

## Marketing Strategy 4: A Wealth of Knowledge

In the previous lesson, I told you about the power of direct response marketing to grow your business.

Today I am going to show you where to find good examples of direct response advertisements that you can '*ethically use*' to get more clients.

### Junk Mail

The first place to look for examples of successful direct response ads is your junk mail.

While you may think of 'junk' mail as trash, it is actually the cornerstone of a multi-billion dollar industry. And the reason businesses spend countless dollars every year on it is that it works.

Start reading your junk mail and making a note of offers you could use in your business.

### Google AdWords

The next place to look for direct response ads is Google.

Open the search engine, type in 'Carpet Cleaner YOUR CITY' and look at the ads that appear at the top of the page.

Take a screenshot of the ads using a tool like [Evernote](#).

Pay attention to the ads that appear consistently in the top position over weeks and months. These ads are the winners. Can you use them in your business?

### Yellow Pages

Although it is almost obsolete in capital cities, the Yellow Pages is still widely used in many country areas.

Open your local yellow pages. Scan through the listings and pay particular attention to the larger space ads.

Are there any ads that make an offer and have a compelling call to action? Can you adapt them for your business?

## Facebook

Finally, 'like' carpet cleaning businesses on Facebook. When you 'like' a page, their ads will often appear on your Facebook feed.

Take a screenshot of these ads. Pay attention to the ones that appear again and again. If a business is using them continuously, they are probably making money.

Now that you know 4 ways to find examples of ads that are working, let's look at the process in more detail.

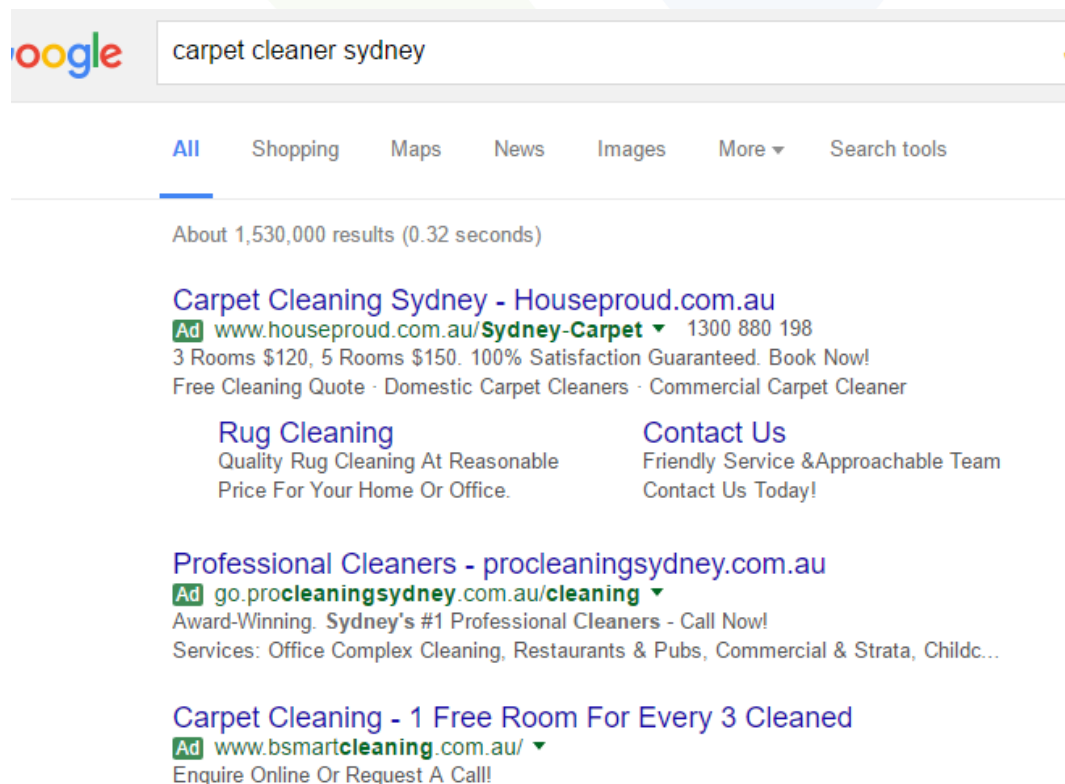
## TODAY'S TASK: Find Great Ad Examples

While each of the methods above is useful, the fastest way to uncover winning ads is with Google Adwords.

That's why we will focus on Google in today's task. However, keep in mind that you can use a similar process for the other three methods.

Let's get started...

1. **Open Google and search for 'Carpet Cleaner Sydney'.** You can do this for different areas. I chose Sydney because it's where Steamaster is based. Here's an example of the result you get...



The screenshot shows a Google search for "carpet cleaner sydney". The search bar contains the text "carpet cleaner sydney". Below the search bar, there are tabs for "All", "Shopping", "Maps", "News", "Images", "More", and "Search tools". The search results show "About 1,530,000 results (0.32 seconds)". The first result is "Carpet Cleaning Sydney - Houseproud.com.au" with an ad icon, URL "www.houseproud.com.au/Sydney-Carpet", phone number "1300 880 198", and text "3 Rooms \$120, 5 Rooms \$150. 100% Satisfaction Guaranteed. Book Now! Free Cleaning Quote - Domestic Carpet Cleaners - Commercial Carpet Cleaner". Below this result are links for "Rug Cleaning" and "Contact Us". The second result is "Professional Cleaners - procleaningsydney.com.au" with an ad icon, URL "go.procleaningsydney.com.au/cleaning", and text "Award-Winning. Sydney's #1 Professional Cleaners - Call Now! Services: Office Complex Cleaning, Restaurants & Pubs, Commercial & Strata, Childc...". The third result is "Carpet Cleaning - 1 Free Room For Every 3 Cleaned" with an ad icon, URL "www.bsmartcleaning.com.au/", and text "Enquire Online Or Request A Call!".

2. **Look at the ad for the top result.** The offer is three rooms for \$120 or 5 rooms for \$150 with a 100% satisfaction guarantee. The call to action is 'Book Now'. This is actually an excellent ad. Make a note of the words and structure.
3. **Click on the ad to go to the website.** Look at how their page is designed and written. Here is what it looks like. While this page could be improved, it does a lot of things right. For example, he offers a free quote...

**HouseProud Cleaning**

Home Cleaning Services Carpet Cleaning Cleaning Franchise About Us Get A Quote Contact

## Sydney Carpet Steam Cleaning & Upholstery Cleaning

Trust the Experts, with over 13 years of experience.

Are your carpets looking tired and completely worn out? Bring life back into your carpets with a steam cleaning service from HouseProud Carpet Cleaning Company. We provide quality carpet cleaning at a reasonable price for your home or office. We take pride in our work and work to a high standard. HouseProud's carpet steam cleaning removes the deepest dirt and toughest stains and leaves your carpet revived, clean and fresh. This involves an [8 step hot water extraction carpet cleaning method](#) (as recommended by Standards Australia AS/NZS 3733:1955).

**Why choose HouseProud Carpet Steam Cleaning Company:**

- **Experienced Carpet Cleaners** - with over 13 years of experience we know how to

CALL FOR A FREE QUOTE  
**1300 880 198**  
OR FILL OUT OUR QUOTE REQUEST FORM

**FREE QUOTE!** →

Home cleaning and carpet cleaning Sydney wide

Click here for more info

4. **Repeat the steps for the other ads on Google.** You will start to notice similarities in each ad and page. Make a note of the common elements so that you can include them in your ads and website.

If you repeat this process each week for at least a month, you will have crystal clear idea about the type of ads that work for carpet cleaners right now. The next step is to simply adapt these ads for your business.