







50 Positive Reviews









#### LOCAL FAVORITE

Kitty Eyestone – Review Flyer,
Digital Award
Morris Watson - Review Flyer,
Digital Award
Buddy Prete – Award Plaque,
Digital Award

#### Congratulations To This Month's Local Favorite Club Members

**Buddy Prete** 

Ultimate Interiors

Milford, CT

**52 reviews** 

Kitty Eyestone

Carpet Center

Windsor, CA

28 reviews

Morris Watson

Your Flooring Solution

Rowlette, TX

27 reviews



#### Plan Ahead for Fall & Holiday Promotions

- Schedule the launch date and work backwards
  - Give yourself at least 30 90 days lead time
     (Depending on the project)

## Plan Ahead for Promotions

- Schedule on your calendar exactly when marketing pieces go out
  - Direct mail
  - Email
  - Social media posts

# Sample Campaign Sequence For Thanksgiving

(Advanced Level Marketing Strategy)

- Deadline: Wednesday, November 21st
- 1<sup>st</sup> Letter #1, email, FB post
- 5<sup>th</sup>: Email, FB post
- 7<sup>th</sup>: Email, FB post
- 8<sup>th</sup>: Letter #2

- 12<sup>th</sup>: Email, FB post
- 14<sup>th</sup>: FB live
- 19<sup>th</sup>: Email, FB post
- 20<sup>th</sup>: Email, FB post
- 21<sup>st</sup>: Email, FB post

## Special Offers



Every 4<sup>th</sup> Room Free



Man Cave



17% More Free



Floor, Spa, Golf package

#### **HOLIDAY SCHEDULE WARNING:**

Jimbos Floors is in very high demand, and we are booked out for 4-6 weeks. If you are even <u>thinking</u> of having new flooring installed for the Holidays, I implore you to run (don't walk) to our showroom and book your installation now, even if you don't need it for a month or two.

If you come in at the last minute we'll do our best to fit you in, but it's very likely you'll have to wait for several weeks. Don't

take that chance!

CALL OR VISIT US NOW!! Don't Miss Your Chance To Get New Floors For the Holidays! Call Or Visit Now!

Jimbo's Floors 530-790-1234

789 Jones St., Montrose, CO 81401



## Tricks To Get Lots Of Halloween "Treats!"



- Step 1: Your Market
  - past clients
  - delayed leads
  - Referral partners
  - target farming
  - Website



- Step 2: Schedule your campaign
  - Direct mail
  - Email
  - Social media posts
  - FB live



 Step 3: Have entrants email or DM a photo of their ugly floor.

## Halloween: Scariest Floor Contest

- Step 4: Winner Gets Three Rooms of Free Flooring (Up to \$2,500)
  - Publish the winner in Neighborhood Advisor, FB posts
  - Get before and after photos





### Halloween: Scariest Floor Contest

- The winner agrees to
  - Let you video and photograph the floor before and after and put in the newsletter, website, etc.
  - Do a video testimonial.
- Testimonial Video w/Before and After
  - Website
  - Social media
  - Showroom monitors



#### Advanced Strategies

- Turn the project into a HDTVstyle documentary.
- Use as a marketing video on your website. "Click Here to see the winner of our Scariest Floor contest!"
- Social media
- Play it on monitors in your showroom.

# Halloween: Scariest Floor Contest

#### Step 5: All other entrants win 2<sup>nd</sup> prize

- Every 4<sup>th</sup> room free or 17%
   more free, or some other offer.
- Plus a night out at the movies for two.
- Get before and after photos.
- Get video testimonials.



Host A
Halloween
Community
Event



- Where To Hold The Event
  - Your Store!
  - Another place of business
  - Community center
  - Local theater
  - Church

#### Host A Halloween Community Event

#### What to do at the event

- Set up like a carnival
- Concessions booth
- Games
- Dunking booth
- Costume contest

- Apple dunking
- Karaoke
- Free BBQ



#### Who to partner with

- Radio Stations
- Charitable organizations
- Churches
- Community groups
- Other businesses



#### Who to invite

- Past clients
- Delayed leads
- Referral partners
- Clients of other businesses you are partnering with
- Targeted list of ideal clients (InfoUSA.com)

#### **Host A Halloween Community Event**

- How To "Sell" At The Event
  - Raffle (collect contact info for follow up)
  - Fancy fortune cookies
  - "Post-Halloween" special for attendees
  - Consumer guides
  - Gift bags



#### **Thanksgiving**

- Partner with a local charity
  - Food closet

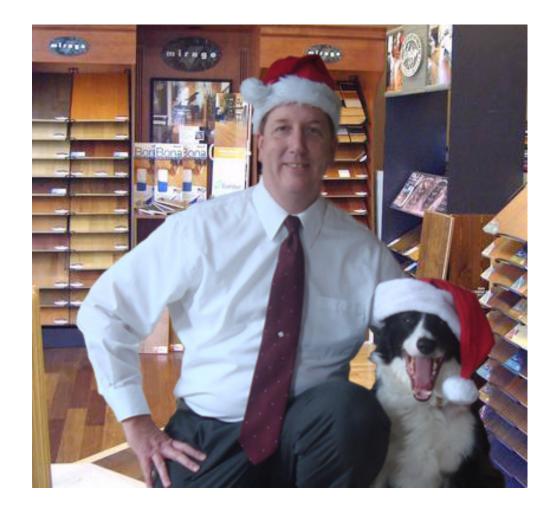


#### **Thanksgiving**

Promotion:
 Neighborhood Advisor
 Insert



#### Christmas



#### Christmas

- Partner with a charity
  - Same steps as Thanksgiving
  - Food Closet
  - Veteran's
  - Children's
  - Women's Shelter





#### **Play Santa!**

- Sends a message to all his past clients.
- "Play Santa" on Christmas Eve for their family
- He'd make a quick 10 minute appearance for a handful of clients.
- Hand out candy canes and other small goodies.
- If the customer wants a special gift delivered, Dan has them drop it by his store.



## **Share With**Clients

- Have an assistant shoot video and photos
- NA and eNA
- FB
- Website



- Stop stressing!
- This is a GOOD problem to have!



 Solution Part A: Schedule Installations 6-12 weeks out.



- Positioning is key
- "We're in very high demand, and typically we're booked out for 8 weeks. Let me see if we have anything open sooner."



- Solution Part B:
   Raise Your Prices
- 10-Quote Challenge



