

# Marketing Plan Recommendations

## Using MarketingZoo and Other Marketing Tools

### **Our Cleaning & Restoration Members Often ask us what they should do with all their MarketingZoo resources**

How can you put this wonderful (in all modesty) low cost resource to work to impact your business? Here are some excellent ways to do it. Our recommendation: pick three or four strategies and work them hard, hard, hard. Make them yours. Beat up your competitors with them.

**Why Some Plans Don't Work:** Do you know the biggest reason that marketing plans fail? They aren't put into action in the first place. Do you know the second biggest reason? You quit too soon. Marketing tools are often working even though you don't know it yet. It takes time and consistency. Sometimes...some ideas work better for awhile than others.

**Why Marketing Plans Succeed:** You don't build your business on a wobbly 3-legged stool. One strategy isn't enough. The Internet isn't enough. Build your marketing plan using several approaches and it will support you reliably over the long haul. And, for goodness sakes, create plans you can afford. MarketingZoo makes that part easy. All these strategies are easy, too. Devote a little time to learn them. You can do it. If you can't, your kids can.

## STRATEGIES

### Strategy #1: EMAIL.

Build your email list so you can do e-blasts using MZ content, particularly coupons. Send out an e-blast once or twice each month. As your list grows this is the lowest cost and most effective advertising in this sector of the Milky Way. Almost any of the content on MZ can be used. (It's all wonderful stuff.) Additional resources: [icontact.com](http://icontact.com), [constantcontact.com](http://constantcontact.com) *Frequency: E-blast at least twice a month. As often as once a week. Schedule them for Monday mornings.*

### Strategy #2: YOUTUBE.

Create a YouTube Channel and upload videos. Add your contact information. Be sure to optimize for keywords and for your target cities. See how on the Instruction page. Videos often show up on searches if properly optimized. *Frequency: Upload at least two a month.*

### Strategy #3: BLOGGING & SOCIAL POSTS.

For our Plus members, we only post a limited amount of content on your MZ blog. Use additional content to post to your blog on your own website and to your social pages. See instructions page to see how to add your contact information to infographics using PowerPoint. If you are a Plus Member and happen to duplicate something we've posted, no big deal. In a few days all the old posts disappear into the lower realms of cyberspace never to be found again. *Frequency: As often as you like, but try to add content at least a couple of times each week.*

#### **Strategy #4: SNAIL MAIL.**

If you have mailing addresses you can use postcards and the monthly newsletters to mail out. Depending on the number of addresses, a simple way is to just print off labels using a Word template and sheets of labels you can buy. Additional resources: United States Post Office (offers geo-targeted mailings) *Frequency: E-blasts at least one a month. As often as once a week.*

#### **Strategy #5: PRINT ADVERTISING.**

If you do any print advertising, view the instructions on how to use PowerPoint to add your content info to any of the graphics available on MZ, including infographics and coupons. *Frequency: At least once a week.*

#### **Strategy #6: DIRECTORIES.**

Whatever else you do, do this. See the instruction page for extensive lists of online Directories, many of which are free places to list your website. Create a form of basic information so that the information you post is consistent. *Frequency: Check your listings every few months. Update as needed.*

#### **Strategy #7: DOOR HANGERS:**

Leave on neighbors doors after completing a job. See link to door hangers on Graphic Central page. *Frequency: Every time a job is completed.*

#### **Strategy #8: OPTIMIZATION:**

Review the videos on the MarketingZoo instructions page to make sure your website is properly optimized. *Frequency: Review annually.*

## OTHER STRATEGIES AND OPPORTUNITIES:

- ☐ *ALWAYS: Sign up for your Free OutPost Site on MarketingZoo.com*
- ☐ *Submit news releases, especially to local media and industry publications. Always try to get a link to your own website (see Publicity on Members page for resources.)*
- ☐ *Post to other peoples' blogs and always try to get a link.*
- ☐ *Create ads for Facebook.*
- ☐ *Run Pay Per Click ads on search engines (Google, Yahoo...etc.)*
- ☐ *Click on Small Cards on Graphics Central page for referral cards.*
- ☐ *Take a look at seasonal graphics on MarketingZoo for more promotional ideas.*
- ☐ *Use the contact form on every MarketingZoo page to let us know what other content would be useful for you. (Or if you have any questions about anything else, except politics.)*



CLEANING & RESTORATION MARKETING RESOURCES:  
AS LOW AS ONLY \$39/MONTH