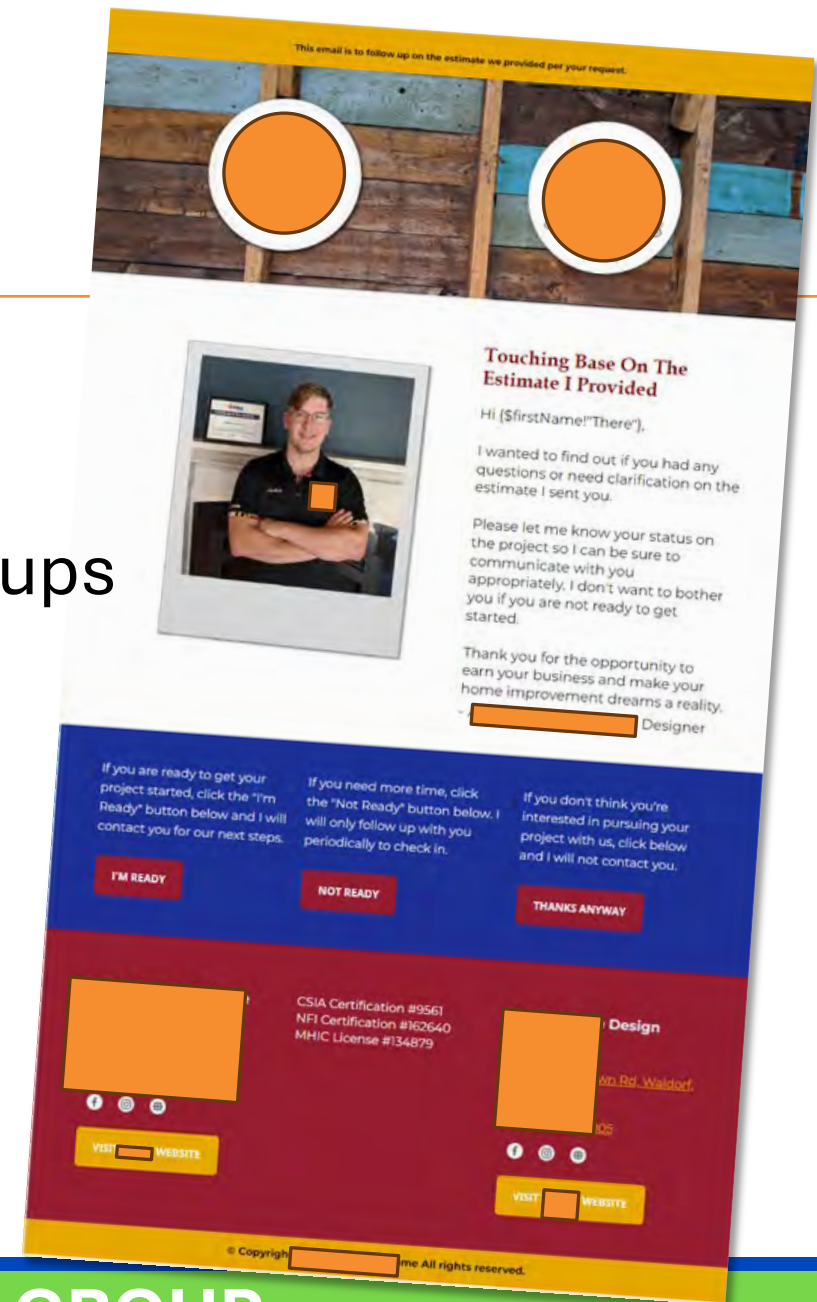
- **UPSELL** your customers
- **FORM** capture (Active Seekers)
- Exclusives
- Referrals
- **COMMUNICATE TO MAINTAIN TOP-OF-MIND** (Passive Seekers)



# 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

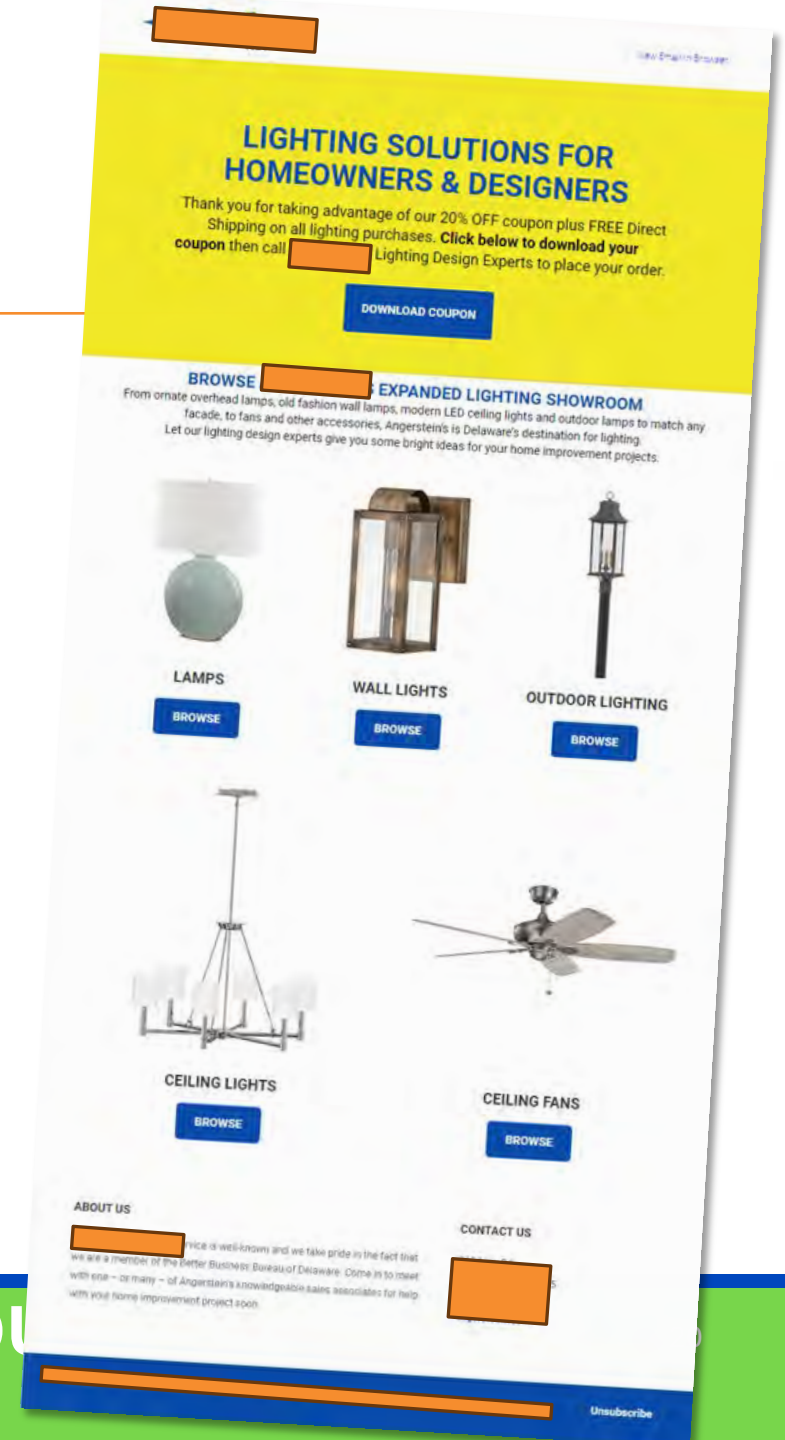




# DIGITAL CHANNELS

## BE BROAD TO BE EFFECTIVE

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







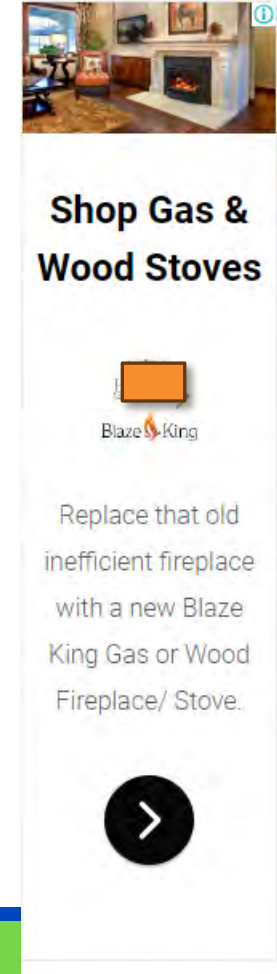
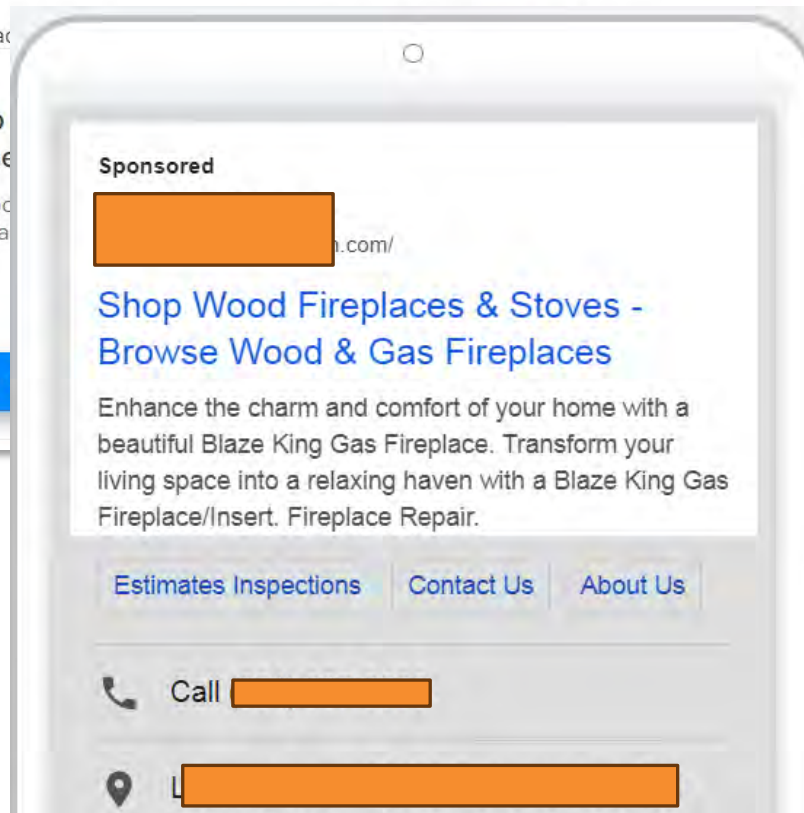
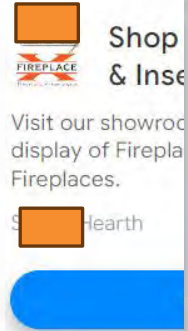
# DIGITAL CHANNELS

## BE BROAD TO BE EFFECTIVE

Example of your image ad at 300x250



Example of your text ad



# AI IS NOT SCARY

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



**GOOD MARKETING GROUP**

# 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.

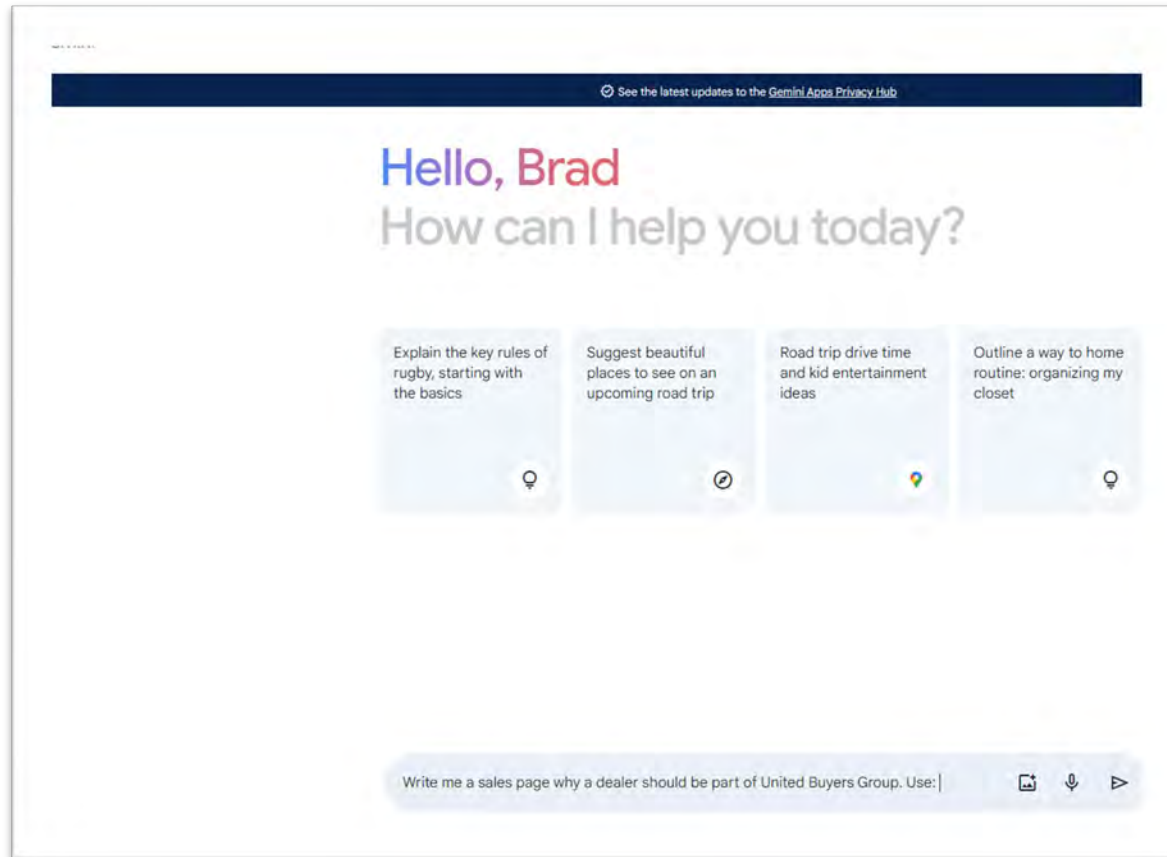


- Like any other tool or even an employee, AI must learn. That's what makes it "AI"
- **HOWEVER**, You must understand, AI needs details of what you want to accomplish to help it learn!



# 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 part of United Buyers Group. Use: <https://united-buyers-group.com/about-us/>

# AI IS A USEFUL TOOL

## AI CREATES AT YOUR DIRECTION:

The screenshot shows the United Buyers Group website. The header includes the logo and navigation links: 'Become a Member', 'Become a Supplier', 'Who We Are', 'Contact UBG', 'Login', and a search icon. The main content area is titled 'Who We Are' and contains several paragraphs of text. A photo of a group of people holding a banner is featured, with a caption and a 'Read The Entire Article' button below it. The footer of the page is partially visible, showing 'Buyers University 24' and 'GOOD MARKETING GROUP'.

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

**QUESTION:** Write me a sales page why a dealer should be part of United Buyers Group. Use: <https://united-buyers-group.com/about-us/>

# AI IS A USEFUL TOOL

---

## AI CREATES AT YOUR DIRECTION:

### **ANSWER:**

#### **Why Become a United Buyers Group Dealer?**

United Buyers Group (UBG) is the largest group of quality independent retailers in North America. By joining UBG, you'll gain access to a number of benefits that can help you increase your profitability and grow your business...

## Why Become a United Buyers Group Dealer?

United Buyers Group (UBG) is the largest group of quality independent retailers in North America. By joining UBG, you'll gain access to a number of benefits that can help you increase your profitability and grow your business.

Here are just a few of the reasons why you should become a United Buyers Group dealer:

- **Increased profitability:** *UBG members have access to exclusive discounts and pricing on a wide range of products. This can help you to increase your profit margins and stay competitive in the marketplace.*
  - **Access to unique protected product lines:** *UBG offers its members access to unique protected product lines that are not available to non-members. This can give you a competitive edge and help you to attract new customers.*
  - **Membership in a network of passionate dealers:** *UBG is a community of passionate and successful dealers. When you join UBG, you'll gain access to a network of peers who can share best practices and help you to grow your business.*
  - **Ability to leverage the combined buying power of the group:** *UBG's large membership base gives it significant buying power. This allows UBG to negotiate deep discounts with suppliers, which are then passed on to its members.*
  - **Support from the largest group of quality independent retailers in North America:** *UBG provides its members with a wide range of support services, including marketing, training, and business development.*
- If you're looking to grow your business and increase your profitability, then joining United Buyers Group is the right decision for you.*

For more information on how to become a UBG dealer, please visit our website or contact us 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

Welcome to United Buyers Group®, your gateway to a thriving business in the fireplace, BBQ, and outdoor living industry!

Ever thought your business could be as warm and inviting as a fireplace in winter? With us, it's possible. Are you interested in learning how UBG® can help increase your profitability and connect you with top manufacturers?

Yes  
 No  
 Tell Me More

Type here >

**United Buyers GROUP**

**AMBIANCE® brand : Exclusively available through**

**AMBIANCE®**

**LIVE IN LUXUS!**

**Ambiance® Fireplaces & Grills**

Discover United Buyers Group's® privately owned brand of fireplaces designed with the input of over 100 veteran fireplace store owners and installers, from coast to coast.

Tell Me More

That's fantastic to hear! United Buyers Group® can certainly elevate your business in the fireplace, BBQ, and outdoor living industry.

Could you share what aspect of your business you're looking to enhance by joining UBG®?

Increase Profitability  
 Connect With Manufacturers  
 Community Support  
 All Of The Above  
 Maybe Later

Type here >

**United Buyers GROUP**

**AMBIANCE® brand : Exclusively available through**

**AMBIANCE®**

**LIVE IN LUXUS!**

**Ambiance® Fireplaces & Grills**

Discover United Buyers Group's® privately owned brand of fireplaces designed with the input of over 100 veteran fireplace store owners and installers, from coast to coast.

Tell Me More

That's fantastic to hear! United Buyers Group® can certainly elevate your business in the fireplace, BBQ, and outdoor living industry.

Could you share what aspect of your business you're looking to enhance by joining UBG®?

Increase Profitability  
 Connect With Manufacturers  
 Community Support  
 All Of The Above  
 Maybe Later

Type here >

**United Buyers GROUP**

**AMBIANCE® brand : Exclusively available through**

**AMBIANCE®**

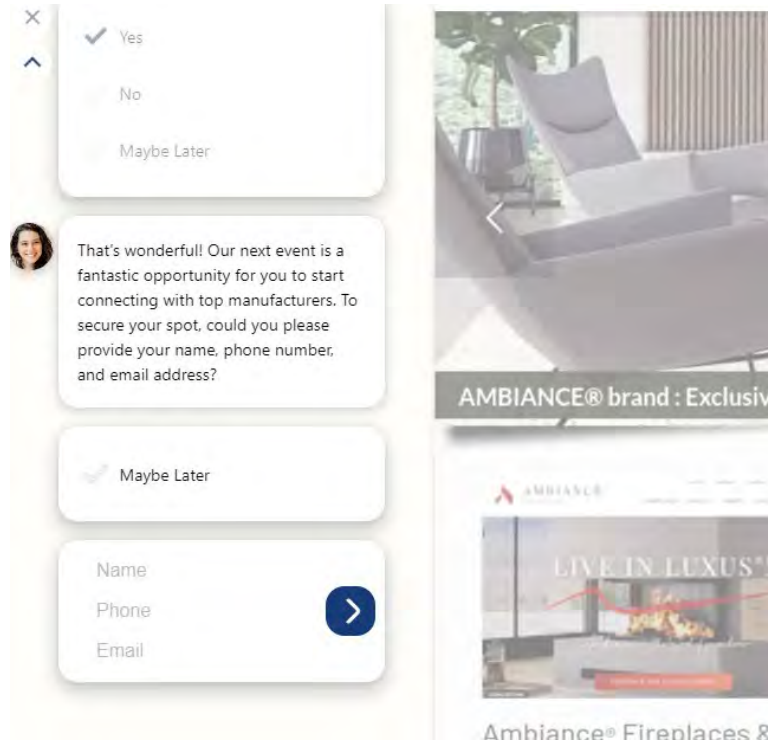
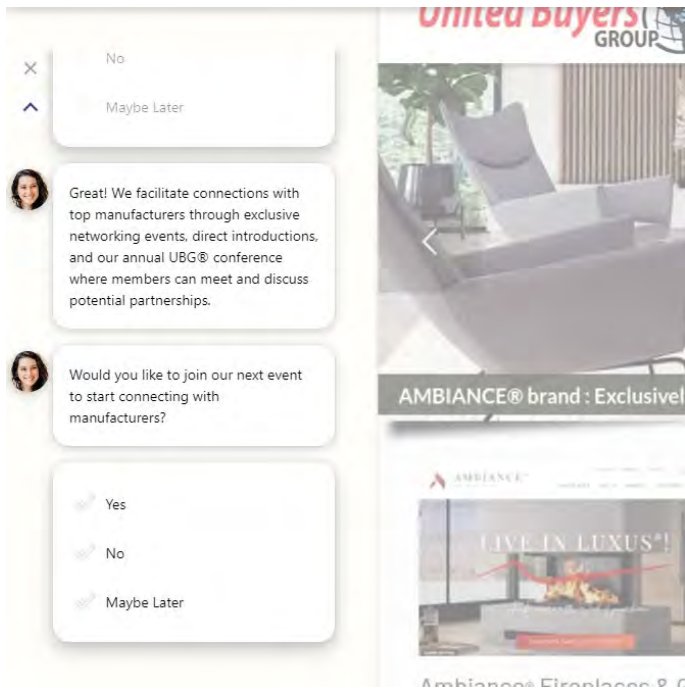
**LIVE IN LUXUS!**

**Ambiance® Fireplaces & Grills**

Discover United Buyers Group's® privately owned brand of fireplaces designed with the input of over 100 veteran fireplace store owners and installers, from coast to coast.

# AI IS A USEFUL TOOL

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

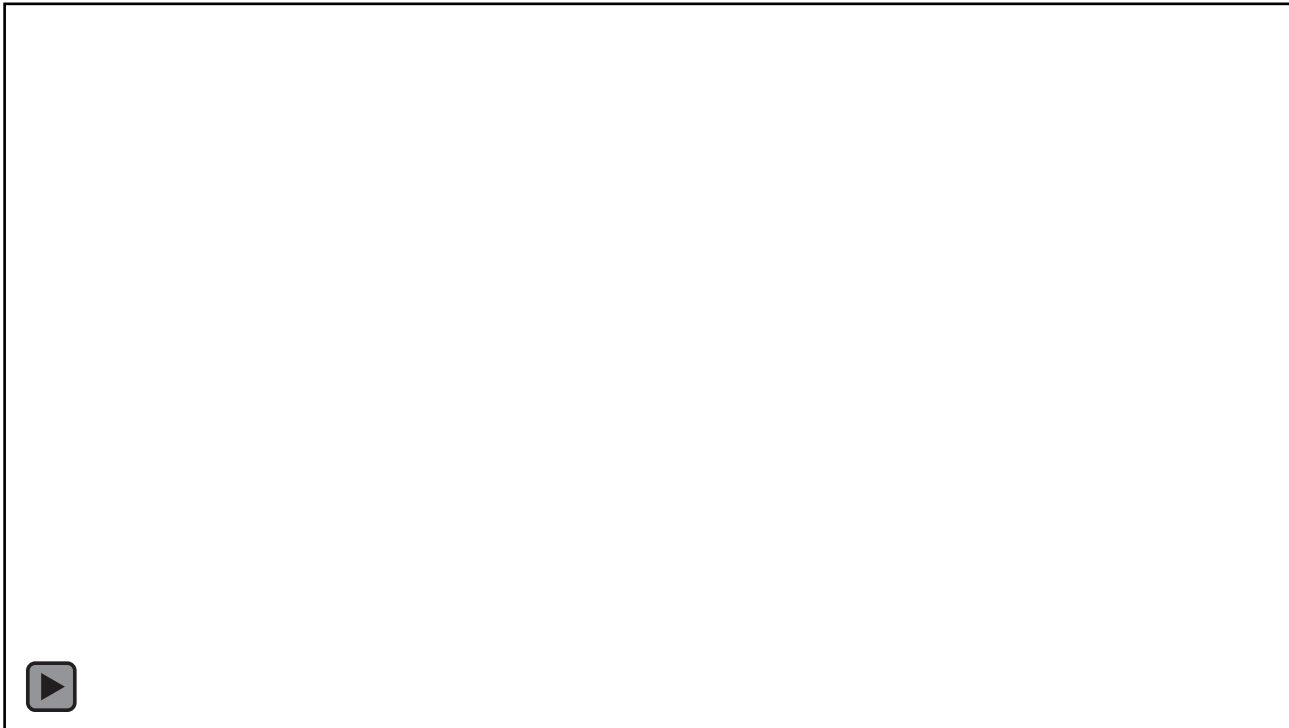


- GENNI just registered a new attendee and possible member.
- This can be done for sales, service or other events

# AI IS A USEFUL TOOL

---

## 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.

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

# CONTENT IS KEY

Staying  
**ORGANIZED**  
and  
**CONSISTENT**

**GOOD MARKETING GROUP**

Buyers University 24





# 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**.

**GOOD MARKETING GROUP**

Buyers University 24



# 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

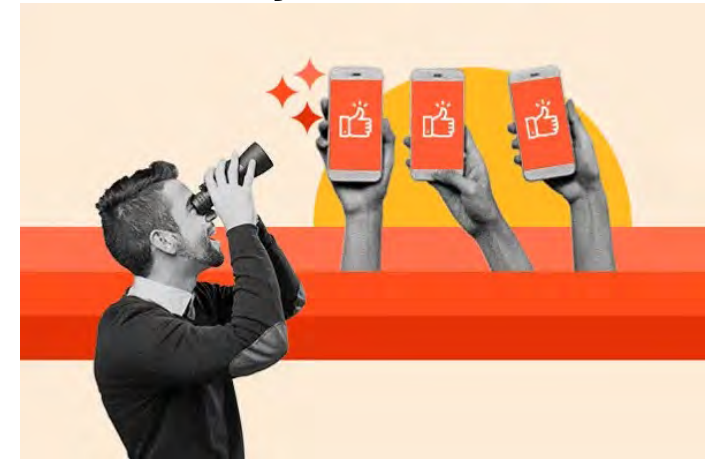


# BE ACCOUNTABLE

---

**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>



# 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>

# YOUR WEBSITE

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

GOOD MARKETING GROUP

Buyers University 24



# YOUR WEBSITE IS THE HUB

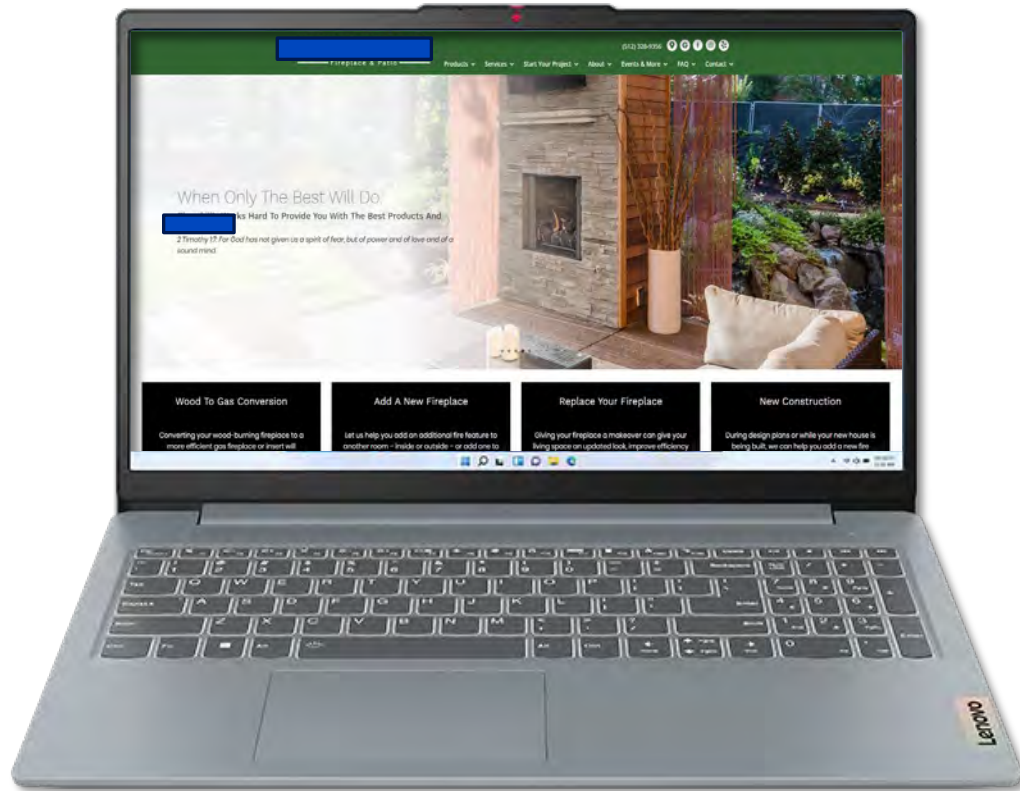
INBOUND AND OUTBOUND. IT BEGINS AND ENDS HERE.



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 a website for fireplace services. The top navigation bar is dark green with a blue search bar on the left and contact information on the right, including the phone number (512) 328-9356 and social media icons for YouTube, Google+, Facebook, Instagram, and Twitter. The main menu includes: 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 living space. 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 categories in a dark grey bar:

- 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.

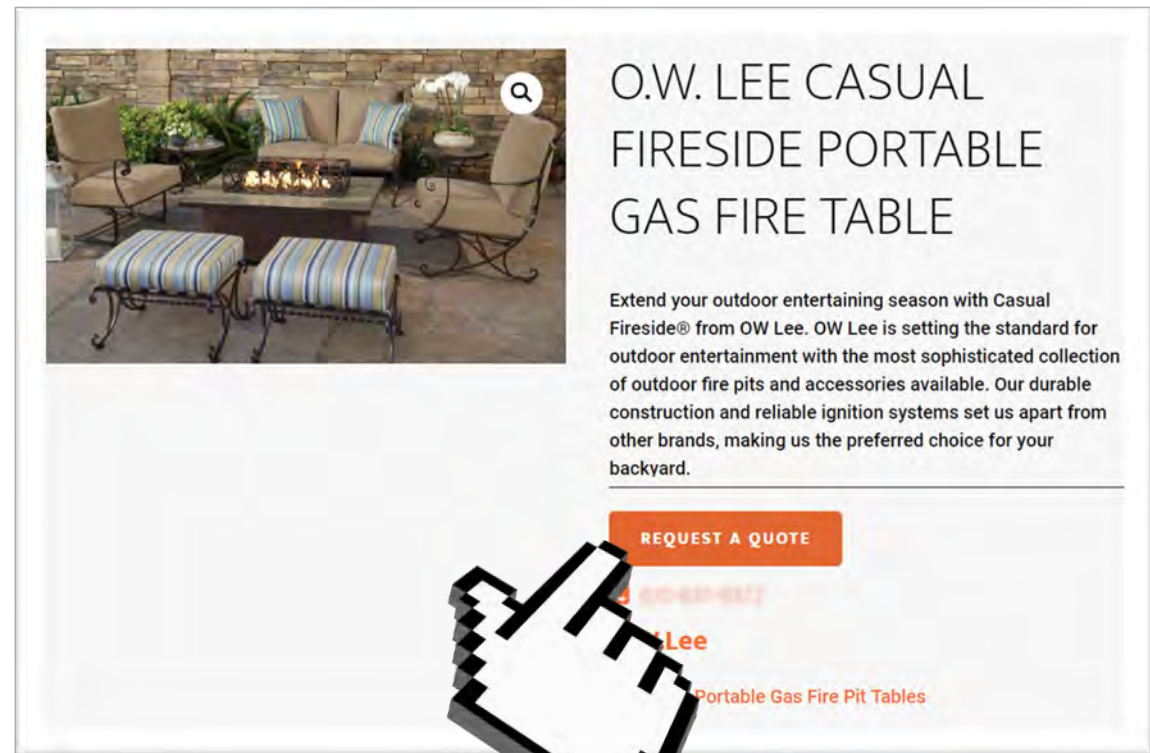
**BAD WEBSITE = BAD IMPRESSIONS  
(PEOPLE AND BOTS!)**

# 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!**



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](#)

800-431-6117

OW 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**



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

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

**2024 BUYERS  
UNIVERSITY**  
SAWGRASS, FL  
APRIL 8<sup>th</sup> to 10<sup>th</sup>

**Visit Us at  
Booth #602**

[info@GoodMarketingGroup.com](mailto: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/>