

## CHLOE MARKETING EXPERT

2alue of a customer, this is one of the cheapest ways to get it using Google's products. So these in summary are a they're an entire lead generation and booking system within Google and you can tie it into service type and I recommend that you do if you're starting to manage these. So let's go right into them and I'll tell you what our experiences with them and what we think you should be doing with them. I'm make myself a little bit bigger here and let's go into it. So first thing to remember, you gotta you gotta sign up form. It's separate from Google business listing. It's separate from Google search ads and it's separate from your maps ranking and separate from organic rankings. This is these little, like these three boxes that I have pictured here, these are Google local service ads. And you go to [ads.google.com/localservicesads](https://ads.google.com/localservicesads) in order to get started. When you do this, they will ask you a bunch of questions and they have a pretty hefty criteria in order for you to be eligible. The biggest thing to remember is that you're gonna have to do a background check. They have, they've used multiple different security companies over the years but they will run and request access on you and your technicians if you're gonna utilize these. So keep that in mind if you have any concerns in that area, you might want to be ready for that. So going into this, again, it's these ads down in the corner here that you see and you'll notice a difference. I pulled prospectors because they don't perform very well in Jared's market. We've tried, this is what we've got over years. Now I have other clients where in a month they will perform, like for Jared it might be, you know, six to eight jobs get booked in a month. And for others where they're doing 50 to 70, it's that big of a difference. So if you look at them though, you'll notice the reason why I pulled this screenshot is because you'll notice that Jared has the Google guaranteed check mark. That means he's actively part of the program. The others are just filled in by by Google. They aren't actively or they haven't gone through all the verification to receive that check mark. That check mark gives Jared first placement. It gives him more, just more power on that search engine page. If you remember how I explained out the search pages. So this takes a considerable amount of paperwork because you got background checks and insurance paperwork that you have to submit. Google really wants to protect the user within this. And when you go into it, you will be able to set up a bunch of settings and something that we've often found is just max out the budget because the leads from this often end up cheaper than Google search. And at that point, why not try and get them mostly out of this instead of paying higher dollars out of Google search? There's a market that we're serving right now. Their leads out of this per phone call are about \$35 and we're paying about \$55 straight from Google ads. Now, the big thing is this will only perform up to a certain point and other people are gonna click on the ads. So you kinda do need to be dipping your toes into both sides of the market if you wanna really own the market and that's where companies usually succeed. The ones that wanna own the market and don't wanna just be like, I'll just take some of it for me. So consider when you start setting

out setting all this up, you wanna make sure that you consider the categories very carefully. And I've got a little like job types is what I mean by categories. So going into the settings, again, max out the budget. You'll see here, average weekly budget of \$10,000. We've never seen that actually be used. And they're actually this particular account is sitting at about \$35 for each lead. And you can see the previous seven days, they had only five leads. But it is what it is. Like the system basically cannot keep up with what we are asking it to do. So we're just trying to scrape out as much as we can because those leads are cheaper than trying to get them from another source. So that's what we recommend you do. And you can always go in and be like, woah, we're getting way too many leads. If you find problems with the leads, can go in and throttle it down. Up at the very top though, well first you'll see the job types like going in and filling those out is gonna help Google know what kind of jobs you want and you need to get granular. Don't just say plumbing repair. You see here, we got installed toilet, installed water heater, like put those in there. Now up in the very top of this, because this is a screenshot out of their platform, you will see the ad schedule. I don't think that you want to set it to all day if you don't have somebody answering the phones. Because the person who leaves a message is just gonna hop right over and then you're stuck paying for a lead. That's especially true with Google Ads, with Google local services, you have a dispute option if the lead doesn't pan out for you. And that's what this is right here. So you can see that you've got the the customer. I've I've blot out the number, but it up at the very top, it's got archive and mark booked. And then there's usually a three dots right where you see the dispute button. I pulled that up so you knew where to find that. When you are doing local service ads, you can dispute the the call. If it's a call for a service that you don't wanna do or you don't do, or it's way off base, by all means, go in and dispute those calls because otherwise you're gonna be charged for it. This is another reason why you as the owner really shouldn't be the one doing this. This should be a CSR's job. But they can go in, they can cross reference with service titan and then they can go and dispute the ones that are that need to be disputed. They also have call recording on here. The CSR really realistically can just listen in and then dispute them as they go through. Now, the there was something else I was thinking here, and I think I've lost it. Oh, that's right. Because you'll see that mark booked button up in the very top, and that's critical. Marking the lead booked and carrying these leads through the system is extremely important because Google wants to know that their customers are being taken care of. And if you don't actually sit down and manage these leads that are in the system, they're gonna serve you more leads. They're gonna go like, well, we gave them leads and none of them booked and and then they didn't ask for reviews on any of them. So we don't feel like our customers are being taken care of. That's the feedback that Google wants. The more things you do with Google, the more they reward you in the long run, but it does take some time. So you can if you have turned this lead into a job, it doesn't mean it has to be all the way invoiced out, but market booked, and then they're gonna know that you are actively trying to take care of that job that they sent you. Google wants that feedback. It's critical that you give it to them or you'll see your leads just decline. And speaking of that, you need to make sure that you put

in the review requests. This is a point of contention that I often have, which is people will have leads sitting in here and you'll see it right here. For instance, received 70 leads asked for review, you've got 44 sitting there that need to be asked for review. And when you don't do that, not only are you not lifting your review rating up so that way Google will put you in front of other people, You are not giving Google the signal that the customer is happy that the customer has done something. Again, when it comes to services on Google, as far as we can tell, it's not about the star rating, so I wouldn't worry about that two star review. It is about the quality of flow. Google wants to know that there's a flow of reviews. The frequency matters more than the score. The customer is the one who cares about the score. Google wants to know that you are an active business and you have to do this in order to show them that you are. So if you're using local service ads, make sure that you take it all the way to the ask for review. And just like your Google business listing reviews, it's going to grow and grow and grow. And within a few years time, you'll have a lot more than eight or nine, right? So now the big thing here is people tend to ignore it. They go, oh, we got the job. We don't need anything more. And that's what I wanna caution you against. Because if you don't take this thing all the way through, you will start to see it scatter off. Now this is what their reporting is. And I highly recommend that once a month, you dive into the reports and you take a look at what you're doing, especially if you're running Google ads or any ads in general, because it can tell you how these are stacking up compared to other things. So you can see here, this is for, you know, six months of the year, \$10,000, 2 hundred and 60 2 leads, and 96 appointments booked from those leads that were actually charged. So there's a 37.9% booking rate. Could that be better? Absolutely. But that could be a combination of them not going in and managing these leads. Us as an agency, there's only so much that we can do because we don't, you know, work on the dispatching side. That's why we need CSRs to work this system once it gets set up. So I highly recommend you go in and you look at these occasionally and these will change. Like if you take a look at the report here, you will see that there's a lot in January and then it starts to sort of scatter off a little bit and it has these high spikes. That is some natural seasonality that we're seeing. And in this particular client's case, there was a lot of inclement weather way in December that caused a huge influx of leads. And then that caused a huge influx of problems for customers in this area. And then that left a staggered, like a pretty high volume of work for the most part. Then it started to normalize. Now the problem that you can get into when you run into that is the psychology of, oh no, why aren't we doing as good as last time? But you have to take those factors into account when it comes to your marketing. It just means that there was more need at that time. So this is Google local services and kind of a brief overview in nutshell. I highly recommend that you do it because the leads will end up being cheaper than they will be if you only run Google ads. But I also want to caution you. I have had people on consults who got their Google local service ads set up by an agency and that agency managed sort of the lead flow and they didn't even have access to this dashboard that I put these screenshots from or took these screenshots from. The problem with that is this guy wanted to do more marketing in other areas and he could not leave his marketing agency because

he didn't have access to this. This is another one of those things that you should have an own and you give your marketing agency access so that way, in our case, we just like to see the reporting on it and be able to tell you if your CSR is not actually going into managing those leads. So highly recommend that you set this up for yourself on your own or somebody from your company. And then you delegate out manager access through their tools that they have for that. Another side of that is if you rely solely on this, just like if you rely solely on something else, then you are putting your entire company's future in the hands of one particular platform. And that is another lead generation platform. And that's a mistake that I see people make often when they start with us is they've done a lot of lead generation but they've never worked on their branding and brand awareness. So this is just another one of those things where you can go like, oh, things are going great. But if this is the only place where you are actively pushing into a market, you will only get the people who need you today. And those aren't gonna be as loyal as the ones who like, know and trust you. And that's where the brand awareness factor comes in, which we'll talk about a little bit later. So hope this was helpful and, go get on those, background checks with Google. Have a good one.

## **Organic Vs Paid Traffic**

Okay. Now that you have sort of your foundational items set up for your plumbing business, now you have to do the next step, which is going to be advertising. But I think it's really important that you understand the difference between paid traffic and organic traffic. People have a tendency to over overthink the the like the two sides of this and overestimate the power of organic and underestimate the power of paid. And you have to remember that in the grand scheme of things, the platforms that we use to push our businesses into the market, they want to make money too. So they are going to incentivize you to spend money on that platform. So that way they get paid. Now, basically when it comes down to this, you have paid traffic, organic traffic, neither are free. So first, let's talk about the organic traffic. The organic traffic really is the manpower equation of of your efforts. Right? And so you could you could claim that so many things are organic. And in digital, it's largely the free stuff. It's the free eyeballs you get. You put down a post, it gets a couple hundred views, makes you feel good. You do it again, it gets another couple hundred, you do it again, again another couple hundred, and eventually you're like, I got 2,000 views on everything. Except the scale of that isn't as high as you think. We'll go over that in just a second. But the the the tricky part about organic is it takes manpower. It takes boots on the ground. It takes people actively creating content, pushing content out, and then engaging with that traffic or that content on your behalf if it's not you directly. So the hard part is the geography. You are a local service plumber, which means you have a service area and there is no way for you to control easily the organic traffic that you generate and making sure that it's in your service area. And a lot of people end up posting a ton of things on their social media. They add a bunch of hashtags. They add, you know, they add a bunch of consistency, which isn't bad, except they start feeling like it's getting a lot of traction when really a lot of those views are people and things that go out to a place that doesn't have any skin in the game for your business to become a customer. So

it's important that you realize organic is way more of a national play than a local service business play, And you have to drop some money on those ads to really control or on those posts in order to control what they do. So examples of organic would be even SEO, but SEO is actually one of the the one the one of the few spots where you can really influence where your ads serve. But when you're dealing with things like YouTube or Facebook or TikTok, Snapchat, Instagram, all those, you really don't have a lot of control over where your ads go unless you're using hyper local hashtags. And even then you never know exactly if they're within your service area or the demographic that you wanna reach. You can't even age gate your organic traffic. So email marketing and things like that. Those all are elements of organic traffic. Traffic and I do think that you need to be doing some of those like emails. You have to be sending out emails occasionally to your existing customers and possible prospects if you're capturing leads. Flyers in the community, knocking on doors, those are all things where gonna show up and you're gonna get an impression, you're not necessarily gonna control what kind of impression you get and who is on the other end of that receiving that impression. So boots on the ground is great. Organic is great, but just be realistic about how much you're actually going to get from it. And the other thing to realize is it costs something. Energy, time, manpower. Those are the things that organic will cost you. And I would argue that being consistent by to generate organic traffic, it's just hard. It's extremely hard. So let's talk about paid traffic. Paid traffic is some of my favorite kind of traffic because it saves everyone involved time. And you have an incredible amount of control over what that traffic does. You can gate it by geography just to your service area. You can gate it by age. You can gate it by whether or not they've interacted with your business before, whether or not they're interested in certain things. You say, I want to reach people like this. You don't do that with organic. The other thing about paid is the scale. For every post you do on Facebook, you might hit anywhere from 100 to a thousand people once. But you don't know where those people are. For every \$8 that you spend on Facebook in general, like currently that's what a CPM is, for every \$8, you will get a thousand views. And when you are trying to manufacture frequency with your with your business, so you're hitting people multiple times to increase the recall in their head, you need to be spending more than \$8 for one, but you need to be hitting the same market over and over again. And that's where you need the predictability, which is why these platforms have built out a paid advertising model. I don't want you to look at the traffic that you generate from organic as definitely, definitely worth the time unless you really hyper analyze and measure where those people are coming from. I've seen people get all upside down on thinking that the traffic is coming from here when really it's coming from over there. I've had clients who go like, oh, yeah. We're we're we're posting all the time. We're getting all this great stuff, but they're a local business and they find out half their traffic's coming from a state they aren't even in. So the other thing is the amount of impressions that you're gonna want. Like I said, it's really hard to do that with organic. It's really hard to build frequency. The amount of impressions that you're gonna wanna get is anywhere from 14 to 21 times because digital is fleeting. Back in the radio days, we were saying, oh, five to seven times in a month. We want people to hear. Now I wanna see

that at 14 to 21 times. And there's two ways to do that. You either scale down your market that you're serving your ads to or you increase your budget. It's that simple. Now the costs fluctuate based on how many people are in the market competition around the market time of year things like that. Like advertising tends to be more expensive when there's a high commerce point period like December. But you want to take a look at your market size, figure out how many homeowners are in the market that you want to reach, and then you can reverse engineer a little bit by how much it costs per thousand impressions, how many times you wanna reach them, and then what budget you need in order to get there. It's not that complicated, but I just wanted to make sure that you understood the difference of scale that you get. So typically, organic, it's high manpower, and you get a little bit of reach. With paid traffic, you get a absolute staggering amount of control and push out into the marketplace in comparison. So overall, when it comes down to it, organic is great if it's in your service area, but you cannot depend on to do what you want it to do. You have to spend money to get into the marketplace because these platforms want you to spend money, and they're going to keep you from getting who you actually need until you do spend money because that's their business. So we're gonna dive into advertising in a little bit more of a deep dive coming up here, but I felt like we need to clarify the waters a little bit around organic versus paid. I hope that helps.

## **The Advertising Roadmap**

Okay. So now we really start getting into it. This is going to be kind of the advertising rollout and roadmap that we like to see our customers go. Some of this is theory and some of this is going to be talking about platform specific things. But the idea is that you need to understand the path and the overall campaign structure of your business before you dive into individual platforms. So that way you can develop some form of a strategy around it. So let's get talking about how you wanna roll out into your advertising space with an advertising roadmap. Pretty simple. Right? So let's go on through here. The first thing I wanna remind you of is that customer journey. That customer journey still applies here. You have customers. You're gonna cast your net wide. They're not gonna need you, but you're making them aware. And then they go, oh, no. I have a need. I might need you someday. I'll remember you. And then their need becomes critical and sometimes that happens very fast and they go, I need you right now. And that's when they convert and you get a job. Right? And then at the end of that funnel, that little flare at the base is you saying, hey, leave me a review. Tell all your friends about me. That's the big thing for that. So now when we set up advertising, we have some steps that we wanna make sure we follow and this is that. So the biggest thing is you're gonna start out with lead generation. It's gonna be the the people who need you right now. The lead generation is arguably the most expensive area, but it's also the one that you can really throttle much easier and faster because it is the people who are at need and they're hitting up search engines and going, oh, We'll go over that a little bit more in a second. Then you've got retargeting. This is the campaign where if you're bringing somebody to you for lead generation, you wanna follow them around. It is just a digital follow-up is really what it is. It's saying

like, man, listen, we know you have a need. Are you sure you don't wanna use us to fulfill that that service? And then we go into brand awareness. Brand awareness is really it's the long term game, and it is getting you in front of people because you're manufacturing their association with your business to the point where they're gonna call you and not look for anybody else. The person who owns the brand awareness within a community wins the market. It's that simple. So we like to make sure that we are helping our customers build the brand awareness factor, and it's something that every company, plumbing or not, but every plumber definitely needs to be thinking about. If you solely rely on lead generation, you're always going to be paying the most expensive dollars, and you will be at a point where one day it won't work out very well, and that's because you don't have anything else going because lead generation is so demand based. So let's dive in a little bit more about lead generation. So lead generation really is the modern day phone book, which is why it's necessary. Right? People don't pull up the phone book anymore. I have one sitting in the other office over there. It's like this thin now, but everybody is hitting up their phones. When they need something, this is the database that they go to and you get to be part of that database, which is great. However, the thing that you have to remember is that everybody else wants the same customer. So Google is the ones who really own this right now. They have turned this into an auction system, which means that they're always going to be willing able to squeeze out as much money out of a customer, meaning you, as possible in order for you to get your customer, which you gotta hope that your pricing makes sense with how much Google wants you to pay. So it's keyword based. You put in a whole bunch of keywords. It matches your keywords and adds up with a customer who is, typing in a query within milliseconds. Okay? And there's a lot of extra settings and a lot of minutiae to Google Ads and Bing Ads and search ads in general. Facebook can do some form of lead gen, but I would argue it's more of like a direct response brand awareness style lead gen. It's not necessarily like, I need you right now. Nobody goes to Facebook and is like, plumber near me. No one does that. So now the thing about lead gen campaigns, because they're search based and there is a lot of minutiae, they're also very easy to do wrong. I have a client that we are working with right now. When they came on board, they had put in a bunch of keywords and they had a whole bunch of, like, trash services that they started getting calls for. And when I looked at their account, it was because they had used a bunch of, like, keyword generation, and it just started generating the wrong kind of keywords, and they didn't know what to pull out of there. So we just wiped that all away and started fresh. This is really lead gen ends up being the root of a lot of phone calls. It once it gets up to to bear, but the more people you have in the market, the more complicated that lead gen like this becomes. It's also very volatile because if somebody decides suddenly, hey, I wanna pay more than I've ever paid before, you have to as well if you wanna maintain the same spot, especially if you're trying to be the top dog in your market. And I will say there is value to being the top dog, but you can come in second or third and still get calls out of there. So costs for calls range. I've seen them cost \$17, and I've seen them cost a hundred and \$20. I think a hundred and 60 is the most expensive phone call I've seen. But and that's like per call. That's not even like booked job. So it really varies and this is why

you need to price your services for your market. I know you got other training on that. I just wanna reiterate when it comes to marketing, that's why. So after the lead gen, we amplify things with the retargeting. And retargeting is the right kind of creepy. Right? It is the the because you know that you have someone who has a need, they're very close to just being pushed off the edge of the cliff into a conversion. And what we wanna do is we wanna capitalize on that by following them around. But the other thing about retargeting is it like, you can show up in so many places. They can search you and then suddenly click on you and then they go to the landing page that maybe that Google ad has. Suddenly, they're on a retargeting list and they see you on Facebook. They see you on Instagram. They see you on YouTube. They see you on their TV. And then they feel like you're everywhere. They hear you on Spotify. Like, we can we can loop all these things in to retargeting, and it's fascinating, and it's fun. And what it ends up doing is for the customers who get into that experience on that list, it just builds what we like to call omnipresence. And it's it's this sense that you're everywhere instead of just one or two places. The ultimate reason why you want that is for credibility. It builds credibility. So retargeting, super important and super fun. So as you get through it, then you got your your lead gens going, your retargeting is going. Now the next thing you want to work on is brand And so there's a number of ways that you can do brand awareness, but let's focus on the fundamentals, which is it is just an impression. Brand awareness, you don't measure clicks. You measure impressions, reach, and frequency. So the the reason why you wanna do that is because the clicks don't matter about brand awareness because the audience that you are serving is your key demographic, but they don't have a need today. You're trying to build out the association so when they do have a need, their need becomes your opportunity, and it's a match made in plumbing heaven. So the biggest thing is this builds brain space so that way people skip Google. Or if they go to Google, they're going to find you the cheapest way possible, which is putting in your name. Right? It's putting in Prospector Plumbing. Now if if you aren't doing brand awareness, people aren't going, you aren't going to be part of that. People are just going go plumber near me and then you have to compete against every other company because of that. But if you've been doing brand awareness initiatives within your advertising, it is, it means that your you get to circumvent the lead generation process and you get that customer regardless. And the the cool thing about that is it's a loyalty factor. This is another reason why in your brand awareness, you wanna, bring your Google reviews and your creative should be all about, like, having fun and being a warm friendly company to work with. So you can do brand awareness on a lot of things. Google Display, you got YouTube, social media, of course, OTT and traditional media. The biggest thing is this is just an extension of traditional media. Basically, all of this stuff is display ads that is part of content. The user is being interrupted, that you are you are getting into their zone without their permission to some degree. So the more engaging you are, the better. The more times you show up, the better. It does take time to build that brain space that we talked about, but it is incredibly important. So now I wanna talk a little bit about the targeting options because those are kinda like the broad strokes of campaigns. But there's a reason why everyone needs to have a CRM,



and it comes down to it helps us, for our our sake target your customers better. So on both Google and Facebook have a really cool functionality. It's called lookalike on Facebook and customer match on Google. But what we can end up doing is we take the emails from your customer list, we pop that into Google and Facebook and we say, hey, advertise to these people. But it doesn't stop there. It has another layer which is really cool. We can tell them, hey, advertise to not these people, but other people who seem like these people. So what they do is they take they take those emails and they match them up with other with accounts and then they look for other users who match the same signals, which is a much easier market for you to convert into a good brand awareness campaign than it is for like somebody who's cold. Right? Because there's Google and Facebook have so many points of data. There's no way for you to be able put all of that into a campaign. So this is another reason why you need to be collecting the emails. You have to have a CRM. You will not be able to build a big business without having a CRM that you are using to collect customer data. And for us, we like to take that data and leverage it to get you more customers. So another thing about targeting options is geofencing. Geofencing is wonderful if you're trying to build brand awareness. So this is this is not just saying, hey. I'm gonna drop a pan and I'm gonna serve ads in the that one mile. No. This is there's a building and I want people inside of that building to see my ads. So what you do is you look for trade shows, industry events, your competition even if you're doing like for for plumbers, we do this for recruitment campaigns because every good plumber's gonna have a job already. You're just waiting for them to wake up and need another one or or wanna make a change. Well, if you've been serving those those plumbers ads that say, hey. Don't work for these guys. You should really look at our our benefits package. Boom. You're in there with like, before they even know that they want another job, so then they're gonna come and look for you. The other thing is adjacent businesses. If there's any business that homeowners regularly go into, maybe like a title company. Right? Well, then you can geofence and say, anybody who enters this vicinity, I want to serve them my ads for a while. And these are typically like Google Display where you're gonna follow them around. So they're little boxes that are, like, in the middle of blogs, banners. You've seen them all before. But this is another way that you can utilize a really neat marketing tactic in order to get in front of your audience. So we like to layer this in eventually as well. And then of course for events, it's all sort of like timing specific. So the biggest thing to remember, though, is you're going to have to most companies, when they're early, have to start with lead generation. You've got to get money in the door. So that means building out a search campaign, optimizing that search campaign until it's tuned and it starts giving you good quality leads. That takes time and it doesn't happen immediately. Nothing in the advertising game is like, turn the faucet. Everything's hunky dory. We don't have to worry about it. Everything on the digital side of things is, alright. We gotta watch this thing, and then we gotta make sure that it's doing what we want because there's so many factors involved because it's so robust that we just can't take our eye off the ball for it. So what ends up happening is you start with the lead generation and then over time you start graduating into more and more brand awareness. Once brand awareness starts to reach some saturation, you can start taking down

your lead generation. Remember, lead generation is always going to be more expensive than brand awareness, but you will have slow periods. And so your lead generation might do this a little bit. You might go like, man, let's just spend more money. Let's try and squeeze more out of the market. Let's pay more for leads. Right? Those things in order to just keep your guys busy. You will have those moments. Marketing has its ups and downs just like business has its ups and downs. And over the years, you will start to learn where those ups and downs are seasonally, but there will always be factors that are completely out of your control when it comes to the marketplace, whether it's new competition or weather or, you know, big national things that end up, like, just kinda sucking the air out of the room where people don't wanna think about their plumbing problems. So keep that in mind as well. It's really hard to get somebody to wanna do plumbing service right when they're doing, like, doing things for Christmas. Right? So the awareness factor though, that's the long game. That is where you want your business to be and everything you do helps with that even outside of the advertising. Your van wraps, your community events, speaking of community events, like all all those things end up leveraging brand awareness, which is why I like to talk about community. So your neighbors, families, and friends are very, very powerful. So if you have a brick and a brick and mortar location that you can invite people to, think about a some form of event or contest or lunch and learn or anything. In our town, there's this thing called First Friday where every first Friday of a month, the entire community has like a number of featured artists at businesses. And I often tell people, get an artist featured in your space because then that will invite foot traffic. It builds very, very sticky brand awareness inside of people's heads, and you can give out coupons to those people for your services at the same time, which get put on the refrigerator. Next thing you know, they're seeing you every day until one day they go, I need to call these guys because I've got a pipe that's leaking in the garage. Right? So make sure that you leverage trade shows as well. Anything that has foot traffic with your community. And to give you a fun idea, your target demographic is likely going to be the middle aged housewife. Here in town we have an event that is called, oh gosh, it's called the woman's affair. And all it is is a bunch of vendors who are primarily targeting women. And it's a it's a it's a bizarre. Right? They go in. They they buy little trinkets, and then they go home and you can actually actually be part of that. Now you can you can leverage it with geofencing or you can leverage it just by being there. Buy a booth. Buy a booth and have a giveaway. Hey. Get a free TV or get a spa treatment courtesy of, you know, Bob's Plumbing. Give us your information and you'll be entered to win. Those are the little fishbowl drawing prizes. Have your guys there willing to answer questions or do silly things. Those things end up building a lot of a lot of fun within the community, which builds the brain space. Sports games and events, probably all well aware of that. Seems like around this time of year, every sports team starts hitting you up for sponsorships. Be selective, but I think that it's it's another small thing that can add up to years of input because every one of the parents is gonna see the logo on the back of the shirt all the time. And then if you have if you have the ability to put like a banner up, every one of the parents in the stands is also going to see your banner and your logo. These things seem silly and small, but they can

have a big impact. And they're just as powerful, if not more powerful, than digital advertising alone. Pro tip, if you do those things for your own kids or some of your techs do, have them drive the company van. Why not? Or offer to have snacks after the game for the people if there's nothing, like, regulation wise in the way of that. So and this is this is one that I really like that not very many people do, but I think most should, is host an event in a neighborhood that you're trying to get traction in. And what you're gonna do is you're gonna drop ads on that neighborhood saying, hey, at the park over here, we're gonna be grilling up hot dogs and hamburgers just to say thank you for the few people, you know, customer awareness sort of thing or whatever. Come on by, we'll have some games and anybody who shows up gets a hundred dollars off their next service or or whatever makes sense for your margin. So but then what that does is you give another thing that becomes part of the refrigerator magnet zone. You also get to bring all of your vans or some of your vans, and people start building an association with their home, their turf, and your company. So all of that, all of these things, they do take manpower, and they do take money. But marketing is more than advertising, and marketing is more than just digital media. And so that's why I like to bring it in when we talk about advertising. All this stuff is part of the whole rigmarole of running a business today. So in the grand scheme of things, marketing is always going to evolve and it's always going to shift and you're gonna be hopping platforms, hopping tactics, and things like that. You're gonna be trying a lot of things and sometimes things are gonna pop really well and sometimes they aren't and then you're gonna have to pivot and move. The biggest thing is remaining consistent. So many people get discouraged when their marketing or their advertising doesn't work the way that they want it to, and then they just go, that didn't work. Most of the time that people say something didn't work, I start asking about the scale of it. Start asking, well, but how long did you try this tactic? Because in our world, typically, if you're trying something for less than three months, you are barely scratching the surface of whether or not you're going to build an audience on that platform. So whether that's doing trade shows or anything. Right? So that is the advertising rollout and roadmap. We're gonna start going a little bit deeper into some of these platforms that you have the ability to access because some of them are more important than others. And I think it's important for you to realize the general setup and what you need to be looking for around them. Anyhoo, let's keep going.

## **Google Search Ads**

There we go. Okay. So what we are about to cover is kind of what's considered the holy grail of advertising for plumbers and that is Google ads. Now, we are going to primarily focus on search ads for this particular segment. I'm not gonna be able to go over everything in this. Google ads is incredibly deep and complex and there's changes happening all the time within it. So I've got kind of an overview and want to make sure that you understand more in-depth than most most people will go when trying to learn this platform. But if you truly wanna harness Google, I highly recommend that you set somebody in some good training on either internally or you find an outfit that can run these ads for you. Biggest thing to remember about Google Ads is it's not it takes a lot of optimization to get the account on step. It's not

a faucet. Like a lot of people think, oh, all I gotta do is run these ads and I'm gonna get phone calls. Yes, but there's a lot that goes into trying to get the right phone call and making sure that you're showing up for the things that are correct for your business. So let's get into it a little bit here and we're gonna dive right into the ultimate in lead generation, Google search ads. So there's a few things to remember. A, it's extremely powerful. With Google ads, it's ultimately a replacement for the phone book. The phone book used to be where I mean, you had companies that would go like Aaron's Plumbing purely because they wanted a and a to be in the name so that way they would show up in front of everybody else. And that's who got most of the leads because you just go to the plumbing section of the yellow page and go, yeah, Aaron's. And then you would start crawling down. Right? So Google ads is that now, but you can't use that AA because it's not an alphabetical order. It uses a bunch of other things to show up at certain times. So it's the source of a lot of new customers because they are at need at that time when they click on your ad, usually. So now just because they click on it doesn't mean they're actually gonna call you. And that's where you get into a lot of things that are in-depth, the conversion optimization and making sure that you've got compelling copy on your ads, all that stuff still applies. So it can be extremely powerful, but it is not a set it and forget it platform. You cannot and in fact, I I I believe this of almost everything in marketing. You cannot just say, yeah, we're running the ads. We're just gonna let them go. I have seen the best performing Google Ads campaigns tank for no reason that we can discern. And then I've seen the worst performing Google Ads campaigns just start taking off for no reason we can we can discern and, you know, at least not immediately. Like both of these things, it takes a degree of investigation to figure out what's going on with the account and then lean and leverage that data in order to make it really pop for you. So it's an auction based system which also means that it's a really volatile marketplace. The auction system means like because what you do is you bid on keywords which are effectively you're bidding on searches against somebody else in the market. You set your budget, they set yours, Google won't tell you who's setting what and you will pay the absolute like sent underneath what they are paying if you're number two or you will pay full price of whatever is setting the top bid. There's more to it than that because you can set like targets and things like that. But all of this means that it is incredibly susceptible to competition swooping in, putting budget into the marketplace and suddenly you're getting less than you used to without knowing why. Okay? And there's there's a bunch of metrics that you can pull to sort of figure those things out, but it's not something that's readily apparent. You don't get an email saying, hey, Tim's plumbing over here just started sending ads out. So therefore we're not going to give you as many leads. That's not how it works. You don't have an immediate guarantee on lead quality. With search ads, you can run an ad for the wrong keyword. You can run ads for the wrong service and you'll find that sometimes you will pop up for searches that you don't wanna search, you don't wanna get. But the audience I'm gonna say this the nicest way, but the audience sometimes they're they're not paying attention. They're they're idiots when it comes to clicking. And so what you'll get is you'll get a bunch of people who were looking for this thing over here and they're coming to you and you're like,

that's not what I do. So you you need to be very careful about lead quality. Everything should be optimized for the phone. Don't optimize it for form fills or just views or clicks. You wanna optimize for the phone call in order to make sure that you are getting value out of the platform instead of just dumping money into it for, you know, visibility. Now there's there's a place to do that, but search ads typically aren't that. So the other thing is you absolutely a lot of people, we we jump into their accounts and this is a problem. Don't blindly accept Google's recommendation engine for your Google Ads account. I Google will say, we believe that you'll get this if you take these actions, But more often than not, that means you have to spend more money to Google and you do not get that much of an increase in actual results. So this is an example of a Google ad Google search ad down at the bottom here. And this is a pretty typical one. Fairbanks plumbing services, Prospector plumbing and heating. And then you write some copy and then you've got a little snippets at the end for additional services. The thing to remember is when you make these, you don't I don't need to show the slide for this. But when you actively make these ads, you do not anymore write an ad. What you do is you write headlines and descriptions and snippets and site links and these these tiny things that Google will use in sort of in relation to the keyword and they will construct an ad from the data that you give it. Now you can pin things to certain things in order to make sure that it comes up a certain way. And I can tell you in this example that I showed you, prospector plumbing and heating is the second pinned message. So that way they are always going to have their name on there. We did that on purpose. So let's go into a little talking a little bit about where to send your clicks. There's a certain way that we like to do them and we're gonna dive into that in just a sec. Okay. One of the biggest things to remember about Google ads is you don't necessarily want to send it straight to your website. And this is because Google is looking for parity between your ad and where you were trying to send their user. Okay? You gotta remember, these people are Google's user. They're the ones that own the search engine and they want you to give them a good experience. So Google has set up this thing called an optimization score. So where do you wanna send your clicks? Largely, you want those to be phone calls and then you want those if if you're not going for the phone call, you're gonna get a landing page. And we'll go into why landing pages are important in just a second. And if you don't wanna do a landing page, then you can send them to your website. But arguably, you don't want to send somebody from Google or really most ads directly to the front page of your website because especially if they're coming from something like Google, is very needs based, you are going to lose the intent of the user. And that means that if I have a need for drain services and I click on your ad and I go straight to the front page of your website, I suddenly have to look around to where I need to go in order to get back to drain services. And that's not great. Really, I should be going directly to a page about drain services and this is where landing pages comes in. So if you don't go phone call, then you send them to a landing page. Now a landing page is a specific page with I'm gonna go back to myself so I can use my arms. It's a specific page where you like it would be a page about drain cleaning, your approach to drain cleaning, your testimonials about drain cleaning, the options of drain cleaning. Just some information about drain cleaning that says we're the best

company to hire for drain cleaning services, right? Then what you do is you strip all navigation out of it. And this is confusing to some people, but when you give a user a webpage, you're giving them an experience. And if you give them the option to go away from the intent that you have, not the user, which is to call or make some form of a contact. If you give them navigation like a menu or a link to learn more about something, there's the chance that they will do that, forget about where they are and just kinda get sidetracked and distracted. Then you lose that contact. So for the most part, what you wanna do is you run an ad about drain cleaning to a landing page about drain cleaning. The landing page is only used if somebody doesn't click that call link inside the ad itself. Then on the landing page, you have click to call buttons everywhere and very clear calls to action that say, hey, give us a call right now. We can get you on schedule today. That's one of the best things to like get your problem solved today. The landing page, the ad that you wrote about drain cleaning services and the keywords that you used to populate that ad in front of certain people, all of that is analyzed and measured by Google. And that is what the optimization score is. Now the optimization score means that Google has confidence in your entire pathway for the user. And the more the higher this number, you know, 89.95 is not bad, but you can get it higher. So the more confidence Google has in it, the more they're gonna trust you to go to they're gonna trust your ads over somebody else's, which means that they're willing to serve your ads cheaper than somebody else's. So optimization score is it it just means that you're on the right track. And honestly, Google is doing the good work in this. What they are doing is they're trying to make sure that their user gets to where their user wants to be. And I'm telling you, a lot of people end up missing the boat on making sure that the user gets to what they're intending to solve for their problem. So anyway, optimization score is important, but typically what we like to do and I would like to see you do this is if you are running Google search ads, you go for phone calls first, landing pages second. If you don't know how to do landing pages, yes, you can send them to your website but make sure they go to a page that is about the service that your specific ad is setting them up for. And you wanna set up your Google ads to isolate your services into different segments. And we'll go into that in a second here. And here's the second. So typically the structure of a Google Ads account follows this map. Okay, you have your account and that's for your business. Then you have your campaigns. There's a bunch of different types of campaigns, but one of them should be search ads. And you might have two campaigns if you're doing like AB testing or if you have one that you want that is for a very like specific engagement or it's a format of campaign that Google offers that is just different. But typically, with a search ad, you're going to want a campaign. You're gonna name it, you know, search, leads, whatever. Then you have ad groups. Now think of ad groups as like folders for the settings and the keywords and and for your ads themselves. Typically, what we like to do is we like to make sure the ad group is a service. So you would have a service of drain cleaning. You would have an ad group of drain cleaning. You might have another one that is a little bit more specific. You might have another ad group that is hydrojenning. And the way to organize these is by keyword and how to find the keywords. You can do Google keyword planner. There's a bunch of tools out there, but it's kind of like topic

based, okay? So then you have your keywords and you would put in the keywords drain cleaning, drain cleaning near me and some of the symptoms, clogged drain solutions, things along those lines. And you might go like drain cleaning plus the location that you are. There's you only want about 20 keywords, less is better to be honest on this. So you look for the ones that have high volume of searches and then you start writing ads. And like I said before, the ads themselves are going to be a series of descriptions and headlines and things that Google mixes and matches in order to actually make the ad itself. So at the bottom of that, you have your landing page. Now a landing page, we like to isolate it into its own structure over here but you can theoretically say, well, this landing page is just this page of my website. Gotta remember that a landing page typically by definition does not have navigation. A website service page does. The way we operate is the landing pages for Google search because that is a high intent user. The website page about the same service like drain cleaning is more in order to rank you for organic listings than it is for really pushing hard for the conversion like the landing pages. You can share content across the two, but it's pretty important to have them for our perspective. It's pretty important to have them separated so that way you have a really good idea of what your Google Ads account is doing because it is also a place where you can lose money easily. So if you're setting this thing up yourself, you will find that if you go through Google's platform, they'll set you up with like a smart campaign and all this stuff. Be careful about the wizards and and wizards are just like the easy way of doing things. The program that's supposed to onboard you to it. The problem with these is they won't give you really the minutiae that you're gonna need eventually within your campaigns. Can you get calls? Can you make it work? Yes. But you won't get things one to one and often you'll end up getting the wrong kind of leads and things like that. So just to give you a quick heads up. These are all the different campaign types that you can do inside of Google. Now you'll see a bunch here that don't apply to a plumbing business. You don't need all of these. Like you don't need an app. Local sounds good, but it's to drive people to a physical location and you don't need people in your shop. You need to go to their homes. Video, sure. For sometimes shopping, no, not gonna be you guys. Discovery, sure. Discovery is just like brand awareness, right? But there's all these different campaign types and what people don't realize is that your search campaign and performance max campaign can have the same objective, which is to get phone calls depending on how you set up conversions. So when you get into your actual campaigns, I just pulled this off the internet, but it's very applicable to plumbing. You've got your campaign name and then you've got goals. You have to be sure that you set those things up correctly. Like you wanna make sure that Google understands what you want. Marketing objective is leads. Your leads should be your phones. And then you've got sort of the networks, the Google search network and search partners. We just like, honestly, just the search network. When you are doing doing location targeting for Google Ads, I want you to think of it in two ways. Okay? For every service area you might have, if you have multiple locations, but you will have a service area. You will have the area that you are willing to send vehicles, but then you will have hotspots of where your your primary target market is because you will also have hotspots where you don't want to send

your plumbing vehicles if you're in a highly populated zone. So it pays to focus this down so you can own sections of your service area if you're in a densely populated zone, and then you can branch that thing out. Now you wanna make sure that your language is set to English, but don't be surprised if you start getting other form fills and other people who speak a different language. That happens. Bidding, maximize conversions. So let's talk about conversions. Actually, I think that's next. So we'll hold on to that. So there's a lot to these things. And then there's if you hit any of these down arrows, you're gonna find even more. But the the other side of it is when you start actually setting up your keywords, you've got some things to think about. There are three different types of keyword match types, and I love this graph from WordStream. I use it all the time, even internally for my staff. You have broad, phrase, and exact. And the best way to think about this is broad, exact. That looks like a marketing funnel, but it's not. What it is is it's guardrails. Now if you want something to be exact, you put your brackets on the end of it. And often the mistake that we see is people use exact phrase and broad, and the broad pulls and sucks all of the budget out of the campaign while phrase and exact are left languishing. And those are the ones that will actually get you the results and the calls that you want. Is there a time for broad? Absolutely. Because you can learn what phrase and exact keywords that you might be missing out on if you use them, but you typically want to leave them for another time. Definitely not the setup of a campaign. You wanna make sure your campaign is mature first. So this is where people can burn cash. So I want you to be thinking carefully when you're building out your keywords, how you want this to actually populate out into the market. The big thing to remember is that this is the reason why you need to monitor your search campaigns because a week spent on broad might get you a bunch of things about your business that you don't want. And I have a really good example of this. I may have used it already once before in all these videos, but we had a client come to us who was getting a whole bunch of queries about trash collection service and that's because they added a whole bunch of broad keywords. Those keywords ended up being more popular with trash related searches than plumbing related searches. So I wish I could remember exactly what they were and the specifics, but this is where you can go wrong. So they ended up spending money per click on these keywords that didn't lead anybody that they wanted to their business. And that's where things can get tricky. So conversion metrics. Here we'll talk about conversions. Now this is an example of an ad mobile and it's a call only ad for the most part. If you hit that blue button, you're not gonna go to a website, you're actually just gonna go straight Oh, I should push put this up. You're gonna go actually straight into a phone call. Now it has a visit website link underneath. Great. But for the most part, if somebody's on mobile, you can have the ability to have them call immediately. So there are a few things that you wanna measure as conversions and you can measure conversions across all sorts of things. Conversions are largely the action that you want somebody to take and you can assign a value to that conversion that shows up in your reporting. So phone calls are gonna be huge. So this kind of an ad conversion is what we want. We don't want people to click visit website, but Google makes us put it there. So we will be counting phone calls as conversions. When you measure your conversions and you get that tracking



done properly, Google will then push the campaign into trying to get more of those. If you give it information, it will dovetail and give you back results that you want. So now you can get the phone call from the ad itself. You can also get the phone call from the page. So that might be you send people to the landing page and then they click the phone number that's on there. It should be a call tracking number and that can count as a conversion. The other thing that can count as a conversion are form fills. And so typically the easiest way to measure form fills are people click into the website, they fill out the form and the form automatically redirects them over to a thank you page saying, hey, we will get right back to you. Now, those things can count as conversions and all those things would theoretically be good quality leads for your business. Other things you can count as conversions are any clicks on the ad or any clicks on the website or even views onto pages. Views aren't conversions. Views are not contact. Views are just there. So we don't like to measure those as conversions to give you an idea. Now, as we go through, I wanna give you a little bit of a word of advice. Like I told you, all of these things in Google can be tweaked and measured and changed and there's a lot to them. But if you jump into the account and you're fiddling with it every hour, fiddling with it every day, Google will never learn what it is that you want the account to do. You have to remember that with Google ads, there's a machine behind it. And that machine is trying to figure out your intent. And so what you really need to do is set it up for the intent, see if it does what you want, and then make the tweaks and then check on it maybe three days later. I mean, watch it as it as it transpires. But general rule of thumb is don't jump and make a ton of changes day over day over day over day. I know it can be stressful if you have an underperforming Google Ads campaign, but it's really critical that you don't make too many changes too quick or the program behind it never learns what it is you actually want it to do because it takes time for it to learn intent. You give it the signals that you can. And the reason why I say this is because there will be days where you will get no calls out of your Google Ads campaign. That is normal. There are days where it just dips and that's just demand or competition that has nothing to do with the setup of the campaign sometimes. So you need to take a broader look than one particular day. I highly recommend that you measure things in weeks and then months and then quarters to get a feel for it and realize that all of this is still going to be affected by things out of your control, out of Google's control. It's going to be changes in weather, changes in, seasonality. So if you're coming up on a major holiday, if people's brain spaces are in a different zone, they won't necessarily call you because they want the noise in their life of a plumber at that moment. And this is especially true of the people who have a repair or something that needs to be done that isn't hypercritical. You'll always have the people who are like, oh my god. There's a huge problem. I need this fixed immediately. But you will have the days where people go like, ah, I'll put that off for another week or I'll put that off till tomorrow. So when you start seeing the and we we see this all the time, the national brain space to shift, and this happens particularly around major holidays, political events, or major national disruptions. So if there's a large tragedy, God forbid, that would affect how your ads actually perform. Now there's times when things out of your control are a huge benefit to you as well. So an idea

around this would be like inclement weather. Inclement weather can be really useful for you, and you might have a massive influx of new leads coming out of your Google Ads campaign because there's a lot more people who are hungry for your services at that time. The thing to remember though, is that those swings are not sustainable. You can't control them, don't try and control them. Control what you can and Google Ads will be your friend. If you are trying to get results that came out of factors you can't control within the platform, is just not gonna happen. But I see people do that all the time where they measure the previous month when they had something crazy going on in their neighborhood. And it's like, well, yeah, we can't duplicate that because you don't have a big snowstorm coming through. So keep that in mind. Now let's go into some tips around Google search ads. Target neighborhoods, and I know I mentioned this, but target neighborhoods where the costs make sense with like a secondary campaign. So you can create a campaign that has your entire service area within it, but also look for the hotspots and try and push more money into those hotspots because those people are likely going to be willing to pay higher prices and give you less grief on the back end. They just tend to be better service clients for you. Only run the ads when you have someone available to pick up the phone and actually get something scheduled. So if you have an after hours call service, that's great. If you do not only run during your business hours because most people at high intent at need base, what they will do is if they don't get the response that they want out of calling you, they're gonna go to the next person on the list in the theoretical yellow pages where they just work their way down. If you have a smaller budget, what I highly recommend you do is run ads on select days. So that usually that ends up being like Monday, Tuesday, Wednesday. Wednesday. And what this will do is if you have a budget of, let's say, a hundred bucks a day and it's not quite giving you the volume that you want, well, try and sandwich it all into a few days and you might be able to run a hundred and \$50 a day. And that might be enough of a change in order to let you get enough clicks to turn into phone calls. And that brings me to the next point. Make sure that you are bidding enough in your ads to get a phone call. This always comes back to supply and demand market realities. A phone call is gonna cost money. If that phone call is going to cost more money than the budget that you're willing to give the platform, you aren't going to get phone calls and you're certainly not gonna get them in the volume that you need to convert some of those in order to gain new customers. You want to watch out for changes on the platform. Google is constantly updating things and changing things. And I don't anticipate that changing soon. Like that's the one constant is change, especially in Google's eyes. The other thing that not a lot of people know about, but this can be handy is if you have campaigns running, you can copy those campaigns over to Bing search and that can give you access to more inventory that is a less, quite a bit less competitive. The other side of it is depending on your market, you will end up getting people who are a little bit older because Bing is a search engine that owned by Microsoft, but it's on some phones and it ends up being the older demographic to the less tech inclined demographic that will not change their search engine and they're just searching for you on Bing. So even a little budget there can help you squeeze some extra phone calls out of it. So just a little tip there. Now, the biggest thing to remember about Google Ads,

and this is the thing that I talk to people a lot about. Google Ads is one of many things you should have in your marketing. Lot of people put their entire business into Google ads and yes, it can be useful when you do that, but you cannot ignore the other factors or you will always be essentially a slave to Google's market. You wanna make sure that you are doing the brand awareness aspect of advertising, that you're doing social media, that you are doing even using Google's other products like YouTube and display and retargeting and geo fencing and emails and good communication, great service, smiles at the door. All of that is marketing. If you are relying on Google to basically create a healthy, wonderful business for you, you are going to be sadly disappointed. I have run into this many times, but marketing in general, and I will always come back to this, is never one thing. It is a series of services that you are leveraging in order to create an overall lift for your business. So when Google underperforms your SEO might do gangbusters. When your SEO underperforms, your social ads might do gangbusters. So you gotta realize that there's more to psychology with a user than when they need you today. And Google ads are usually the answer to today, but you have to be manufacturing demand for tomorrow, which is another video that we'll get into where we talk about brand awareness and making sure that your business has a long standing credibility and reputation in the market. That doesn't happen with Google Ads. That happens with old school advertising. Hope this was helpful. Thanks.

## **SEO Overview**

Okay, let's go over search engine optimization. Why it's important, what it is, it's an incredibly complex. It's always changing out of all the things that move search engine optimization is one of the things that is, just Google is changing things, but there's a couple approaches that sort of you can have with your overall philosophy that will help you align and stay ahead of the pack. So let's dive right into some slides because everybody loves slides. So search engine optimization is basically trying to get your visibility high on the first page of whichever search engine it is. Might be Google, might be Bing, but most people focus on Google largely because that's where the lion's share of the internet is whether we like it or not. So I want to make sure that you remember SEO is a part of a bigger marketing structure. If you make SEO the only thing that your business is actively trying to push, sure, you're going to get visibility, you're going to get leads, but it's not usually going to be fast, number one, and b, your SEO efforts are only as good as somebody else in the market. There is real supply and demand. There's no major hacks to this system because Google shuts them down almost immediately. And so you might get short term like forward momentum but then you're back down if you do this wrong. So but there's a the biggest reason why you wanna make it part of system, like one thing of many you do is because if it fails, you have other things in play that are pushing your business forward in the eyes of the customer and in business in general. So remember, you've gotta direct the leads to you. This is where search engine optimization comes in because now you're visible and then you drive contact through conversion, which it does matter on SEO. And then you analyze your efforts and you move forward. You put in like things that seem to be making things better or worse, right? And so you wanna look at those and you

want to adjust your approach month over month, quarter over quarter. That's what a whole system does. It puts everything in focus, not just one thing. I've had customers come to me and be like, our SEO was rocking well, but we aren't getting leads. And it's because somebody else entered the market with a stronger system that supplanted the SEO in general. So let's go over what it influences and sort of the big basis of SEO. So if you look at this image here, this shows you where both paid and non paid placements can happen on Google. So right now this is plumbing repair, this prospector plumbing and the top number one, that's going to be your GLSA placement. That is a paid spot. You have to actively pay for it. Same thing with number two, that is Google ads. You can see that Google is prioritizing those paid placements to the top of the page. That means that the majority of the traffic is going to see those things first before they move down into the bottom. But human behavior is weird, it doesn't necessarily mean that they're absolutely going to click on one and two if you show people all four, right? So and then three and four are where SEO comes into play. Lot of people will go, well, I need to rank for this term, true. But you also wanna make sure that you hit the map pack because look at the screen real estate here. And this is really what I look at and why you want a multi pronged approach is you want, to command the real estate of the search term. Okay? So that way you're getting all of that in there. You could see Prospector Plumbing shows up four times above the scroll for me here. No other business is doing that. Let's see, Beckley, who also happens to be a client is still under them. That's a paid placement. If they wanted more, they need to spend more basically. But prospector is four times, everybody else is only once. Who's going to win the click when you are looking at it like that? And then take a look at the reviews in the placement. If you can see them here, it is Prospector Plumbing, six fifty seven. Scottie's Plumbing is 17. Osborne Plumbing has five. Who are you gonna click on? You're gonna click on the one with the most reviews. Only place oh, Scottie's Plumbing is also in GLSA as is Osborne. So but when you look at review counts, Scottie's is doing better on review count, but their rating's kinda low. So the big thing about SEO is you're you're vying for visibility on this page, but you still have to take into account what does the user do. It always comes back to the user. So these are the places where you wanna be. And the reason why you wanna be here is because the best place to hide a body is the second page of Google. No one clicks on those numbers at the bottom of Google in order to go far farther. Very, very, very few people do if you are being on page two is almost as good as being on page three, four, five, six, seven, eight. Right? So as much as people like to say, man, we're we're we're on page three and we were on page 10. It doesn't really matter. And here's kind of an idea. Why does SEO matter? Oh, I got a graph in here. I'll show you in a minute. But, the the falloff that you'll see is pretty drastic when you go from page one to page two. That's why SEO is a thing. Problem is there's limited inventory on page one. So you have to fight tooth and nail for it against other people in your market. And again, their SEO is your SEO is only as good as theirs is bad. Like, if you're doing the exact same things, YouTube will be neck and neck. The hard part is to figure out what will get you farther ahead. And usually, it means that you have to activate things outside of SEO because they also influence SEO, which we'll talk a little bit about. So why does SEO matter? And it's largely because of the the

click percentage. So if you look at one and four, which that's supposed to be one two, but 30 to 50% of the click through rate for this search term is likely going to go to one and four. So if you have a hundred people who see this page in this configuration, well, you're gonna end up with about 30 clicks that go there and then, other places will get the the, 70 clicks that go to other spots on the page. Now that's because people don't necessarily trust in ads. They know that the GLSA and the sponsored ads are sponsored. They know that you're paying to be there. And there's a level, like this gut check that people have where they go, I'd rather get the guy who had who who didn't pay for the spot. And it's silly because really peep everyone's paying for the spot in some way or another. If you're in a competitive market, everybody's doing SEO and they're paying for it. But but the customers don't know that. So the idea is to just cover all your bases. SEO is part of the bases when it comes to getting the clicks out of the search engine. Oh, and here's the drop off. So this down at the bottom, you'll see the position. K? You'll see the number of clicks. Number of clicks is gonna vary depending on market and all that. Don't pay attention to those numbers, but the position is important. By the time you reach page or not pay it's not page 10. Position 10, the bottom of page one, poof. You're gone. Right? So it's really important to be number one. You could see look at how much further number one scales up compared to all the others. Now it's hard to get to be number one on all terms at all times. And you have to do some research because the efforts that you put in depend on what search terms you want to put your energy towards and whether or not it actually has searches and volume that makes sense for the cost going in. So there's a lot of back end sort of planning that can go into it. But this gives you an idea of the fall off that happens if you aren't on page one. So it can we've seen this where it'll command 65% ish of the total lead flow for a business. And I wanna clarify on total lead flow. That is going to be things from SEO, that is gonna be existing customers, that is going to be your organic sources across multiple things. That could be the maps pack, that could be your rankings for things. And lot of times it'll be return customers looking for your brand because they're already going to come to you. That is SEO. So the 65% number, it sounds really cool, but keep in mind that some of those people in that group are highly intent on finding you again instead highly finding any plumber. And so it it this is part of where SEO gets confusing for people, really. There's new customers and there's existing customers. If you're looking at your total lead flow, of course, you're gonna get 65% of your stuff from organic or SEO because those customers are going to be searching for you regardless of how visible you are on a search engine. Right? They're looking for you. They're not looking for plumber. That's what I mean. So, but it looks cool as a bullet line. Now this is kind of impressive. SEO, the amount that you pay for somebody to handle your SEO typically can prove out to be cheaper in the long run than PPC. And that's because PPC is where a lot of people go for the quick win and so it ends up being more attractive for a business and that means there's more people vying for the user there. And SEO is very complex and, and it takes a long time to really get up on step. So people tend to ignore it in favor of PPC, meaning that less competition and more effort in in this area can get you cheaper leads over time. It's also a very, very good long standing thing. So the PPC market can do this depending

on competition and volume and things like that. But the SEO market will only be affected by total volume of people looking for things. Right? It won't be as affected by immediate competition of that day or that week like PPC will be. PPC can be very volatile. SEO tends to be a little bit more stable of a marketplace overall. The other thing is when it comes to SEO, when people are clicking on you, they're highly trusted customers and that means that you get higher close rates. It's just easier on the sales side to bring those things in. I'm gonna move this up a little bit so I'm out of my own title. And so there's a lot of things that can influence those actual rankings. And the trick is because, I mean, over time, those those factors that influence things change. 2023 is very different than it was in 2016 or, you know, 2012. Right? So the thing to remember though is always think like take it through the lens of what's important to the search engine. And the search engine's biggest priority is honestly treating their their users having a good experience. So priority number one is on the user, not necessarily like every little thing that Google wants because these are the foundational aspects of SEO. So what does that mean? So you wanna give the user what they want with your website and your information across the Internet. This means being consistent, which, isn't on here, but consistent across your website, your Google business listing, your GLSA, all of your social profiles. This is called a NAP, sort of factor. And so it's name, address, and phone number. You make sure that it is spelled out exactly the same. If you are abbreviating road, you wanna make sure you are abbreviating road on everything. What this does, it allows Google to tie those sources together and then go, this is a true source, which gives them credit. They trust in their eyes or the algorithm's eyes, and then that boosts you up in rankings. So the other thing is a high quality experience for their user. Right? So Google is saying, we want people to have a good mobile and desktop experience. Mobile is becoming more and more of a priority. What that means is they actually measure what happens on the website after people click. Okay? So they're gonna follow the user and see how long the user stays on your website. See if they do any actions on your website. Do they go to other pages? And if you have a website that is one page with no phone number and a contact form buried way off in another spot and the user just gets frustrated and then they bounce real fast. That's not a high quality experience. So then Google doesn't want to rank your website because you're not protecting the value that of the user to them. That is the core essence of what Google and Bing and any sort of platform wants. So if you play by their priorities, you tend to win. You wanna be clear and relevant with information. So this is like headings. If you've used a word processor, websites follow same thing where you end up having like h one, h two, but basically it's like heading one, heading two, heading three in order to help prioritize points of information. And so you wanna build out your page structure with that in mind. Some people will be like, well, I'll just make my paragraph text bigger. That doesn't work for Google. Google wants the structured data. And this is where your actual page design matters a lot from what Google can crawl and what the user will experience. Tags, metadata. So that's like headings and extra tags on your pages so Google can get that information and know what it's gonna Another thing that has become more important is schema, which just helps Google organize and know what is on the page, what kind of

business is it, what do they do, and things along those lines. Credibility. You and this comes down to the user more than Google at this point. The user wants the credibility. The user wants to know that you're well reviewed. So if they click through to your website and you have good reviews, you really wanna put that there because that's gonna provide trust and if they take the action that you want because now they trust you, then what they're gonna end up like Google's gonna get that signal and go like, ah, the user felt taken care of. We can send this person more traffic. Clear actions. And these are done by call to actions. So I have reviewed tons of websites, tons of landing pages, and I've seen so many people not ask for the business. And that is something that is just critical in copywriting and advertising and marketing. You've gotta ask for the business. Schedule your like for me, it's schedule your consult. But for you guys, it'll be like, schedule your service today. Call now. Don't wait. Get your fix done. You know, things along those lines. Click this button. Give us a call, all of that. Those are all clear call to actions and you want more than one. You want one in your header. You want one in your, like almost for every section of your website, you're going to want one of those in order to make sure that the user knows exactly what you want them to do because then they're gonna take that action or they have a much higher propensity to do it. And then Google's gonna know that they take that action because they're tracking your pages and your user actions. So so the biggest thing, give the user a just top notch experience and they and and Google will smile proudly upon you. So that's priority number one. But then priority number two is to give Google what it wants. And so this is more of a content play. Google and Bing will measure your users and their engagement against your business and they're looking for three primary things when it comes to the content of the website. Expertise. If you are a plumber, they want to know that you're a plumber. So build out a page for everything that you do. A drain cleaning page, a plumbing repair page, a water heater installation page, a leak detection page, hydro jetting page, all of those things, sewer repair. Everything should be its individual page. That will create this big web of connection for Google to be able to rank you. And then they're gonna know, like, man, these people know their stuff. Each page should have about 500 words on it, if not more. Authority. Now authority and trust kinda go hand in hand, but they're tricky. What they are going to want to know is that you are looked at in quality eyes of the user as well as your community and and other areas around the Internet. So this is things where you get listings. K? Authority is big on on people linking to your website. I will tell you, some of the best authority rankings that you can get are from well, currently from things like press releases. I actually think that Google's gonna close that down because it's being spammed by marketers. But your local listings, so your chamber of commerce, any sort of business directory locally that you can be a part of, if you can get any sort of coverage that links back to your website from local sources, that is good. Now you remember back when we used to have, like, little, like, links on websites? This kind of harkens back to the same idea where if somebody else has an article about you and it links to your website, Google goes, wow, they trust them. So therefore, we should trust them and give them more authority in the space. Trust is gonna come down to a little bit of backlinks, but also just reviews. Like Google wants to know that the people that they can trust

you with the users and that's gonna come down to steady flow of reviews. Google wants to know that you are a business that is active. They want to know that you are making people happy and that you're taking care of them. One common misconception is that the businesses that rank need to have the five star reviews. That's not true. It matters but not as much as the actual flow of reviews. So if you are gating your reviews to only get five stars and you're only getting one month, open it up so you get three to four to five stars. It's better than just getting five stars forever. Okay? The credibility factor in the user's eyes, like, if you don't get the flow, you won't show up ever and then the user has no chance to decide you or somebody else because you aren't even part of the conversation. So make sure your review flow is good. So other ranking factors, things to and I've mentioned these kind of as we go through, but give the search engine as many signals as you can. So this is gonna come down to your website organization, how you have your pages structured, your reviews, your listings, links both internal, like page to page, and external, and your domain authority which is built through time and links, and listings. Another thing is there are a 95 other things that Google takes into account. So they all have different weights, like, and those weights will change over time with algorithm updates by Google. So it might be that website organization is supreme right now, but that might get bumped out for something else down the road. And that's why you need to do SEO over time. SEO is a game of measurement. You put yourself out there. You say, I'm going to track my effectiveness on these five keywords or search terms, and then we're gonna see where I rank. Then we're gonna put in things to help you rank higher. And once you get up there, you swap out a key term for another key term that has a good search volume. So it's systematic and it's ongoing. It's a never ending thing. And the minute that you just go, ah, my website's good. Set it and forget it. That's when you start to find that you don't have activity on your website, you don't have new content on your website and Google goes, are they really as good as that guy who's updating his website with a new blog every week? And so those are the things to consider. These are other ranking factors out of the 200. You've got crawls, broken links, redirecting, structured data. You've got content length, the quality of the content, how good your how fast your images load. You've got keyword optimization. I already mentioned headers. You've got off page stuff. So making sure that you have social media popularity and trying to engineer that. Making sure that you are just mentioned and that you have a presence outside of your own website and outside of the silos that you build yourself. So the more that you can become part of the greater internet sphere around your community, the better chance of you showing up. There's the user experience too. Basically page loads, the speed, mobile responsive, you know, does it work well basically on mobile and desktop? Do you use annoying pop ups? People started using those all the time like, hey, before you go, sign up for our newsletter. Don't do those. They just annoy the user. Google doesn't like them. So as marketers come up with tactics, that's a good example of one that gets like cut off at the knees because Google just knows that it's bad for the user experience and they want their users to have good experience. And if you come off too spammy, they're going to say, that's not really good. So here's sort of the the current, weight according to White White Spark and they're pretty good at this stuff.



So you have two places that you gotta think about your weight, your local pack, which is your maps pack and your organic ranking factors. So right now the Google business play signals, so that's your Google business listing, the way that that is built out is 32% right there. And then on page signals for your website are 19%. Right? And then reviews, links, things like that. So this helps you determine, well, what's the lowest hanging fruit? What do I need to do the most of? And one of the biggest things is to make sure that you're posting onto your Google business listing, that you have it built out, that your services are products, that your primary business category is correct, that your subcategories are correct, that your services are listed. Give that thing some love. And then make sure you have like if you build out your services as products on your Google business listing, it's really cool. You can link to your website's pages, and then that really creates a really nice spot there. And that gives you that on page signal and that interlinking dynamic from your Google business listing over to your website. And then looking at or local organic, which is mainly going to be your website on page signals is big right now. Link signals are also big. And then look at the drop off. Once you get into behavioral signals, it's 9%. So really the biggest thing is to make sure that you're building a website that treats the user well, and then you're doing what you can to interlink those pages as well as find links in other zones. One thing I do wanna clarify here though is link signals is different than like listings only because look at the citation signals. It's only 7% overall. So these percentages shift. These things evolve over time. It used to be that reviews were quite a bit more on your website, and it used to be that your on page signals were not as important as some other things. So Google is learning what their users want and then they will prioritize the things that they want their users to have. Right? And so if you protect Google's business model with your business, you stand a much higher chance of winning the argument of should you have the customer. So kind of steps for action for those of you who are gonna try and tackle this yourself is do some keyword research. There's a bunch of places you can do that. My favorite is Google's keyword tool, but just because you're getting the the stuff from the source. And basically what you do is you load up your services into Google keyword search and do it nationwide because when you start getting down into the smaller local communities that you actually control or are trying to get into, a lot of times there's missing data. There's just not enough. So do it nationwide. And what you wanna look for is the search terms. It'll spit you out a bunch of search terms and you wanna look for what you make money on and what volume the users are actually searching for. A lot of people will get a little confused of like, oh, all I want are these service terms. Well, if you got 10 people searching for, you know, like toilet leaking from base. Like that's a search term. Right? And that's a person with a problem who needs your help. Well, if they search that specifically and that's the only thing that you're trying to rank for, there might be five searches a month. Whereas if you go plumbing repair, there might be 250 searches a month. So you gotta sort of weigh out where you make your money and what is actually getting volume when it comes to search search queries on platform. That's what these keyword tools will help you out with. And then once you know those keyword terms and honestly for plumbers, it's kind of the same across the nation. Then you can go ahead

and start working on your website to build out pages for those keyword terms. Alright? So in your toilet repair page, you can have toilet repairs, you know, an installation. And then you have a bunch of content, but somewhere in there you're going to mention like, what do you do when your toilet leaks from the base? Well, here's our answer. Q and As work really well for getting those search terms in there. Also look at having, again, a page for each service and plumbing repairs different than plumbing installation. Water heater repair is different than water heater installation. And you gotta remember what is the user searching for and what is actionable. Like, you don't wanna rank just for water heater. You're gonna have a lot of people who are just looking for the part water heater. Right? So you want things that are problem specific where you can come in and save the day. So water heater installation is different than water heater. And then you're not fighting with Home Depot and Lowe's. Website optimization for users, this comes down to your user experience. There is an there are a number of places where you can, like, search your site speed and be able to work on how fast your site loads. Because if it takes ten seconds for your site to load, there's a good chance that the user is gonna back out of your site and just go look for somewhere else. If your site loads quick, that is a plus in Google's eyes. This is also where it's handy to have landing pages for Google Ads and things like that. But don't put so many things on one page that it bogs down the entire loading experience. That's a that's a big deal. So, also mobile responsive is huge. Make sure that your site works well on mobile. I would actually prioritize that over desktop in the long run. Then you've got website optimization, not for the user, but for Google. And that's making sure that you're doing the on-site optimization. So you like the user that won't know the difference between using a an h one tag, which is like steps for action on this page might be an h one tag. Right? But you can do that two ways. You can make your text just big, but it's still paragraph text in Google's eyes, Or you can use an h one tag and Google's gonna know this is the headline. So this must be the topic of this page. And that helps Google organize their crawl on your site. Authority building. So making sure your listings are good, trying to get some links from your local community, nap crawl, we've mentioned that before, reviews, press releases. Currently press releases are working. I don't anticipate that working for much longer to be frank because what's happening is people are taking blog entries and syndicating out across like, oh, let's find us on ABC News in a market completely in another zone and that's not good. Now if you can get a company in your market to do a press release, that's pretty good. Like a newspaper, news website, or a television station, or a radio station. If can get them to link to you, that's good. And you might be able to go to them and be like, do you have anything where my website can be linked on your web products? Right? Then it's community based, it's very localized centric, and it's gonna feed back into your site. But again, it's one thing of many to sort of look at. Biggest thing though is track your results. Use BrightLocal. You can use Local Viking. There's a bunch of places that will allow you to track how your website is ranking. SEM, hrefs like or a h r e f s. I don't know how to pronounce it. These are all tools that will help you track. And you have to start today, and then over time, you're influence that you're having by working on your website. And just make some actions around these things and

you'll find that you're gonna start making traction here and there. Whether or not you're making a ton of traction, time will tell, to be honest. But the world of SEO is just very complex. And this is the hardest part for everyone. SEO, above all things, takes a long time. It takes six to eighteen months depending on the competition in the market for you to really be able to see and net the results that you want, which is that page one ranking. It doesn't happen immediately. People will be like, man, we've been working on our website a lot this month. I wonder how we're doing. And they'll see like, we bumped from like rank 40 to rank 38. And you know what? That's because it takes time, but it does start to ramp over time. The more you give Google, the more you give the search engines, the more they're going to go like, We we're starting to trust you now. But they don't want it to be fast because they don't want people gaming the results. And they want people to be methodical about the way that they are structuring their presence online so that way they can trust it to send their users there. That's the biggest thing. Also, the biggest thing, and this this is where people get hung up on the technical things with SEO. And technical is important, but you have to remember some of the biggest ranking factors are going to be the human ranking factors. Overall, Google is looking for, are you treating their user well? And if you're treating the user well, you're doing that human to human connection. They're going to you're going to stand the test of algorithm updates and time, and you're going to rank better. If you provide a good experience for the user, everything starts to work better. Is it the only thing that you should look at? No. But I would argue that SEO over the long period of time has always been about how do we treat these humans on the end of these search queries with well. How do we give them good information and lead them to the water that they're trying to get there? You gotta remember that it's a robot that Google has made that is defined by the goals and desires of men in white suits or black suits making decisions in a boardroom. They are going, well, looking at the data, how can we keep our users? Okay. We need to take care of our users and that's why they have built these walls to the users. I never wanna see any one of you forgetting about the human aspect of marketing. It's always going to be a factor And humans, we we drive everything when it comes to marketing. If you take the human approach, you are going to win more. And a lot of times that is personality. A lot of times that is smiling faces. A lot of times those those signals, the human to human signals signify Google that good interactions are happening because it changes the behavior of a user on your website and your platforms. So one thing I have done is we do have an SEO report. It's fulfilled by BrightLocal. You can probably get one yourself, but I put this up and wanna make sure that you have a spot to see how well you're ranking currently. So if you go to use this QR code or go to this website, you can fill out this widget, try and tie it to a found Google business listing if you have one, and it will spit you out a report and your contact info will go to me and my team and we'll follow-up on it. But the other thing is that you will get an idea of where you're hurting for your report. I do want to be honest and truthful. These reports from any platform, they're looking for errors. So it will look worse than it probably really is, but it still gives you an idea of how you're doing overall. If everything's red, yeah, that's a problem. But if everything's like yellow and some are green, you're you've got things to work

on, but it's probably not as dire as it might feel at first. But it will tell you where the holes are, and that's why I wanted to offer it. So, I hope that this was useful. I hope that this gave you a good overview of what SEO can be. It is so technical, and there are so many rules to SEO. It's you can always be pulling, like, one of about 50 different levers when it comes to SEO. And so I wanna really stress that it's hard to do in house. It can be done in house. But learning the ins and outs and what's going to move the needle more or less takes time. So if you're gonna do this on your own, have some patience. But there's obviously, there's ways to hire it out. So that's my brain dump on SEO. There's a lot more to it than this though, and I might have some more resources later depending on the feedback that I get. I hope this helps. You have a good one. Thanks for listening.

## **Retargeting**

Alright. We're gonna cover one of my favorite pieces of marketing, which I have mentioned before, but it is called retargeting. And for those of you who don't know, retargeting is where you are reactivating a user who has seen you. So what we're going to be really doing is talking about sort of the ways you can retarget, the methods, and then some of the messaging that you can put in there as well. So let's get started. One thing to realize about retargeting is that it is the ultimate in brand building. Because with retargeting, from its very nature, you are taking a group that is this big and then you are isolating the people who have shown interest in you or your services. And then you are following those people around the internet. In my mind, no brand initiative campaign is complete without retargeting in the mix. And we often see a lift in phone calls and form fills when we have done retargeting. And we'll get into why in a little bit. But the concept of retargeting is for people to feel like you are everywhere, which you and most companies, especially like when they're starting out, can't afford off the bat. They have to work up to a huge media spend, right? So retargeting can help you leverage those campaigns to fill the gap between when you're starting and when you have enough money to command your market, right? So let's go into a little bit more about why this works really. So hypothetically, this is the example that I give all the time. If you go to the store, same store every day, you are going to see people who are familiar. Right? But the only reason why they're familiar is because you notice them multiple times throughout your your week. Right? So now imagine if you started seeing that person at the gas station, if you started seeing that person at another store, if you started seeing them on your phone, if you started seeing them on your TV, right? And it starts to add up. Eventually, you take notice. You're like, I've seen this person before. And no longer are they just part of the noise, now they pop out. And that's the biggest difference with retargeting because what retargeting will do is it'll pop you up, it'll lift your credibility, your overall awareness and your brand out of the noise because A, you should have a very recognizable brand and B, because you're following the user. This is how we manufacture frequency on a customer if they have shown any sort of notice. Like we go for a certain amount of frequency with blanket campaigns, but this is where we hammer them with ads. So good example of this is when my brother Jared was hiring one of his early techs. I went in and I met the tech. I had some

videos we were making and some other stuff that we were rolling out and he had just hired this guy. And he was like, oh, you're the one who does the marketing? Holy cow. I see them everywhere. And this is way in the early days before Jared's company could command the amount of media that they do now. And the reason why he thought that is because he had clicked over to their website for a recruitment campaign. Right? And then he got hired. But what ended up happening was our pixel or our code fired, it added him to a list. And in that list, he started seeing Jared's company everywhere, even outside of recruitment, which helped give credibility and it helped that guy, that tech feel comfortable making the switch from a steady job over to Prospector Plumbing. So he started seeing him on social media, on YouTube, all over the internet, on his phone, everywhere that we could leverage at the time. And that is the beauty of this stuff. So you'll notice if someone is everywhere and the goal of retargeting is to make your customers, potential customers notice you because you will be everywhere. So the biggest thing about retargeting is it does take a trigger. You can't just say, I wanna retarget all these people, right? You have to have them take a form of action because the ads that you build and you launch, this is the cold ads. So these are like your ads that just go out into the marketplace on social that are building brand awareness that have enough to saturate at least a few neighborhoods that you wanna break into. So those ads run. Now, when a user clicks on it, it's going to trigger them to head over to a landing page or a website or something that you have control over. That trigger pops that user into another campaign that makes them eligible for more ads. But the beauty of it is that that campaign is not targeting as wide as your other campaigns, so you can hammer that person with your ads. And what's funny is I still end up getting my brother's retargeting ads because I'll go to his website to make a change here and there, I'm not paying attention and I'm using my regular browser. And next thing I know, I got them on my phone, I've got them on all these things. So Prospector Plumbing is everywhere. So you have to build these loops to stay in front of people as you develop your marketing system and develop your marketing strategy. And so here's like a better example. I found this on the internet. I'm going to move my box out of the way here, just so you could see it real easy. But the idea is a potential customer visits your site. They show interest in your product, right? They are on your website, they're looking at your company, but then they leave without buying anything or without taking an action, right? So they aren't contacting you, they aren't generating a phone call, they aren't taking advantage of a coupon, So then what do you do? Well, then that's when retargeting starts to click in. So they've clicked and they landed on your site. Okay? And then the retargeting is this loop over on the right hand side, that little loop down. So they visit other websites and your ads reappear. Now, I don't like it to be the same ad for the most part. It's great if you can follow them around with fresh content. And what that does is that builds awareness. And then they're gonna circle back around to you when they need you. So you gotta remember that every customer starts with like a discovery of their own market if they don't have a plumber that they wanna use every time. So your job is to get in front of them and say, Hey, we can handle that. But they might not buy right then. They might not be convinced. They might wanna go seek out other people. They might wanna learn about it.

They might wanna see if they can fix it. Well, that's where your retargeting ads have a chance to get in front of that user again. So we typically set the duration of a retargeting campaign per user about thirty days, because you never know what they're gonna want. If it's like a water heater install, that's a bigger bite for them to take on. You might wanna go thirty to sixty days, or if it's like a furnace repair or a boiler swap out, something like that. So now if it's a simple plumbing repair, you might only need to be there for maybe a week max because they're gonna make a decision earlier if the quotes they get are smaller. But overall, the great thing about retargeting is it's going to lift the credibility in their eyes about your service. And so we'll get into what messages you can loop in to make this really pop in just a minute here, but this is sort of the idea. They go across, they show interest, they don't take the action you want, and so you follow them around until they take the action you want. So what this does is it means suddenly you're everywhere because you gotta remember, they are popping around. Okay? They may go like, okay. Now I know who's in the market and now I'm going to I'm just going to go do something else. And then they go over to social media instead. They're watching a show up here and they're on social media and suddenly you show up there. And like, oh, I was just on these guys' website. And then suddenly you show up on their TV, like this TV behind me, an app powered TV, which is becoming growing market. Well, cool, now you're on their desktop, you're on their tablet and now you're not just on a social media app, you're on a game that they're playing, you're on a website that they're visiting. That's the beauty of the retargeting. They see you everywhere And the person who's seen everywhere, they trust. So this is the the key thing. You can't just retarget on one platform. You wanna retarget on multiple platforms because otherwise, you're only gonna show up in about, you know, two to three places. It's best if you can show up five to six. So here's some examples of the platforms that you can run retargeting on. You got Facebook, Instagram, those are actually the same network, possibly Threads eventually, which just launched. YouTube, Google Display, those are both Google platforms, but those are visual based. They aren't search. They aren't LSA. That's a totally different marketplace. But you all know what YouTube is and Google Display are the little boxes that will follow you across the internet if you're searching for something. You'll be on blogs and articles, television apps like OTT, that's what that's called, connected television, cell phone apps, and there's just a bunch of other places where you can land when it comes to retargeting because we have so many digitally connected devices these days. But the heavy hitters, if you are implementing retargeting strategies, Facebook, Instagram, YouTube, Google Display, and if you can, go ahead and develop an OTT strategy because that'll hip hit up a video with some cell phone apps and streaming devices, in a way that I think really just gives it a little extra nudge. Now here's the beauty. It sounds like a lot, and it is from like a setup standpoint, but it's not from a budgetary standpoint. And you have to remember that because your big budget goes out to as wide as possible, as broad of your market, and then the retargeting is just the people who showed interest. And that's going to be a much smaller element because these people, you have to wait for them to show that they need you or they want you. These people are the people who have actually done that. Right? These people are still you gotta wait for them to

get to the point where they need a plumber. These people need a plumber. That's why you're hammering them with more ads. So retargeting is super cool. It's one of my favorite things. Alright. So platform examples here. So actually this is trigger examples, but these are the triggers that you can put in play. So it could be that somebody visits your website, somebody visits a landing page, somebody takes advantage of an offer. If you build your offers, right? So let's say you put out a mailer, okay? And this mailer says, Hey, we're running X amount off, or we have this special add on, which is probably better than discounting services. We have a special add on for customers just like you if you take advantage of this offer. Have them fill out something digital to take advantage of the offer, okay? So what you're gonna wanna do is make sure that in order to take that offer and actually implement it, they will have to go to a landing page or a specific page on your website that implements them into the retargeting. This is a tricky one, but really fun. You can utilize triggers if you have set up with a co promotion with another business. So you're a plumber, right? So if you know of maybe a restoration company that you know is gonna have some ideas for work or realtors or something like that, you can set up a co promotion where if you need to advertise to people who've This would be less about showing interest and more about making sure that you're showing up to the right target demographic, but you can set it up so your ads trigger off of their assets, right? So if you have somebody over here who has a website and they serve your market, drywall repair, something along those lines, maybe an electrician, well, then you can say, cool, can I drop a retargeting code on your website? And then bam, your ads are gonna follow their customers around. And what that means is if they have a good bit of traffic flow, well then you can retarget their users with your services. I would highly suggest that if you were looking into that, you also set it up so that way they're retargeting off of your assets as well. So your website triggers their ads as well as your ads. Their website triggers your ads as well as their ads. So that way you're crossing the streams. As long as you two are both serving the same market, it works really well. Another really interesting one here is if you Oh, I need to turn on my slide. Here we go, hold on. Another really interesting one here is if you have them watch a certain percentage of a video. So this is extremely useful for YouTube where if somebody has, and you can do this even with some like ClickFunnels and HighLevel and a few other CRMs, but if somebody watches a certain percentage of your video, you know that they are interested in what you have to say. So if you are giving them a, hey, here are the best toilets recommended by my plumbing company, and somebody watches over thirty seconds of that, you know they're probably going to be interested in a toilet install. Well, why don't you send them ads about toilet installs? They've qualified themselves as being interested in that service. So the other thing is if they give you an email, you should be collecting emails everywhere, and you can take both existing customers and customers who've shown interest, upload those into, platforms, and you can build out a retargeting campaign based on their their email. What it'll do is it will try and match up their email with the account that they have on file, and then that will become a list for retargeting. And then if somebody has done business with you before, this dovetails back into the email, to be honest. So those are both kind of the same thing, but just different ways to

go about it. So as we go along here, the biggest thing is to think of the psychology at play. What I want you to remember is that when it comes to retargeting, you are going to show up everywhere. You're gonna look like this guy. Imagine all those devices swimming around somebody's ecosystem and your ad is on all of them. Right? At some point, they just go, holy cow. This company is everywhere. Why would they call anyone else if you are the one who is showing up? And here's the fun part. Think of what you can do with the nudges. And I missed one in here that I wish I had added in my slides, but this is about the messaging. So what can you do when you implement a retargeting campaign? You can implement follow-up offers. So like we had talked about, hey, would you like a toilet with maybe some extra bells and whistles, well, we have that for you. So just come on in. So if somebody shows an interest in toilet repair or toilet installation, you can come in and be like, hey, not only do we have that service, we have the best version of service. That would be an ad that you run out. Review requests, and this would be where you activate your existing customers and you say, hey, we would love a review. Thank you for being a loyal customer. Another one is service specific messaging, this kind of dovetails in, but the idea is with, if somebody visits a specific page on your website, you will send them specific messaging around that service because, and and I wouldn't do it actually off your website. I would do it off your Google Ads, to be honest. So if somebody searches plumbing repair, well, then you're gonna follow them around plumbing repair ads. If they are searching water heater installation, then you're gonna follow them around with water heater installation ads and things like that. The other thing is blanket thank you campaigns, sending out thank yous to your customers saying, hey, thanks. Doesn't have to be an offer, just saying thank you. It just builds goodwill over time. Then the last thing is like the review requests, it's not on here, but what I highly recommend you do with retargeting, is you gotta remember most of the people who are going to be in your retargeting are interested in your services, right? So what you wanna do is you absolutely wanna take your great Google reviews, your video testimonials that I hope you are collecting, and you are going to use those in your retargeting campaigns. And that is going to push these out even further to customers who aren't sure if they wanna hire you yet. And then they're gonna start seeing all these testimonials about how great you are. Somebody else is tooting your horn, even if you're the one pushing it out the door. That helps the credibility factor. That helps push people over the edge from being interested to booking a job. And that's what you want in the grand scheme of things. So retargeting can be really powerful, but there's a lot of layers to how you can set it up. And that's retargeting in a nutshell. I hope this was interesting. Retargeting is honestly, it's not that confusing when you start building out the loops. The hardest part of retargeting, should you try and do this in house is getting it implemented properly because it's still a very technical aspect of marketing where often have to put a code in a certain place, you have to create a Facebook pixel, You have to pull scripts from certain platforms and pop them in, and you have to have accounts on all these varying platforms that you wanna advertise on. But if you take the legwork and you do it yourself, awesome, go for it. Wish you the best. And if you find that too confusing and too hard, well, you know of an agency that does this for



plumbers. So anyway, hope that was helpful. If you have any questions, you can always reach out. Thanks.

## **Social Media**

### **Social Media Overview**

Alright. We're gonna talk about social media. Okay? Social media is literally one of the easiest and cheapest ways to get eyeballs for your business. Okay? This is not like the end all be all for marketing, but it's a really good addition to your marketing. Okay? So what we want is we want you to get all of the marketing above this in place. Make sure you have a professional doing that for you. But then social media is kind of one area where traditional marketing companies lack. Okay. And you can do it as a business owner much better. Okay. And it's just kind of boils down to the fact that they don't have the resources in house to be able to handle this for you. Okay? So what we're gonna walk through is kind of the social media strategy that we've used for my business, kind of why we do it, how we do it. And then in the next few videos, we'll actually give you templates to be able to use that we've created for you that you can just copy paste into your business. Okay? So social media is the best way to get eyeballs. Okay? So all the marketing above you learn about how to create leads, to pay for phone calls, all of that kind of stuff. You get into branding and why it's so important. Well, social media is a super good way to develop brand awareness in your community. Okay? And here's the formula. Okay? So basically you can grab attention and you can turn that attention to your logo and what you do. Okay. So you get their eyeballs to look at your logo. You get to tell them what you do and then what you do and what you look like gets ingrained in their head. Okay. So if you can get them to see your logo and what you do often enough, they'll start to remember you. Okay? And then that equals more work or more sales. Okay? And it's as simple as the fact that people buy from those they know, like, and trust. Okay? So if you can get them to know and like you, and then trust you, they're going to buy from you. Okay? And so when they go to search somebody out Google and your ad pops up, okay? Remember you're paying for ads on Google, you're findable on the internet, all the stuff above is going. This is just gonna put that on steroids. Okay? So if you can get them to know, like, and trust you before they even see your ad, and they have an option between two plumbers, well, they're gonna pick you over the other guy that they don't know anything about because they already know, like, and trust you. K? So where to post? You can post on Facebook, Instagram, Google My Business, and LinkedIn. These are the ones that we do in my business. And it's really that Facebook and Instagram, like most of your customers are on Facebook and Instagram. And then Google My Business, Google wants to see at least three posts there a month and they're called updates on Google My Business. So what we do is we just repost our social media content on Google My Business. And then LinkedIn, you may as well be posting there. We actually get quite a bit of work from our business LinkedIn and my personal LinkedIn. We just post all of Prospector's social media content straight to my personal LinkedIn as well. Okay? And professional business owners, other business

owners in your area are going to start searching you and finding out who you are, and they're going to start recommending you just because you post stuff on LinkedIn. Okay? In all of these, so Facebook, Instagram, and LinkedIn, you wanna make a business page. So you need a Facebook business page, an Instagram business page, and a LinkedIn business page. On your on Facebook, you need to link your Facebook and your Instagram together. K? Super important. If you don't know how to do that, just go to YouTube and watch the latest and greatest video on how to do that. I would put a video in here, but Facebook is constantly changing how that's done. So it would likely be useless here in the next couple weeks. So go to YouTube, learn how to do that. If you still can't figure it out, you can, come to the coaching calls and we'll help you on there. Okay? So like I said, link these two together. Google wants at least three updates. Here's what we post. K? We post crew pictures. We post memes. We post reviews, and we post the fact that we're hiring. K? And we post these like, we're posting twice a day, Monday through Friday. Typically, we'll do a crew photo and a meme, and then the next day, we'll do a meme and a review. The next day, we'll do a crew photo and we're hiring. The next day, we'll do a meme and a review. And then Friday, we usually do another meme and a crew or a crew photo. So we're just posting lots of content twice a day. And really the point is just to get people familiar with our business. Okay? And to get them familiar with the fact that, hey, we have real people in our business. We have a sense of humor. K? And we know how to fix toilets. People are giving us good reviews. We've got lots of five star reviews, and we're always hiring. K? That's really the things that we're trying to get in their head. We wanna grab their attention with the memes. We wanna show them we have nice people in our business, and we wanna show them that those nice people are doing a good job for, you know, our customers. K? And then we use a program called Sendible to actually create, not create, but to to send these out to all those So Sendible is a program that you can sign up for. If you just Google it, it'll come up, and you can link your Facebook, your Instagram, your LinkedIn, and your Google My Business to Sendible. And then you can schedule out your posts for the entire month. K? So what I I would recommend is that you say, okay. I wanna do a post a day. I'm gonna go make you know, typically, there's four weeks, five days out of the week that I would post Monday through Friday. That's 20 posts I have to go make. I would go make all 20 posts. I would just sit down and make them. I would download them, and then I would go upload them all in Descendable for the entire month. That way you have all of your content done for the following month, and it should only take you like four hours to do. Okay? So and if you guys have any like, if you wanna know what this actually looks like, just go to Prospector Plumbing and Heating's Facebook page and check it out. And you can kind of see you can see what we're typing. You can see the frequency that we're posting. You can see the, you know, we pretty much post the same order of posts every single week. It just repeats itself. Okay. Over the next few videos, we're actually gonna give you the templates for those posts. We're gonna show you how to create, not only create the post, but then we'll also walk you through how to get them into Sendible. And we're also gonna show you how to put money behind those posts. K? One thing that you can do is put money behind your posts so that your, you know, people in your local community can see them. When you post something on social

media, it goes out to the whole world. K? And you're a local business. So you want people in your local area seeing it. And if you really want that, then what you need to do is you need to spend a little bit of money promoting it in your local area. So we'll show you how to create that audience and how to spend on that. See you guys over there.

## **Social Media Templates**

Hey, guys. So down below this video, there's gonna be links to all of our social media Canva templates. K? These are all templates that we've made for my business that you guys can just edit and use for your business. K? And there's a bunch of them. There's these ones, these ones, these ones, these ones, these ones, and these ones. K? And all you gotta do to use these is go click on the link. It'll pop up this page that you're looking at right now and then click use template. K? You're gonna have to have a Canva account, and then it will pop this template up in your Canva. K? And you will be able to edit these right in Canva and then download them to your computer and upload them to Sendible so that you can get them on all the social media platforms. K? So this video is just on how to, like, take the template and use it. There's a bunch of different templates down below. And then I'm gonna walk through each template, on how to edit it. Okay? So I'll see you guys in the next one.

## **Review Video Template**

Okay. So we're gonna start with our review template. So we're gonna click use template. It's gonna pop it open in Canva. You guys will have to sign up for a Canva account. I think it's like \$12 a month. It's totally worth it. And what you're gonna have is a bunch of templates to make small short review videos. Okay? These are really good. They show up in reels and they show up in stories when you put money behind them. So you post them on your main page and then you boost it and then it goes into your reels and your stories. Okay, super powerful. And you can see on the bottom here, there's a bunch of different ones. Okay, and all of these are just different short videos that you can create for your business. Okay? And all you gotta do is, edit some of the stuff in here and then click download. Okay? So let's take this first one for example. Basically, what we would do is we would say, okay, this guy up here is review text. I'd probably move it down a little bit. And what we what is gonna happen when we play this, you can click play down here and you can see what happens. Okay? Plays a little bit of music and the stuff pops up and the review text, types out. Okay? So we're gonna edit that stuff. So basically, we can hover over it here. And what I would do is I would go to my Google My Business profile and I would click on Google reviews. I would go to newest and I would find one of the newer ones where somebody said something good about us. Okay? So like, did everything they promised in the time frame and cost they promised. So I would probably use this one. Bobby was very nice, quick, clean. I will just actually I'm gonna go with I will go through this company if I have any other plumbing needs. I'm gonna just copy this. So on a Mac, it's command c. On a PC, I believe it's control c. So I'm gonna command c that. I'm gonna go back to this thing. You can just highlight this and you can hit command v. Bam. Okay. And then here it says, hey, add an employee /owner/tech and you can add in you can change the music if you want.

I'm not gonna change the music. I am going to just delete these knowing now I need to add a picture of, you know, one of my people in here. So if you don't have pictures of your people in Canva yet, you're going to have to go to uploads. You'll click you'll get the picture on your computer. K? And you'll click upload files. And then you can go find the photo of you or your technician or some of your office staff and you can use that. Okay? I'm gonna use this photo here that I took of myself when I was creating an ad. Okay? So I'm gonna take this photo. Now what I wanna do is I wanna cut out the background of this photo. So do that, I'm gonna click edit photo. I'm gonna go to background remover, and it's going to take the background out of that photo. So now I have a photo of just me with no background that I can then put in this picture. Okay. And you can resize it so that it looks the right size. And then you can also, you know, move it back and forth in the layers. So I wanna be back here next to this line. So I'm gonna do is I'm gonna go position and I'm gonna move this photo backwards so that I'm back behind the grass and back behind the lion. Okay? And I'm gonna delete this little pipe wrench too. The next step you're gonna do is you're gonna wanna take this. It says add review screenshot here. Okay? And what that is is that's just you're going to go to back to Google. Okay? So I'm gonna go to this review where I copied this. And on a Mac, I'm gonna hit command shift four, and that's gonna allow me to take a snippet. Now on a Mac, if you hold control, it'll you you'll be able to copy and paste it straight into Canva. So if you hold control while you take the snippet on a Mac, you can paste it into Canva. On a PC, you hit control s. It allows you to make a snippet, and then you can hit control v when you get into Canva. Okay? So I'm gonna hold control on my Mac. I'm gonna take a snippet of this. And I'm gonna go straight back into Canva. And I'm gonna hit command v. It would be control v on your PC. And I'm gonna put in this review snippet in here. Okay? So that it pops up. Now I want that little Google symbol to show. So I'm gonna go ahead and move this back so that the Google symbol is in front. And I'm gonna recenter this. Okay? So now I've created or I've edited this completely. So now we can see what it looks like. Okay? There you go. So now I've made a video. Okay? And if I wanna make, myself pop up in there, I can come to animate and I can make me pop up in there as well. Okay? So all you do is click on the photo that you want to animate, and you would click on the animate button, and then there's tons of animations you can do. Okay? So you can rise, you can pan, you can fade, and then I can do it on enter or on exit only or on both. Okay? And then you can edit the speed. You can make it so it pops up faster or slower. Okay? You can make it pop, go up or down. You can reverse the exit animation so it comes up and then goes down at the end. You can make it just pop on the screen. You can make it wipe on the screen, you can make it breathe on the screen, like all sorts of stuff you can do just in this simple program. Okay. So let's see what that looks like now that I'm animated. There you go. So just catches people's attention, shows them a little bit about your business, and then you're good to go. So you would just recreate this process all the way through all of these. Okay. And these are left blank so you can kind of create your own. Like this one, you would put your own background image on. K? So, let's say you have like, a a real good thing is to include images that remind people of your local area. So if you have, you know, a landmark that's well known like a bridge or something like I did

social media for a company in in Michigan and downtown, they had in Grand Rapids, they had this blue bridge that everybody knew what it was. So in their social media, we put pictures of that blue bridge. Okay? Because when people saw it, they would go, oh, that's our blue bridge. And they would immediately know the company's local. It would catch their attention. They would stop. They would look at it and on and on and on, okay? So you just go through these and you edit them as you go down, okay? And the more you do this, the easier it's gonna be, okay? The easier it's gonna be to make your social media posts. So this is like a like, this background image is a video that we just pulled off the Internet. K? And that would be if you like, you can go to Google and you can search, you know, your hometown and you can get videos and you can get images and all that stuff, and you would just save it to your computer and then come click upload files and then put it right in here. Okay? Videos work identical to photos. You would just if you wanted a video in the background, like this is just a video of me, I just take it and I just drag it over there and it puts it on there for me. Okay? And you can see it. It put it in a whole length. So if you wanted it shorter, you would just clip this down and make it shorter. Okay? And if you wanted this to cover the whole background, you would just make it cover the whole background. So make it big enough to where it can cover the whole background and then you're good to go. Okay? I don't want that on there, so I'm gonna go ahead and redo it. So run through these, make them all your own, go make some stuff, make it cool, make it your own. When you're done, you're gonna come up here, click share, and you're gonna go download. And you're gonna download, it's 32 different pages. K? So 32 different video ads. You can download all of them at once, or you can download one at a time if you just click on one and then click download. It'll download it in whatever format you want up here. You can change the format. If you want it to be a video, you have to download it as a video and then click download, save it on your computer, and then you can upload it in Descendable. There you go. I'll see you guys on the next one.

## **Square Review Video Template**

Alright. Here's some what we call review snippet videos that you guys can use. You're gonna click the use template button. It's gonna take you back into Canva. Up here, you're just gonna enter in a snippet of some text that you got. Okay? So you're gonna delete this here. You're gonna delete that there. You're going to delete where it says add your logo here. You're going to throw in your logo down on the corner where it said to add it. You're gonna size it to be how you want it to be. And then you're just gonna change this text. So you're gonna go to your reviews, go to your newest reviews, and then just highlight some text that you wanna use out of one of your reviews. Hit command c on a Mac or control c on a PC. Then come back over here and highlight this text. Then you hit command v or control v on a PC. And you can resize this to be the size that you want it. You can also change the text size by clicking these buttons up here. And then you're gonna go back to reviews, and you're just gonna see who left this. It's the Cosmo. So I'd probably come up here, and I would change the name to Cosmo. And there you go. You have an ad. Okay? And this thing is a video. So if you click play, then you can see the video. And I believe it's gonna play through all of the

videos possibly. Nope. Yep. So it's gonna play through all of the videos when you hit play, you can scroll to see kinda what they all do. And so you're gonna just scroll through all of these, you're gonna do something very similar. You're gonna change the review text. You're gonna change their name. You're gonna add your logo, and you're gonna go through the whole thing. And then you can click play and kinda watch what's going on or what people are doing or make sure everything is good. Okay? One thing to keep in mind is you can use, like, in this one, I could say, Bobby was very nice, quick and clean. I could also say I will go through this company if I have any other plumbing needs. So you can actually get two videos out of that one review. Okay? You could also just use this review in three different videos. It doesn't matter. K? So the guy you guys who are only getting a few reviews a week, you can still make lots of content with those reviews, and use them to make them look like you're doing a really good job for the community. K? So then when you're done, you're gonna go to share. You're gonna go download. You're gonna wanna download these ones as MP four video, and you're gonna have 30 different videos that you can use for social media posts for your company. I'll see you on the next one.

### **Review Snippet Template**

Alright. So these ones are image review posts or review snippet posts similar to the video ones, only they're not videos. They're just images. K? So what you're gonna do is very similar. You're gonna add review text. You gonna go to your reviews, go to the newest ones. You're gonna find something that somebody said nice about your company, like Jared did an outstanding job at restoring my water heater. You're gonna hit command c on a Mac or control v on a PC. You're gonna come over here. You're gonna highlight this text, hit command v, and reposition it so that it looks proper. And then you're gonna delete this here, and you're going to add in your logo. K? So let's go to our logo. I'm gonna throw in our logo. Put that in there, and then I'm done. And so you're gonna do that very similar all the way down on all of these. And then when you're done, you're gonna click share, go to download, and you'll have 50 different posts that you can use for your company. You're gonna wanna download these as PNGs and then upload them to social media. See you guys on the next one.

### **Review Snapshot Template**

Okay. These are our review screenshot templates. So again, you're gonna click use template. It's gonna take you back into Canva. And this is where you are going to add in screenshots, pictures of your crew, and logos. Okay? So, this one you would wanna put a company picture in the background. So you'd wanna go ahead and delete this company picture. You'd want to upload some company photos to your Canva account. I'm gonna use this one here. I would take this photo and I would drag it so that it fills, you know, everything in the post. And I could either use this half or I could use this half. I would probably use this half. You're gonna have to move the position of this so that it's all the way in the back, so you can just click backwards as much as you can. Man, I really want to see his face though, so I might try and make this like way bigger. There you go. That's probably what I would do. And then you're gonna wanna delete this and add in your logo. So then gonna pull up my logo

here, throw in a good old logo, Prospector Plumbing and Heating. So it's all sorts of Prospector. And then here you're gonna add what a review screenshot. So all you're gonna do is you're gonna delete this and then you're gonna go back over to Google and you're gonna go to your new reviews and you're gonna hit command shift four on a Mac, control s on a PC. On a PC, can just highlight what you want. On a Mac, you have to hold control. And I typically will grab all of this including the three dots over there. I'll go back over to Canva. I'll hit command v on a Mac or control v on a PC. And then I will just throw this up there, make sure it's in the middle like I want it. And then I have a review post that I created. Okay. Very similar down here. You're gonna add an eye catching avatar. So what that means is you're gonna add, you know, a picture of one of your guys. So maybe we'll take Trevor here and we will remove the background out of this photo. Let it think for a minute. Now I've got a picture of one of my guys. I'm gonna adjust it so that he looks a little happier. I'm gonna add a little brightness, a little more contrast, and I'm probably gonna make him look a little warmer. And then this one, I'm actually gonna flip just because he's got that flat side on him right here where the picture cut him off. So now I can move that all the way over. So we've got Trevor in there, and then I'm gonna delete this. I'm gonna add my logo in. And then I'll put that same review screenshot. You're gonna wanna go grab different ones. You can use the same one multiple times. And then I may take this and go change the color. And so if you go to photo colors, you'll be able to see the colors that are in your logo. And I might change this to a color that's already used in my logo like purple. And then I've got a review post that I can use. Okay? And so you're just gonna go down the list and do that for all of these all the way down. And then you're gonna click share. You're gonna click download. These are images, so PNG is fine, and you're gonna have 51 different reviews that you can use for your business.

## **Meme Templates**

Okay. Here's our meme templates that you guys can use. Again, you're gonna click use template. It's gonna take you into Canva. And then you're gonna have to start doing some editing. So anywhere where you see name, you're gonna wanna put in the name of your company. So here I would put prospector, okay? That prospector customer service. Here where it says add logo here, I'm gonna delete that and I'm going to add in my logo, okay? So I'm gonna show you what that looks like. And I'm gonna throw my logo down here on the bottom and I'm gonna resize it to where I like it. Okay. And that's really it. So then you're gonna scroll through these and you're just gonna find the parts that you have to edit. Okay. So you can see here, we need to edit the name tag. We're gonna put our logo and we're gonna put our logo here. So check the name tag because we're the best service in town. Then you're gonna come down here. You're going to delete this text. I wonder if you can delete the name tag. Nope. So we're gonna hit control z and leave that. Actually, you know what? I probably would. Nah. You could leave that. It looks cool. So I'm gonna delete this and this. Then I'm gonna go take my prospector plumbing and heating, and I'm gonna throw this down here, and I'm gonna change the angle so that it matches. And I'm gonna make this say I think I would make this bigger so it fits. And then I would come down here and I would go boop boop.

There we go. That's what I would do. So it's like bam, prospector, and I probably put a different logo over here in the corner, and I might make it a little smaller. So there you go. Add edited or post edited. K? So again, I'm gonna go call name right meow. So you just come in here and add your company name, and then you're good to go. And then you can delete this and put your logo. K? So you're gonna have a bunch of these that you can do, and you're gonna have a ton of ads. So again, when you're done editing all of these, you can click share. You can go to download, and you're gonna have 54 memes that you can use for your company, with your logo that are gonna attract people's attention and let them know something really good about your business. Okay? See you guys on the next one.

## **Review Snippet Template**

### **Now Hiring Template**

Okay. So let's edit some we're hiring posts. We post these we post one of these every Sunday or sorry, every Wednesday. That way people constantly know we're hiring. Right? One thing you gotta do is you gotta let people know we're always hiring. K? So you're gonna click use template. It's gonna pop open these templates. And really, these ones are all pretty simple. You're just gonna try to recreate these as best you can. So let's start with this one. Like, this would be a really easy one. You're gonna wanna get rid of the picture of my technicians. You're gonna wanna get rid of the prospector plumbing logo, and you're gonna want to go to the upload section, and you're gonna wanna upload your own photo of your technicians. K? So let's I'm gonna use this same photo again. You just click on it. It puts it on here. Let's say this is your photo of your technicians. You're going to want to make this bigger. K? And then put it where you want it. And then to add your logo on, same thing, you'll go to uploads, you'll upload files, you'll upload your logo, and you will just click on it and it will pop your logo in. Okay? And then you can drag it over here to corner. You can make it as big or as small as you want. This one, I would just do this and I would go, and I'd make that my post. So that's how you would edit that one. Same thing with all these. Again, you can delete the background photo, put one of your own vans, put your own logo on there. Here's one that's fun to make. If you have a photo of your guy, you can basically duplicate your guy. So this one you're gonna want to delete that, delete your guy in here and I'll show you exactly how to do this. So let's go find one of my guys. We might even be able to find that same photo. Well, we'll use this one of mister Eric. So let's say you have a photo of your guy. You can click edit photo, remove background, and it'll think for a minute here and then it will remove the background from the photo. And then to get multiple of them, you can just copy this and paste it again. So another little trick before I do that, with this one, you can see it's kind of like blending into the background. So I would click edit photo. And if you click this adjust button up here, you can come down here and you can adjust brightness and contrast. A good trick is to, adjust contrast and then maybe add a little bit of warmth into this guy just to make him pop out a little more or fit in a little better in the photo. Okay? Depending on what you want. So you can kind of play with your colors. I'd probably leave it something like that. I'd resize this guy. And then if you hit command c on a



Mac or control c on a PC, you can just copy this and then hit command v or control v on a PC, and now you've got multiple guys. And if you take and just angle him a little bit, he'll be in a different position and then we can just recreate a bunch of him. And then let's say we want this guy in the back back here. Now we can go to position and we can just move him backwards until he's back there and then we can put him exactly where we want him. Okay? So that's how you would recreate that one with lots of different guys. This one here, you would same thing. This is just three individual pictures of our guys. So you would get pictures of your guys and you would put them in here and then stack them one on top of each other to get the pictures of your guys in there. This one, you may have to play with the colors in order to get them to kinda blend into the photo as well. Okay? So think about, what Chuck Norris looks like, there's an explosion going on and kind of what you would the colors you would need in your guys to make them look like they belong in the photo and then put your logo in there. And then same thing all the way down. These ones, you can just add your logo here. So let me show you this real quick. If you delete this and then you go add in your logo, what's cool about Canva is that if you then go to this, know, say you don't have purple in your logo, you probably don't want a purple background. So if you click on the background and then you click this background color button up here, what Canva will do for you is it will pull the color, the photo colors. So it will pull the colors that are in your logo already. And so you can use those colors to change the background and you can also change the background of this. Like right now it's set to this blue that is in our logo. That's why we use it. So you wanna make sure and change those colors to match your logo colors, okay? Same thing here, just add your logo in. You might wanna change, it's a photo on the background, so you're not gonna be able to change it. Again, add your logo in, add your logo in, and most of these are just logos. Maybe you can add one employee here and so on and so on. Okay? So you guys can go through this and edit them. And then again, to download them, click share, click download, and then you can download. There's 80 pages of posts that you can download. That way you guys have tons of we're hiring content. And I'll see you on the next one.

## **Local Plumber Template**

Alright. Here's our local plumber templates. You're gonna click use template. This is gonna be good if you're in a smaller location. People kinda wanna know that you're locally owned and operated. If you're in a big city, people seem to care less about that. So you might wanna just do something else. But basically, you're gonna come in here and anywhere where it doesn't say your town, you're gonna put your town in here. And then you're just gonna put an image of your guys and your logo on the background. Okay? Down here, just another company picture locally owned and operated, same thing. You can also pull pictures of things around your area. So we're in Fairbanks, Alaska. The pipeline runs right through Fairbanks, Alaska. Everybody knows what it is. If they see a picture of this, it'll stop them on social media. So you might wanna add something that is a local to your area that everybody will recognize and so on and so on. And then you kind of take these ones, you can add your logo in, you can change the background color to match your logo and just keep going, okay? And then when you're done, you're gonna go ahead and

click share, download, and you're gonna have five different templates you can use for locally owned and operated. Okay?

## **Crew Member Post Creation**

Alright. In this video, we're gonna go over how to create the first of four posts, which is your crew photo. Okay. So I'm gonna teach you how to make an entire month's worth of crew photos. And the cool part is you can just reuse these over and over again. Okay. So I would actually just make these for every single employee that I had. Okay. So I'm gonna make everything in Canva. I highly suggest everybody get Canva because it's such an easy program to use and it's very valuable for your business that you learn how to use it and make stuff and and be proficient with it. Okay. Part of becoming a business owner is learning new skills. This is one of the new skills that I think is valuable to have. It served me very well in the past. I'm sure it's going to continue to serve me well in the future. Okay. So when you're at in Canvas homepage, what I want you to do is on the top right portion, you're going to click create a design. And then anytime you make a social media post, I would make an Instagram post square. That way you can use it on Instagram, Facebook, Google My Business, and LinkedIn. This size image will fit on all of those. So you're gonna collect those or sorry. Click that. And then you're going to be left with this blank canvas here. So what you're going to want to do is come up here to the upload button here. This is where all your uploads will live. You can see I've uploaded a bunch of stuff. You're gonna take pictures of your guys. There's in the software section down below. There's a video and maybe I'll put it up in this section as well. There's a video on how to take good pictures of your guys. So go watch that video if you don't know how to take good pictures. But basically, I teach you how to take a good picture. Okay? So get good pictures of your guys and then you're gonna pop them on your computer and you're gonna upload them here. I have one of my man, Ryland. So I'm just gonna upload that and it puts it in your upload section here. Then you can just click on it and it'll pop it right on here and then you can just blow it up until it's the size that you want. And so I would recommend something like that. And you can take good pictures like this with your phone if you've got a nice phone and they'll look really good. So technically you could post just this on social media and it would probably do just fine. I got a little white up there. So I'm just gonna keep going and it would probably do just fine. What I like to do is you can click upload here and upload your logo. I've already got mine uploaded. What I like to do is just on pretty much every post I make, just pop the logo down here in the corner. For these ones that have a bunch of colors and you can obviously see it's our guy. I'll just pop this small prospector one in here and I'll put it down in the corner. Something like that. Okay. So that's all you do. That's like the whole post. Okay. So what I would do is I would make one of these for each employee. If you click duplicate page, you can duplicate the page and I would just have multiple pages for each one of my employees. So if I had five employees, I just have five different pictures here. Okay. That way all of your employee photos live on this one can of a document. So So then I would come in here, I'll just delete this picture. I would go upload and I would upload my newest photo. So like here's another one of my guys. Okay? So then you could just drag this up until it's the size that you want it to be.

And then you got another picture. So drag that in there and you can see we lost my prospector logo down here because it's in the back. So if you go position, move this one backwards, it'll pop this one back up to the front. Okay. And that's really all I would do. Make sure you take these photos with the van behind you. It just looks way better to have all of your colors. Okay. The only other thing is like this photo looks really good. This one could use a little adjustment. So you can always come in here and click edit image and click adjust. And you can actually adjust the brightness of the photos. You can adjust the contrast. That'll just kind of help, the guy stick out a little more and then you can adjust the saturation. I'm not going to adjust the saturation. I'm going to go down here to warmth. And I'm just gonna give him a little more warmth. And you can see it just kind of makes the colors pop. Makes him stand out from the background a little better and look a little more inviting. So there you go. So make as many of those as you have employees and then if you download this into Google Drive into, you know, everybody I would create a social media folder in your Drive and then I would make employees and I would put all the photos of my employees including my CSRs, including you the owner and I would just have a bunch of photos there. Then when you go to upload these into your software to do your whole month worth, you can then just go into your drive and just upload these and you'll always have them. So this you never have to recreate these. So you've got one piece of social media content is just always done. Now all you have to do every month is make three more, which isn't that hard. So that's how we do the employee photos. To download these, you're to click share and then you're going to click download. You can download all five pages, but it's going to it's going to download them in a zip file. So with Google Drive, you've got to you would have to download it to your computer and then upload them as a zip file. Otherwise, you can do these one at a time and download them directly to your Google Drive. Okay. There you go. In the next one, I'll show you how to make we're probably going to go over memes. So in the next one, I'll show you how to make memes.

## **Creating A Facebook Audience**

Alright. In this video, we're going go over how to create a Facebook audience. So before you can go boost a post, you need to make an audience that you can use when you go to boost a post that will allow you to boost to certain people. Okay. So we're gonna go over that in this video. So first off, go to [adsmanager.facebook.com](https://adsmanager.facebook.com). That's how you go to your ads manager. Another way you can get to it is you can go to Facebook. Let me type it in here. And you can click this see all and you can go to ads manager. Sometimes you gotta scroll down to see it. But if you click on ads manager, it takes you to the exact same spot. Okay? So once you're in the ads manager, what you're gonna want to do is make sure you're on the right ad account. All every time you set up a business account. So if you have a business page, business Facebook page, you should it should automatically set up an ad account for you. If not, just go to YouTube and Google all of that stuff like how to set up a Facebook page for my business. How to set up an ad account for my business. How to link my Facebook account and my Instagram account, in meta business. Right? All those things need to be done before you create a before you go create, an audience. K? So you can go Google or YouTube how to

do all that stuff. There's tons of videos out there on that. There are no videos that are gonna show you how to attract homeowners. So I'm gonna show you that here. For me, I'm gonna click see more ad accounts, and I'm gonna go to prospect or plumbing because that's my business. So you can see we run a ton of ads. K? We don't spend a ton of money on each ad, but we run a ton of ads. So when you guys log in here, you shouldn't have any of this going. And you're gonna come up here to this green button and click create. K? It's gonna pop up this window. You're gonna want auction for the buying type. K? And you're gonna want to do an awareness objective. And then you're gonna click continue. Then up here, this is actually how you go create an ad in the back end of Facebook. We have way better luck just boosting the posts. Okay? Especially for just pure brand awareness. So what you're gonna wanna do is come here and click this middle ad set, the one with the four boxes, and this is where you're going to build your audience. Okay? So and we're just using this to build the audience. We're not actually creating the ad in here. So you're gonna scroll down to where it says audience, and you can use an existing audience, but you only if you've made one before. But what you're going to want to do is come down here to locations, click edit, and it's going pop up this little bar here. You can get rid of United States and you can type in where you're from. Okay? I'm just gonna do like let's just do Las Vegas as a sample. Okay? Las Vegas, Nevada. Here we go. So you can search your city and it'll pop up on the map. It'll what it's done is it's dropped a pin and then we have a 25 mile radius. Now you can change how big that radius is all the way down to 10 miles or all the way up to 50 miles. Right? Depending on how big of an area you want to serve ads to. Okay? So you have that option or you can also come in here and search ZIP codes. So let's go find a ZIP code for Las Vegas because I don't know any. So we'll go do 88901 and we'll show you what happens here. So let's go in here and we'll just do a zip code. 88901. And you got to find the one that says sometimes, zip codes don't pop up in Facebook and they're just not updated yet. So let's do 89107 and see if that works. 89107. So now you can see it just pulled up that zip code. Okay. So basically anybody in that blue square is who we're gonna serve ads to. Okay. So the other way that you can do this is you can drop a pin down here with this drop a pin button. So you drop a pin anywhere on the map and the way this works is you can have you can do an include pin drop and you can do an exclude pin drop. Okay? So there's a drop down window right here where you can pick include or exclude. Okay? So if we drop a pin, I'm going to say maybe I want to hit this certain area over here in Summerlin because I know this is a much ritzier neighborhood or maybe this is like middle income neighborhood. I'm gonna go in here and I'm gonna drop a pin. For some reason it's not there we go. It wouldn't let me drop a pin on Summerlin. I don't know why. So let's see if it'll let me this time. I'm gonna drop a pin. Bam. And then we can change the radius of those pins as well all the way down to one mile. Okay? So rather than doing you can see that pin now. We've just got a one mile radius on that pin. Okay? And then we can do this one as well. So you can hit you can target certain areas of your city really well. Now let's say we had this pin, you know, at a six mile radius and let's say that hits pretty much, but we want to miss this area down here. Well then you can exclude a certain portion of it. Okay? So you can come in here. You could drop a pin maybe over here and then you could change the radius to exclude a

certain portion. So let's go. Let's try five. Bam. So now in this instance here. Okay. I gotta use these buttons. It's getting too crazy. In this instance here, we would serve ads to everybody with a Facebook or Instagram account in this blue area. Okay. At this point, the zip code is pretty much useless. And we would not serve ads to anyone in the red area. We also wouldn't serve ads to where they overlap. So nobody in this red area would get ads. Okay. So that's how you select the location. Okay? So then you want to come down and make sure you're going to hit homeowners. Okay? So what we like to do is we go to age range. We usually select 28 because we want to select those younger homeowners because they really like financing options. And then we're going to go to 55. Anybody over 55 we found isn't very responsive to Facebook very much and they're not very responsive to our style of doing business. Okay? So that's what we pick. We leave it at all genders and then come down here to the detailed targeting section here and click edit. And you're gonna add in some detailed targeting. Okay. So you're gonna hit browse, then hit demographics, then hit financial, and then hit income. And you're gonna select all of these. And that's just gonna guarantee that you're hitting the higher income brackets. Okay. So the 50 percenters and above. So people typically in those income brackets aren't renting anymore. They're buying a house. Okay. And so then we're gonna narrow it down even more. We're gonna go to interests and then we're going to go to hobbies and activities. We're gonna go to home and garden and we're gonna select all of these. Okay. And so now we've got homeowners targeted by age group, by income, and by hobbies and activities. Okay. And we want to come back up here and we want to look at our estimated audience size. So this is a big audience. So general rule of thumb is that any, you know, for every 50,000 audience size, you want to spend between 500 on ads. Okay. Minimum. So you can always spend more and what's gonna happen is everybody in that audience is just gonna see your ads more often. So what you want to avoid is having too big of an audience size with too small of a budget. Because what you want is you want people seeing your ads multiple times per month. Okay? That's what's gonna get you stuck in their head. Okay? So if you have a budget of a thousand dollars a month and you come up here and you've got an audience size this big, well guess what we need to do. We need to come into this map and we need to really shrink down our audience size. So I would determine like what are the best neighborhoods for you to hit, and I would select that audience there. So like you can see, we can hit this small portion of Summerlin. I know this is a good neighborhood. I've been to Vegas a few times. Almost moved there. Maybe we can go to a six mile radius. Now I've got a 46 to a 72,000. I would probably spend at least \$3,000 a month on this audience size. But you could probably get rid of some of these outliers out here. So maybe we can drop an exclude pin. And then we'll change that down to let's go two miles. Maybe three. Let's go three. Moving shrink that audience size a little more. Right? Just get the people that are in town. And this is really like, you guys will have to determine what's best for you guys. Okay? Like where's your best customers at? So we're getting a little smaller, but not much. Maybe this pin I'll make four. So you guys maybe might be able to like drop a pin in just one specific neighborhood and get a decent size audience. Okay? So you can see like I could even go let's go four miles. So I could literally there we go. 75,000 to 88. So I would probably spend like \$1,500 a month just

in this little audience. And here's the thing. Out of this big of an audience, 75,000 to 88,000, you could have 5,000,000 worth of revenue coming from that audience. My audience size is only 33, and we do 5,000,000 a year in revenue off 33,000. Okay? So be picky about where you choose your audience, who's your audience. If you're a smaller town, it's easy. You just pop in your town, maybe a few zip codes, and you're good to go. For you guys who are in bigger towns like Las Vegas, you're gonna have to be a little more picky about where you pick. You don't want to go down to the ghetto. Typically, really ritzy homes aren't a good one. Typically, if you can hit like middle class, maybe upper middle class homes and neighborhoods, then you're going to do much better. So that's how you build an audience. Okay? So we've got all of our stuff set here. We've got, an audience size that we're comfortable spending that much money on. And we've got our age group set. We've got our detailed targeting set. Then You're gonna come down here and you're gonna hit save this audience. Okay? I'm gonna call this Prospector Plumbing WP test. Okay? And then when we go to boost to post, I'll show you how to find this audience and use it when you boost the post. See you there.

## **How To Boost A Post On Facebook**

Okay. In this video, we're gonna go over how to advertise a post or boost a post. It used to be called boost. Now it's called advertise. Okay. So I'm on my Facebook page for my company. And if we scroll down to this first post here, you'll see we have a post and you can click this advertise button. Okay. So if we click advertise, it's gonna pop up another window. And we want to leave the goal as automatic. We want to leave the advantage creative on. And we want to typically, we go with no button. Okay. So my goal for this is for this to show up in somebody's feed and them to not know that it's an advertisement. Okay. If I put book now or call now or any other button, it adds this gray spot on the bottom and it just looks like an advertisement. So I don't like that. And the chances of somebody actually booking a job from your post or calling you, you know, they need your services right then and there on Facebook is very, very slim. Okay? Because you're just getting in front of them at a random time. And if they're just scrolling through their phone, right? They're not likely on there on Facebook looking for a plumber and you just happen to have a book now. It doesn't really make any sense. Okay? So there are certain promotions you can run where you can do a book now or call now or that kind of stuff. But I would leave those up to your marketing company. As far as branding goes, I would come in here and I would click no button. This is this ad about employment. If it's an employment ad, then you absolutely need to click this. It will it will lower your it'll set certain limits on your audience. Okay. And I'll show those to you in a second. Then you're going to come down and select your audience. You're going to go to oh, you got to make sure you have the right ad account correct, selected first. I was like, where's all my ads? So you want to make sure your company's ad account is selected. And then you come down here and you can see Prospector Plumbing WP Test. That's the audience we made. So we're going to select to use that audience and here's the details. Okay? So this is Las Vegas. Obviously, I'm not going to finish this ad. Okay? Then you scroll down to duration. You can select how long you want the ad to run and how much money you want to spend on it each day. Okay? So what we do is we run our ads

for seven days and we put \$55 a day towards ads. So the way to figure that out is if you're posting, well take your total budget. Let's say, okay, I want to spend a thousand dollars. Remember when you made your audience, you decided how much you were going to spend. You would take your total amount that you want to spend and you would divide it by how many posts you're going to put out that month. So if you're going to commit to doing a post a day Monday through Friday, that's 20 posts. So you would do a thousand divided by 20 and that's how much you would spend on each post. Okay? And you would let them run for seven days total. Okay? And then you would this is total budget, not daily budget. Sorry. You would the equation was right. But you would put this at that dollar amount for total budget. Right? That way each 20 posts, each out of 20 posts, each post gets the total budget. And that way you hit your budget by the end of the month. Now keep in mind, Facebook will spend less or sometimes more depending on the creative, but it's always really close to what you want. So you can come in here and you can say, okay, I want this on Facebook and Instagram. Don't worry about having a pixel and then put your Visa in here or however you want to pay and then click boost now. And it will start showing this post up here to everybody in your audience. Okay? And it's literally that easy. So what we do in my company is we post twice a day Monday through Friday. And then once a week we come in and we boost all of last week's posts. We spend \$55 a day on every single post and it just continually keeps us in front of our audience on Facebook and Instagram. So our audience is seeing us 11 times a month on Facebook and Instagram. So between seeing posts like this on Facebook and Instagram, seeing our vans running around town, seeing our YouTube ads, seeing, you know, our OTT ads, like seeing us on Netflix and Hulu and those kinds of places. And then between our Google retargeting, between seeing us when they, Google for a plumber and we have our pay per click ad going and then seeing us on GLSA, they're seeing us quite often pretty much everywhere. Right? And we're getting in their head and then when they need a plumber, they're calling us. So that's how you go in and boost a post. Hope that helps you guys. See you on the next one.