

YOUR

2024

CONTRACTOR & REMODELING
INTERNET MARKETING PLAN

Take Your Company To The Next Level This Year!



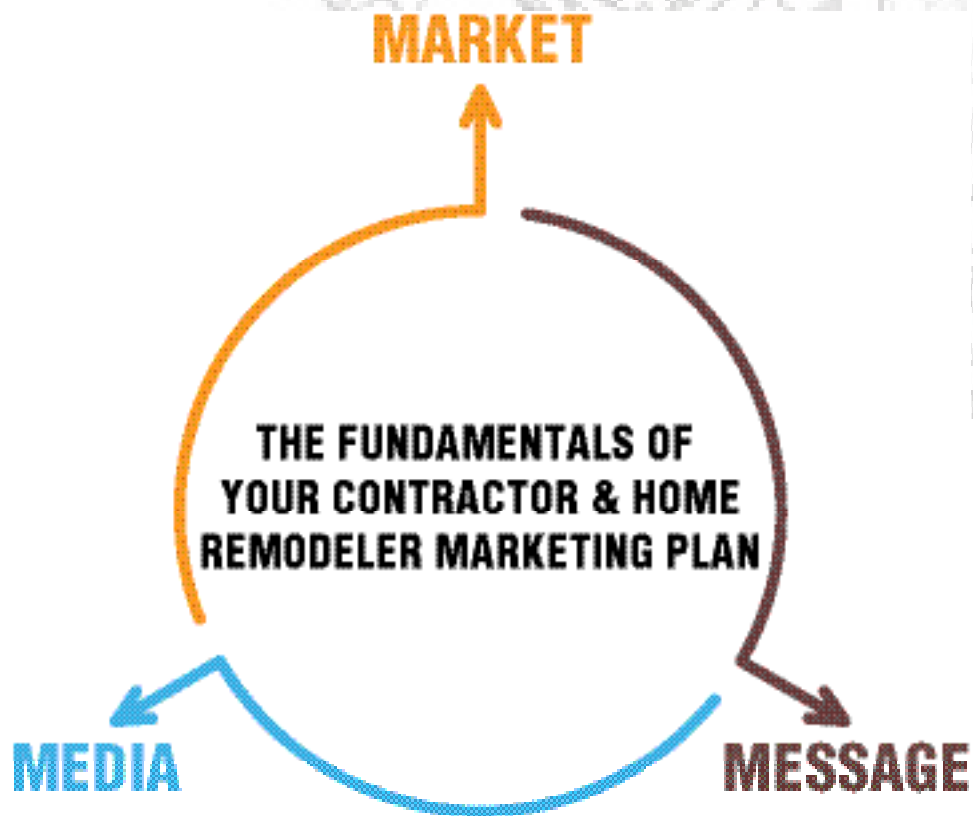
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YOUR 2024 CONTRACTOR & REMODELING INTERNET MARKETING PLAN

What are your goals for 2024?

1. How much revenue will your company generate this year?
2. How much revenue does that equate to monthly? (Divide the annual by 12)
3. How many booked jobs will that be?
4. What is your average transaction value?
5. What is your average lifetime customer value?
6. How many technicians/crew members will you need to hit that goal?
7. How many leads will you need to generate to hit your goal?
8. What is your average conversion rate from caller to booked job?
9. Multiply your call target by your conversion rate -

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MARKET:

The first thing you have to determine is 'who is the market?' Most would say, "We sell to everyone that wants to improve their home." As the saying goes, when you try to sell to everyone, you are selling to no one. Get it out of your mind that everyone is your customer. So, who is your customer? Is it the coupon clipper, the middle-class suburbanite, or the high-end multi-million dollar homeowner? You have to find your market, known as your Customer Avatar.

MESSAGE:

Once you define your Customer Avatar, you then need to define your message. When you know who exactly your customer is, you can craft the message to them. If your customers feel like you are talking to them, they can relate to you. The person that lives in a multi-million dollar home has different priorities than someone looking for the lowest price.

MEDIA:

When you have your Customer Avatar and message in place, you can then figure out where and how to deliver the right media and across the most relevant media platforms.

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What is your target CUSTOMER AVATAR?

You may have several Customer Avatars. For example, maybe you service both residential and commercial clients, you would need a different avatar for both. Or perhaps you service two different types of residential clients (i.e. roofing clients versus remodeling clients).

Consider the following factors when defining your customer avatar:

Demographics

- Homeowner
- 35+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- \$65K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

Pains and Frustrations

- Design Aesthetics outdated
- Too busy to deal with it
- Husband never gets to it
- Can't get a home improvement company on the phone or to return your call
- Worried that the situation at the home could affect family quality of life

Fears & Implications

- Being ripped off or overcharged
- Paying too much for something she could have gotten better pricing on
- Having home damaged by faulty workmanship
- Having to schedule around multiple days of work crews present in the home
- Being inconvenienced trying to coordinate with the crew
- May cause a disaster in the house
- Invoice will be too high or more than expected

Dreams and Aspirations


- Be well respected by family and friends
- Buy that nicer home or car
- Retire at 65 without any worries
- Kids grow up healthy, happy & successful

Goals & Desires

- Get the remodeling/roofing/home improvement project resolved
- Have the issue behind them
- Have a well kept home
- Take care of her family
- More income, money, wealth
- Live in a nicer more luxurious car
- Drive a nicer car
- Spend more time with family
- Respect and approval of friends, family and relatives
- Peace of mind

From A Remodeling Company

- Friendly, affordable, honest & convenient
- Work with a home remodeling expert who can accommodate her schedule (after hours or during the weekend if needed)
- To find that "great" guy that does such a good job she can proudly recommend him to her friends and look like a hero



IF YOU CAN SEE MARIA AND SEAN THROUGH MARIA AND SEAN'S EYES, THEN YOU CAN SELL THEM WHAT THEY WILL BUY.

What is your message?

Why should someone choose to do business with you vs. the competition?

- 1.
- 2.
- 3.

What benefits do you offer that your target customer avatar will resonate with?

- 1.
- 2.
- 3.

With a clear understanding of your CUSTOMER AVATAR, you can focus on crafting messaging for your website that resonates with the customer!

- Design Consultation to Make Your Dream a Reality!
- Straightforward Pricing or Upfront Pricing or Satisfaction Guaranteed
- Trustworthy Craftsmen or Trusted Technicians or Experienced Craftsmen

You can make the case:

- Free Estimates
- Money Saving Offers
- Do The Job On Time & with No Overtime Charges!
- Clean-Cut Professional Technicians – We'll leave your home cleaner than we found it
- Great Customer Service - Guaranteed!

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Your website is the HUB where everyone ends up... Is your website optimized to convert searchers into buyers?

Does your website speak to your target Customer Avatar? Does it address her fears and frustrations? Does it explain why she should choose your company?

Does your website have real authentic images of your team on the homepage and throughout the site?

Does your website include video elements:

- o Welcome video
- o Video for each of your services
- o Video explaining why someone should contact your company vs. a competitor.

Does your website showcase live customer reviews?

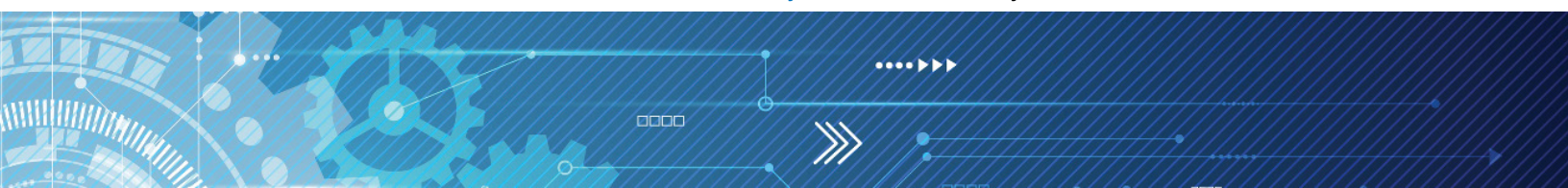
Does your website make it easy for potential customers to take action and contact your company?

Make sure the basics are in order:

- o Large phone number in the top right hand corner of every page
- o Website contact form above the scroll of the page
- o Credibility with authority logos like BBB, Angies List, Associations, etc.
- o Easy one click navigation
- o Fast loading web pages

Have a call to action on every page of your website that speaks to your Customer Avatar.

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Do you have KPI tracking in place?

- 1. Call tracking** - In order to measure your Internet Marketing Campaign's success you need to have call tracking in place. Call tracking not only allows your company to see the number of inbound calls generated but also allows you to listen to the recorded calls. Have you missed opportunities? Could you implement training for your Office receptionists?
- 2. Average cost per call generated** - Does the amount of money you spend on advertising deliver the right amount of calls? Get as granular as possible knowing exactly the average cost of each call and lead.
- 3. Visitors to website** - How many visitors do you have on a daily, weekly and monthly basis? You need to be aware of the amount of traffic that comes to your website. Does more traffic result in more calls? Are you targeting the right keywords to attract better traffic?
- 4. Most visited pages** - What are your most profitable services? Which pages are getting the most traffic? Which pages are giving you the best conversion?

Implementing simple website analytics with reports delivered in an easy to read dashboard make seeing all this data easy to consume.

ONLINE MARKETING CHECKLIST





HOME REMODELER SEO ONLINE MARKETING CHECKLIST



7 steps to online marketing success



✓ Check what you are doing

○ Circle what you want to do

- 1 **Is your website optimized for conversion (calls & estimates)?**
 - Does your website have all the elements listed on the Website Conversion Blueprint?
- 2 **Does your website rank among the top 5 spots when customers search "your city + primary keyword" or "your city + secondary keyword"?**
 - Is your website properly optimized for search?
 - Do you have your main keyword in the Title Tag on each page of your website?
Example: Your City + Keyword | Your Business Name
 - Do you have pages for each of your core services?
 - Do you have unique content on each of the pages of your website?
 - Are you consistently creating new content and/or blogging for your website?
 - Are you consistently creating new inbound links back to your website?
- 3 **Are you fully optimized to rank in the Google Maps 3-pack?**
 - Do you have Google Login for Google My Business?
 - Have your profile filled out and optimized your Google My Business listing?
 - Are you optimized for all the categories possible for your business?
 - Are you on at least 100 of the top directory listings with consistent name, address & phone number with no inconsistent listings online?
 - Do you have more online reviews and a higher star rating than your top competitors?
 - Do you have a proactive strategy for getting new online reviews every day?
- 4 **Are you taking advantage of paid online marketing opportunities?**
 - Do you have an AdWords Campaign that is generating cost-effective results?
 - Are you paying to boost posts or advertise on Facebook?
 - Do you have a premium ad on Angie's List, Yelp, CitySearch, or YP.com?
- 5 **Are you marketing effectively on Social Media?**
 - Do you have your business profiles optimized on Facebook, Google+, and Instagram?
 - Do you have at least 10 recent 5-star reviews and 100 likes on Facebook?
 - Are you posting to your social profiles at least once a week?
- 6 **Are you leveraging email marketing?**
 - Do you have a database with your customer email addresses?
 - Are you sending out a monthly email newsletter and regular email promotions?
- 7 **Do you have proper tracking in place to gauge your ROI?**
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking

To Schedule Your Free Online Marketing Strategy Session

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Internet Marketing Initiatives

What are the top 3 internet marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

SEO Strategy

SEO is not a 'set it and forget it' project. This is a problem many Contractors & Remodeling companies face. They either try to implement a campaign on their own or they hire a company that may not be the best choice for their industry.

In order to succeed with a successful SEO campaign you need an action plan. Using the checklist on the last page will ensure you are starting in the right place.

1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?

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Paid Internet Marketing Campaigns

Although a good website and a solid SEO plan is important for a long-term marketing plan, it's also beneficial to employ solid paid advertising campaigns along the way to increase Return On Investment.

What paid initiatives will you implement?

Pay-Per-Click - Google Adwords, Facebook Ads, Bing Search

Retargeting (Banner Ads)

Premium advertising on authoritative directories:

- o Angie's List
- o Yelp
- o YP.com
- o Houzz
- o Porch
- o Thumbtack

Other Pay-per-lead sources:

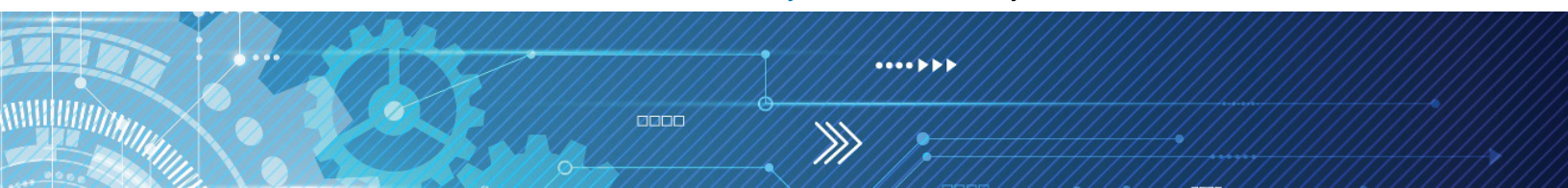
- o HomeAdvisor
- o eLocal
- o Networx

Why most pay-per-click campaigns fail

- You set up only one ad group for all your services (kitchen remodeling, bath remodeling, room additions, roofing, deck building, etc.)
- You don't use specific text ads and landing pages for groups of keywords
- You don't have a strong call to action or offer on the landing page

We have included a pay-per-click marketing worksheet on the following page. Take some time to fill it out to ensure your campaign is the best it can be.

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Pay-Per-Click Marketing Worksheet

Ad groups you will set up

-
-
-
-
-

Ad group template

Keywords

- List of keywords that pertain to that ad group

Text ad

- Should match the keyword, answer the question and offer a special incentive if possible

What keywords go with each ad group?

Group 1 Title -

Keywords:

Landing Page

- Should be linked to the specific page of your website that speaks to their specific search. Don't send all your ads to the homepage

Group 2 Title -

Keywords:

Landing Page Content

e.g. Looking for a quality remodeler in the Dallas area? Contact the experts at XYZ Remodeling for a FREE estimate and high quality & affordable service at 555-555-5555.

Then, restate your value proposition, experience, link to reviews, etc.

Group 3 Title -

Keywords:

Get \$500 off your service by referencing the coupon below:

{COUPON}

Call Today 555-555-5555

Group 4 Title -

Keywords:

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