



Unconventional Marketing Plan For Fall And The Holidays



Broadcasting From Colorado



**LOCAL
FAVORITE**

Announcing The
Local Favorite Club!



**LOCAL
FAVORITE**

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
 - 1st Letter #1,
email, FB post
 - 5th: Email, FB post
 - 7th: Email, FB post
 - 8th: Letter #2
-
- 12th: Email, FB
post
 - 14th: FB live
 - 19th: Email, FB
post
 - 20th: Email, FB
post
 - 21st: Email, FB
post

Special Offers



Every 4th Room Free



Man Cave



17% More Free



Floor, Spa, Golf package

HOLIDAY SCHEDULE WARNING:

Jimbo's Floors is in very high demand, and we are booked out for 4-6 weeks. If you are even thinking 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!”**



Halloween: Scariest Floor Contest

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



Halloween: Scariest Floor Contest

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

A large, irregular orange splatter graphic on the left side of the slide, with a dark orange center and lighter orange edges, resembling a paint splatter or ink blot.

Halloween: Scariest Floor Contest

- 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



Halloween: Scariest Floor Contest

- Advanced Strategies
 - Turn the project into a HDTV-style 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 2nd prize**
 - Every 4th 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



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



Host A Halloween Community Event

- **Who to partner with**
 - Radio Stations
 - Charitable organizations
 - Churches
 - Community groups
 - Other businesses



Host A Halloween Community Event

- **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

- Thanksgiving cards
 - Almost no one sends them, so yours will stand out.

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



WELCOME

Play Santa



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





What To Do When You
Get More Work Than
You Can Handle

What To Do When You Get More Work Than You Can Handle

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



What To Do When You Get More Work Than You Can Handle

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



What To Do When You Get More Work Than You Can Handle

- 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.”



What To Do When You Get More Work Than You Can Handle

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



Q&A

The image features the text "Q&A" rendered in a bold, three-dimensional blue font. The letters are thick and blocky, with a slight shadow cast beneath them onto a light yellow rectangular base. The background is a plain, light gray gradient. The "Q" is the largest, followed by the ampersand, and then the "A".