

## Action Plan

The following items will produce the best results in growing your customer base and selling more to them.

**Phone Book** – The AT&T Yellow Pages is the only book you should spend money in. Because your customers don't become acquainted with you there, but they do use the book to find your phone number, a bold in column ad should provide your best bang for your buck.

**Internet** – Use the internet to target your key zip codes for new leads. The level of affluence, education and median age of your market suggest that you have a lot to gain by being in front of the online audience. If you target just your best zip codes, you can expect consistent leads for around \$20 each. This is by far your lowest cost lead generation tool at your disposal.

**Customer Contact** – A thermostat warranty sticker program should be implemented immediately. This will help customers remember who you are, and how to contact you. A customer newsletter will provide the much needed communication and up sell opportunities your existing customers need. You should begin with a printed version quarterly, and begin collecting email addresses. Your customers indicate that they would respond to an email from someone they trust. As your database of customer e-mails grows, begin alternating a printed and email newsletter each quarter. Be sure that you include plenty of valuable information in each issue, and make new offers in each. Encourage your customers to share some of the offers you include in your newsletters. This will turn your customers into advocates of your business. A 3,000 person part time sales force is way more valuable than a list of 3,000 people that once spent money with you.

**Guerilla Marketing** – As you visit new customers, be sure to get permission to place a yard sign in every yard, no matter how long you are there. Get a yard sign that is not too fancy so that you can leave it there forever, or until they ask you to come and get it. In place of putting door hangers on the closest doors around each visit, hang the cheap plastic envelope like you might find on a for sale sign, and stock it with a handful of flyers extolling the virtues of your services, and making a great offer to “your neighbors.”

**Direct Mail** – Direct Mail should be used consistently to demonstrate your great value and professionalism to potential customers. Especially in an economy where no one is spending money on advertising, you are in a position to grab lots of business while no one else is out there asking for it. Postcards with tune-ups or service agreement offers should provide a great return in a market with busy professionals concerned about saving money. Your market is educated on the virtues of insurance and proper maintenance, and they don't want to be bothered with the details if someone else will do it. Remember to consistently make an offer, and look for way to ramp up your capacity when business is good, because that is when new customers are easiest to come by.

**Newspaper** – Use the Orlando Sentinel to target your market with pre printed inserts. Support your direct mail efforts with these flyers, and be sure to watch patterns in subscriber ship, and response. You can spend more time explaining a complicated sale such as replacement or Indoor Air Quality on an insert because your customer is in a reading mode, and seeking information. Providing an easy buy opportunity on one side such as a tune-up or service call discount, and an editorial style “How To” Replacement offer could provide excellent balance.



Radio & TV – Electronic media should be used as your budget allows for providing support and top of mind awareness. Your prominent talk radio station and best TV Stations will return your best return. Do not use traditional ad spots that they typically sell. Look for weather sponsorships and similar opportunities that are less costly and pull your message out of the noise of a “commercial break.”

Your Mastermind Group – No one should do this alone. You should have a team of people that have strengths and experience that compliment your own. Marketing Experts has a team of experienced marketing professionals with real world experience in the residential HVAC business. Make us part of your team, and call us or e-mail us with every question you have. Let us be involved in the success of your business, and help you to bring every marketing endeavor in sync with the others. We would be glad to share our thoughts on everything from a yellow page ad, to a new logo or uniform colors. We can help you implement successfully every aspect of the plan we’ve laid out for you.

Keep your Market Central Report handy use this information to make the best decisions. If you would like us to show you how to continue to gather more valuable information, we’d be glad to. If you’d rather just re-evaluate your market in a couple of years, we’ll be here then as well.

Sincerely,

Marketing Development Team  
Marketing Experts Inc.

