

MARKETING CAMPAIGN CHECKLIST

Marketing To Do List

- ☐ 24-Hr Free recorded message
- ☐ Consumer awareness guide
- ☐ Yellow pages ad
- ☐ Newspaper ad
- ☐ The pink flyer
- ☐ Testimonial client eavesdrop line
- ☐ Healthy home client newsletter
- ☐ 3-Sequence "I miss you" letter
- ☐ Reminder card
- ☐ No-brainer maintenance program
- ☐ Voice blasts scripts from ART

Marketing To Do List: Direct Mail

- ☐ Hand address envelope
- ☐ "Live" stamp
- ☐ Text written first person (me to you)
- ☐ Hand deliver mailing
- ☐ Cross reference directory to get lists
- ☐ 3-sequencing of letters
- ☐ Include photos and or grabbers
- ☐ "Urgent" – "You've got to read what's inside..."
- ☐ Title company lists of 2nd year homes
- ☐ Track response, continue if it break even or better
- ☐ Mailing lists (target specific neighborhoods)
- ☐ House list (repeat business costs you less than to get "new" business)

Freebies to Leave

- ☐ Free bottle of spotter
- ☐ Memo board
- ☐ Baggie with "Found this while we were cleaning"
- ☐ Candy or dog treats
- ☐ Fridge magnet (emergency prep, water damage contact, etc.)
- ☐ Written consumer awareness booklet
- ☐ About or service booklet
- ☐ Water damage contact number, sticker on water heater, water shut off, washer, phone book cover
- ☐ Client folders (educational content about your company)

Grabbers & Ideas That Get Attention

- ☐ 5x9 envelope "You've got to see what's inside"
- ☐ Message in a bottle
- ☐ Fortune cookie
- ☐ One shoe (reserve the other for the meeting)
- ☐ Website auto responder lead generation
- ☐ Improve local Google search engine optimisation
- ☐ Joint venture and endorsement letters
- ☐ Postcards, door hangers, letters and campaigns
- ☐ Free reports – via direct mail online

Grabbers & Ideas That Get Attention

- ☐ Trade show package
- ☐ Referral reward program
- ☐ Real estate agent & broker campaign
- ☐ Insurance adjusters & agent campaigns
- ☐ Client council strategy & appreciation events
- ☐ Back issues of the Money Map & Call in Days
- ☐ Post it note
- ☐ Band-Aids
- ☐ Money
- ☐ Nuts
- ☐ Lottery tickets
- ☐ Key

Database Management

- ☐ Computerise your customer list
- ☐ Use social media for new contacts (Facebook, Twitter, LinkedIn)
- ☐ Cleanse list regularly
- ☐ Use 1st class stamps to update addresses and remove bad ones
- ☐ Categorise your clients (identify your top 20%)
- ☐ Fire your bad clients
- ☐ Collect all email addresses

Ad Headlines: Format

- ☐ Headline in upper and lower case
- ☐ Times Roman font or other easy-to-read font
- ☐ Use your USP
- ☐ Design around "So what? What's in it for me?"
- ☐ Call to action – create urgency

An Effective Ad

- ☐ Include a high resolution, close-up image of a person
- ☐ Use testimonials & social proof
- ☐ Use a compelling headline and strong USP (unique selling proposition)
- ☐ Include an obvious call to action – what do you want them to do after reading your ad?
- ☐ Include a colour coupon with graphics and images
- ☐ Add your guarantee to alleviate buyers' concerns
- ☐ Disturb – give damaging admission
- ☐ Picture of technician, person selling to babies, dust mites
- ☐ Advertorial – make it look like an article
- ☐ Use simple language, so a 10-year-old can read and understand
- ☐ Joe Sugaman's "Triggers"

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Phone Conversations & Conversion Tools

- ☐ Use a personalised voice recording - not a 10-second voice-to-text service
- ☐ Setup call forwarding to your mobile phone to ensure calls are always answered
- ☐ Give clients a confirmation call 24 hours ahead of appointments
- ☐ Give clients a thank you call and request service feedback the day after appointments
- ☐ Prepare a script for clients' voice message: "Sorry we missed you, just calling to follow up on our service"
- ☐ Ask for referrals and testimonials by offering incentives
- ☐ Train admin/office staff on FAQs and technical questions
- ☐ Practice overcoming objections and persuasions on calls

Follow up

- ☐ Send handwritten thank you card
- ☐ Request referrals using reward program
- ☐ Send client your testimonial form
- ☐ Give post-clean instructions training client on maintenance
- ☐ Add client to email database for post-clean e-newsletters
- ☐ Send client monthly e-newsletter with tips, offers, business news, product releases etc
- ☐ Periodically send client post cards promoting special offers

Location Marketing

- ☐ Add signage to your van with a clearly visible phone number
- ☐ 7-Arounds with "Neighbour Just Came Clean" offer
- ☐ Place a sandwich board out the front of client houses during service with flyers
- ☐ Door-knock neighborhood and see if any neighbours need cleaning services

Cleaning Inspection

- ☐ Inspection always outperform an estimate
- ☐ Profile house and keep on file for future work
- ☐ ID fiber type
- ☐ Use doormats and shoe covers to demonstrate diligence and care
- ☐ Let us show you concerns - use stickers to mark
- ☐ Use gloves to handle furniture
- ☐ Answer questions and educate clients
- ☐ Protectants: explain, show, test
- ☐ Look at client's vacuum
- ☐ Explain benefits of cleaning for health reasons
- ☐ Mention the other services you offer

Prospect Follow Up

- ☐ "Haven't heard from you" letter
- ☐ Use an irresistible offer
- ☐ Lost prospect questionnaire

Referrals

- ☐ \$10 cash for every referral in the form of \$10 notes or department store gift cards
- ☐ Give clients plastic gift cards from your business to give to friends as gifts (\$50 value)
- ☐ Give clients free room certificates to give to friends
- ☐ Thank clients who refer you in your newsletter and surprise them by sending a small token of your appreciation
- ☐ Referral contest - offer a raffle ticket for every referral and offer a big prize

Newsletters: Letters to Database

- ☐ Send email newsletters 12 - 20 times per year
- ☐ Always make an offer in your newsletter
- ☐ Include pictures and relevant images
- ☐ Provide information that educates, inspires, informs and entertains clients
- ☐ Pitch promos, tradeshow and competitions

Consumer Awareness Message

- ☐ Free recorded message
- ☐ Voice mail
- ☐ Give phone number
- ☐ Print response report
- ☐ Convert non-caller with mailing

Presentation Materials

- ☐ Certifications
- ☐ Staff pictures
- ☐ Before & after pictures of work
- ☐ Technical Bulletins
- ☐ Show work process
- ☐ Testimonials
- ☐ Compare systems, show pictures, show equipment, types and investments
- ☐ Package selling, constant clean program, no-brainer program
- ☐ Use digital photo frame to show before/after shots while you are measuring
- ☐ Use consumer awareness video in home or online

Business Card

- ☐ Tent card format
- ☐ Consumer awareness line
- ☐ Include phone numbers, email & website
- ☐ Menu card format with cleaning packages
- ☐ List your services