

Aerate your marketing - Complete the following to the best of your ability.

**Website**

- Do you have a Team Bio on your Website?
- Do you have a Coupons/Pricing Plans on your Website?
- Do you have a Photo Gallery on your Website?
- Are you using your Scorpion Dashboard?
- Are you running a PPC campaign?

**Online Reputation Management**

- Do you have access to your Google my Business (GMB) page?
- How many Google reviews do you have?
- What is your Google star rating?
- Have you posted to your GMB page?
- How many Yelp reviews do you have?
- What is your Yelp star rating?
- Is Yelp request a quote turned on?

**Social Media**

- Are you an editor on your Facebook page
- Are you receiving corporate posts?
- Are you posting to Facebook weekly?
- How many Facebook reviews do you have?
- What is your Facebook star rating?
- Do you have a Business Instagram account?
- Is your Instagram account connected to your website?

**Neighborhood Marketing**

- Are you using services performed door hangers?
- Are you doing Box 9's?
- Are you sending postcards?
- Are you using yard signs?

**Customer Retention**

- Are you sending Thank you cards?
- Are you encouraging referrals?
- Do you call your customers?
- Are you in a Neighborly Group (encouraging referrals)?
- Are you using Neighborly Magnets?

# Did you know? And Best Practices

## Digital Presence

*Search Engine Optimization (SEO)* – is the act of improving your website's search engine rankings. The higher your ranking, the better your visibility to customers searching online.

- The Ad Fund allocates funds to Scorpion to perform national and local SEO to your website.
- Work with Scorpion and your Local Marketing Specialist to localize your website with a photo gallery, meet the team page, coupons and residential pricing packages.

*Pay Per Click (PPC)* – is internet advertising designed to drive traffic to your website. You pay each time the ad is clicked. A PPC campaign is a budget-based solution where the cost per click varies by market and is dependent on a multitude of factors. Participating in a local PPC campaign is critical to a successful online marketing strategy.

- A typical PPC campaign takes between 3-6 months to optimize.
- On average we recommend a PPC Budget of \$1,000 per 100,000 population

## Neighborhood Marketing

While online marketing can be quick, easy and cost-effective, carefully crafted and targeted program can have a tremendous impact, putting your information and/or offer directly into the hands of homeowners. We recommend using a minimum of three different print vehicles to penetrate your market. Examples:

- Every Door Direct Mail (EDDM)
- Postcards
- Flyers
- Shared mail
- Door Hangers

## Social Media

It is not enough to just create a Facebook page and let it sit. Add fresh and engaging content

frequently (plan to post content 3-4x a week) and be responsive to customers when they post on your page. Corporate creates and posts to Facebook on your behalf 2-3 times a week, we recommend you support the corporate posts with local posting. Examples: Meet the Team, Testimonials, Job Photos, Giveaways, Recruiting, etc. Work with your Local Marketing Specialist to setup Instagram.

## Online Reputation Management

Knowing what is being said about your company online, positive and negative, is vital to your reputation. Word of mouth is the strongest marketing tool there is and knowing how to respond to a negative review and mitigate its effects is vital. Things to remember:

- *Be empathetic.* You aren't going to win an argument with a frustrated customer. And you don't want to burn any bridges.
- *Don't get personal.* Remember that you're replying to feedback about an experience, not about you as a person. Maintain your professionalism and reply in a way that addresses the overall experience.
- *Feedback is helpful.* Both positive and negative feedback can be good for your business (even though it's hard to hear).
- *Respond publicly, resolve privately.* Respond quickly and politely in the initial forum. Then bring the discussion offline to resolve.

## Customer Retention

You worked hard to gain new customers – you need to work equally as hard to keep them.

- Repeat customers spend up to 40% more on a second visit
- Acquiring a new customer can cost 6-7x as much as retaining an existing one
- Increasing retention rates by as little as 5% can result in an increase in profits of 5 - 95%!