



# **THE MARKETINGZOO**

## **SMARTER MARKETING PLAN**

### **FOR CLEANING & RESTORATION**

Prepared For :  
Cleaning & Restoration Firms



# **CONTENTS**

- 3 ABOUT ME & ABOUT YOU**
- 4 3 WAYS YOU CAN GET NEW BUSINESS**
- 5 REFERRALS ARE MAGICAL**
- 6 BEING SEEN: POWERFUL BUT COSTLY**
- 7 BE REMEMBERED: MORE POWERFUL & LESS COSTLY**
- 8 WATER DAMAGE: ADVANTAGE OF BRANDING: PROOF**
- 9 CARPET CLEANING: ADVANTAGE OF BRANDING: PROOD**
- 10 THE ADVANTAGE OF BEING REMEMBERED**
- 11 YOU CAN BE REMEMBERED!**
- 12 THE RIGHT ATTITUDE ABOUT MARKETING**
- 13 YOUR MARKETING PLAN**
- 14 REFERRAL STRATEGY**
- 15 VISIBILITY STRATEGY: SEO AND PAY PER CLICK**
- 16 SEO AND YOUR WEBSITE**
- 17 CITY / SERVICE TARGETING IS A MUST**
- 18 CITY / SERVICE TARGETING: PROOF**
- 19 BACKLINKS AND YOUR WEBSITE: RESOURCES**
- 20 GET SERIOUS; IT'S ABOUT BEING REMEMBERED**
- 21 LAZY IS CRAZY**
- 22 BE CONSISTENT WITH PAID ADVERTISING**
- 23 BE DIFFERENT AND MEMORABLE**
- 24 TAKE A STRONG LOOK AT LOCAL TELEVISION**
- 25 NO TELEVISION OR RADIO?**
- 26 UNPAID ADVERTISING OPTIONS**
- 27 FACEBOOK POSTS CAN COME UP IN SEARCHES / RESOURCES**
- 28 DOUBLE WAMMY: FACEBOOK & YOUTUBE**
- 29 YOUTUBE: UNLIMITED EXPOSURE: EXAMPLE 1**
- 30 YOUTUBE: UNLIMITED EXPOSURE: EXAMPLE 2**
- 31 YOUTUBE: UNLIMITED EXPOSURE: EXAMPLE 3**
- 32 YOUTUBE: RESOURCES**
- 33 BLOGGING FREE RESOURCES**
- 34 SUMMARY**

# A MARKETING PLAN RECOMMENDATION



**Marketing**

## **About Me & About You**

As a marketing specialist and owner of an advertising agency for over 30 years, I have created hundreds of marketing plans for companies in the industrial, service and retail industries. A cleaning or restoration business seeks to get the most benefit from the most modest marketing budget possible. The following recommendations will surprise you. Your most beneficial strategy to maximize both your sales and the value of your company, in my view, is as follows. *Gary Arndts for MarketingZoo.com*

# **There are only three ways you can get NEW BUSINESS!**

SUMMARY: Simplified, but  
this is what it boils down to.

**Get Referrals**

**Be Seen  
(Visibility)**

**Be Remembered  
(Branding)**



# Get Referrals

**SUMMARY:** This is a no-brainer. There are some easy-to-use tools that you can use to make customers appreciate the opportunity to refer you to others.

## REFERRALS ARE MAGICAL

Referrals are a powerful force in marketing. You can't beat them.

NOT those reviews on the Internet. I'm talking about your neighbor or your brother-in-law telling someone you did a heck of a great job cleaning their carpet.

Problem is, you can't count on them. But there are strong ways you can encourage them. Leave a coupon with satisfied customers that they can pass on to friends. Turn one job into two, or three or even more!

Another option is to leave door hangers on neighborhood doors. The assumption is that if you are an acceptable resource for the neighbor, you are recommended.



# BE SEEN (High Visibility)

## POWERFUL BUT COSTLY

Your challenge: be there in front of prospects at the moment they are searching. Your prospect recognizes a need. **They shoot an arrow out into the universe, seeking to find the right resource. Your challenge is to put a target in front of every arrow.** On the Internet. In the newspaper. On the radio. On the TV. On a billboard. In a flyer. You need be everywhere virtually all the time. Not easy. Very costly.

IT IS EVEN POSSIBLE? Of course, most arrows these days are shot towards the Internet. Is your SEO powerful enough to land you in one of those very few spots on the first page of Google? In large markets you may have hundreds or thousands of competitors trying for those few organic spots. And consistent pay per click can be extremely costly in many markets.

SUMMARY: This is what most of us think about when we think about advertising. But it can be very costly to play this game. And there is a better tactic. We'll show you!



# BE REMEMBERED

## FAR MORE POWERFUL. FAR LESS COSTLY

What does this mean? It means that when someone recognizes a problem (water damage, dirty carpet or tile, or mold) they immediately think of you as a resource to call on.

Why? Because you have already captured a piece of their mind. They know and remember you!

ASK YOURSELF: HAS YOUR PROSPECT ALREADY DECIDED?

So many or most of your prospects have already decided who to call before they even start searching? Yep! It's true.

**WANT PROOF?**

**Keep Reading...**

SUMMARY: This is the strategy used by the smartest marketers. And don't think you can't use it. It really just takes a commitment to pursue it this course.

**"Harvard Business School professor Gerald Zaltman says that 95 percent of our purchase decision making takes place in the subconscious mind."**

Source: <https://hbswk.hbs.edu>

# WATER DAMAGE

## THE HIGH COST OF BEING SEEN

### SEARCHED KEYWORDS (USA)\*

"Water damage restoration" 135,000 montly searches

"Flood restoration" 49,500 monthly searches

"Just think of the challenge if you are a water damage restoration firm and you are buying paying per click ads and/or doing SEO to try and show up on the first page of Google and grab your tiny share of these search results. It is estimated a TOP OF THE PAGE BID FOR THIS KEYWORD IS \$120. Ouch!

## THE LOW COST OF BEING REMEMBERED

### SEARCHED KEYWORDS (USA)\*

"Servpro" 110,000 montly searches

"Servpro near me" 9,900 monthly searches

Servpro franchises are getting tens of thousand of searches a month and showing up on the first page of Google FOR FREE! Just think of it. And why do they show up? Because they are remembered and specifically searched.

**Google certainly isn't going to tell you that this happens! Being remembered is much more powerful than paying to be seen.**

# CARPET CLEANING

## THE HIGH COST OF BEING SEEN

### SEARCHED KEYWORDS (USA)\*

"Carpet cleaning near me" 135,000 montly searches

"Carpet cleaning services" 60,500 monthly searches

"Just think of the challenge if you are a water damage restoration firm and you are buying paying per click ads and/or doing SEO to try and show up on the first page of Google and grab your tiny share of these search results. It is estimated a **TOP OF THE PAGE BID FOR THIS KEYWORD IS \$120. Ouch!**

## THE LOW COST OF BEING REMEMBERED

### SEARCHED KEYWORDS (USA)\*

"Stanley Steamer" 368,000 montly searches

"Chem Dry" 18,100 monthly searches

"Heaven's Best" 6,280 montly searches

"Sears Carpet Cleaning" 3,600 monthly searches

Wow! How'd you like to be "Stanley Steamer" and get over 360,000 FREE INTERNET SEARCH RESULTS a month without spending a penny on pay per click or SEO? They're coming up on the first page. When they search your name, you just come up! While you pay, these just display!

**Google isn't going to tell you about this either!**

# ADVANTAGE

Being remembered doesn't just give you an advantage, it can give you a thousand percent advantage over your struggling competitors who are playing the *"I've got to be constantly seen to win"* game.

While hundreds or thousands of restoration and cleaning firms fight over those few organic keywords, **those who are remembered get first page listings for FREE!**

SUMMARY: The answer to Internet marketing is really offline advertising. It's clear. The best strategy by far is to be remembered. Call it branding or whatever you like, it is simply the only way to come up first in the minds of your prospects.



**You can be remembered. And over time it will cost you far less than some "always being seen" strategy.**

Let's take a peek at how your overall strategy might look. This strategy will maximize your profits and even the value of your business.

"Branded businesses are worth far more than unknown firms."



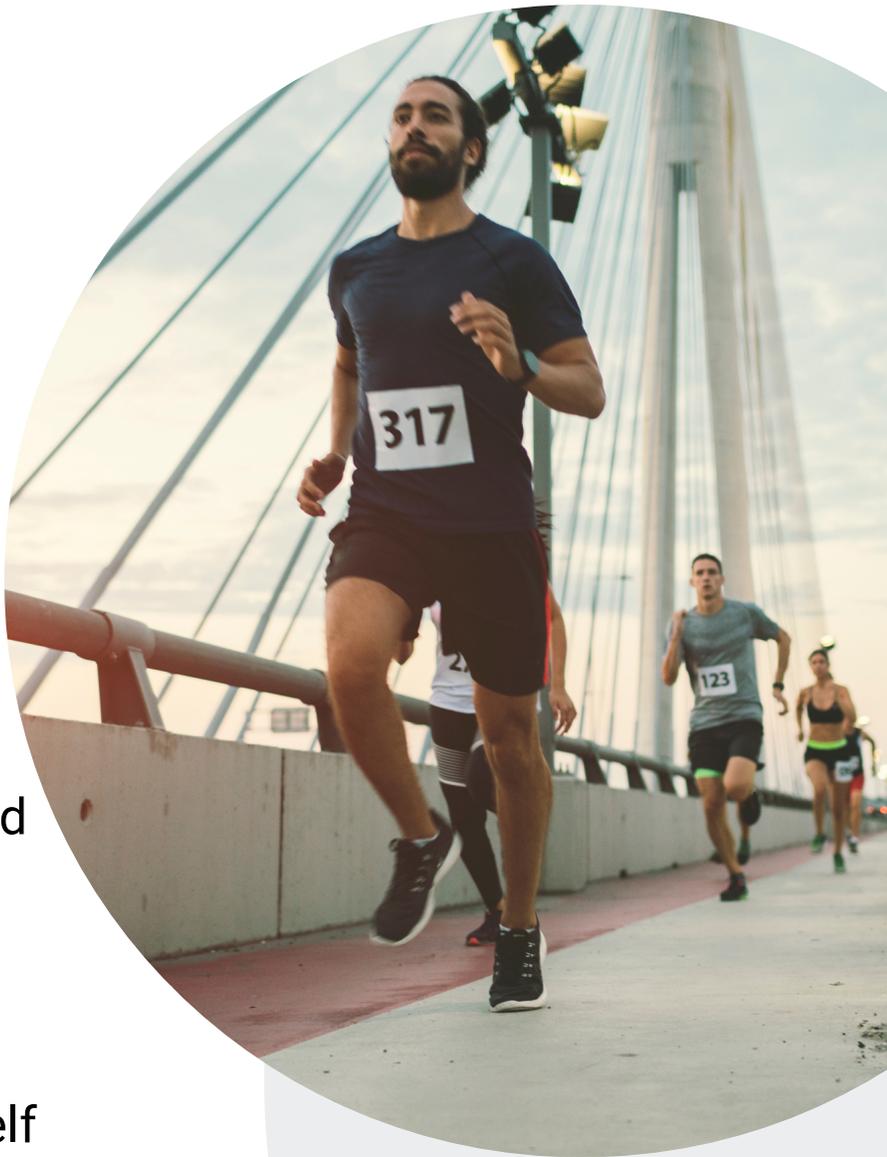
# BUT FIRST...

## Let's get the right attitude about marketing.

Let's talk one minute about something that may be hurting you and costing you money.

It's easy to slip into short-term thinking. "We're busy so we don't have to advertise at all right now." Or... "business is slow now and we'd better pour it on."

That is a self-destructive and a very expensive way to promote your business. Are you going to be around for the long term? Then think about how to market yourself more economically for the long term!



***Marketing is a marathon, not a sprint.***

# YOUR MARKETING PLAN

SUMMARY: This is the strategy used by the smartest marketers. Don't think you can't use it. It really just takes a commitment to pursue it this course.

## GET REFERRALS

Ask for them. Use MarketingZoo referral cards. They are cheap to print (Vistaprints) and your customers will appreciate your thoughtfulness. Door hanger artwork is also available.

## BE SEEN

Of course you want to be seen. Just don't let this strategy, with an angry level of competition, eat up your budget. Don't forget a big part of successful SEO is the design of your website which is in your control and can be improved without much cost.

## BE REMEMBERED

This is simply a matter of being consistently seen in a memorable way. We have recommendations. And, there are numerous virtually free options to be seen, remembered, appreciated and thought of as a great resource.

**MarketingZoo was created to help you with all aspects of your cleaning and/or restoration marketing, but especially "being remembered"!**

# REFERRAL STRATEGY

The greatest marketing gift. A third party recommends you. You have instant credibility and contact with new prospects. But this isn't just luck. You can encourage referrals in a number of ways. Of course, MarketingZoo will help!

## HOW MARKETINGZOO HELPS YOU

MarketingZoo provides referral card artwork ready to print. Go to the MEMBERS PAGE and scroll down to, and click on, "Sales Force Builders". We also have ready-to print-door hangers. Don't see what you need? Ask us.

WRITE IN THE NAME OF YOUR BUSINESS

---

A Special Gift You Can Give to Your Friends or Relatives!

**SAVE \$25 ON ANY CLEANING SERVICE**  
Carpet Cleaning • Upholstery • Rugs • Tile & Grout • Wood Floors • Vinyl • Power Washing

**A SPECIAL GIFT FOR YOU**

Your Customer's Name \_\_\_\_\_

Courtesy of your friend  
CALL Your Business Phone Number

TODAY'S DATE Today's Date

OFFER EFFECTIVE 30 DAYS FROM TODAY'S DATE

Referral cards and door hanger artwork. Never leave a customer's home without leaving a referral card they can pass on to their friend, neighbor and relative. It's the cheapest, most effective promotion ever!



# VISIBILITY STRATEGY

## SEO & PAY PER CLICK

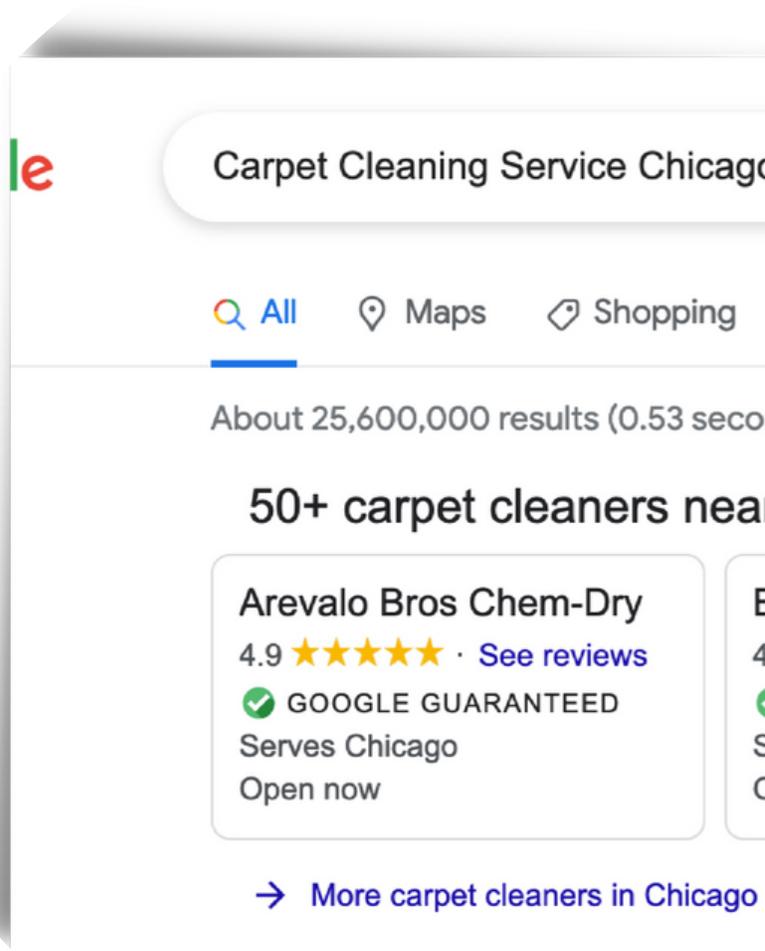
This is the obvious solution to get new business. But it is expensive and difficult.

The primary place new customers look are on the first page of Google or some other search engine. You are going to pay to show up, either by placing pay per click ads or by search engine optimization (SEO).

SEO means that your website must be optimized for searches, and you must have high value backlinks. Services can help you with this but it can be costly.

You can be showing up on the first page of Google, and then they change their algorithm and you're back on page 5. In larger markets you're competing with dozens or even hundreds of competitors for those few first page positions. It's risky business.

**NOTE FROM GARY:** *I offered pay per click advertising on Google and other search engines for years. (No longer). Will it work for you? It depends on a number of factors, many of which are out of your control. The number of, and budget of competitors is a big factor. In the end, I recommended that an advertiser try it and see if it was worth the investment. It often wasn't.*



# VISIBILITY STRATEGY

## THE FIRST KEY TO SEO IS YOUR WEBSITE

Of course, you want to have visibility on the Internet search engines. Job one is to make sure your website is targeting not only the services you wish to provide, but the cities you want to service.

When someone searches for a service in a particular city, search engines like Google send out little programs looking, not for whole websites, but individual pages that have not only the service keywords, but the names of the city on it. It is not enough to create one page for carpet cleaning or water damage restoration. You must create a page for those services for each city as well. Here's an example of the power of city/service pages.

*Quality Care Carpet Cleaners* mainly services Auburn NY. But wisely they have pages for all the other cities they wish to target. They come up in many on the first page of Google. Here's is their page for Carpet Cleaning aiming at Jordan NY, a neighboring city in their market area....

**SEE NEXT PAGE...**

# VISIBILITY STRATEGY

## CITY/SERVICE TARGETING

https://www.qualitycarecarpetcleaners.com/jordan-ny-carpet-cleaning.html

They have simply copied their primary carpet cleaning page and renamed it **“.com/jordan-ny-carpet-cleaning.html”**

POWER WASHING WATER DAMAGE RESTORATION CONTACT BLOG OUTPOST SITE BLOG



They mention the name of the service and city a couple of times in their page text!

Carpet Cleaning • Serving Jordan NY Area Homes and Businesses

[CLICK HERE TO GET EARLY NOTICE WHEN WE HAVE SAVINGS COUPONS](#)

CARPET CLEANING

**As low As  
Only \$59\*  
Per Room**

\*Two Room Minimum  
Call Us And Save!

PLUS FREE BOTTLE OF SPOTTER WITH CLEANING



# VISIBILITY STRATEGY

## SEO & YOUR WEBSITE



Jordan NY Carpet Cleaning

All Shopping Maps Images News More Tools

About 5,940,000 results (0.57 seconds)

Clean carpet - 10+ carpet cleaners nearby

Stanley Steemer

4.8 ★★★★★ (24) · See reviews

GOOGLE GUARANTEED

Serves Jordan

Open 24/7

PUROCLEAN OF SYR...

5.0 ★★★★★ · See reviews

GOOGLE GUARANTEED

Serves Jordan

Open 24/7

INSIDER DISINFECTI...

4.5 ★★★★★ · See reviews

GOOGLE GUARANTEED

Serves Jordan

Open 24/7

→ More carpet cleaners in Jordan

Businesses

Rating

Hours

Quality Care Carpet Cleaners

4.8 ★★★★★ (24) · Carpet cleaning service

30+ years in business · Auburn, NY · (315) 25...

Open · Closes 6PM

Onsite services · Online estimates



Advanced Concepts Carpet & Upholstery Cleaning

5.0 ★★★★★ (11) · Carpet cleaning service

10+ years in business · (315) 422-4346

Open 24 hours

"Lance is excellent def a great carpet cleaning company!"



Mr Kleen Home & Office Cng

No reviews · House cleaning service

10+ years in business · Jordan, NY · (315) 689-6600



First Page Listings (Not Ads - FREE)

More businesses →

https://www.qualitycarecarpetcleaners.com › jordan-ny-ar...

Jordan NY Carpet Cleaning 315-255-0178

We clean Natural Fiber and Synthetic Carpets in our cleaning facility or in your Jordan NY home. We offer free local pickup and delivery.

https://www.qualitycarecarpetcleaners.com › jordan-ny-...

Jordan NY Carpet Cleaning 315-255-0178

Jordan NY area. Carpet cleaning service. Voted #1 in the region. Call us today for a free estimate. 315-255-0178.



**NOTE FROM GARY:** Don't believe website designers who tell you not to do this because it is "duplicate content" or that it will be very expensive to build a lot of new pages. All your website designer needs to do is copy your primary service page and change the name of the page and the name of your target city in the text. What chance do you have to come up in a search if you don't have a page targeting that city....virtually none!

# VISIBILITY STRATEGY

## BACKLINKS & YOUR WEBSITE

Getting your website ready for serious SEO visibility is job one. But we're told a big part of search engine optimization is getting backlinks to your site. It's not easy and I won't dive into it here. But here are a few resources that offers suggestions:

[Monster Insights](#)

[Backlinko](#)

[HubSpot](#)

[WordSteam](#)

You also want to make sure you have listed your business on Google Business. You need to come up on Google Maps.

Here's where you start...  
[Stand out on Google, for free](#)

SUMMARY: Simplified, but this is what it boils down to.

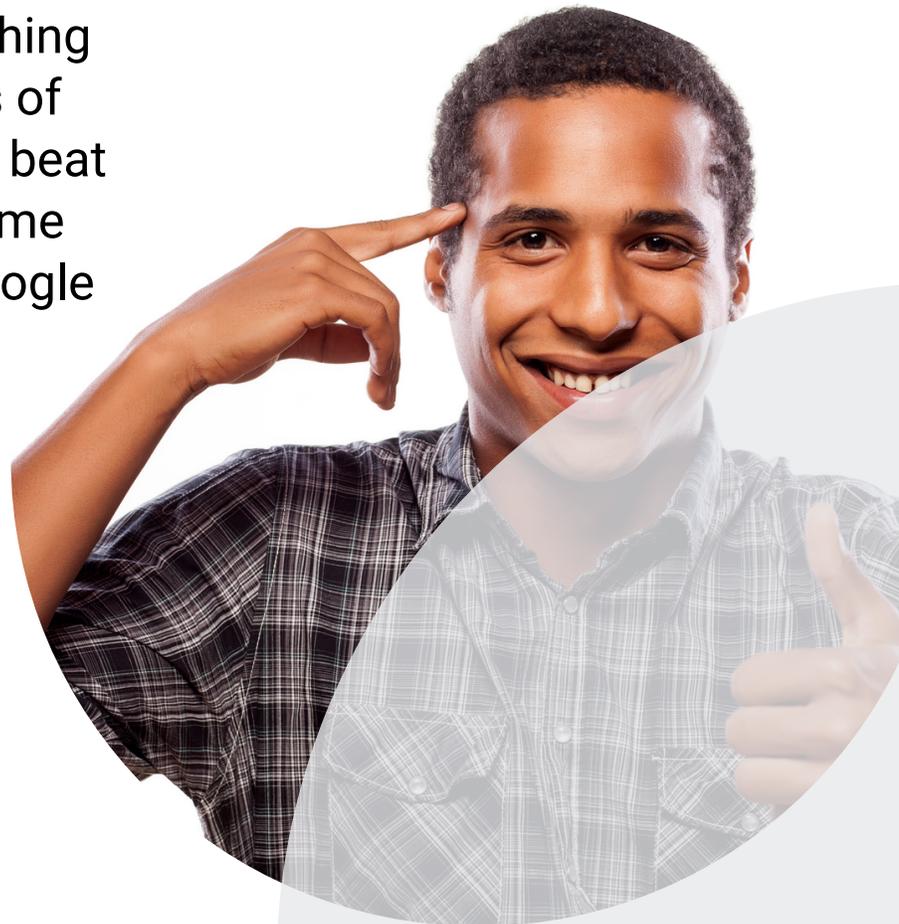
# **Let's get serious. BE REMEMBERED.... and get free visibility on the Internet.**

Be the one they are searching for, not one of the dozens of poor businesses trying to beat out the competition to come up on the first page of Google for generic keywords.

## **HOW?**

- **Be Consistent**
- **Be Different**
- **Be Memorable**
- **Be Trusted**

**Oh...and try to limit being so darn lazy at marketing.**



# LAZY IS CRAZY!

We see so many members of MarketingZoo who have at their fingertips hundreds of videos, graphics, articles, coupons...etc...etc...etc.... Yet they never post a thing to their blogs, or their Facebook pages. Or YouTube. Ugh!

## The Truth is...

Marketing isn't really very hard. But you have to get started. There's someone in your office who knows how to post to Facebook, upload a video to YouTube. Or you have a child or grandchild who was born knowing how to do these things.

**It takes just a few minutes each month to create a high level of visibility. Get the help you need. It's everywhere around you.**



SUMMARY: Simplified, but this is what it boils down to.

# BE CONSISTENT

This means being smart with your budget and your message. It's a long term strategy that pays dividends.

## PAID ADVERTISING

You may be thinking, it's going to be too expensive being consistent with your marketing/advertising. Not true. What is expensive is trying to be seen all the time when someone is actively searching for a supplier/service. Be budget conscious. Pick two or three paid media and consistently promote your business there.

Perhaps you do some local radio or television. Or outdoor. Local newspaper. Or you may advertise on FACEBOOK in your local targeted geographic area.

You don't need to spend a fortune if you have a lively, consistent message that sets you apart. Over time you will create awareness and embed yourself into the minds of your prospects.

**REMEMBER:** while big franchises may be running ads nationally, you have the advantage of focusing on your local market. So you can compete economically.



# BE DIFFERENT & MEMORABLE

This means being smart with your budget and your message. It's a long term strategy that pays dividends.

## I'm partial to radio and television.

Think about Servpro and their "*Like it never even happened*". That's pretty comforting for someone who is sitting at home with water all over their floor. It's a pretty strong message especially when presented over the television.

Not only can you see the spot but you hear those words and they stick with you. Broadcast advertising is a powerful way to be remembered, especially if you present yourself as helpful and caring. It doesn't depend on reading, and that's a big advantage.

It pays to add a slogan or a theme to your messages. Don't have a slogan? That's what is remembered. As a MarketingZoo member feel free to use "*It Pays to Call a Pro!*" The rest of your message can just deliver all the reasons that you are the best pro to call.



# Take a Strong Look at Local Television

Your local television providers will create your television spots for you. Television has a unique power in that it reaches both the visual and auditory senses. Television not available in your area? Try local radio.

## Television Resources:

[Small Business Trends](#)

[Frozen Fire](#)

[HubSpot](#)

[Ani View](#)

[MasterClass](#)

## Radio Resources:

[Leads](#)

[Radio.co](#)

[Voicebooking](#)

[BunnyStudio](#)

[Strategic Media](#)



# No Television or Radio?

Consider outdoor advertising or a local newspaper or news paper.



**For Clean Carpet, Baby  
It Pays to Call a Pro!**

 **AMAZING CARPET CLEANING  
CALL 555-555-5555**



**Water  
Damage?**

**Over 30 Years  
Restoration Experience**

**It Pays to Call a Pro!  
AMAZING RESTORATION  
CALL 555-555-5555**

The key is too keep pounding away consistently at your theme and the name of your business.  
Your goal: BE REMEMBERED!

# Unpaid Advertising Options

SUMMARY: These cost virtually nothing and only requires a few minutes a week to light up the world with your messages.....more reasons to remember you!



FACEBOOK



YOUTUBE



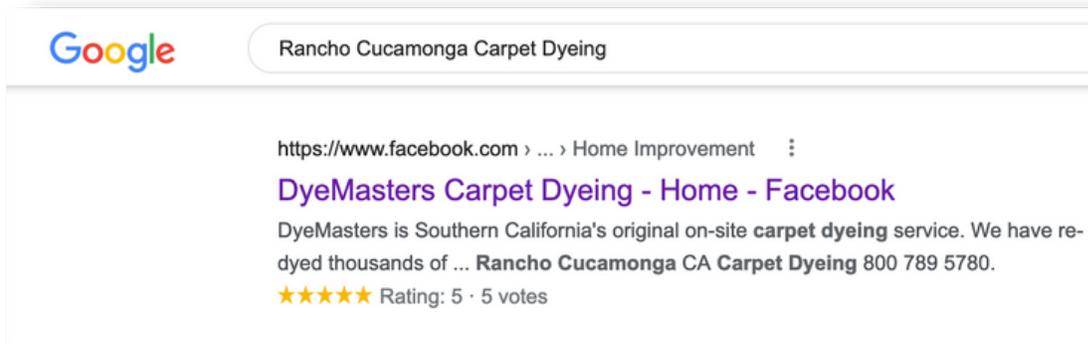
BLOGGING

"Here are virtually unlimited opportunities for free exposure. FREE! If only you had a super low cost resource for quality videos, articles and graphics!"  
(HINT: Exactly like [MarketingZoo.com](http://MarketingZoo.com))

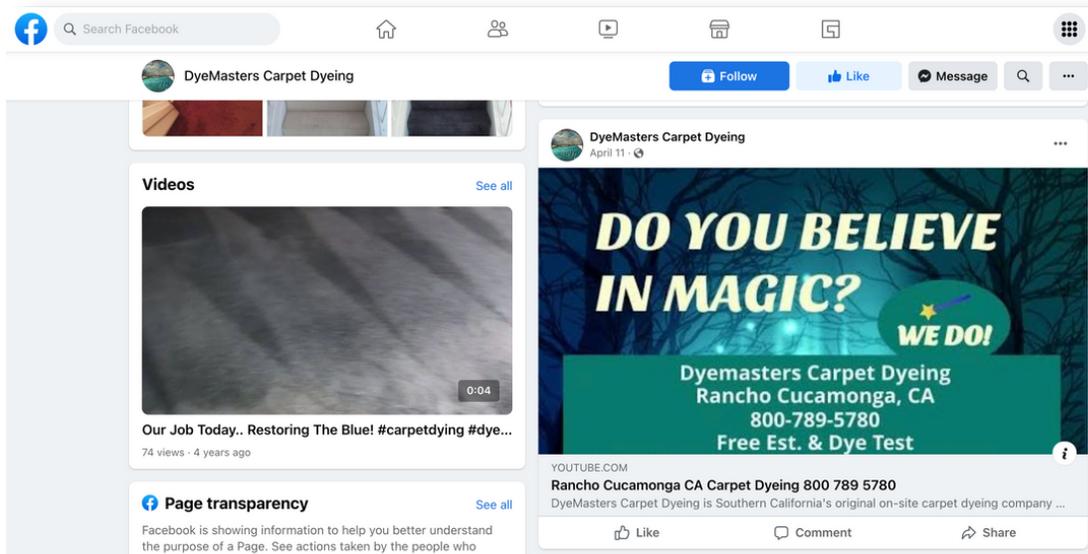


MarketingZoo produced this video that has been retitled to target Rancho Cucamonga and posted on Facebook. Dyemaster customized hundreds of these videos, the only change being the city targeted.

**Dyemaster get a first page result on Google for keyword "Rancho Cucamonga Carpet Dyeing" with a Facebook video.**



## Video Posted on Facebook



## FACEBOOK RESOURCES

[7 Ways to Use Facebook for Marketing](#)

[How to Use Facebook for Business Marketing](#)



Get all the friends you can on your business or personal Facebook page and load it up with useful tips (articles & graphics) and videos. See below how this carpet dyeing business in California loads the same video on both Facebook and YouTube. Even Google likes this! They come up in searches.

**Double Whammy. It took just minutes to upload this video to YouTube and Facebook. Hint: always add a city name to the video title.**



Rancho Cucamonga Carpet Dyeing



https://www.yelp.com > ... > Carpet Dyeing

**The Best 10 Carpet Dyeing near CraftyCruzz in Rancho Cucamonga ...**

These are some businesses with a large number of reviews for **carpet dyeing** near **Rancho Cucamonga, CA 91701**: JW Floor Covering (628 reviews). Stanley Steemer ( ...

**First Page Google (YouTube)**

Videos



Rancho Cucamonga CA Carpet Dyeing 800 789 5780

YouTube · Dyemasters Carpet Dyeing  
Apr 11, 2022



Carpet Dyeing Rancho Cucamonga CA, Dyemasters Carpet ...

YouTube · Dyemasters Custom Carpet Dyeing Services  
Nov 17, 2013

**First Page Google (Facebook)**

Feedback

View all →

https://www.facebook.com > ... > Home Improvement

**DyeMasters Carpet Dyeing - Home - Facebook**

DyeMasters is Southern California's original on-site **carpet dyeing** service. We have re-dyed thousands of ... **Rancho Cucamonga CA Carpet Dyeing 800 789 5780.**



**(Ahem....it is a MarketingZoo video.)**



SUMMARY: DyeMasters duplicated a MarketingZoo Video hundreds of times, replacing the title and front page with city targeting. They've post these videos in hundreds of California cities and received countless first page positions and views. YouTube is FREE!

The screenshot shows a Google search result for "Oak Park CA Carpet Dyeing". At the top left is the Google logo. The search bar contains "Oak Park CA Carpet Dyeing". Below the search bar is a business listing for "DyeMasters Carpet Dyeing" with a 4.0 star rating (5 reviews), "Carpet cleaning service", "40+ years in business", phone number "(800) 936-2580", "Open 24 hours", and "Online estimates". A "More businesses" button with a right arrow is below the listing. Below the business listing is a video search result. The URL is "https://www.youtube.com › watch". The video title is "Oak Park CA Carpet Dyeing 800 789 5780 - YouTube". The video thumbnail shows a person dyeing a carpet with the text "Dyeing... Covers carpet stains and hi-traffic areas". The video duration is "1:21" and it is labeled "PREVIEW". To the right of the video is the description: "DyeMasters Carpet Dyeing is Southern California's original on-site carpet dyeing company that specializes in on-location...". Below the description is "YouTube · Dyemasters Carpet Dyeing · Mar 10, 2022".

Oak Park CA Carpet Dyeing 800 789 5780  
142 views • Mar 10, 2022



SUMMARY: DyeMasters duplicated a MarketingZoo Video hundreds of times, replacing the title and front page with city targeting. They've post these videos in hundreds of California cities and received countless first page positions and views. YouTube is FREE!

## YOUTUBE

Google Universal City CA Carpet Dyeing ✕

**Closed** · Opens 10AM  
Onsite services not available

More businesses →

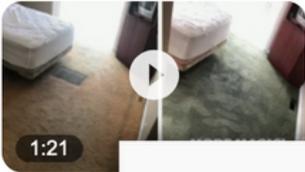
<https://dyemasters.org> › service-area › professional-carp... ⋮

**Professional Carpet Dyeing in Universal City, CA | Dyemasters ...**

Our specialty is in the area of **Carpet Dyeing** and Color Restoration. We are also experts in the repair of bleach and chemical spots. We Can Restore the original ...

<https://www.youtube.com> › watch ⋮

**Universal City CA Carpet Dyeing 800 789 5780 - YouTube**

 DyeMasters **Carpet Dyeing** is Southern **California's** original on-site **carpet dyeing** company that specializes in on-location...

YouTube · Dyemasters Carpet Dyeing · May 30, 2022

**Universal City CA Carpet Dyeing 800 789 5780**

78 views · May 30, 2022



SUMMARY: DyeMasters duplicated a MarketingZoo Video hundreds of times, replacing the title and front page with city targeting. They've post these videos in hundreds of California cities and received countless first page positions and views. YouTube is FREE!



Bell CA Carpet Dyeing

All Shopping Images Maps News More

About 5,020,000 results (0.52 seconds)

Ad · http://www.bleachspots.com/

### Carpet dyeing color correction - Langenwalter Carpet Dyeing

You do not have to replace your **carpet** for a few discolorations that can be dyed to match. Pet and urine spots are neutralized and color corrected to match the color of the **carpet**.

5572 E La Palma Ave, Anaheim, CA - Open today · 9:00 AM – 3:30 PM

https://dyemasters.org › service-area › professional-carp...

### Professional Carpet Dyeing in Bell, CA

Our specialty is in the area of **Carpet Dyeing** and Color Restoration. We are also experts in the repair of bleach and chemical spots. We Can Restore the original ...

https://www.youtube.com › watch

### Bell CA Carpet Dyeing 800 789 5780 - YouTube



DyeMasters **Carpet Dyeing** is Southern **California's** original on-site **carpet dyeing** company that specializes in on-location...

YouTube · Dyemasters Carpet Dyeing · Dec 14, 2021

https://www.youtube.com › watch

### Bell CA Carpet Dyeing 800 789 5780 - YouTube

site carpet dyeing company

**Bell CA Carpet Dyeing 800 789 5780**

94 views • Dec 14, 2021



# RESOURCES

[8 simple YouTube SEO tips to rank higher in search](#)

[YouTube SEO: How to Optimize Videos for YouTube Search](#)

[YouTube SEO: How to Rank YouTube Videos in 2022](#)

[YouTube SEO From Basic To Advanced: How To Optimize Your Videos](#)

[What is YouTube SEO and how to rank on the video platform with 16 tips](#)

If you are using **"It Pays to Call a Pro!"** as your slogan, every MarketingZoo video ends with that phrase. YouTube is a great visibility tool and a way to be remembered. Use it with inexpensive MarketingZoo videos.

Try renaming the titles with different city names and posting multiple times. To make this work better, add an intro with the name of a specific city and keyword. **YouTube is FREE. MarketingZoo is CHEAP!**



SUMMARY: Having a blog on your website lets the search engines know you're keeping your content fresh and that your site is active. In addition there are numerous free blogging platforms you can use.

## FREE BLOGGING PLATFORMS

[10 Best Free Blogging Sites to Build Your Blog for Free in 2022: Tested, Compared and Reviewed](#)

[Best Free Blogging Platforms 11 of The Best Solutions Today](#)

[5 Best Free Blogging Platforms & Sites in 2022 \(100% Unbiased\)](#)

[The 6 Best Free Blogging Platforms](#)

**MarketingZoo content is mainly helpful tips. In other words, virtually all of it is just fine to add to a blog. In fact, it's all just about perfect! Use it!**

HINT: **Blogger** is owned by Google and I've been amazed how quickly they index anything you post there.

# **SUMMARY**

## **Effective Marketing Can Be Easy Marketing**

The secret to success is to work to be remembered so that you are the first to come to mind when a need arises. That way you are the one who is specifically searched for on the Internet.

## **REFFERALS: Instant Credibility**

Don't leave this to chance. When you do a job leave a coupon with your customer that they can pass along to others. Make an attractive offer. Create your own coupon or use those available through MarketingZoo. Free artwork for members. Door hanger artwork is also available.

## **BE SEEN: Visibility**

Fighting the raw search game on the Internet can be difficult and expensive. But there are many things you can do aside from SEO or pay per click. The biggest key to online visibility is to create city/service pages for each of your target cities and each service. Search engines look, not only for pages that promote services, but where those services are being offered. Google doesn't want to display a Chicago carpet cleaner when someone is searching from Miami Beach.

Visibility is also achieved by posting vigorously on YouTube, Facebook and other social media. Quick thinking that everything you post has to be a sales pitch and post helpful tips.

## **BE REMEMBERED: Branding**

Everything you do to be seen will help you be remembered. But it's hard to beat television and radio for creating memorable promotion. You have not only site but sound to enter the senses of viewers. Oddly enough, the most powerful way to be seen on the Internet is to be remembered from offline promotion and searched for specifically. Consistency, a powerful message and a memorable slogan is key. If you don't have a slogan, and are a MarketingZoo member, "It Pays to All a Pro!" is part of our videos, many articles and graphics. Use it, add it to your tv and radio spots.

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