



In all of your marketing ensure you test and measure your results. You will always get a much better ROI with a highly targeted marketing campaign than with a splatter gun effect aimed at anyone.

Remember, "anyone" is NOT your target market!

Also ensure you follow the Market Message Media principles; know who your target **market** is, what **message** of value they want to hear from you and what **media** you are going to use to reach them.

Your Marketing Checklist

Always read marketing books ☐

invest time in yourself ☐

Put adverts / promo on / fridge magnets etc in everything you send out ☐

Certificates of achievement awards ☐

Press release for special event (not blatant advertising but public interest article) ☐

Win awards (easier to do than you would think) then shout about it ☐

Awards for excellence for you or your customers ☐

Become a "friend" / supporter of a local radio station ☐

Wacky promo idea (for example dressing as something that links with your name) ☐

Preferred treatment / perks to preferred customers ☐

Car stickers (never forget the obvious marketing) ☐



Kids stickers / colouring in book to distract them while noisy machine is running ▣

Mobile billboard ▣

A board outside job ▣

Inflatable gimmick ▣

Make your van stand out ▣

Waterproof card dispenser on side of van (take one and call) ▣

Advice / care line ▣

Cd on carpet cleaning (introduce you before and after pcs, slideshow etc) ▣

Advertise on back of cinema tickets ▣

School newsletters ▣

Church mags ▣

Local papers ▣

Write letters to editor of your regional newspaper ▣

Keep up to date with trends (hard floor stripping and sealing, tile cleaning) ▣

Ensure ALL your products are listed and talked about on their own page ▣

Register your website with all search engines ▣

Look for quality links from quality websites to link to and get them to link back to you for SEO purposes ▣

Learn how to write your About Us page on your site properly (hint: it's NOT about you) ▣

Always do marketing 90 minutes every day ▣

Tell everyone about your business incl friends and family ▣

Invite friends and family over for a meal and tell them about your business ▣

Keep firm hold of the business and your marketing ▣

FREE clean up pack for Xmas ▣



- Giveaways which actually mean something / are useful ▣
- Reputation = personality, image, identity, branding ▣
- Yellow pages (and it's on-line version Yell.com) ▣
- Salary and commission or pamper packages for staff for repeat business ▣
- Name tags / badges to re-enforce professionalism ▣
- Use your clothing to advertise your USP ▣
- Use your clothing to advertise offers ▣
- Customer surveys to promote your after care service (automate if possible) ▣
- Constant reminders of loyalty / referral scheme to recent users ▣
- All magazine and newspaper advertising is negotiable ▣
- Ask your best customers if they are happy to help you improve your services and survey them ▣
- Look at direct mail (it still works really well) ▣
- Become known for outstanding customer service ▣
- Do a marketing "to do" list and prioritize; finish one job at a time ▣
- Increase customer contact time ▣
- Have a marketing purpose in every day ▣
- Keep and store all customer information (iaw relevant laws) ▣
- Believe in your business and ensure that comes across in your marketing ▣
- Scan a copy of your "thank you" letters and put on a special page on your website ▣
- Have a testimonials page on website ▣
- Get large network of people to promote you ▣
- Press releases ▣
- Open day (grab a filthy bit of carpet and clean it with an audience) ▣
- Networking ▣



Know your products inside out (a BIG part of marketing is showing your professionalism) ■

Never be out of stock of everything you need to do a great job ■

Make it easy to pay you (and show everyone you accept cards etc on all your promotional materials) ■

Credit cards accepted signs on all promo gear (if you accept cards (you should) ■

Savings stamps to make it more affordable ■

Coupons? ■

Direct debit (spread payments over 12 months) ■

Don't over charge for silly extras (and let customers know you don't do this) ■

Gifts for choosing you (stain remover, pen etc) ■

Exceed expectations ■

Offer promotional cards in the shape of an item applicable to business (carpet cleaning machine, padlock, car etc) ■

Return mail envelopes for surveys ■

Offer incentives if customer gets you more work close to them ■

Signs up in local businesses ■

Get links to your website ■

Visit local businesses you could join with ■

Offer free stain removal call out up to 7 days after the clean ■

Leave promo after care items with your details on ■

Hand out business cards at every opportunity ■

Free demo's (200 sq ft Free) ■

Always tell your prospects about the great things that happens to those who are referred to you ■



- Always have an offer ready in case prospect haggles ▣
- Offer different packages ▣
- Have a place on your invoice for them to write a comment ▣
- Identify targets – what key benefits are they looking for ▣
- Check all your headlines on every promo thing you do ▣
- Send gifts on customer birthdays, anniversary etc ▣
- ALWAYS use a marketing diary and schedule promotions ▣
- Round robin – something to put through your customers neighbours letterboxes ▣
- Fridge magnets ▣
- Yearly fridge magnets ▣
- Stain removal fridge magnets ▣
- Calendar fridge magnets ▣
- Have something to bargain with as a standby ▣
- Offer discounts on the extra things you can sell ▣
- Always have AT LEAST a money back guarantee ▣
- Keep an eye on the competition and emulate ONLY those who are successful ▣
- What add-on can you sell (or even give away for extra business) with a high perceived value that costs you very little ▣
- Call now for a free booklet ▣
- Ask for customer for email address in return for a free carpet cleaning guide ▣
- Get people to register their interest ▣
- Make your good advertising great ▣
- Include photos in your ads to make it personal ▣
- Remember people don't care about you or your logo in your marketing ▣



Include testimonials everywhere ▣

Do all you can to enforce the message that carpet cleaning is at least a monthly service ▣

Diarise follow up reminders ... " OOOOPS It's been a year already" ▣

Make dealing with you easy as let prospects know ▣

Have a look at your use of colours and branding in your marketing (does it say what it should) ▣

Brain storming marketing ideas ▣

ALWAYS track results ▣

Do a demo video about using your products ▣

Send out a press release for everything ▣

Join chamber of commerce / clubs / charities ▣

Use sales letters to soften people before you call them with your offer ▣

Give referrals to receive referral ▣

Maintain all leads and have great system for follow up ▣

Write personal letters for referrals (or get decent postcards done which you can write) ▣

Use friend's, family and acquaintances and ask who they know who ... ▣

Ask friends and relative who work in large businesses to put up your ads in their staff room ▣

Link up with charities ▣

Fund raising ▣

In quiet times write to customers saying it's quiet, announce price rises in 1 month ▣

Give your friends and family vouchers for them to hand to friends ▣

Ask friends or family to do leaflet distribution with / for you ▣



- Follow up phone call after job completed or after sales letter sent ▣
- Always up sell if it is ethical and fair to do so ▣
- Create a FANTASTIC referral system ▣
- Client satisfaction form with referral section ▣
- Always give out tons of vouchers (think dominoes and subway) ▣
- You will get more referrals if people know you want them, so tell them ▣
- Tell people how to refer you (pass on a card, flier, text msg, email) ▣
- You will get more referrals if you thank your referrals sources enough ▣
- Don't let your customers forget about you ▣
- Marketing ideas box (see an ad or marketing tip, cut it out and put it in the box) ▣
- Free message pads / desk planner / pens ▣
- Buy one (or two) room(s) get one free ▣
- Vehicle wraps ▣
- Make discounts good (when was the last time you bought anything for 5% OFF?) ▣
- Inserts in magazines ▣
- 4 wheel drive wheel covers ▣
- Market stall with free prize draw to get addresses ▣
- Signs at stadiums ▣
- Make 10 sales calls a day ▣
- Offer help to victims of crime, floods etc for free and advertise it ▣
- Put flyers under business doors at weekends ▣
- Free carpet care seminar ▣
- Free samples ▣
- Trade shows ▣



- Loyalty scheme - 10th order get free gift (clean, champagne) □
- Always ask "do you have a friend we can help?" □
- Look to add as much value as possible □
- Make up own insurance e.g. free clean if anything spilled within 7 days of the clean □
- Time limited money off next clean (usually 15 months) □
- What extra products or services to do with carpet cleaning can you sell □
- Discounts for local big businesses □
- Have a FLASH 1 week sale??? □
- Send 2 sales letters a week and book in the follow up call □
- Remember and use the customer's name □
- Tell stories to sell □
- Use case studies and video case studies often □
- Have a thank you party for your best customers □
- Develop your CRM system □
- Get envelope ready with brochure to send out quick □
- Put thoughts into gifts and promo's and make the gift actually useful to the recipient □
- Leave business cards everywhere □
- Thank you for the business at the end of year card □
- Retell people constantly what you do □
- Tell people not just carpet cleaning but... refreshing your furnishings (Glam it up a bit) □
- Develop clear message skills □
- Use SWOT to help you work on your weaknesses and big up your strengths □
- Business improvement suggestions box □



- Look at other industry advertising BUT DON'T COPY IT ▣
- Make it easy for people to talk to you email skype whatsapp ▣
- Regularly change and update your web site ▣
- Be different - Try things like "improve your environment from as little as..." ▣
- Take the time to know what the REAL benefits you're selling is? ▣
- Constantly repeat your key points (people will forget) ▣
- Make friends with opinion leaders ▣
- Identify what your customers love about your business and market the heck out of it (88% of our customers said they loved our punctuality / clean fresh smell / quality work etc) ▣
- Work on what you can do to create a real WOW experience ▣
- Forward this email to a friend / email signatures ▣
- Social media page sharing buttons on the website ▣
- Introductory discounts for new customers
- I miss you letters ▣
- Pop into local estate agents with box of doughnuts and introduce yourself if they are your target market /go after those you want ▣
- Public venue flyer handouts ▣
- New brochures which detail ALL of your services (I bet your current ones don't!) ▣
- Other directories ▣
- Piggy back mail shots with another business ▣
- Arrange for your fliers to get put in another businesses invoices ▣
- Get on estate agents "trusted trader" list (many of them give to new buyers) ▣
- Post card mailings ▣
- Over sized postcard ▣



Internet advertising ▣

Banner ads ▣

Van sign writing (interesting with offers to encourage a call?) ▣

"Please take one" leaflet / card dispenser on van ▣

Window displays for places who will promote you ▣

Cards in newsagents windows ▣

Special offer to sports centres or other large organisation near you etc ▣

Push the healthy aspect of carpet cleaning to health care professionals ▣

Packaging (your stain removal pack etc) ▣

Create industry newsletter and promote yourself as founder to establish expertise ▣

Stickers and tags to leave behind on product ▣

Fridge magnets with date of next clean / mortgage advisor with date of renewal etc ▣

Business cards double sided (tent folded) with appt times and dates ▣

Write a book / article to help you establish your expertise ▣

Text appt times a few days before meeting with slogan / tagline ▣

Trade longer / different hours and tell all you do ▣

Always pre send job and date confirmation guide and consumer guide ▣

Explain you services to those outside your industry ▣

Print a benefits of carpet cleaning list / your services ▣

Protect a piece of tissue with solvent protector to demonstrate it works ▣

Quality heavy weight brochures ▣

Team member profiles ▣

Write companies "magic story" (why you do what you do) ▣

Show awards, certificates ▣



- Show off your organisation memberships everywhere (IICRC etc) ■
- Payment plans ■
- Re-writ quotes / tenders / proposals into "action plans" or "consultations" ■
- Print and develop your company mission / vision statement ■
- Try before you buy (free room) ■
- Sell on emotion and dreams (clean healthy home) ■
- Bulk buy specials ■
- Scarcity and limits, fear and pain ■
- Company profile on good business cards ■
- Gimmicks with direct mail (put a coin in envelope, a stick on twig) ■
- Gift cheque toward purchase ■
- Send an unsigned check worth £20 with your promo materials and say you'll sign the cheque if they are not thrilled with your work.
- Explain why they will benefit from your services ■
- Under promise and over deliver in all your marketing ■
- Highlight a product of the week / month ■
- Book your next clean in 12 months for a discount if you do it NOW ■
- Remind them of frequency of cleaning ■
- Get a full brochure made up with frequency charts, pictures, benefits etc ■
- Frequent buyers programme ■
- Membership / VIP card ■
- Offer off next purchases ■
- You MUST have terrific reminder system ■
- Best time to sell again is when they have just purchased ■
- Incentives / rebates ■
- Target marget likely repeaters ■



- Post purchase reassurance □
- Educate on the full value you offer □
- Suggest alternative uses □
- "Closed door" sales for selected customers only □
- Free plan upgrades for more loyalty □
- Labels and stickers □
- Become an "exclusive" distributor for a product to add credibility to your specialism □
- Sack "D" grade customers (poor quality and very poor quality drains on your resources) □
- Have a page on website where people can buy your stain remover □
- Commission only on sales teams □
- Use a call answering service instead of voicemail □
- Team incentives □
- Systemise the routine, humanise the exceptions □
- Automate as much as possible □
- Stop running marketing that doesn't make AT LEAST 3:1 □
- Measure everything – stop wasted outlays □ □
- Educate customers □
- Create a quality image in everything you do □
- Focus on A and B grade customers ... what marketing will THEY respond to? □
- Underline risks avoided when customers make purchases with you □
- Place time limits on availability of products or service □
- Place sales limits on availability of products or service □
- SEO (search engine optimisation) □
- PPC (Pay per click Google Ads) □



- Facebook ☐
- Twitter ☐
- LinkedIn ☐
- Pinterest ☐
- General e-mail marketing ☐
- Database building ☐
- Google places / local ☐
- Tracking numbers ☐
- Auto responders ☐
- Websites ☐
- Blogs ☐
- Articles ☐
- Squeeze pages ☐
- Online business directories & listing ☐
- Broadcast advertising ☐
- Email newsletters ☐
- Yahoo! Bing Advertising ☐
- YouTube ☐
- Flickr ☐
- Apps
- Google ☐
- The personal touch (e.g. cards & gifts) ☐
- How are people currently hearing about you? Do more of that ☐
- Give people a "This sticker will save you time and money" sticker to put on item eg printer, fridge for consumables ☐
- I saw this and thought of you letter ☐

