

THE PERPETUAL MARKETING Formula

FOR CARPET CLEANERS



STRONG CARPET CLEANING SYSTEMS | 888.790.4296

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PART ONE: INTRODUCTION

In Alice In Wonderland, Alice is wondering around lost in the forest and happens upon an intersection of two roads each going in different directions. She asks the Cheshire cat perched in a tree which road she should take? The cat smugly asks her where she is going. She replies that she doesn't know, and the cat answers that if she doesn't know where she is going then either road will do.

This is how most carpet cleaners market their businesses. Most have no clear strategic direction for their marketing efforts. So it almost doesn't matter what direction they go because their marketing probably get them where they want to end up anyway – at least not nearly as well as it could, or should.



I'm speaking from my own experience of starting and operating a carpet cleaning business. Like most other cleaners, I would try a little of this and a little of that with no clear direction or strategy. And like most cleaners, the results I got were probably typical as well. A little business here and a few jobs there. But never enough to systematically grow and prosper the way I knew my business could – or should.

That's when I decided enough is enough and teamed up with Kelly Love of Strong Carpet Cleaning Systems to develop a marketing strategy that would systematically generate new business, fill my schedule and keep existing customers coming back.

With Kelly's 20 years of down-in-the trenches experience owning and operating successful carpet cleaning businesses and my 20 years' experience in developing marketing programs for franchises, we knew that together we had the backgrounds and capability to create an innovative, easy to implement marketing system that could achieve predictable and sustainable results.

For me, continuing the struggle of building a kind-of-successful carpet cleaning business wasn't going to cut it. There had to be a better way.

We began the development of this strategy by implementing the pieces and parts in our own businesses. Over the past three years, we've tested, adapted, refined and enhanced every detail. Today, it's a finely tuned step-by-step marketing system that's been battle tested and proven. We have 100% confidence based from our own experience, that implementing this system can be a game changer for any carpet cleaning business. All you have to do follow the system as it's designed and stick with it!

No longer do I worry about a yo-yo schedule. My schedule is always full – 3 or 4 good paying jobs a day, every day. My business has more than doubled over the past 12 months and now the biggest concern I have is whether to expand or just keep my one service vehicle fully booked.

If your ultimate goal is more business, more profit and sustained growth, you'll have a much better chance of getting there by utilizing this strategy.

We know for a fact we could sell this system for \$100's, maybe even 1000's of dollars. But we're not doing that. In fact, we're giving it away. It's our way of giving back to an industry that's given so much to us.

“As you go through this plan the one thing you'll hope is that your competition will never see this!”

You now have in your possession a strategic plan, a strategy, a formula for winning in this business! Put this plan to work, follow it to the letter, stay the course, and we think you'll find that doing so could very well mean the difference between struggling to survive or prosperity in this business. It has the potential to change your business and your life. And what's that worth?

I'm assuming you downloaded The Perpetual Marketing Formula to learn how to set up a system that will **consistently generate new business while keeping your**

existing customers coming back. That's essentially what every carpet cleaning business owner wants to happen.

The Perpetual Marketing Formula makes this easily achievable and provides even more. With this plan, you'll also learn:

- How to attract new higher paying clients from the specific neighborhoods you want to service...
- How to create a steady stream of jobs...without wasting your marketing dollars...
- How to break the cycle of a "yo-yo" schedule and be booked solid every day, every week, every month...
- How to build your business for longevity and value...
- How to become immune to the competition and in fact make the competition irrelevant...
- How to build a solid base of loyal customers who use your service exclusively and recommend you to everyone they know!

Whether your business is just getting started or you're ready to ramp up an existing business, ***The Perpetual Marketing Formula For Carpet Cleaners*** can serve as your blueprint for implementing a marketing system that will help you achieve your most ambitious business objectives.

This comprehensive guide will walk you through each essential step. Nothing is left out.

One key to success is putting this formula to work in your business quickly. Don't give your competition a chance to implement this first!

The Whole Is Greater Than The Sum Of Its Parts

Aristotle gets the credit for first making this observation, but it certainly applies here as well. This means that when you combine all the parts that make a thing – in this

THE PERPETUAL MARKETING FORMULA FOR CARPET CLEANERS

case a marketing system, the results achieved will be greater than using each of the parts independently.

Think of it like teamwork. People working together in a coordinated manner are routinely able to accomplish more than the combined results of individual efforts. The same applies with this system.

Each of the components and marketing assets used in this system are most likely things you're already familiar with. Some of the things we use are "old school". Some utilize the latest technologies. Some use both! You may be using some of them in your business now. Each marketing piece and tool used in this strategy is important and should be an essential asset in any marketing toolbox.

For example, most carpet cleaning businesses have business cards, they probably have door hangers, maybe direct mail cards, and perhaps some of the other collateral pieces utilized in this plan.

However, the real power in the Perpetual Marketing Formula is the specific methodology for using each of the components in an orchestrated and systematic way.

It's like cooking with a recipe. For example, if you wanted to bake a cake, having all the ingredients you'll need is only the first step. How that cake turns out will be determined by how the ingredients are used, in what sequence and then how well you follow the directions for preparation. As you can imagine, if you leave out some of the ingredients, use them in the wrong way or don't follow the exact directions, your cake probably won't turn out so good. In fact, it may even turn out to be a complete disaster.

That's exactly what you don't want to happen in your business. So think of what follows as a recipe for marketing your business.

In the following pages, we'll cover in precise detail;

1. An high-level overview of the system
2. A list and description of the marketing assets used – and **why** we use them
3. The exact step-by-step processes – **how** these assets are used
4. The forms, schedules, templates and tools
5. Tips, hints, suggestions, options and ideas to enhance your results
6. Last but certainly not least, the mindset you need to embrace. This is so important, we'll cover this before we get into the details of the system.

OVERVIEW

So what is the Perpetual Marketing Formula For Carpet Cleaners?

It's a simple six-step marketing plan built around a cycle of marketing activities that when properly implemented and managed will systematically perpetuate itself. In other words, it never ends. It keeps moving, keeps gaining momentum and keeps growing – just like a giant snowball rolling down a hill.

By design, the objective of the system is to generate a consistent flow of new and repeat business, revenue and profit.

At the heart of the system is a well-planned, targeted and systematic every door direct mail (EDDM) campaign. The key words here (worth repeating) are well-planned, targeted and systematic. Most carpet cleaners that have tried or are currently doing direct mail aren't coming close to getting this right.

Supporting the EDDM campaign is a series of simple but effective tasks designed to multiply exposure and convert a satisfied customer to a loyal customer. (much more on this topic later).

These processes include a planned strategy for using business cards, door hangers, promotional cards, refrigerator magnets, and a simple but sophisticated follow up system utilizing fold-over thank-you cards, automated email and text delivery systems.

Before we go any further, let's go over a critical component to the success of this program – and a major success factor for your business whether you implement this program or not.

That Critical Component is **Mindset**.

With every job you take on, your #1 objective, your goal, your purpose, should be to develop a **loyal** customer. You should always be thinking, "how do I convert this first-time customer into a **"Loyal Customer"**? Every action from the time the phone is answered to the completion of each job should be taken with that thought and goal first and foremost in your mind.



Most carpet cleaners want as many satisfied customers as they can get. It's also their biggest mistake! It goes without saying that no business wants dis-satisfied or unhappy customers, but having satisfied customers is a road leading to a mediocre, grind-it-out, energy sucking, stress filled business existence.

“You Do Not Want Satisfied Customers!... They Will Do Nothing To Stimulate The Growth Of Your Business!”

Here's Why

Satisfied customers are standing on the lowest acceptable rung on the ladder of service acceptance. The highest rung on that ladder is Loyalty.

What is a Satisfied Customer?

That would be a customer that felt okay about dealing with you. You met their needs. In their mind your service was okay. The experience was acceptable. They may or may not talk about their experience. They may or may not refer anyone else to your business. Their overall feeling about the service you provided is between neutral and positive, and their experience wasn't negative. Not bad – but certainly not great.

What is a Loyal Customer?

This is a customer that feels great about their dealings with you. Their needs were met and/or exceeded. Your delivery of the service was outstanding. They are ecstatic with their investment in your service. They will talk positively about their experience. They will refer others to you. Their overall feeling about you and the service you provided is wonderful and their experience was memorable. Wow... what a difference!

But we have a 95% Satisfaction Rating!

What that really means that 5% of your customers are dis-satisfied. They are probably mad and if they are they tell anyone and everyone why – except you of course. And the other 95% will be as likely to use any other company as they are yours the next time they need service.

A satisfied customer may or may not even think about (or remember) you the next time they need service. On the other hand, a loyal customer will always remember you, will fight before they switch, and they will be proactive in referring other people to your service.

So Here's The Challenge...

How do move a customer from satisfied to loyal? It's actually not that difficult. Your mindset, your way of thinking, your goal, your commitment with every job has to be geared to earning loyalty. Loyalty is never granted... it's always earned. It starts with a way of thinking which will in turn impact every action you take. That's why the mindset element is so important.

There's no question that the quality and delivery of your service plays a major role in earning loyalty. But that will only get you half way home. The other half is earned through proper follow up and continued communication - major components of this system.



The reward is a loyal customer – the alternative is a lost customer – or at least a wishy-washy one. Hopefully you'll agree that building a business on wishy-washy relationships isn't the best position to be in.

One final note on this subject, and you can take this to the bank...

*Satisfied Customers Are Worthless,
Loyal Customers Are Priceless!*

Now with that being said let's move on to the components used in this system and go build a growing base of loyal customers.

PART TWO: SETTING THE STAGE

An Introduction To The Marketing Assets Used – And Why We Use Them

Your Website

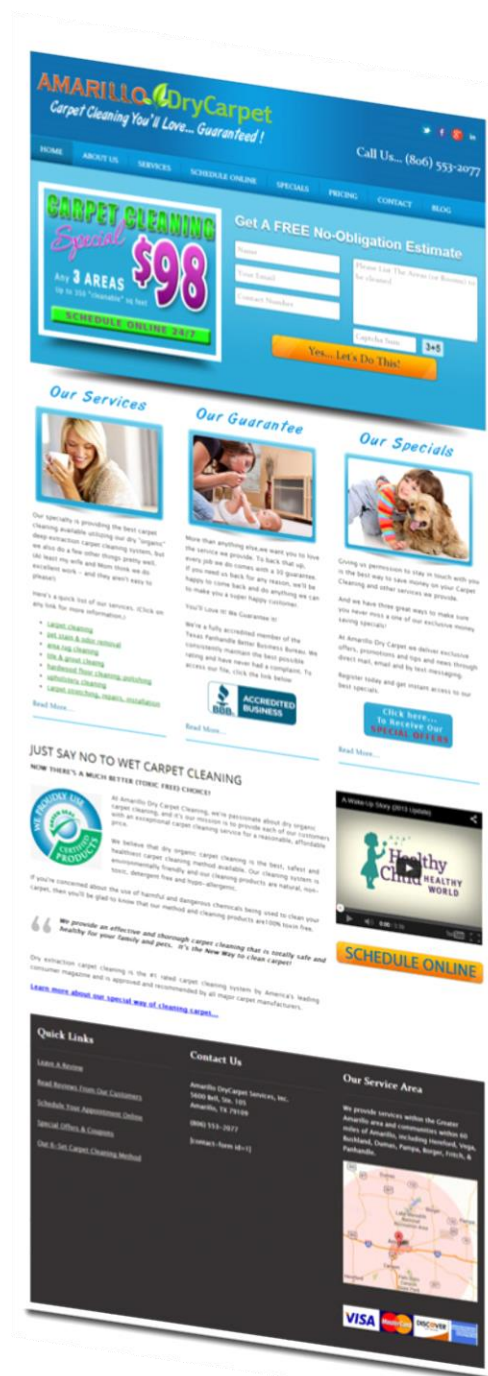
Let me once again be blunt and upfront with you. An ordinary, cookie-cutter, amateur looking website won't cut it. Your website is the face of your business – it's your storefront.

The professionalism of your website plays a huge role in how prospective customers perceive your business. I would even go so far as to say you would be better off with no website at all than one that comes across as cheap and unprofessional.

If you're in business – even part time – a quality carpet cleaning website is the fundamental first step for establishing a winning marketing strategy.

Although the catalyst of this system has nothing to do with how well your website ranks on Google or other search engines, it's still a vital component.

Here's why. Typically when someone receives one of your marketing pieces, such as a direct mail card, business card, door hanger or whatever – they will rarely just pick up the phone and call. Occasionally



someone may do that, but most people don't.

So what do you think they do before they pick up the phone and make that all-important call you want them to make? What would you do? If your answer is check out the company's website first you would be absolutely correct.

A top notch website is your opportunity to stand out from the crowd – to be different – to be better. It can level the competitive playing field vs. the larger and more established cleaners in your area – even if you've just entered the market.

I can't even count the number of times customers have told me they called **after** checking out my website. I know that if my website was a run-of-the-mill, home-made, do-it-yourself, amateur, yellow page comp style site, (like a lot of carpet cleaners have), the majority of those calls would never have happened. Instead, these calls would have gone to one of several of the more well-established carpet cleaners in my area. The calls came because my website made a good first impression. You know the saying... you never get a second chance at that first impression thing.

I knew going into this business from my experience in working with some of the top franchise organizations in the country the quality of the marketing materials – starting with the website – is a key element that separates the world's most successful franchises from the mom & pops that are trying to compete in the same market for the same business.

Quality and professionalism matter!

You don't have to go for the franchise – in fact, I would be the last to recommend that in this industry – but ***you should always go for franchise quality!***

Below are links to a few of the websites we've created for our clients. I encourage you to compare these to other carpet cleaning websites in your market. Which company would you call?

<http://carpetcleaningamarillo.com>

<http://gogreendrycarpet.com>

<http://lovescarpetcleaning.com>

Get The Best! [Check out our website Design Special!](#)

Every Door Direct Mail Cards (EDDM)

As previously mentioned, the heart of the Perpetual Marketing Formula is a ***planned, targeted, systematic*** “Every Door Direct Mail” campaign.

First, let me explain what EDDM is all about and why it’s such a great medium for our marketing purposes. Then in the Part Three, we’ll cover the details on how to target, plan, systematize and process your mailings.

The USPS EDDM program allows you to select neighborhoods (by mail carrier route) and send oversize postcards for only 17.5¢ per home - without the cost of purchasing mailing lists and permits.

This the most economical and effective way ever for carpet cleaners to reach their best possible customers!

The USPS website provides a free mapping tool that allows you to select a zip code and then view a listing and map of all the carrier routes within that zip code.



You can then choose to mail only to residences, or alternatively, to all the residences and businesses for any carrier route you select. (I just mail to the residences.)

This system allows you to be super selective about the neighborhoods you choose to market to.

For example, in my area (Amarillo, Texas) there are certain neighborhoods I want to develop business from and others you couldn't pay me to go in to. This is typical of most markets. (However, it maybe not so typical of most carpet cleaners.)

I really like the neighborhoods with relatively newer homes in the mid to upper level income areas. By using the USPS EDDM mapping tool, I've selected 21 mail carrier routes within 4 zip codes to create my mailing zones. (I'll cover in detail exactly how to do this in the next section.) I've established 3 zones with each having approximately 5,000 homes. This is my market. If I wanted to expand, I could easily add another zone or two, or even more. The point is, this has allowed me to define my primary service area and focus my efforts on a very specific and distinct market.

To initiate a mailing, all you have to do is select the mail carrier route (or routes) you want to mail to and the USPS mapping tool prints the paperwork that you'll need to take to the Post Office. You can pay for your mailing online or when you get to the post office – your choice. Your cards will be delivered the day after you drop them off at the designated Post Office. It really couldn't be easier.

You don't need an over-hyped \$397 course to become an EDDM expert. It's a simple process and we'll provide everything you need to know and do within this plan.

You also **don't need** a mailing list (expensive), address labels (labor intensive) or a bulk postage permit (really expensive... \$200 up front, then \$190 per year + postage fees which start at more than double the price of EDDM postage rates).

Besides the incredibly cheap EDDM postage rate of only 16¢, you can send oversize cards (up to 9"x 12") which means there's lots of room for your message and a jumbo card really stands out in the mailbox. These cards definitely have a "wow, check this out" effect!

Later on in this guide, we'll show you exactly how to define your primary service area, create your zones, create a mailing schedule and process your mailings. Each step will be covered in detail.

*By Following The Plan You Can Define,
Claim and Take Ownership Of Your Market!*

Below is an example of the type of cards we produce. (These are scaled down to fit on the page. The real size is 6½" x 12").

If you would like to see, touch and feel some of our actual cards, give us a call at (888) 790- 4692. We'll be happy to send you some samples.

[Click here For more information on ordering, printing cost, etc.](#)

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- ✓ NO UP-SELLS
- ✓ NO ADD-ONS
- ✓ NO SURPRISES

AND NO WET CARPETS!!

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AmarilloDryCarpet.com (806) 340-7303

facebook.com/AmarilloDryCarpet

If you're ready to love your carpets again it's time to call Amarillo DryCarpet - your "Cleaner, Drier, Greener, Healthier" carpet cleaning professionals. Our 6 step cleaning process always includes; moving of light movable furniture, thorough restorative vacuuming, pre-treatment of all stains and heavily soiled areas, deep cleansing with our signature dry extraction system and grooming to give your carpets that beautiful new carpet look and feel. Our all-inclusive service comes with no add-ons upsells or surprises. Call us today and you'll love your carpets again as early as tomorrow... We Guarantee It!

BBB ACCREDITED BUSINESS

Professional Dry, Organic Carpet Cleaning ... 100% CLEAN, DRY & GUARANTEED!

DISCOVER THE ADVANTAGE OF DRY!

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- ➔ 100% Clean Carpet Guarantee
- ➔ No harsh chemicals - we're 100% Green
- ➔ Safe for all types of carpet
- ➔ Your carpet will stay cleaner Longer
- ➔ Safe for your family and pets
- ➔ Extends the life of your carpets
- ➔ Improves Indoor Air Quality

Got Pet Issues?? Call Us... We're The Experts At Pet Stain & Odor Removal.

We ♥ Pets

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Business Cards

A professionally designed business card is one of the most important and cost-effective marketing assets you can have, especially for a carpet cleaning business just starting out. And yet, too often it's a missed opportunity to make the right impression.

However, just like your website, your business card will create a certain perception of your business in the mind of your customer.

Believe it or not, ***this little card can make as much of an impression as your personal appearance or that of your service vehicle.***



A quality business card is an integral part of any good marketing program. For its size and cost, it packs more marketing punch than you might think. Of course, you can't expect your business card to tell the whole story about your company. What it should do, however, is present a professional image of your business that people will remember.

We've found that creating a smarter business card that serves multiple purposes can make a good business card even better.



For example, we use a QR (Quick Response) code on the front of the card. ***QR codes are hot!*** That's why companies like McDonalds have them on everything... cups, bags, boxes, window signs, etc. A quick scan of your QR code with a mobile phone instantly takes the user to your

website (hopefully the mobile or responsive version), or a mobile landing page featuring your coupons, specials or whatever else you want to promote.

The best part is the “tap to call” button on your mobile site. To call your business, all it takes is a touch and your next new customer is on the phone with you. The back of the card has a dual purpose as well. Ours are designed as customer referral cards. This gives your customer something that has a high perceived value to give to their neighbors and friends. (Usually 10% off or a \$20 discount.) When these cards are redeemed, you know exactly where they came from and if you choose to, you can easily reward your referees for passing out your cards.

Simple... Effective... Powerful!

If you have the right type of business card, using them effectively is a no-brainer. I always hand out 2 or more cards to everyone I come in contact with and my techs always leave 4 to 6 cards with each customer. As they are doing that they show them the back of the card and take a minute to explain how our referral program works.

The important take away here is to understand that ***the quality, purposing and proper use of your business card will have a positive impact on your business.***

The business cards we produce are the best you can get and are very inexpensive.



[Go here for pricing and ordering information.](#)

Promotional Cards (Rack/Display Cards)

The Promotional Cards we use and recommend are high quality 4"x9" cards printed on both sides. These are the same size as the standard "Rack" card. I think of these cards as a hybrid business card/door hanger/brochure. They work really well as counter cards placed in places like car washes, coffee shops, dry cleaners, vacuum stores, etc., however, for our purposes in this program, we use them in an entirely different way.

I discovered the real power of these cards when a customer asked me after cleaning her carpet if I had anything I could leave with her that she could give to her friends and neighbors.

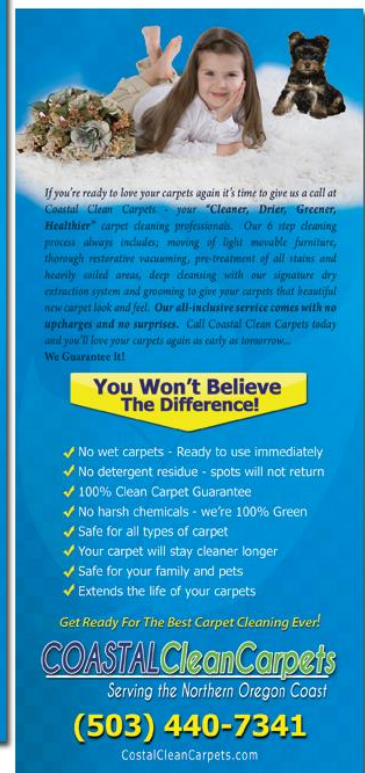
I had business cards, but apparently what she wanted was something that had a little more information on it about what we do, how we do it, pricing, etc.

I had door hangers, but that didn't seem appropriate to give to someone else to hand out.

Then it dawned on me that the display cards I was using (as mentioned above) might be exactly what this customer had in mind. Luckily, I had some in my service vehicle. (Not luck anymore – a supply of these are always in the service vehicle now.)

I handed 5 or 6 of them to her and her comment was, ***"these are perfect... wow... (pause... looking them over)... these are really nice... do you have a few more of these? I have lots of friends"***.

Lesson Learned. Some customers who are impressed with your service actually *want* to help promote your business. What you have to do is give them something that makes telling other people about your service easy for them.



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These promotional/rack/display cards are perfect for that purpose.

This doesn't mean that you should give these instead of business cards. What you should do is give each customer both.

In the Part Four, we'll explain how to present these cards in a way that makes it easy and natural for your customers to refer others to you. They are happy to do it and they typically aren't looking for any kind of payment or referral reward.

They will recommend you because they like you, they trust you, they loved your service, they're now a loyal customer and you're providing beautiful cards they are completely comfortable giving to their friends.

[Go here to see our pricing and ordering information.](#)

(Remember, our professional quality print materials always include graphic design, printing and shipping.)

Professional Receipt/Invoice

There's probably not a lot that needs to be said about using professional receipt and invoice forms other than the fact that you definitely need to be using them.

The receipt we use is a really simple and clean form printed on a 2-part carbonless NCR paper. Any UPS Store, FedEx Kinko's or other local print shop can print these for you. All you have to do is give them a clean original and they can duplicate your forms from that.

We have ours done in black & white. The price is very reasonable and they really look great.

The form template is created with Microsoft Excel and is easily editable. We don't print or sell these forms but we're happy to provide a complementary template you can download and edit for your business.

AMARILLO DryCarpet
(806) 553-2077
AmarilloDryCarpet.com

Estimate/Receipt
Date: _____

Customer: _____
Address: _____
Phone: _____ Email: _____

Technician	Service Date	Service Time	Est. Method

Room/Service	Description / Dimensions	Square Ft.	Service Fee

Notes: _____

Subtotal: _____
Sales Tax: _____
Total: _____

Acceptance: _____

Guarantee: Each carpet cleaning visit is backed by our 100% Clean Carpet Guarantee. We guarantee your carpets to your complete satisfaction, or we will return and re-clean your carpets within 30 days of your cleaning if you feel any area we've cleaned is not to your satisfaction.

Make all checks payable to Amarillo DryCarpet Services, Inc.
Thank you for your business!

3600 Bell St. Ste. 105-1112 Amarillo, TX 79109 AmarilloDryCarpet.com

In Part Four, we'll go into more detail about how this form is used to prepare estimates, invoices and receipts, as well as how to use it as a tool to help move a satisfied customer into the loyal customer category.

It's just amazing how some of the simplest little things can have a major impact on your business.

[Click to Download Your Complementary Invoice Form Template](#)

Refrigerator Magnets

This is another simple little thing that has some serious marketing power!

Refrigerator magnets have been used for as long as I can remember.

They're a great way to stay top-of-mind with your customer and ***fridge magnets are one of the simplest, most effective and affordable marketing tools in your arsenal.***



Consider how often you head to the fridge in your own home. (*I'll think I'll go there now... I'll be back in just a minute... Okay, I'm back.*)

If you live in a typical household, researchers at Purdue University estimate that your refrigerator door is opened an average of 50 times per day. Better yet, the fridge is located in the kitchen, which is by far the busiest room in every home. This is why refrigerator magnets are such great marketing tools - no other type of advertising I know of can generate so many views per day, every day!

Providing your customers with a refrigerator magnet is like placing a mini billboard right inside your customer's home - one that they see 18,250 times per year. That makes fridge magnets one powerful little marketing tool!

Our new Interactive QR Code Magnet, takes the exposure, usefulness and effectiveness of the simple refrigerator magnet to an entirely new level.

It's like a refrigerator magnet on steroids!

The QR (quick response) code on the magnet leads to a generous offer that's exclusive to existing customers and makes it easier than ever for them to connect with you!

When they scan the QR Code with their mobile phone, they will instantly be taken to your promotional mobile landing page. From there, they get their coupon code and call to set up their next appointment. This happens with only a tap on the "Tap To Call" button.

Remember, one of your goals is to be unforgettable. This simple little magnet can really help make that happen!

Fully Customized For Your Carpet Cleaning Business

Your refrigerator magnets can be customized with your logo, QR code, slogan and information. They offer durability, extended exposure, and efficiency along with huge savings.



[Click here for pricing and ordering information.](#)

Door Hangers

You probably know already how effective a well-designed door hanger with an attractive offer can be. Door hangers are a staple in the carpet cleaning industry for effectively targeting specific homes and neighborhoods.

But all door hangers are not created equal.

Our experience has proven that high quality door hangers with a compelling offer works great; where low quality, thin, flimsy, cheap looking door hangers with an insignificant offer will not only make a bad first impression; it will probably fall off the door; go straight to the trash and can be a total waste of your valuable marketing dollars.

One of the first things I did when I started my carpet cleaning business was to have what I thought were some nice door hangers printed and started putting them out.

The first ones I had printed were on 100 lb book paper. Basically brochure paper. They looked okay, but they were a little thin and flimsy. What I found was that with the slightest gust of wind, they would blow off the door knobs. And truthfully, they just didn't have that quality feel I wanted. Thankfully, I only ordered 1,000 of those.

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and
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ORGANIC CARPET CLEANING

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Your Carpets Again!

✓ 100% Dry
✓ 100% Clean
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No Wet Carpets!

3 Rooms Only \$98
(up to 350 total "cleanable" square feet)

Includes...

1. Moving of light movable furniture
2. Commercial pile-lifting & vacuuming
3. Pretreatment all stains and heavily soiled areas
4. Deep cleaning with our signature cleaning system
5. Grooming to give your carpets that new carpet look

100% GUARANTEED

#1 RATED

Upon completion your carpets will be
CLEAN, DRY, FRESH, SOFT & RENEWED... GUARANTEED!

(937) 321-3984
or **(888) 830-2958**
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(Certified & Insured)

My next try was with a 16pt card stock door hanger with uv coating on both sides. There was no comparison in the quality. I immediately started getting a lot of comments from customers about how nice these cards were.

So armed with an impressive door hanger I became a door hanging fanatic. If I didn't have a job to do, I was putting out door hangers.

Believe it or not, I actually enjoyed it.

It wasn't long though before the phone started to ring and I was beginning to get kind of busy. Too busy to be putting out more door hangers.

You know what happened then, right? It didn't take long before business began tapering off.

I knew I had to get more door hangers out. And so went the cycle. I quickly learned that for door hangers to consistently bring in new business, you have to be consistent in distributing them.

I also figured out that I needed to put out around 100 door hangers to get a job. So it was taking about an hour of hang-time to get a 2-hour job.

That's a tough cycle to maintain for a one-man show. Thankfully, we've developed a much more effective way to utilize door hangers.



I wouldn't even mention door hangers if they weren't an important part of this program. We use them now to support our EDDM mailings rather than as the primary driver for new business. The results are amazing!

We'll explain exactly when, where and how door hangers are used in Part Four. You'll be pleasantly surprised to learn that in only a few minutes a day you can exponentially increase the effectiveness of this awesome marketing asset.

[Click here for Door Hanger pricing and ordering information.](#)

Fold-Over Thank You cards

Smart business owners know that showing their customers how much they care is a huge **opportunity** to win them over for life.

My favorite business coach, John Jantsch says that ***“marketing is getting people to know, like and trust you”***. Thank you cards help make this happen in a powerful way.



Hand writing a quick thank you note doesn't take long at all, but the impact that it can have is **timeless**.

Nothing beats a good old-fashioned hand written thank you card for separating your business from the crowd.

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In the digital age, actually getting something tangible in the mail can be a powerful influencer. When a customer sees your hand written note and signature, they will know you are truly grateful for their business. And they will remember you!

I keep stressing throughout this plan that customer loyalty – or lack of it - can make or break a business. Especially with social media avenues allowing customers to share their experiences and feedback (good or bad) instantly with their entire network. ***It's more important than ever to make your customers feel valued.***

If you let them know that you value and appreciate their business, they will be much more likely to become a repeat customer and an advocate for your business.

"The deepest principle in human nature is the craving to be appreciated."
-William James

Earning true customer loyalty – the kind that translates into recommendations and referrals – takes commitment, energy, a little old-fashioned elbow grease and a thank you card with a hand-written message. But it's so worth it – and only takes a couple of minutes.

We make it easy and effective with our custom designed fold over thank you cards. The outside of the card is eye catching, but the secret sauce is what you



put on the inside of the card. The top half of the inside is left blank for your handwritten note.

These thank you cards are just one part of our follow up system.

[Click here to see pricing and ordering information.](#)

Promotional Gift Cards

You probably noticed the \$20 gift cards in the sample thank you note image above. They are there for a reason. With every thank you card, we always include 2 or 3 of these \$20 gift cards.

There are a lot of ways these gift cards can be used, but with this strategy, their purpose is to be included with thank you cards.

Customers love these. They can use one on their next service (which gives them yet another reason to call you rather than someone else), and/or they can share them with their friends.

They provide a targeted, cost-efficient way to retain existing customers, attract new customers, and generate new revenue.

These cards are made from 16pt heavy card stock, have rounded corners and full gloss coating on both sides. We also have available the 30 mil plastic cards (the same thickness as credit cards), however, for this use the gift cards made from card stock work great and they are very inexpensive. (as low as 3.5¢ per card).

Would you be willing to invest a dime to impress an existing customer and maybe get a couple of new ones?

[Click here for gift card pricing and ordering information.](#)



This completes the overview of the primary marketing assets used in the Perpetual Marketing Strategy.

There are other tools that come into play that we will be covering in the next section. These include:

- Your Business Email Account
- An Automated Email Delivery System
- A Text Reminder/Promotion System
- Local Online Directory Listings
- Your Social Pages (Facebook, Twitter, YouTube, LinkedIn)
- Your Website Blog

It probably seems like there's an awful lot to this system – and there is – but none of it is complicated. Once you put it into play, it's really very simple and easy to implement and maintain.

And remember, our goal is to ***consistently generate new business while keeping your existing customers coming back.***

The utilization of quality marketing materials and a commitment to make every customer a loyal customer, will separate your business from the crowd and set your business up for success!

Would it concern you if your competition was using the materials we've just shown you in the ways I've just explained?

Again, the last thing you should want is for a competitor to implement this plan before you do.

PART THREE: IMPLEMENTATION

Every Door Direct Mail Cards (EDDM)

As previously mentioned, the heart of the Perpetual Marketing Formula is a ***planned, targeted, systematic*** “Every Door Direct Mail” campaign.

In Part One we talked about why EDDM is such a great medium for our marketing purposes.

In this section we’ll show you how to:

1. Establish a budget for your mailings
2. Create your mailing zones
3. Create a mailing schedule
4. Prepare your EDDM mailings

I had previously explained that I really like targeting neighborhoods with relatively **newer homes in the mid to upper level income areas.**

Using zipcode.org, melissadata.com and the USPS EDDM mapping tool, I was able to easily select 21 mail carrier routes within 4 zip codes and create 3 mailing zones – each with approximately 5,000 homes. In the following pages, I’ll show you the step by step process for using free online tools to create your mailing zones and plan.

By following this process, you’ll be light years ahead of other businesses (particularly carpet cleaners) that haphazardly attempt a direct mail campaign without any type of plan or strategy.

The essential first step is to establish your mailing zones.

What Is A Mailing Zone?

A mailing zone is pre-determined mailing area consisting of specific mail carrier routes. Typically a mailing zone will include approximately 5,000 homes.

Mailing zones become important because at some point if you choose to expand your reach (and your business), or want to be more aggressive with your mailings, you simply add additional zones.

Planned repetition is the key to success in this program. Our plan calls for mailing 4 times a year (every 12 weeks), to each home in each zone.

So when you set up a zone you need to commit to following this precise repeat mailing schedule.

Before you do anything else, including ordering your EDDM cards, you should establish a budget for your mailings. Your budget will determine the total number of zones you will want to start with and the number of cards to order.

How To Set Up Your EDDM Mailing Budget

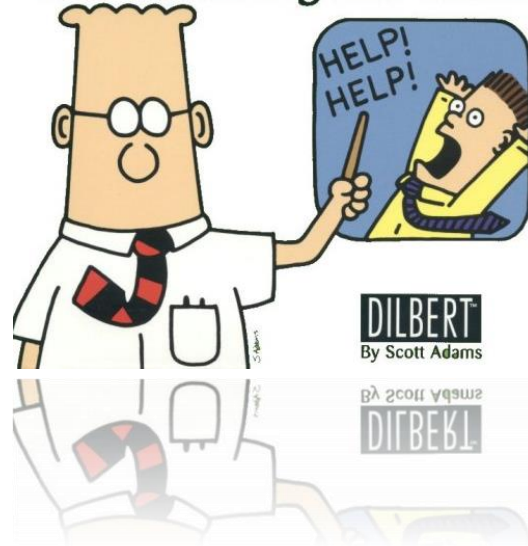
There are 2 cost factors to consider. (1) postage cost, and (2) printing costs.

Postage is easy. It's 16¢ per home. Printing cost on the other hand can vary a lot. The single biggest factor that determines print cost is the quantity of cards that you order. For example you can typically save about 35% by ordering in quantities of 10,000 as opposed to 2,500.

Buyer Beware

Because of the popularity of EDDM, there are a lot companies promoting their EDDM print services and pricing can be very deceptive. I've found that when you get all the details and really compare apples to apples, there's not that much difference in total print cost. Some printers try to make the price look really cheap, but by the time all the charges are included, their price will be nearly

Our Disaster Recovery Plan Goes Something Like This...



double their originally advertised price. (Whoops... that sounded kind of like the “bait-and-switch” tactics used by some carpet cleaners.)

Here’s an example. A really large (cheap) nationwide printing service advertises 5,000 - 6.5” x 11” cards on 14pt card stock for \$395. That sounds like a good deal. But when you add graphics charges (\$150), UV Coating (\$48), Bundling (\$99), Proof Fees (\$9), and Shipping Charges (\$83.86), the total is \$794.86. And this is for a smaller, thinner card than I prefer. I like the 6.5”x12” card on 16pt card stock.

Our price for 5,000 6.5”x12” cards on 16pt card stock with everything included (even shipping) is \$795. So you can see, there’s really not much difference in price. But there can be a significant difference in quality. Then layout and design is another issue all together.

What I’m trying to explain is that if you shop the market for the best value, you’ll want to get the total landed-on-your-doorstep price up front. We hope you’ll get your cards from us, but if not, be sure to get the real cost – the total cost with all the add-on charges. Otherwise, you may be in for an unhappy surprise and end up way over budget.

Creating A Mailing Budget

For budgeting purposes, I’ll use our pricing, since it includes everything (including shipping). I’ll also assume you’re ordering in quantities of 10,000.

At these quantities, your print cost per card will be 12½¢ each. Add the postage of 16¢ and your total cost per card is 28½¢ bundled and delivered to your door. I think you would agree that’s a great USPS deal. Even a 1st class postage stamp, without a card, envelope letter (or anything) is 44¢!

Imagine... a beautiful colossal sized postcard
printed and mailed for about 65% of the cost of a
postage stamp.

Assuming you set up your zones with 5,000 homes per zone and mail to each home 4 times a year (every 12 weeks), you’ll mail out a total of 20,000 cards per

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zone per year. At 28½¢ each, that's a grand total of \$5,790 per zone per year. If you mail weekly, on average you'll be mailing about 385 cards per week per zone. So your total weekly cost per zone would be about \$110.

In other words, since this isn't a one time and done campaign, we recommend you calculate your annual cost per mailing zone as a starting point.

So here's how the numbers break down per zone on a weekly and monthly basis assuming your zones are 5,000 homes per zone: (see the chart below)

Number of Zones (5,000 homes ea)	Total Homes	Avg # of Cards Mailed Per Week	Total Avg Cost Per Week	Total Avg Cost Per Month
1	5,000	385	\$110	\$440
2	10,000	770	\$220	\$880
3	15,000	1155	\$330	\$1,320
4	20,000	1540	\$440	\$1,760
5	25,000	1925	\$550	\$2,200
6	30,000	2310	\$660	\$2,640

Now that you know the costs going in, you'll need to decide how much per month you are willing to budget for your campaign. This amount will determine you how many zones you should begin with.

One way to establish a budget is by using a percentage of your gross monthly revenues. For a conservative (but steady) growth curve, 10% of your gross monthly revenues is a good number to begin with. An aggressive (fast growth) budget would be 20% of your gross monthly revenues.

If you're just starting out, the best approach is to establish your budget based on your projected revenues, of course supported by the capital you have available that can be allocated to marketing.

It's important to realize that once you start, you should stay with the program for at least a full year. If you fail to stay with the schedule, your return on investment will not be nearly as good as it could be.

The following chart breaks down our budgeting recommendations:

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Average Monthly Revenue	Conservative Budget (10%)	# Zones (5,000 homes per zone)	Aggressive Budget (20%)	# Zones (5,000 homes per zone)
\$5,000	\$500	1	\$1,000	2
\$10,000	\$1,000	2	\$2,000	4
\$15,000	\$1,500	3	\$3,000	6
\$20,000	\$2,000	4	\$4,000	8

So as you can see from the chart above, if you are currently generating \$5,000 per month in total gross revenues (revenues before expenses), a conservative approach would be to start with one zone and an aggressive approach would be to begin with 2 zones.

As your business grows and revenues increase, you can continue to add zones and/or go with a more aggressive plan.

Developing Your Mailing Zones

Step 1: Selecting the Best Zip Codes

I think what most businesses do is pick a zip code or two they want to mail into, randomly select a few mail carrier routes and send out one mailing. If they get a good enough response, they might try another mailing at some

point. Probably to a completely different set mail carrier routes and then quickly come to the conclusion that this doesn't work. (I have to admit, I've done this myself – just one of my mistakes.)

If they are sending a quality card with a good design and compelling offer, they might get a descent response. But not nearly as good as they should or could with an organized, consistent plan.

This haphazard, by-the-seat-of-your-pants method will never generate the type of results you could get with a well-planned, highly targeted, systematic approach.



Selecting Zip Codes

To find the most promising zip codes in your area to mail to, you'll first need to create a baseline which establishes the minimum criteria you'll use for including or discarding a zip code. For example, in my area, my objective is to only include zip codes and mail carrier routes in mailing zones that have above average home values and household incomes.

The easy way to establish this type of baseline is to go to <http://zipcode.org> and do a little demographic research.

Once you're in, click on your state, then scroll down and click on city where you live. (If your city isn't listed, you can use the county demographics). Just below the map, look for the demographic information. (See the example below)

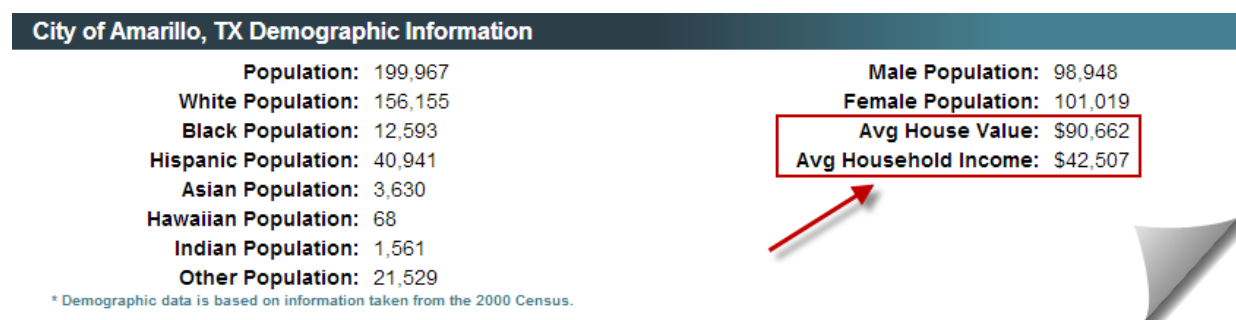


Figure 1: Area Demographics

The important numbers are the average house value and average household income. We can use these averages to establish a baseline for selecting the ideal zip codes and mail carrier routes within those zip codes.

For example, using the demographics from Amarillo, TX (see the image above), the average home value is \$90,662 and the average household income is \$42,507. This establishes the minimum demographic baseline for this area. In other words, I'm only looking for zip codes (and mail carrier routes within those zip codes) that have higher than these averages for home values and/or household incomes.

The next step is selecting the zip codes that exceed these averages. You can do this very quickly and easily by clicking on a zip code and doing a quick check. If the home values and/or household incomes are greater than the average, that's a

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keeper zip code. If the averages are less, that's a zip code you probably won't be mailing to.

(note: In a market like Amarillo with a population under 200,000, I would look at all available zip codes. In a major metro area, you might start by selecting zip codes geographically – such as zip codes nearest where you live.)

City of Amarillo, TX covers 27 Zip Codes				
79103 Zip Code	79117 Zip Code	79102 Zip Code	79119 Zip Code	79178 Zip Code
79104 Zip Code	79118 Zip Code	79108 Zip Code	79120 Zip Code	79185 Zip Code
79105 Zip Code	79159 Zip Code	79109 Zip Code	79121 Zip Code	79189 Zip Code
79106 Zip Code	79166 Zip Code	79110 Zip Code	79124 Zip Code	
79107 Zip Code	79168 Zip Code	79111 Zip Code	79172 Zip Code	
79116 Zip Code	79101 Zip Code	79114 Zip Code	79174 Zip Code	

Figure 2: List of Zip Codes

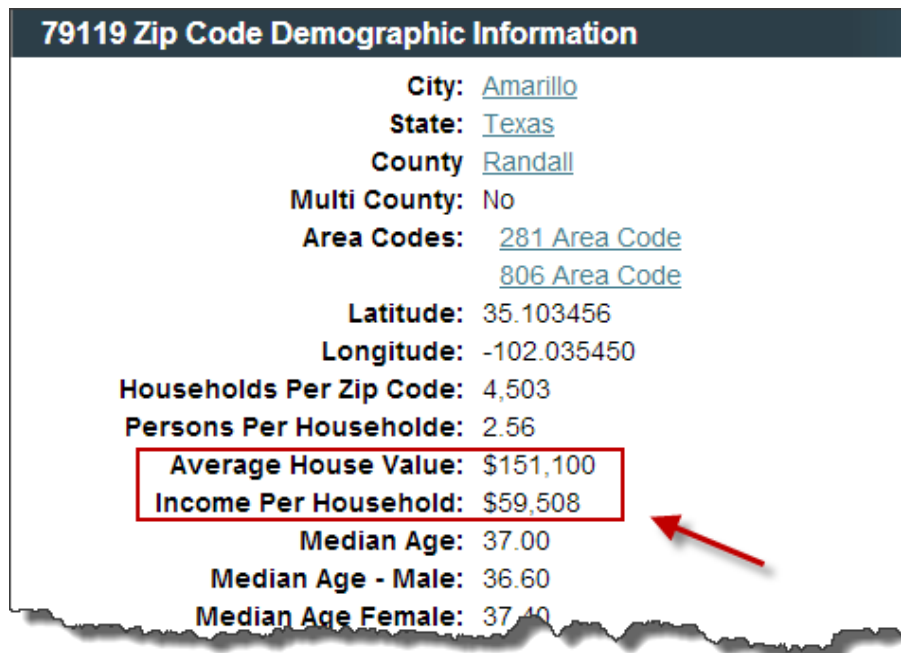
Click on a zip code link and this information will appear:

Example of a Non-Qualifying Zip Code:

79103 Zip Code Demographic Information	
City:	Amarillo
State:	Texas
County:	Potter
Multi County:	No
Area Code:	806 Area Code
Latitude:	35.171390
Longitude:	-101.801321
Households Per Zip Code:	3,603
Persons Per Household:	2.94
Average House Value:	\$57,700
Income Per Household:	\$33,978
Median Age:	31.00
Median Age - Male:	30.60
Median Age Female:	31.60

The average house value and income per household are less than the average in the area in this zip code. Therefore, I would not include this zip code in my mailing zones.

Figure 3: Sample non-qualifying zip code – Averages below baseline



The average house value and income per household are above than the average in the area in this zip code. Therefore, I would consider including this zip code in my mailing zones.

Figure 4: Qualifying Zip Code - Averages above baseline

Make a list of the zip codes that qualify. What I recommend is to create a simple chart. Excel, a Google Docs Spread sheet (free), or any spread sheet app will work for this. Otherwise, a pad and pen will do just fine. This exercise can provide really valuable information about your market. Doing this one thing has given me tremendous insight on my market. I thought I knew my area well, but this has taken my knowledge of the area to another level.

For example, when I get a random call for a job within a zip code that I know is on the low end of the scale, I'll probably refer that job to another cleaner in my area.

As I mentioned before, there are some areas in my market you couldn't pay me to go into. Now I know exactly where these are. Take a look at the chart below and you'll easily be able to pick out the undesirable zips.

Here's a sample chart prepared for the Amarillo market: (See Below)



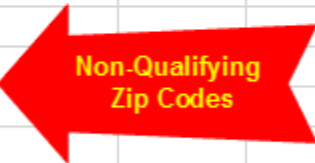
Amarillo, TX Zip Demographics By Zip Code				
Zip code	Households	Home Value	HH Income	
79119	4,503	\$ 151,100	\$ 59,508	
79124	3,059	\$ 143,200	\$ 64,507	
79121	2,922	\$ 136,900	\$ 69,485	
79118	7,011	\$ 120,400	\$ 42,979	
79109	19,172	\$ 96,400	\$ 41,290	
79108	4,665	\$ 75,600	\$ 36,545	
79111	500	\$ 75,000	\$ 42,308	
79106	11,830	\$ 73,300	\$ 30,529	
79110	7,097	\$ 66,100	\$ 39,408	
79102	4,002	\$ 64,000	\$ 29,171	
79103	3,603	\$ 57,700	\$ 33,978	
79101	1,278	\$ 39,300	\$ 20,813	
79107	10,721	\$ 38,700	\$ 24,644	
79104	2,538	\$ 37,500	\$ 27,822	
	82,901	\$ 83,943	\$ 40,213	
		avg house value	90662	
		avg household income	42507	

Figure 5: Sample Zip Code Demographic Chart

Step 2: Selecting the Best Mail Carrier Routes

Now that we've narrowed down the zip codes, the next step is to take a look at the mail carrier routes within these zip codes. Our criteria here is the same. You only want to include carrier routes in your mailing zones that exceed the average home value and household income in your area.

The USPS EDDM website provides some very basic demographic information, however, they only provide sporadic household income figures and no home values at all.

Here's an example from the USPS EDDM website tool:

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ROUTE	RES	TOTAL	AGE	INCOME	SIZE	COST
79118-R010	859	859	--	\$52.89k	--	\$137.44
79118-R011	590	590	--	\$0.00k	blank	\$94.40
79118-R013	617	617	--	\$51.26k	--	\$98.72
79118-R014	832	832	--	\$54.25k	--	\$133.12
79118-R019	915	915	--	\$68.12k	--	\$146.40
79118-R022	918	918	--	\$0.00k	blank	\$146.88

A more reliable website to get the information we need from is MelissaData.com. Here's the direct link: <http://www.melissadata.com/lookups/cartzip.asp>

Once there, simply enter one of your qualifying zip codes in the look up box and you'll instantly have access to a wealth of information for each of the mail carrier routes within the zip code you entered.

As you can see in the chart below, MelissaData.com provides the number of businesses, apartments, P.O. boxes and residences along with the corresponding Avg. Household Income and Ave. Property value for each Route.

(note: Do not base your mailing budget on the counts provided here. For that, we'll use the USPS EDDM site.)

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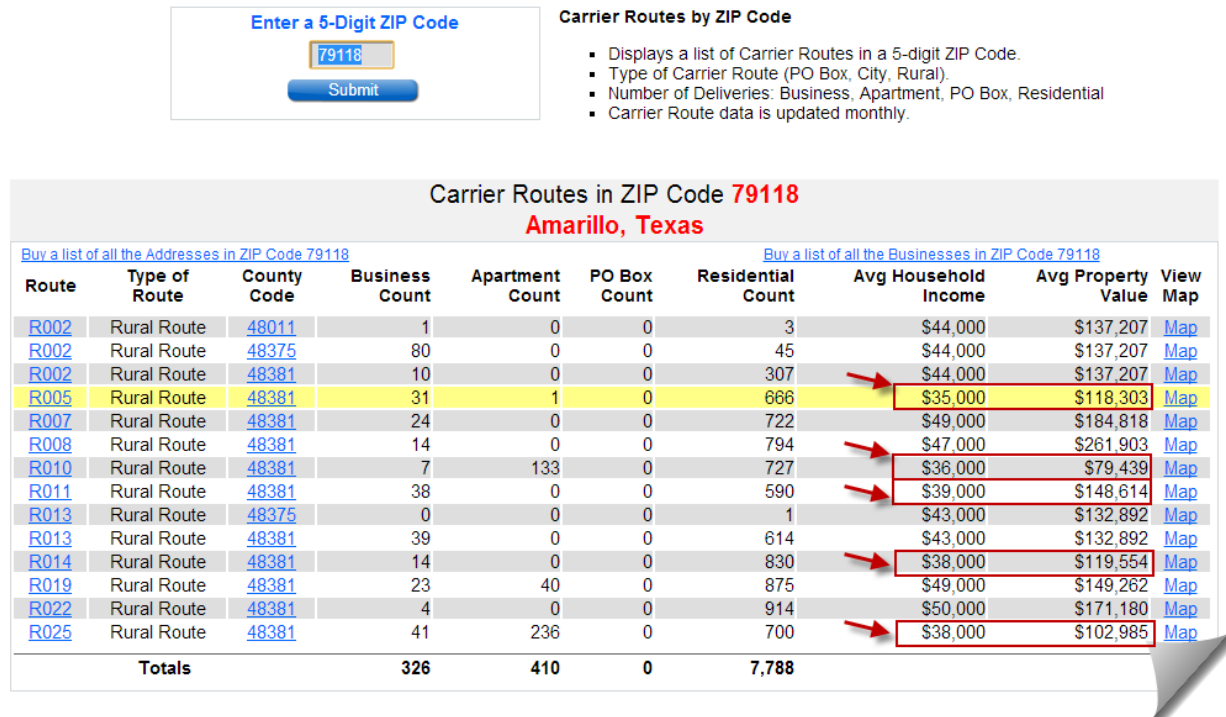


Figure 6: Sample Carrier Routes by Zip by MelissaData.com

As you can see in the chart above, within a qualifying zip code, there can be mail carrier routes that won't make the final list. As you can see from the example above, there are 5 mail carrier routes that have lower than average household incomes and/or property values.

In the next example (zip code 79119), every mail carrier route qualifies.

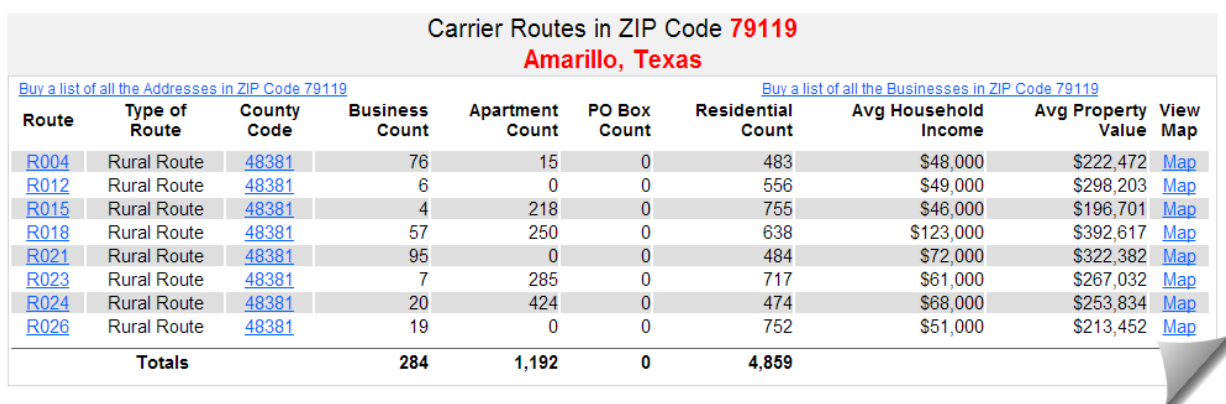


Figure 7: Zip Code with where all carrier routes qualify

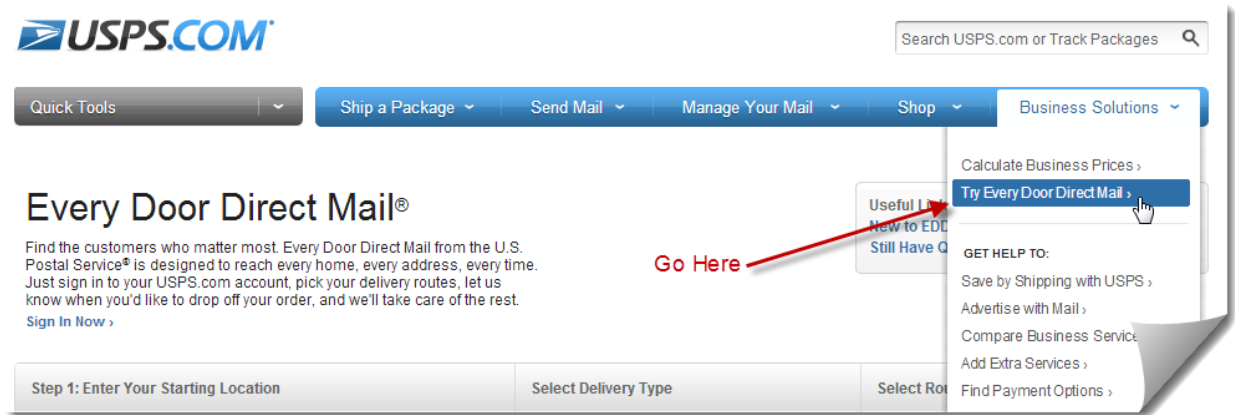
This is obviously a very good zip code so let's proceed by building a mailing zone and schedule with these mail carrier routes.

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Now that we know the mail carrier routes we'll be using to establish a mailing zone, we need to go back to the USPS EDDM mapping tool. Here's the direct link:

<https://eddm.usps.com/eddm/customer/routeSearch.action>

Otherwise, go to <http://usps.com>, look for the "Business Solution" on the far right side of the navigation menu, then click on the "Try Every Door Direct Mail" link under that tab. (see below)



Then click on the blue "Use the Tool Now" button. (see below)



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The next screen brings you to your starting location.

The screenshot shows the USPS.com 'Every Door Direct Mail' (EDDM) setup interface. At the top is the USPS.COM logo and a search bar. Below is a navigation bar with links: Quick Tools, Ship a Package, Send Mail, Manage Your Mail, Shop, and Business Solutions. The main heading is 'Every Door Direct Mail®' with a brief description and a 'Sign In Now' link. To the right are 'Useful Links' for 'New to EDDM?' and 'Still Have Questions?'. The main form is divided into three sections: 'Step 1: Enter Your Starting Location' with a text input field and a 'Start' button; 'Select Delivery Type' with radio buttons for 'Business & Residential' and 'Residential Only'; and 'Select Route Types' with checkboxes for 'City', 'Rural/Highway', and 'P.O. Boxes'. Two red callout boxes with arrows point to the 'Residential Only' radio button and the 'P.O. Boxes' checkbox, containing the text: 'select this button unless you also want to mail to businesses' and 'do not check this box unless you want to mail to apartments' respectively.

In the field that says “Step 1: Enter Your Starting Location”, enter a zip code you want to pull mail carrier routes for. Be sure to select the button “Residential Only” (unless you also want to mail to businesses) and uncheck P.O. Boxes (unless you want to mail to apartments).

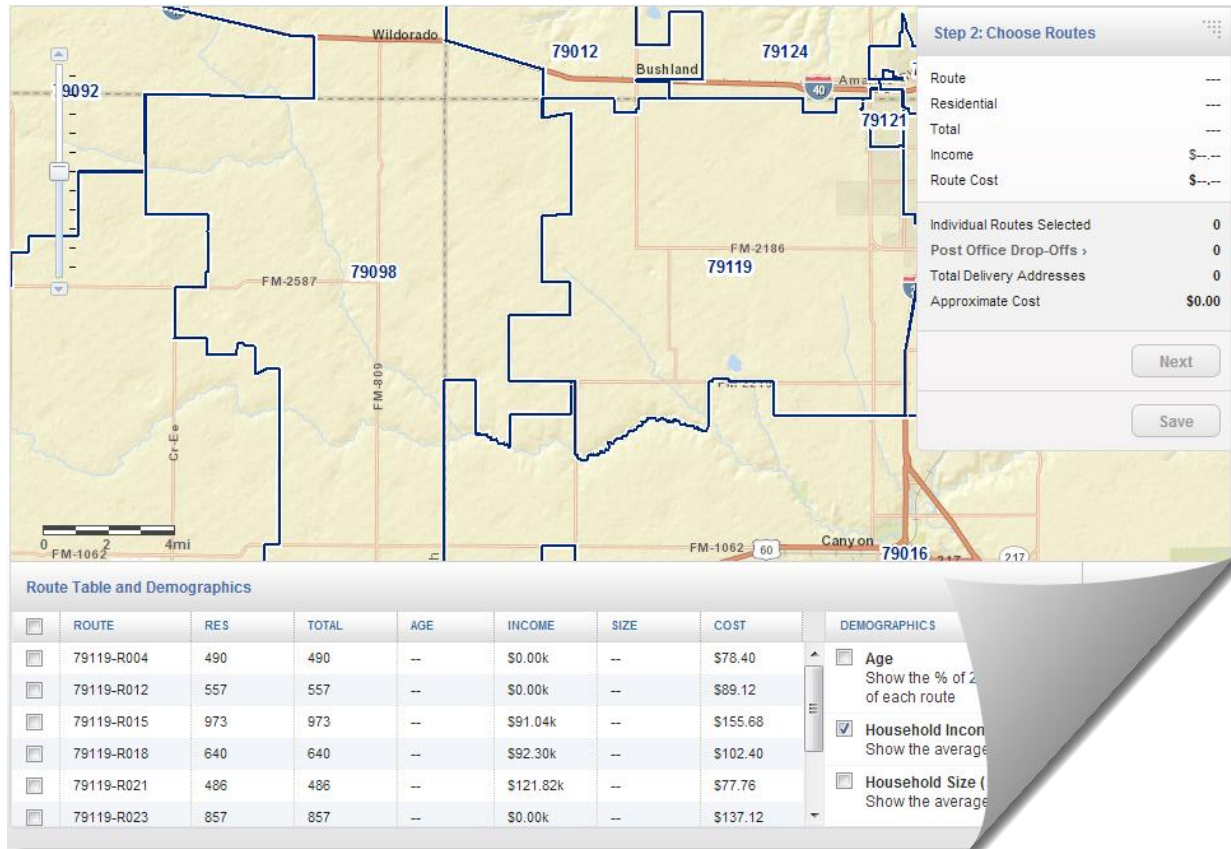
For our example, we’ll enter 79119.

This will bring up a map of the entire area which highlights each zip code in the area. You can zoom in and out on the map to see the mail carrier routes at street level. Just below the map is a chart showing all the mail carrier routes within this zip code. This is also where you can select the mail carrier routes to include in your EDDM order.

Before we do that, however, we want to update our mail carrier route list for this zip code with the counts provided in this table. These are the counts that count, because these are the numbers the Post Office will be basing their postage fees on.

(Note: The information from Melissa Data is good but not as current as the information provided by the Post Office. Mail carriers are delivering to these homes daily, so they know exactly the number of homes, businesses and apartments that are in each zip code.)

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Copy the data from this page (see above) onto your spreadsheet and combine it with the average home value and average household income for each carrier route provided by Melissa Data. Then calculate the Total (number of homes mailed to) and Cost (16¢ x Total deliveries). (See the example below)

ROUTE	TOTAL	COST	AVG INCOME	AVG HOME VALUE
79119-R004	490	78.40	\$48,000	\$222,472
79119-R012	557	89.12	\$49,000	\$298,203
79119-R015	973	155.68	\$46,000	\$196,701
79119-R018	640	102.40	\$123,000	\$392,617
79119-R021	486	77.76	\$72,000	\$322,382
79119-R023	857	137.12	\$61,000	\$267,032
79119-R024	898	143.68	\$68,000	\$253,834
79119-R026	861	137.76	\$51,000	\$213,452
79119-R027	325	52.00		
Totals	6087	973.92		

There a total of 6,087 homes and it will cost \$973.92 in postage to mail to this group.

This is a little larger than the normal mailing zone, otherwise it is ideal.

It's at this point you'll want to make some decisions about the mailing schedule. You could just mail all the zones at one time. Actually you can't. There are thress restrictions the USPS places on mailing.

1. You can only mail to a maximum of 5,000 homes daily
2. You have to mail the entire mail carrier route
3. You have to mail a minimum of 200 pieces

This actually isn't a problem because If I wanted to mail this entire zone at one time and then repeat this mailing every 3 months, I would mail the first 7 routes (4,901 pieces) the first day and then mail the two remaining routes the next day (1,186 pieces). It's that easy.

But if you prefer to spread your mailings (and your budget) out a little, there are multiple ways to accomplish that.

For example, since there are 9 carrier routes, an easy and practical plan would be to mail 3 carrier routes each month. In three months all the routes have been mailed to so you just start the process over again.

Here's the way that plan would look on paper. Notice I also added the print cost so now I have a plan and a schedule with exact costs for this mailing zone.

(see the image on the following page)

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Zone 1								
Area Code 79119								
		Route	Count	Total / \$	Avg Income	Avg Prop value	Print Cost	Total Cost
Area 1	Jan	R004	490		\$ 48,000	\$ 222,472		
	April	R012	557		\$ 49,000	\$ 298,203		
	July	R015	973	2020	\$ 46,000	\$ 196,701		
	Oct			\$ 323.20			252.5	\$ 575.70
Area 2	Feb	R018	640		\$ 123,000	\$ 392,617		
	May	R021	486		\$ 72,000	\$ 322,382		
	Aug	R023	857	1983	\$ 61,000	\$ 267,032		
	Nov			\$ 317.28			247.88	\$ 565.16
Area 3	March	R024	898		\$ 68,000	\$ 253,834		
	June	R026	861		\$ 51,000	\$ 213,452		
	Sept	R027	325	2084				
	Dec			\$ 333.44			260.5	\$ 593.94
		Totals	6,087					
			973.92	\$ 973.92			760.88	1734.80

This is a complete plan for this zone. As you can see highlighted in yellow above, in January, April, July and October, (every 4th month), I'll be mailing to Routes R004, R012 & R015. My total mailing cost is \$323.20 and my print cost is \$252.50, for a total of \$575.70. Likewise, each of the other routes are grouped and are set to a specific mailing schedule.

This is just one example of how you can create a mailing zone, plan and budget. The important takeaways here are:

1. Establish a budget before you start and know exactly what you'll be spending to execute your plan
2. Determine the mail carriers routes you'll be mailing to and when you'll be mailing to them
3. Plan and commit to a repeating cycle.

Now the ball is in your court. Take what you've learned through this example and create your first mailing zone.

As a quick review, just follow these steps:

1. Establish your baseline (the average home value and household income)
2. Find the zip codes in your area that exceed your baseline
3. Find the mail carrier routes within the zip codes that exceed your baseline
4. Update your counts based on the USPS Mail Carrier Route Table
5. Decide your mailing frequency – quarterly, monthly, bi-weekly or weekly.
6. Group your mail carrier routes based on your planned mailing frequency.
7. Create a chart and keep it in a handy place. (suggestion... pin it on the wall in front of your desk so you see it every day!)
8. Stick with your plan

Next: How To Prepare Your First EDDM Mailing

[\(Walk Through\) Video](#)

We were planning to make a similar video but Ross (at FatCatCleaners.com) did such a fabulous job with this one we decided to share his with you.

Thanks Ross!

PART FOUR: LEVERAGE

Multiply Your Exposure

As previously mentioned, the heart of the Perpetual Marketing Formula is a ***planned, targeted, systematic*** “Every Door Direct Mail” campaign.

Your campaign begins with your EDDM mailings, but that's just step one. If your goal is to become the best known carpet cleaner in the neighborhoods you've mailed to, it's easy to leverage your mailing and multiply your results by implementing a few simple and easy follow up marketing strategies.

Before You Leave The Job...

Leave Behind Promotional Gift Cards

Always leave 5 or more \$20 Promotional Gift Cards and take just a minute to explain to your customer how they work.

For example, we explain that all they need to do is put their name on the back of the cards and give them to friends, family, neighbors, co-workers, etc. When we do a job for anyone they've referred, the referred customer will save an additional \$20. In addition, we'll also note a \$20 credit that the referring customer will get on their next cleaning. Their friends save money, they save money, we get new customers... everyone wins!

Sample Promotion Gift Card



Refrigerator Magnets

As mentioned in Section Two, putting a magnet on your customer refrigerator is like placing a mini billboard right inside your customer's home - one that they see thousands of times per year. That makes fridge magnets a very powerful marketing tool!

What we like to do is ask the customer if we can put a magnet on their refrigerator, then put it on ourselves. Our thinking is that the magnet has a better chance of getting a prime location on the refrigerator if you do it yourself.

THE PERPETUAL MARKETING FORMULA FOR CARPET CLEANERS

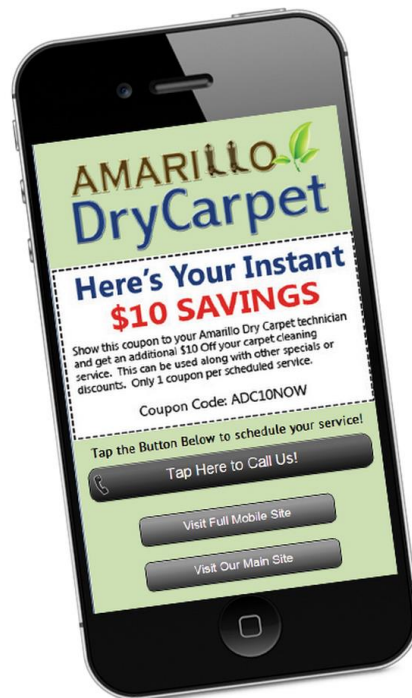
Any refrigerator magnet will do as long as it clearly shows your business name (and, or logo), your phone number and your website address.

However, the magnet can be even more effective if it features a custom QR code along with an incentive or special offer.

Here's an example:



What the customer sees when scanning the QR code with a mobile phone...



Using Door Hangers To Support Your EDDM Mailings

After completing a job in any of your targeted neighborhoods, always distribute door hangers to 20 to 50 homes (or more) around that job.

This repeated exposure can make a big difference. Here's why:

- You have a much better chance of being in front of new potential customers when they are ready for their next carpet cleaning.
- When a customer sees multiple high-quality marketing pieces combined with consistent and persistent marketing efforts), it enhances recognition and increases credibility.
- you are giving your best prospective customers the chance to see your message multiple times, and you are also giving them multiple chances to respond.
- people are much more likely to respond after they have seen your marketing pieces a few times. So if you are not doing repeated mailings, and creating additional exposure with door hangers you are potentially missing out on a lot, if not MOST of your potential sales. Marketing repetition is crucial!

Follow Up Each Job With A Phone Call

The sooner this call is made, the better, but try to make a follow up call within 24 hours. This is when the customer will be the most excited about your service.

Making a follow up call can cement the relationship with your customer, and opens the door continued communication and review acquisition.

All you have to do is call the customer and tell them you're just giving them a quick courtesy call to make sure they are happy with your service. Then just let them do most of the talking and be a good listener. Most of the time they will have lots of nice, glowing things to say.

If for any reason your customer isn't totally satisfied, take this opportunity to fix the problem by scheduling an appointment for a follow up service. If you do have to do a follow service, then make another call after that that service has been completed.

If your customer is really happy with your service and is making the nice comments we all really like to hear, be sure to ask their permission to send an email with a link to your review page. You'll get close to a 100% positive response to this request.

The Follow Up Email

Below is a sample of a follow up email after making a courtesy call.

Hi Nancy,

I wanted to let you know how happy we are that you're happy with our service.

When we talked yesterday you mentioned that you would be willing to write a quick review of our service.

That would really help us a lot and also help others looking for a reliable carpet cleaner.

Here's a link that will take you to our review page:

[Review Our Service](#)

Thanks again for your business, and we look forward to seeing you again soon!

Michael Price

mprice@amarillodrycarpet.com

(806) 553-2077 Office

(806) 576-7762 Cell

[Amarillo DryCarpet Services, Inc.](#)



A Sample Website Review Page

[\(See this page live here.\)](#)

When a customer clicks the link in the email, they will be taken to this page. (note: this page is responsive - which means that if they are using a mobile phone or tablet, the page will be automatically reconfigured to look and work correctly on that device. We've noticed that since 2013, nearly 50% of our customers access our website through their mobile phone.)



This review page is set up to filter the "not so good experience" reviews and send the response to the company rather than to the online review sites. This strategy gives you the opportunity to address and resolve an issue before it's posted live on the internet.

[\(See a negative review capture page here.\)](#)

Positive Reviews

Hopefully, most of your reviews will be positive. That's practically 100% guaranteed when you a customer is saying great things about your service on the follow up call and has agreed to write a review.

That customer will be clicking the "I had a good experience" link and will be taken to a page that let's them choose where they would like to leave an online review - one the whole world can see.

([See a positive review link page here.](#))

Why Reviews Are Important

Online reviews have created a new form of marketing and communication that bridges the gap between simple word-of-mouth and a viral form of feedback that can have a huge impact - either positive or negative - on any business. The importance of positive online reviews for a carpet cleaning businesses is truly mind boggling; from increasing brand awareness to multiplying revenues and profits.



1. Increased Sales – The biggest reason why online reviews are important to businesses is that ultimately these reviews have a huge impact on revenues. People are always much more likely to do business with a company that is recommended by others.

2. Understand and Better Serve Your Consumers – Customer reviews can tell you whether you are doing a good job or where you're falling short and how to improve your service and your business. This allows you to better serve your consumers by quickly and efficiently resolving any issues a customer may have, thereby creating a positive experience for the customer that will only help your business in the future.

3. Improve Search Rankings – Online reviews do more than just create a better relationships between your business and your consumers. They can also improve your website, and local business listing rankings on search engines like Google, Bing, Yahoo! and more. The more that is written about your business online, the more important a search engine will consider your business to be! The result is higher search engine result listings.

4. Higher Keyword Content – Online reviews help your business website to have a steady influx of SEO keywords that help your business have a more prominent online presence. This is due to the fact that many of the keywords included in online reviews will help to bring up your website in search results for consumers looking for the type of product or service you provide.

5. Allowing Customers to Have a Voice Creates Consumer Loyalty – Consumers who take the time to leave an online review for your business are far more likely to feel a certain loyalty and keep coming back year after year. In addition to that, the act of leaving an online review and establishing a relationship with the business, it allows your consumers to feel like they have a voice and are able to provide feedback in a positive and meaningful way.

6. Create Consumer Engagement – Many times online review pages can become active social communities where consumers leave reviews and keep coming back to see if others have made comments on their reviews or to simply see what other consumers have to say about your product or service in general. This creates a social community of consumer engagement that allows consumers to form an attachment to both the business and the other consumers as well.

7. Let Customers Help With Your Marketing – A handful of positive online business reviews are worth a great deal and can offer your business benefits that a simple marketing campaign can't. They are like micro marketing campaigns that keep working long after the online review has been posted, giving a constant positive image to potential consumers and creating a continual brand awareness that benefits the business for the short term and for the long term.

8. Reviews Breed More Reviews – When a business, product or service has already received reviews online it seems to encourage other visitors to leave *their own* feedback. Just the appearance of a number of reviews appears to be enough to give new visitors the confidence to add their own views on that particular product or service. It is a new form of online 'crowd behavior' that psychologists are still trying to figure out!

Continue Email Follow Ups

At a minimum, we recommend sending a follow up email 6 months after the initial service and then every 2 to 3 months after that until the customer reschedules. Then the cycle begins again.

The six month email should simply remind them that it's been 6 months since their last cleaning and you have some great exclusive specials for repeat customers. Invite them to call for details and close with something like "We look forward to seeing you again soon".

Subsequent emails can be essentially the same but change the how long it's been date.

In Conclusion

Perpetual means occurring repeatedly; so frequent as to seem endless and uninterrupted.

Occurring repeatedly the key to the Perpetual Marketing Formula. Once you implement the plan by initiating your first EDDM mailing, you've put the plan in motion. The key to success, however, is to stay true to the plan and never, ever stop.

Questions or Suggestions?

We would love to hear from you! If you have any questions, just shoot us an email or give us a call!

Here's a quick link to our contact page:

<http://strongcarpetcleaningsystems.com/contact/>

