

## Holiday Lighting Full Package Kit

# THREE STEPS TO PUT THE CAMPAIGN INTO ACTION

# 1

### CHOOSE YOUR TARGET

- **Upselling:** Target current customer base in neighborhoods you want to create density in and who have not opted into your holiday lighting services yet. Use this as an opportunity to educate your current customers, creating trust, loyalty, and retention.
  - Create an Excel Sheet that lists the customer's full name and home address.
- **New Customers:** You can use this campaign to target neighborhoods you may not have been able to attain through a full maintenance agreement but want to take advantage of the holiday season and get your foot in the door. Utilize this opportunity to then upsell a full maintenance agreement afterwards.
  - Select routes you want to create density in using the [USPS EDDM tool](#). Stay around the 1000-1500 homes mark.
  - Need extra assistance in determining these? Reach out to your FBC and [fill out this questionnaire](#) to start the local marketing process.

# 2

### DETERMINE A SPECIAL OFFER

- Your print campaigns should feature a strong Call-To-Action promotion to encourage more of a direct response from the consumer. This CTA should also be featured on the website and in your digital advertising campaigns.
- Work with your FBC to determine your special offer. Here is an example:
  - \$100 OFF, Holiday Lighting Install, Offer Expires 04-15-20

# 3

### ORDER THE FULL PACKAGE KIT

- Log into FranConnect and select "XpressDocs" under the Single Sign-On Links.
- Select "Holiday Lighting Kit" on the home screen and follow the banner instructions.

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## EXAMPLE PLAN

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>STRATEGY</b>	Set sales goals for holiday lighting jobs	Purchase Holiday Lighting Full Package Kit	Continue Implementation	Assess Progress	Calculate your ROI and evaluate. Determine if any changes are needed.
<b>EDDM ELITE OR "UPLOAD A LIST"</b>	Determine if you are upselling current customers or targeting new ones.	\$1,000 (New Customers) \$100 (Upselling)	\$2,000 (New Customers) \$200 (Upselling)	\$1,000 (New Customers) \$100 (Upselling)	
<b>DOORHANGER</b>	BOX 9* – on every job in the neighborhoods to create route density	\$190	\$190	\$190	
<b>FLYER</b>	Select at least one local community event to get involved in*	\$85	-	-	
<b>YARD SIGN</b>	Identify homes you can place these at and other strategic places*	\$125	-	-	
<b>FACEBOOK - POSTS</b>	These images are available on SOCI* for social media scheduling	Post content 3/week through SOCI. Boost 1/week at \$20.	Post content 3/week through SOCI. Boost 1/week at \$20.	Post content 3/week through SOCI. Boost 1/week at \$20.	
<b>INSTAGRAM</b>	Local content performs best on this channel*	Schedule at least 1/week through SOCI.	Schedule at least 1/week through SOCI.	Schedule at least 1/week through SOCI.	
<b>TOTAL SPEND</b>	-	<b>\$1,480 or \$580</b>	<b>\$2,270 or \$470</b>	<b>\$1,270 or \$370</b>	
<b>ADDITIONAL TACTICS TO IMPLEMENT</b>	Look into a neighborhood magazine or newspaper to be featured in that is distributed to the areas you are targeting. Setup your Pay-Per-Click, Local Service Advertising, and Facebook advertising campaigns with Scorpion. Ensure your Google-My-Business has a good star rating with enough reviews. Use Thank You Cards for every one-time customer and distribute quarterly for your contract customers. Reach out to our team by <a href="#">completing this form</a> to develop a full local marketing strategy plan to grow your business!				

\*BOX 9: On every job in the areas you are targeting for route density, have your crew put these on the homes in the BOX 9 system - 2 houses to the left, 2 houses to the right, and 5 houses in front of the one you are servicing. Strive for Box 9, but the more the better! The key here is consistency: **every job, every time.**

\*Flyers: Being involved with your local community, centered around the geos you are targeting, is crucial in gaining the brand awareness you need to influence new leads. At least participate in one of these: Community Events, Sponsorships, Local Home Shows, etc. Flyers are great to use for promoting your brand and acquiring new customers.

\*Yard Signs: Place these in strategic places where you are trying to grow your presence: in front of HOA neighborhoods, get permission from homeowners in neighborhoods you need to saturate, etc. Pick them up and re-use them as much as possible. 25 Yard Signs / Quarter should be enough if you are able to re-use them

\*Social Media: Need help with SOCI? [Watch this intro webinar](#) and reach out to our team for further assistance. Local content should be featured, as it performs the best: before/after, community involvement, culture posts, team shout outs, etc.

The above plan is an example of how the campaign can be put into action to target specific neighborhoods in creating route density. Costs are estimates and will vary based on publications and quantities. For ideas on how to use this campaign with all of your other marketing strategies, contact our team!