











Getting the right Marketing process is critical for moving up the stages of the Million Dollar Plumber Ladder ...



Generating Profitable Leads is all about Marketing...

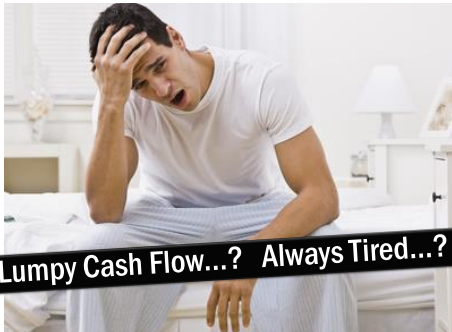


The Problem



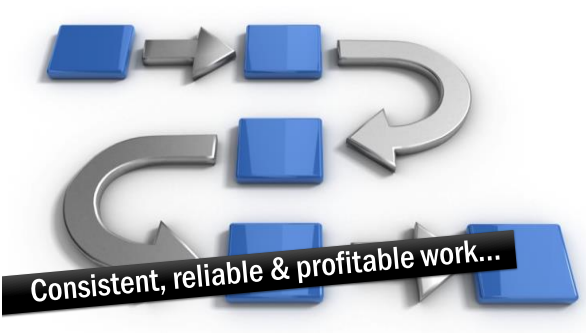






The Opportunity











What should we test and measure?



Source of Leads



Response Rates

Click through Rate



Average Sale

Conversion Rate



Split Test Ads and Web Pages

AND MOST IMPORTANTLY Return on Investment

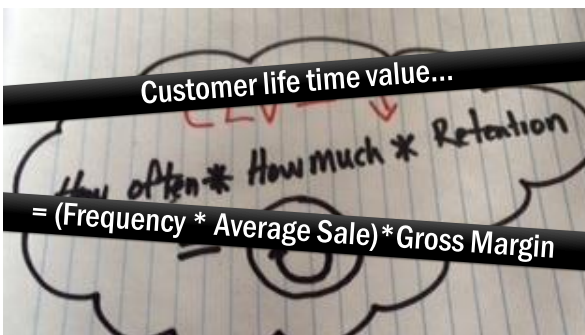
Cost of Acquisition ...

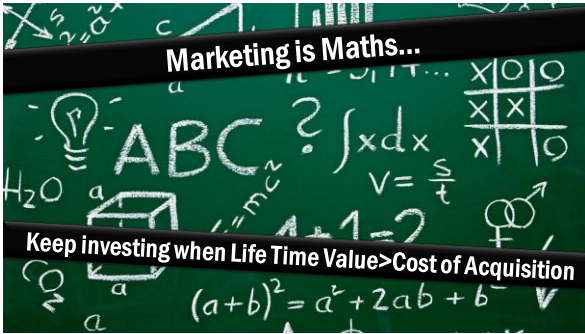
= Cost of Campaign / No. of Sales



Customer life time value...

How often * How much * Retention
= (Frequency * Average Sale) * Gross Margin









What is Unique Selling Proposition...?



20 Plus types of U.S.P...



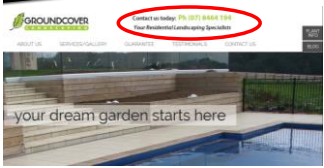
U.S.P. in Practice...



www.benjaminfranklinplumbing.com



U.S.P. in Practice...

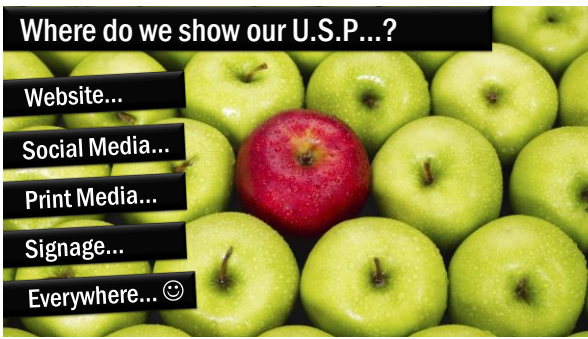


www.groundcoverlandscaping.co.nz



www.yourlocalplumber.co.nz









nigel Are You looking for a Reliable Plumber to Help with Your Project?

Here's how a specialist Plumbing Contractor can save you time, money and hassle...

Here's a whole bunch of reasons why Plumbing and Gas Works will save you time, stress and money...

Understand that there is such a thing as a **sure** Plumber. So I've decided to give you a **free** gift of \$500.00 that allows you to sample our services in a risk free manner and give us a chance to show you the benefits of working with Plumbing and Gas Works.

What follows are some serious benefits that we offer you.

- 1) Your ultimate response team when we guarantee or the best price in town.
- 2) Your school will be left secure, tidy and safe - if education is not our focus in 4000. If the condition of the site we will remedy the problem.
- 3) You will be kept posted about any problems, when doing the work. We understand that you 100% committed to great communication and customer service will deliver.
- 4) All 2014 Plumbing, Drain Lining and Gas fitting been supplied to our company that is the enough to be flexible yet small enough to still have the personal touch of an owner.

Problem, Agitate

When you book your project this month with Plumbing and Gas Works **Install a Water Filter for \$9!** (Limit to 3 clients per month) (Value \$137) **CALL NOW** before someone else does.

Call Omega Today
CALL TODAY 1300 776 426

OMEGA PLUMBING

Offer

Call to Action

Testimonials

Solution

Over the last 4 years Plumbing and Gas Works have been the plumbing contractor for 3 projects I have been involved in, both commercial and residential. In all aspects, I have found the team very approachable and provide a friendly and thorough service. Their standard of workmanship was excellent and was not compromised by competitive pricing. Any problems were better than expected, providing solutions that were innovative.

VETERINARY CLINIC
243 BURNSVILLE

David Stewart - 15th May 2014

4. Marketing 10 X 10...

10	Specific Referral Strategies
9	Specialise in a niche, targeting rental property managers
8	Sales process checklist
7	Newletters
6	Yellow Pages
5	DM
4	Direct mail promotion to high end builders
3	Referrals programme for existing and past clients
2	Google AdWords and Remarketing
1	Redesign Website

LAYERS OF MARKETING MAKE UP THE BIG PICTURE...

WEBSITE...

BUSINESS CARDS...

YELLOW PAGES

UNIFORMS....

SIGNAGE...

STRATEGIC ALLIANCES

5. Marketing Calendar...





Photo to personalise & attract attention

Compelling, benefit driven headline

Call to action

Benefits that address frustrations

Broken dotted line increases response by up to 27.6%

Small logo

Call to action

Could include testimonials

Residential - Commercial

Services listed

Offer

Credibility

Benefit of payment options

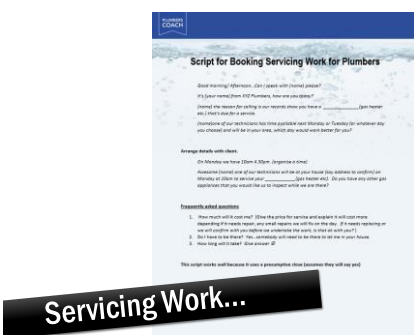




Upselling... The Plumbing Inspection...







Servicing Work...

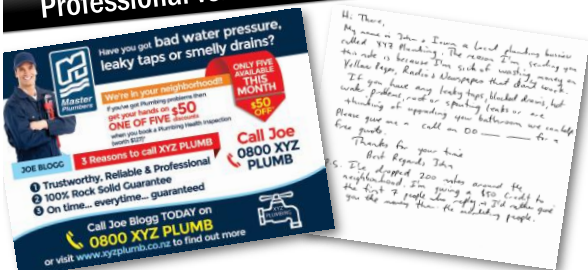
Flyers...



Flyers...



Professional vs. "Down on the Farm..."



The Personal Approach...?

Face-To-Face...

Use the Phone (the "ATM")...



The Personal Approach...

Have a hit list...

Use a Script...

Be Confident and Funny...

Positioning is Critical...No Begging!!

Marketing 10X10...



Signage...



Signage...

Includes USP...

Strong Call to Action (big phone #)...

Photo or Image of a Person...

Bigger is Better...

Include Credentials...

Vehicle, Site, Building..

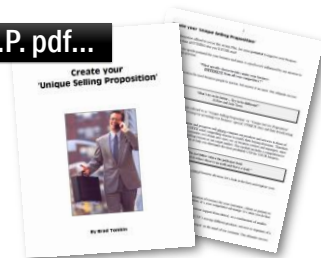


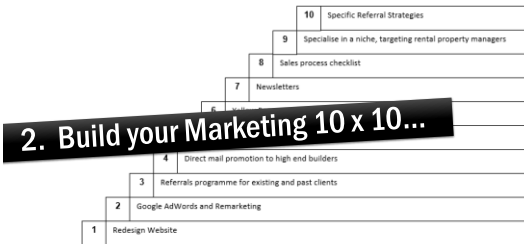
Next Steps...



1. Define Your U.S.P...

Use Create Your U.S.P. pdf...









Marketing Resources

- [Company Profile](#)
- [Copy Doodles \(hand Written Looking Pictures And Font\)](#)



5. Flick it through to the Team...

Templates to Help you...

- Customer Service Checklist
- Marketing 10 x 10
- Direct Mail
- Direct Response Copy
- Flyer
- Guarantee
- Newsletters
- Referrals
- Test & Measure
- Signage
- Strategic Alliance
- Yellow Pages
- U.S.P
- Call Scripts



Questions & Answers...
What did you learn? What is going to change?