25 Guerilla Marketing Strategies

Additional FSS Support Services

- Weekly 30-min. check-in calls
- Additional client messages
  - Coronavirus update messages for your clients.
  - Emails, FB posts
  - Core 3: We'll send out the additional emails for you
  - DFD: We'll post the FB posts FOR you
- Joint Ventures: Free access and live training (June)

The Basics

Neighborhood Advisor

Market To Your Past Clients

Referrals

Design Audit

Everyone Else

1. Greeted walk ins the same old way: “How may I help you?”
2. Asked them the same old questions
3. Did the same old estimate
4. Gave them the same old quote (Only “differentiator” is cheap price)

You’ve Changed The Entire Ballgame!

YOU

1. Greeted totally differently when they first walked in
2. You built value in the Design Audit
3. Beverage menu
4. Sat down and asked questions and wrote down the answers
5. Zero-Regrets Guarantee
6. Lifetime Installation Warranty
7. Installer Professionalism Guarantee
8. In-Home Visit
9. Confirmation call the day before
10. Confirmation call 5 minutes before you arrive
11. Dressed professionally
12. Briefcase
13. Shoe covers
14. “I want to be your flooring consultant for life…”
15. Measured and inspected all of her floors
16. Testimonial portfolio
17. Inspected her vacuum
18. Inspected her walk-off mats
19. Inspected her spotters
20. Free bottle of spotter with free lifetime refills
21. Written prescription

Testimonials/Reviews

- Online reviews
- Testimonials—in your marketing
- Testimonials—video playing in your showroom
- Testimonials—Brag wall
- Testimonials—portfolio used during the sales process
- Testimonials—recording while prospect is on hold

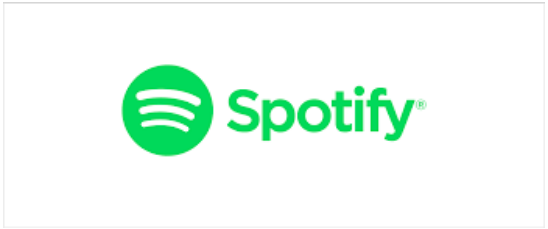
Facebook

My Sister's Flooring Showroom Experience

Quiet

Odor

Too many displays



Banish The Silence

Banish the bad odors

Popcorn or Baked Goods Prepared In Your Store

Banish The Clutter

Curate Your Showroom

Beverage Bar

Uniforms

- Administration team
- Sales team
- Warehouse team
- Installation team

Market To Your Sphere Of Influence

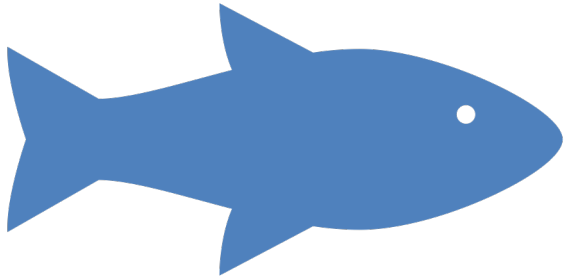
- **Past clients**
- Past prospects
- New prospects
- Prior co-workers
- Friends
- Family
- Acquaintances
- Club members
- Family doctor
- Yard care
- Insurance rep
- Pest control
- Dentist
- Pet shop
- Picture framing
- Veterinarian
- Nursery
- Teachers
- Health club
- Grocer
- Hair dresser
- Barber
- Nail care
- Auto mechanic
- Carpet cleaner
- Heating and A/C
- Auto dealer
- Pet grooming
- Massage therapist
- Dry cleaner
- Pharmacist
- Public storage
- Weight control assoc.
- Caterer
- CPA
- Financial Planner
- Family attorney
- Plumber
- Landscaper
- Window washer
- Banker
- Computer tech
- Chiropractor
- Contractor
- Interior decorator
- Handyman
- Skin care/cosmetics
- Pool maintenance
- Travel agent
- Blind cleaning

Ambassador Strategy

- Connect with your employees sphere of influence
- Neighborhood Advisor
- Special offers “Exclusively for friends of Rita Rassmussen, Flooring Consultant for Jimbo’s Floors”

Target Farming

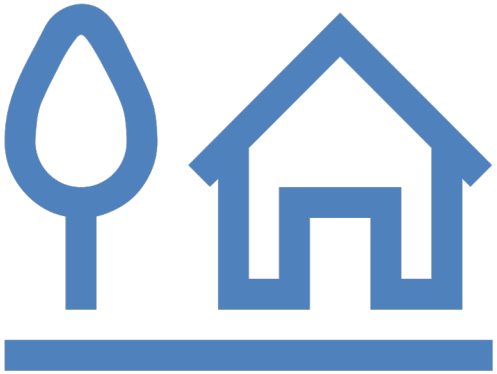
- Big fish in a small pond
- 500-1,000 Homes
- Connect Letter
- Neighborhood Advisor



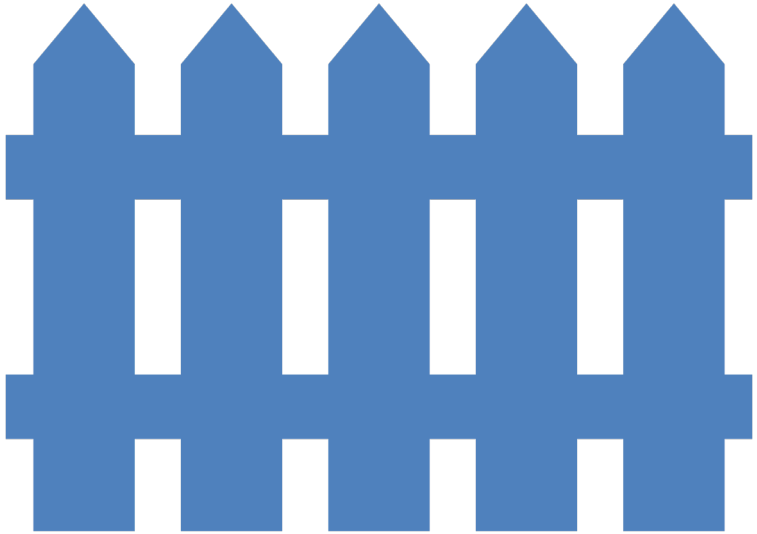
5 Around Strategy

- Every job
- House on either side, three across the street
- Special offer

Neighborhood Testimonial Drip Campaign



- Testimonial postcard or letter
- Photo
- Include client’s street
- Send to everyone in the neighborhood
- “Your Neighbors On Cedar Way Just Got The Floors Of Their Dreams!”



Yard Signs

Consumer Education

Perfect Floors Guide

- Given to everyone who visits your store
- Website opt-in
- Emailed to people who call in

USP’s

- Website
- In print
- Recording while prospect is on hold
- Voice mail message
- Email signature lines
- Mentioned when phone is answered

Guarantees/Warranties

- Website
- In print
- While prospect is on hold
- Voice mail message
- Email signature lines
- Mentioned when phone is answered

Uniforms

- Administration team
- Sales team
- Warehouse team
- Installation team

Real Time Voice Mail
& USP On Your Outgoing Message

“Thank you for calling Jimbo’s Floors, where you’ll love your new floors or we’ll replace them free! Hi, this is Jim Armstrong. I’ve set up a system that allows me to return phone calls weekdays between 3:00 and 4:00 PM. Please leave your name, number and a detailed message, and a contact number where you can be reached during 3:00 and 4:00 so we don’t have to play phone tag. Thank you for calling and have a great day!”

Harvest Customers From Other Businesses' Fruit Baskets

Joint Ventures System

- Oil Cans Vs. Oil Wells
- Add Six or Seven figures to your revenue with no marketing costs
- Recession-proofs your business

“My referral partners send me between $500k and $700k per year."

-JEROME NOWOWIEJSKI
Brownwood Decorating, Brownwood, TX

20 referral partners

$500k-$700k /revenue

Each partner is worth
$25,000 - $35,000

Paul Gardiner

Superior Floors, Littletown, NY

6 Referral Partners

$150,000/revenue

Each Partner is worth $25,000