



THE 2019 ONLINE MARKETING PLAN

**Learn How To Get More Appliance Repair Leads,
Using The Latest Online Marketing Strategies**



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Your 2019 Appliance Repair Marketing Plan WORKBOOK

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What are your goals for 2019?

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?

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

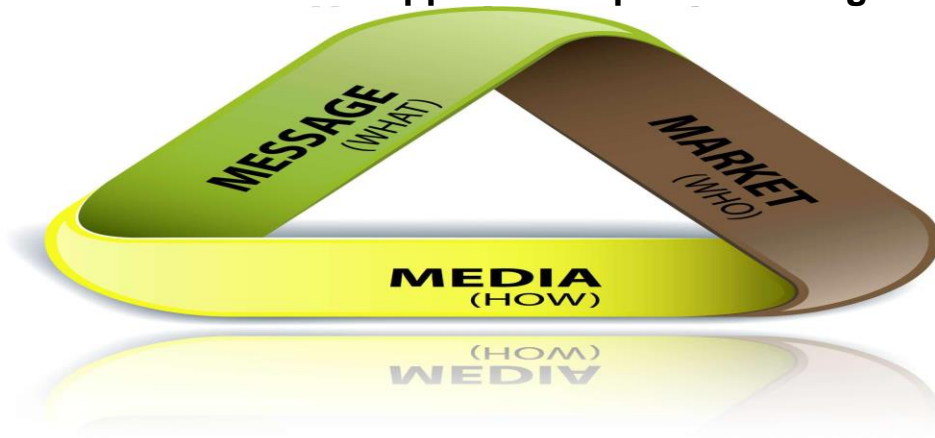
What is your average conversion rate from caller to booked job?

Multiply your Call Target by your conversion rate –

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The Fundamentals of Your Appliance Repair Marketing Plan



Market:

Which is 'who' (who are your customers)?

Media:

Sources of your advertising such as newspaper, radio, website etc.

Message:

Is it same day service? Is it 20, 30 years of experience? Is it that you specialize in a certain type of appliance?

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Who is your target customer Avatar?

YOUR AVATAR'S GOALS & FRUSTRATIONS

Created and owned by The Appliance Experts

This powerful step will make every aspect of your marketing more effective. Seriously. At the end of the day, your clients' decision to (or not to) take action boils down to their level of pain or desire for pleasure. This exercise addresses both. Which is why it's laid to the bone.

MARKET RECON

PAINS & FRUSTRATIONS

GOALS & DESIRES

FEARS & IMPLICATIONS

DREAMS & ASPIRATIONS

AVATAR

TOWARD

NOW

EVENTUAL

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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

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The Appliance
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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**
- **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**

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- Travel & have fun with family
- Respect and approval of friends, family and relatives
- Peace of mind

From An 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

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

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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. _____

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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

Straight-forward Pricing or Upfront Pricing or Satisfaction Guaranteed Trustworthy Technicians or Trusted Technicians or Experienced

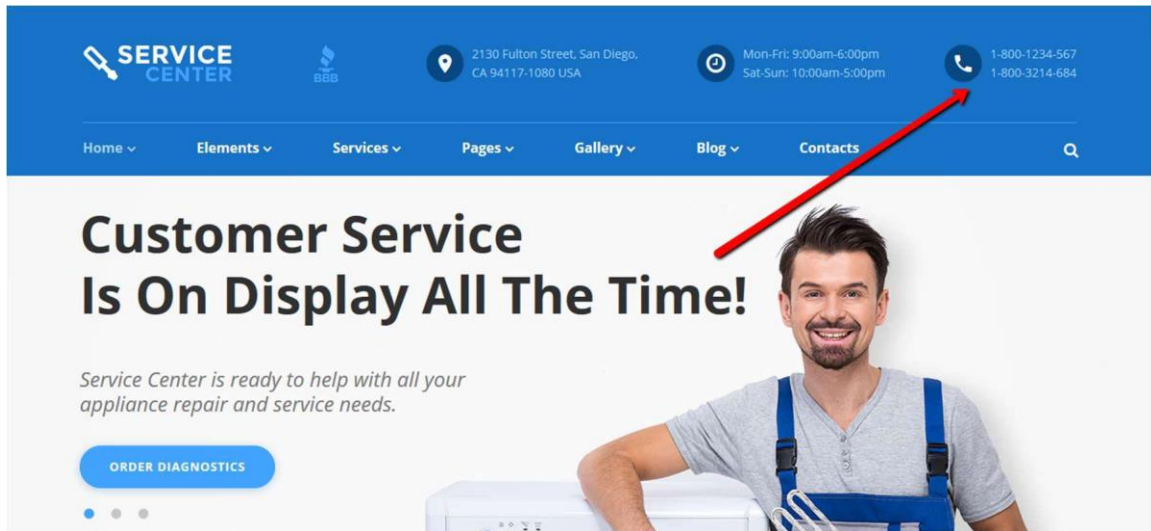
You can make the case:

- 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!**

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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 on your website?

- Website welcome video
- Video's for each of your services
- Video explaining why someone should contact you

vs. the competition.

○ 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?

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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

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Do you have KPI Tracking in Place?

Call Tracking

Average Cost Per Call Generated

Simple dashboard to measure KPIs

GET YOUR ONLINE MARKETING RIGHT!

✓ check what you are doing x cross out what you are not doing

- **Do you have a website?**
- **How many phone calls are you getting each month from your website?**
- **Is your website properly optimized for the search engines?**
 - ☐ Do you have your main or multiple keywords in the title of the pages of your website? E.G. Your City Appliance Repair | Your Company Name
 - ☐ Do you have pages for each of your appliance repair services?
 - ☐ Do you have pages for the major appliance brands that you service?
 - ☐ Do you have unique content on each of the pages of your website?
 - ☐ Are you helping Google understand your true local service area?
- **Does your website rank on page one for your most important keywords like "Appliance Repair + your city", "your city + refrigerator repair"?**

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- **Is your website optimized to convert your visitors into callers?**
 - ☐ Do you have the Phone Number in the upper right corner of your site?
 - ☐ Are you using authentic images / video? Photos of the owner, photo of your vans, photo of your team, etc.?
 - ☐ Do you have a compelling Call To Action after every block of text?
- **Is your website MOBILE friendly?**
- **Are you writing new content on a regular basis, blogging and creating new inbound links back to your website?**
- **Have you optimized your Google Map Listings correctly?**
 - ☐ Have you properly optimized your listing?
 - ☐ Are you on all the major online directory listings with the same company name, address & phone number?
 - ☐ How many online reviews do you have?
 - ☐ Do you have a proactive strategy for getting new online reviews every day?
- **Are you active on Social Media?**
 - ☐ Do you have your business profiles setup on Facebook, Twitter, Google+, LinkedIn, YouTube?
 - ☐ How many likes do you have on your Facebook?
 - ☐ Are you updating your social profiles on a daily basis?
- **Are you leveraging E-Mail Marketing?**
 - ☐ Do you have a database with your existing customer email addresses?
 - ☐ Are you sending out a monthly email newsletter?
 - ☐ Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- **Are you taking advantage of paid online marketing opportunities?**
 - ☐ Do you have an AdWords Campaign? Are you strategically targeting with specific Ad groups, text ads & landing pages?
 - ☐ Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?

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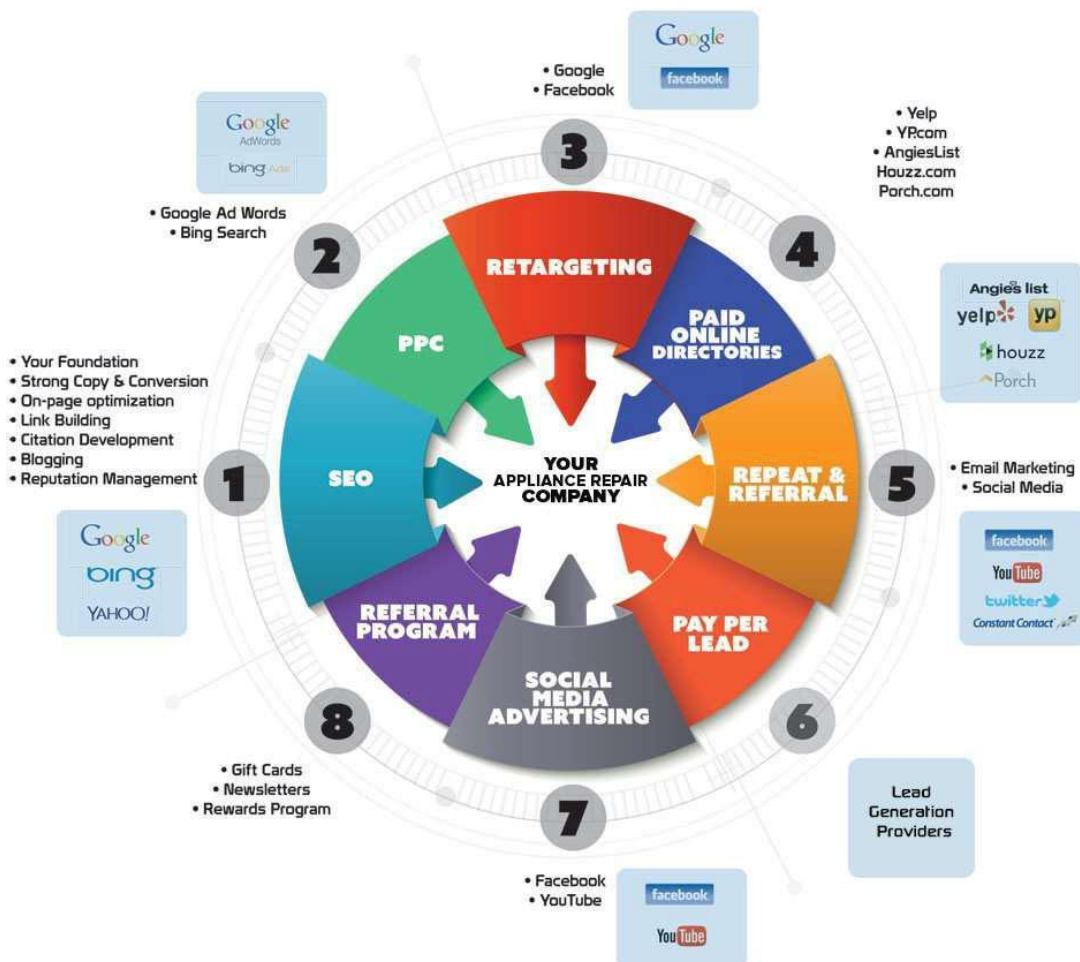
- ☐ Are you taking advantage of Paid Lead Services - HomeAdvisor, The Appliance Experts etc.?
- **Do you have the proper tracking in place to gauge your ROI?**
 - ☐ Google Analytics
 - ☐ Keyword Rank Tracking
 - ☐ Call Tracking
 - ☐ CRM with tracked lead sources
 - ☐ Google Webmaster Tools

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Your 2019 Internet Marketing Plan

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



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

1. _____

2. _____

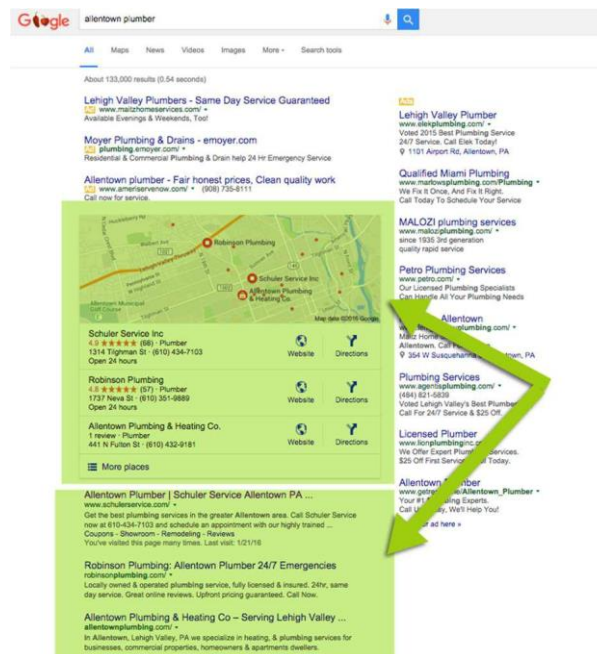
3. _____

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

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SEO Strategy (Organic & Google Maps)



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Items to double check:

How is website ranking for most important keywords?

Do you have 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

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Link Building Ideas – Low Hanging Fruit



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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?

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Paid Search Strategy



What paid search initiatives will you implement?

Pay-Per-Click – Google AdWords / Bing Search Retargeting (Banner Ads)

Premium Advertising on Authoritative Directories:

- o Angie's List
- o Yelp
- o YP.com

Pay-per-lead sources

- **Home Advisor**
- **The Appliance Experts**

Pay-Per-Click Marketing Strategy

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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

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Pay-Per-Click Marketing Worksheet

What Ad Groups will you setup?

What Keywords go with each Ad Group?

Group 1 Title –

o Keywords

Group 2 Title –

o Keywords

Group 3 Title –

o Keywords

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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.

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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**

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Need some one-on-one help?

FREE: 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 2019 your best year ever. Then schedule your FREE strategy session by calling us at 866-561-5627 Or click here:

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