



Your 2018 Internet Marketing Plan WORKBOOK

Your 2018 Internet Marketing Plan

LEARN HOW TO MAXIMIZE YOUR LEAD
FLOW USING THE LATEST INTERNET
MARKETING STRATEGIES

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



What is your goals for 2018?

- How much revenue will your company do this year? What is the target?

- How much is that monthly? (Divide the annual target by 12)

- How many booked calls will that require?

- What is your average transaction value? _____
- What is your lifetime customer value? _____
- How many technicians will you need to hit your goal? _____

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



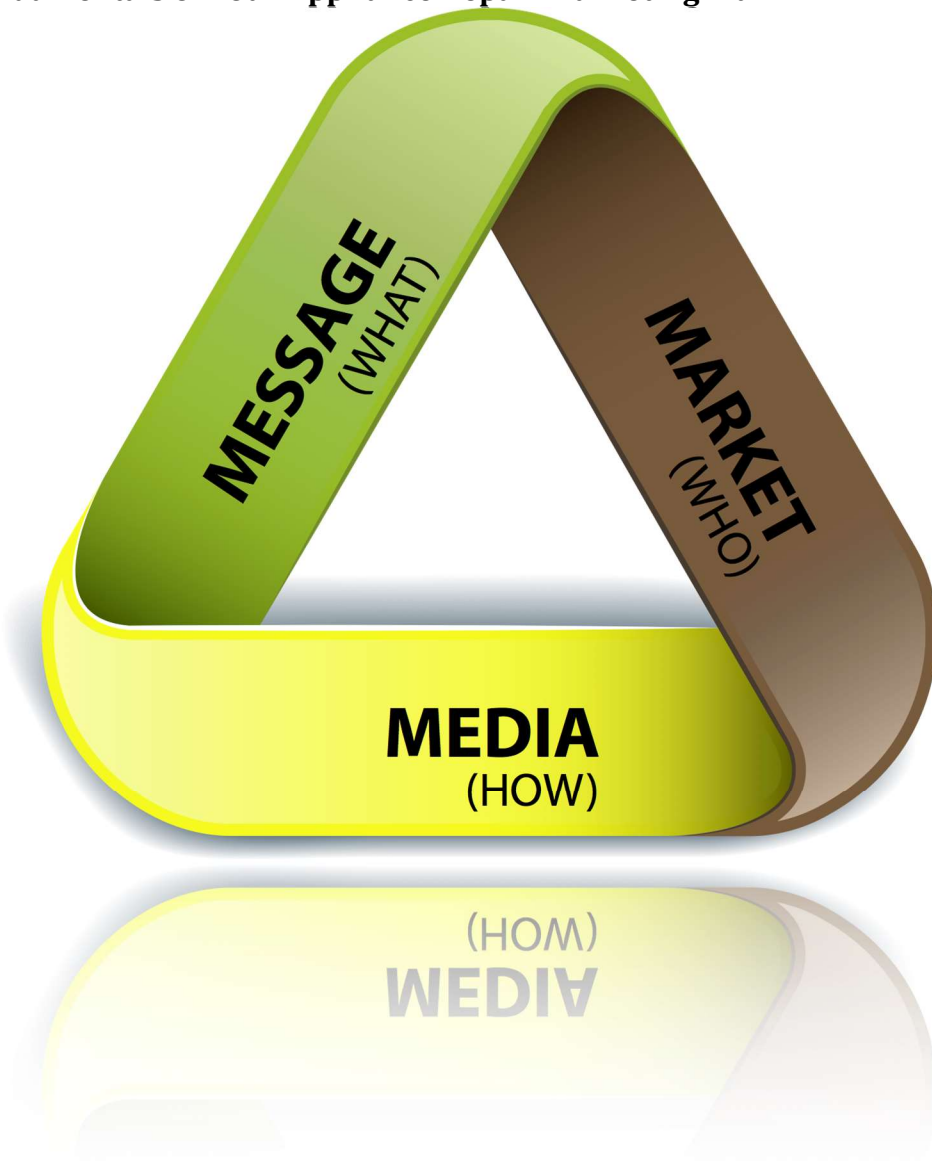
How many leads will you need to generate to hit your goal?

- What is your average conversion rate from caller to booked job? _____
- Multiply your Call Target by your conversion rate - $\frac{?}{?}$ _____

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



The Fundamentals of Your Appliance Repair Marketing Plan



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Avatar:

- **Demographics**

- Home Owner
- 35+ years old
- Typically female occasionally male
- Married with 2-3 kids
- Head of household
- \$65K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in their community

- **Pains & Frustrations**

- Appliance Not Working
- Can't get an appliance repair company on the phone or to return their call
- Need to get appliance issue resolved
- Too busy to deal with it
- Worried that the situation at the house could be unhealthy for family

- **Fears & Implications**

- Being ripped off or overcharged
- Paying for service call on an appliance that can't be fixed
- Having home or appliance damaged by faulty workmanship
- Having to wait around all day for the technician to arrive at the home

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



- Having to take off work or being inconvenienced trying to coordinate with the Tech
- Quote will be too high or more than expected
- **Goals & Desires**
 - Get the appliance fixed
 - Having the issue behind them
 - Having a well kept home
 - Taking care of their family
 - More income, money, wealth
 - Live in a nicer more luxurious car
 - Drive a nicer car
 - Kids healthy, happy & successful
 - Spend more time with family
 - Travel & have fun with family
 - Respect and approval of friends, family and relatives
 - Piece of mind
 - FROM A APPLIANCE REPAIR COMPANY?
 - Friendly, affordable, honest & convenient
 - Work with a tech who can accommodate their schedule (after hours or during the weekend if needed)
 - To find that "great" guy that does such a good job they can proudly recommend to their friends and look like a hero
- **Dreams & Aspirations**
 - Be well respected by family and friends
 - Buy that nicer home or car
 - Retire at 65 without any worries
 - Kids grow up healthy, happy & successful

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



***If you can see the customer through
the customer's Eyes then you can
sell what the customer Buys***

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



What is your message?

Why should someone choose to do business with you vs. the competition?

1. _____
2. _____
3. _____

What benefits do you offer that your target customer avatar will resonate with?

1. _____
2. _____
3. _____



With a clear understanding of your customer avatar we can focus on crafting messaging for your website that resonates with the customer!

- Same Day Service or Emergency Services or 24 Hour Service or On-Time Service
- Strait-forward Pricing or Upfront Pricing or Satisfaction Guaranteed
- Trustworthy Technicians or Trusted Technicians or Experienced

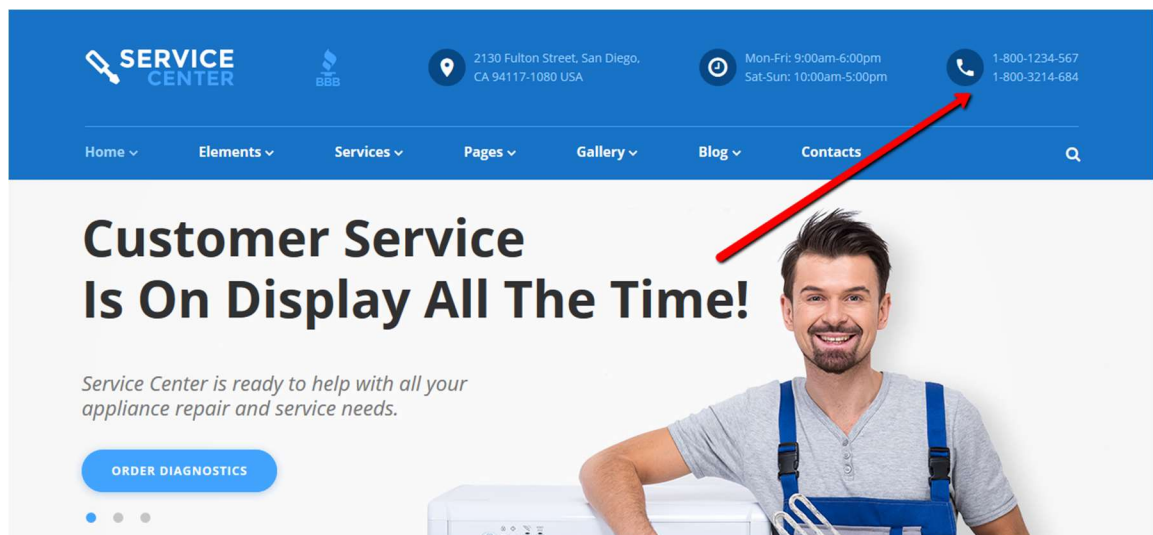
You can make the case:

- 1. Fast Same Day Service**
- 2. Money Saving Offers**
- 3. 24 Hours, With No Overtime Charges!**
- 4. Clean-Cut Professional Technicians / We'll leave your home cleaner than we found it**
- 5. Great Service - Guaranteed!**

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Your website is the HUB where everyone ends up...Is your website optimized to convert?



Is your website setup for conversion?

- ☐ Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?
- ☐ Does it have real authentic images of your team to the homepage & throughout the website
- ☐ Does it include video elements to your website
 - Website welcome video
 - Video's for each of your services
 - Video explaining why someone should contact you vs. the completion
- ☐ Does it showcase your online reviews more prominently on the home page
- ☐ Does it make it easy for them to take action and get in contact with your company?
- ☐ Get the basics are in order
 - Phone number in to right hand corner
 - Ensure that there is a web form that customers can fill out
 - Add credibility with Authority Symbols (BBB, Angie's List, etc)
- ☐ Update the Calls To Action on each page to ensure to speak to your customer Avatar & tell them exactly what to do next

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
 866.561.5627



Do you have KPI Tracking in Place?

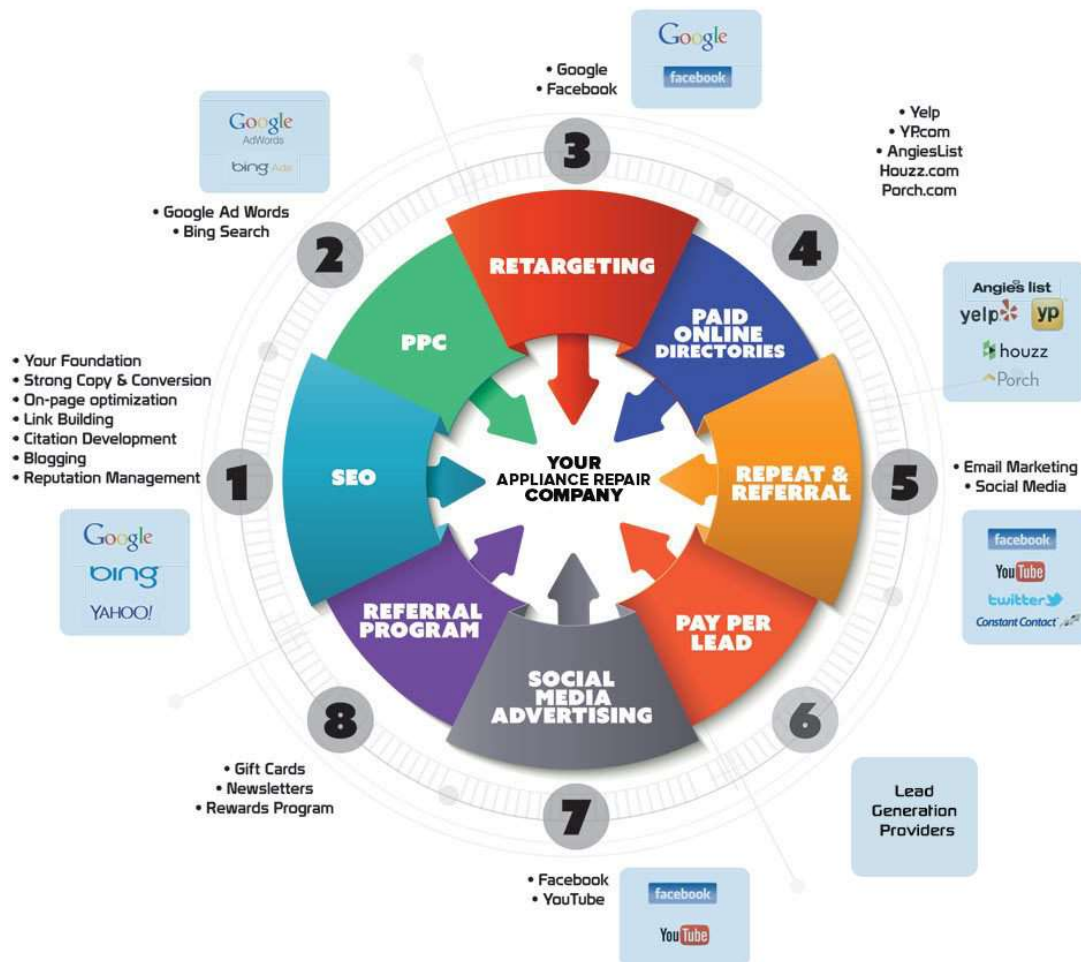
- **Call Tracking**
- **Average Cost Per Call Generated**
- **Simple dashboard to measure KPIs**

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Your 2018 Internet Marketing Plan

For the maximum flow of calls, leads & profitability in your Appliance Repair Business



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
 866.561.5627



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



What are your top 3 internet marketing initiatives that you need to focus on?

1. _____

2. _____

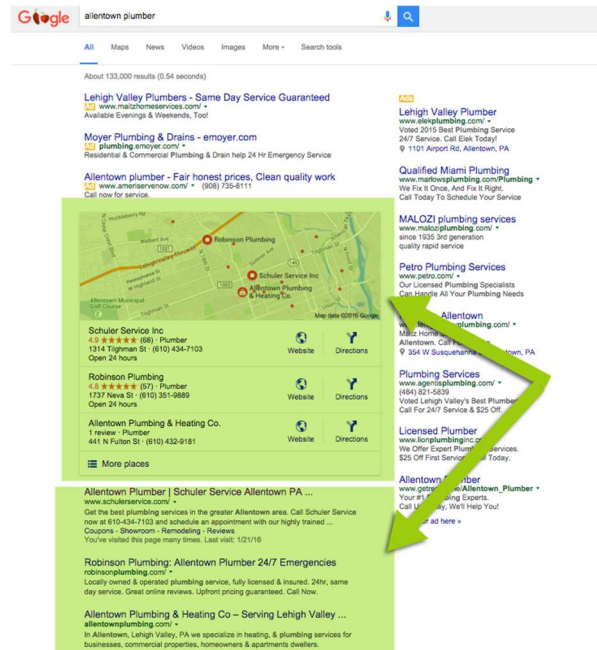
3. _____

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



SEO Strategy (Organic & Google Maps)



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Items to double check:

- ☐ How is website ranking for most important keywords?
- ☐ Pages for all key services?
- ☐ Pages for all focus cities in service area?
 - Unique content on these pages?
- ☐ Specific service keywords combined with target city in Title Tag & H1 Tag
 - Yoast SEO Plugin
- ☐ Consistent ongoing blog updates (1 x per week)
- ☐ New links being added back to the website on a consistent basis
 - Moz, AHRefs, Majestic SEO
- ☐ Website listed on major online directories with consistency of Name, Address & Phone Number?
- ☐ Systematic effort to drive more online reviews? Request after every service call?
 - Empower Team to plant the seed & set expectation
 - Dispatcher or office person to call once the request for review email is sent

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Link Building Ideas – Low Hanging Fruit



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?



Paid Search Strategy



Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



What paid search initiatives will you implement?

- ☐ Pay-Per-Click – Google Adwords / Bing Search
- ☐ Retargeting (Banner Ads)
- ☐ Premium Adverting on Authoritative Directories:
 - Angie's List
 - Yelp
 - YP.com
- ☐ Pay-per-lead sources
 - Home Advisor
 - The Appliance Experts



Pay-Per-Click Marketing Strategy

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



Why Most Pay-Per-Click Campaigns Fail



- Setup only ONE ad group for all services (appliance repair, emergency fridge repair, dryer repair, icemaker service, etc.)
- Don't use specific text ads
- Don't use landing pages for groups of keywords
- No strong call to action or OFFER on the landing page

Pay-Per-Click Marketing Worksheet

What AdGroups will you setup?

☐
☐
☐
☐
☐
☐
☐
☐
☐

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
866.561.5627



What Keywords go with each AdGroup?

☐ Group 1 Title –

○ Keywords

☐ Group 2 Title –

○ Keywords

☐ Group 3 Title –

○ Keywords



Ad Group: Template

Keywords

- List of Keywords that pertain To that Ad Group

Text Ad

- Should Match The Keyword, Answer the Question and offer a special incentive if possible

Landing Page

Should be mapped to a specific page on you site that speaks to their specific search or need
E.G. [www.yoursite.com/city-appliance-repair-services](#)



Landing Page Content

Are you in need of appliance repair services in the Dallas Area? Contact the experts at XYZ Appliance Service for immediate, quality & affordable service at 554-555-5533.

Then restate your value proposition, experience, link to reviews, etc.

Get \$20 Off your service by referencing the coupon below:

COUPON

Call now 554-555-5533.

Schedule your 2018 Internet Marketing Plan Review –
www.appliancerepairmarketingsecrets.com/schedule/ or call us today at
 866.561.5627



Tracking & ROI

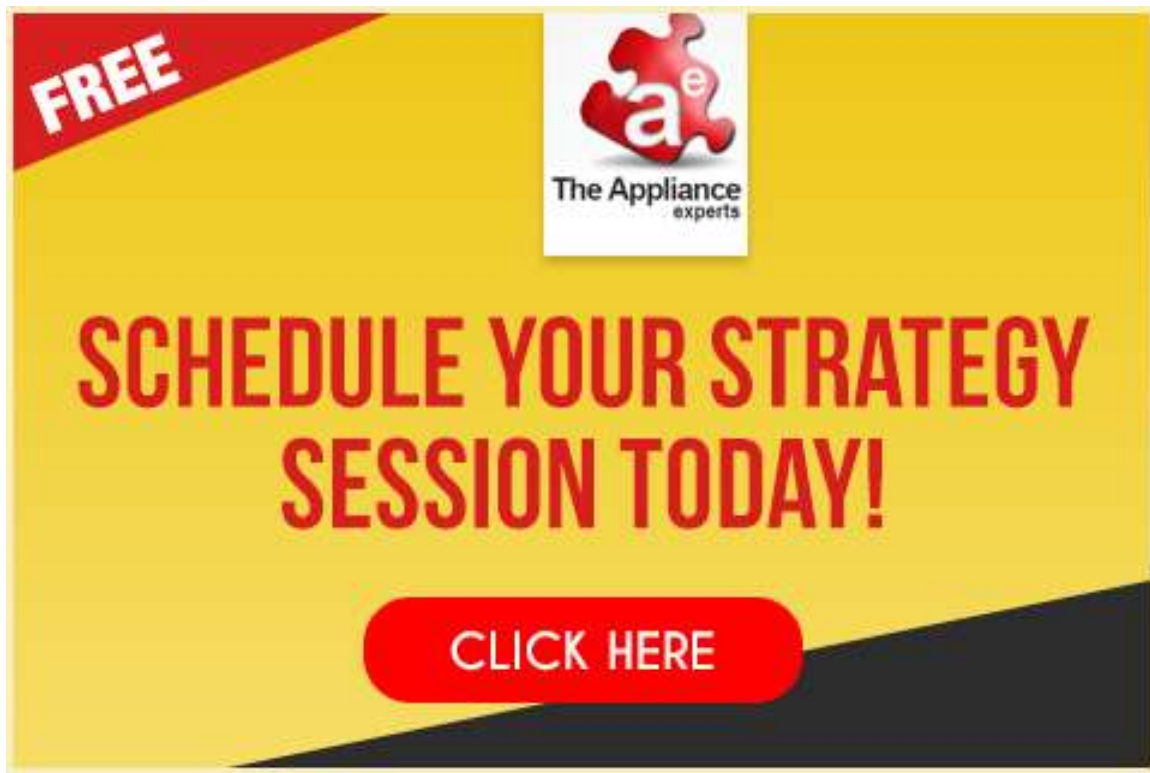
What tracking / reporting tools will you put in place?

- ☐ Google Analytics
- ☐ Ranking Tracking
- ☐ Call Tracking
 - CallRail, Call Fire, Etc
 - ** Be sure you can setup swapping based on source (PPC vs. Organic)
- ☐ Lead Source Tracking
 - Dispatching system that can tie the lead back to revenue generated



Need some one-on-one help?

FREE: 2018 Internet Marketing Plan Review



If you would like to have me and my team personally review your internet marketing plan and show you where your ranking, where there is room for improvement and how we can work together to make 2018 your best year ever and finally get your internet marketing right. Then schedule your strategy session by calling us at 866-561-5627

Or Schedule your appointment by going to

www.appliancerepairmarketingsecrets.com/schedule/.

Schedule your 2018 Internet Marketing Plan Review –

www.appliancerepairmarketingsecrets.com/schedule/ or call us today at

866.561.5627