

# 18 Proven Ways to Market Your Cleaning or Restoration Business!

## Your **SURVIVAL GUIDE**

for when you finally quit believing  
all those **SEO** lies about getting  
on the first page of **Google**.  
**Come on, there's only 10 spots!**



Gary Arndts & Jeff Cross  
MarketingZoo.com

There's some good  
SEO firms, but hey,  
there's only 10 spots.  
For 99% of cleaners  
and restorers, you  
need **PLAN B. NOW!**

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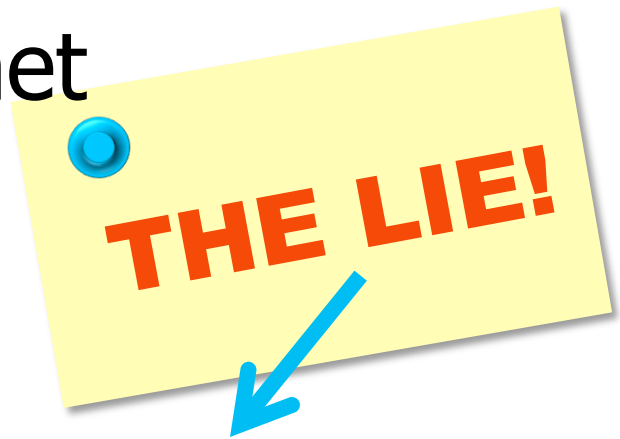
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# CHAPTER 1:

## Death by Internet



We can get you  
on the first page  
of Google.”

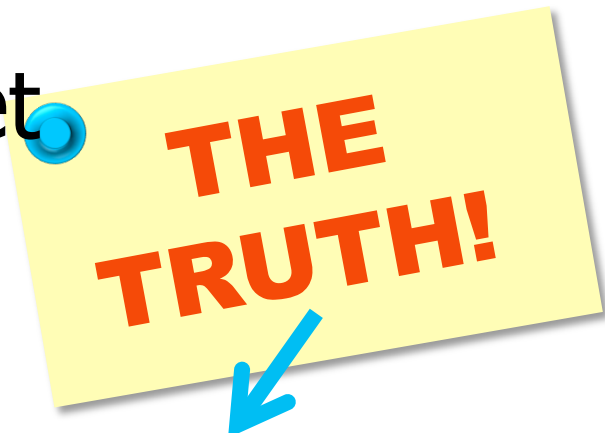
How many carpet cleaners and damage restoration firms are in Chicago? 1000? 2000? There are SEO firms contacting all of them about every day promising to get them onto the first page of Google. How many spots are there? Just a handful or two! Some good SEO firms and cleaners with deep pockets may have success but for most of us...it's just a dream.

And with Google's latest tactics, many spots are probably taken up by Yelp or the Better Business Bureau or the Yellow Pages. So unless you are in a small, less competitive market or have the big bucks to pay a really high-powered firm to help you grab one of the very few spots available, it's just a lie.

If you rely on the big SEO LIE to survive, you're dead meat!

# CHAPTER 1:

## Death by Internet



**THE TRUTH!**



Still... isn't the Internet too powerful to ignore?"

Yes, for many of us, it probably is. So if SEO is a lie for all of us without deep, deep pockets or a brother-in-law with an SEO IQ of Einstein dimensions, what can we do?

A lot, it turns out! If you're even moderately handy on the computer you can create your own web pages optimized for less competitive keywords that you can actually win with. You can do pay per click. You can do a great job with local directories. You can become active with social sites and build followings.

Don't want to do it yourself? You can learn what to do, get the resources and have someone else do it for you. It's easier than you think. There are many Internet and non-Internet strategies that still work just fine. Let's explore the possibilities!

# CHAPTER 2:

## Explore the Possibilities



Sales are up! Lots of new customers!

You know what new customers cause? They cause more new customers! Word of mouth is always the best advertising. But you've got to prime the pump and keep priming it. It's easier than ever for even your loyal customers to shop around.

Your competitors are everywhere and easy to find. So decide what you want to do and keep your little marketing machine cranking! Most important, find a way to make it easy! Hey, you can't work all night, too!

# POSTCARDS

## Put Your Offer Right in Their Hands



Use your own customer list or take advantage of the USPS's resources.

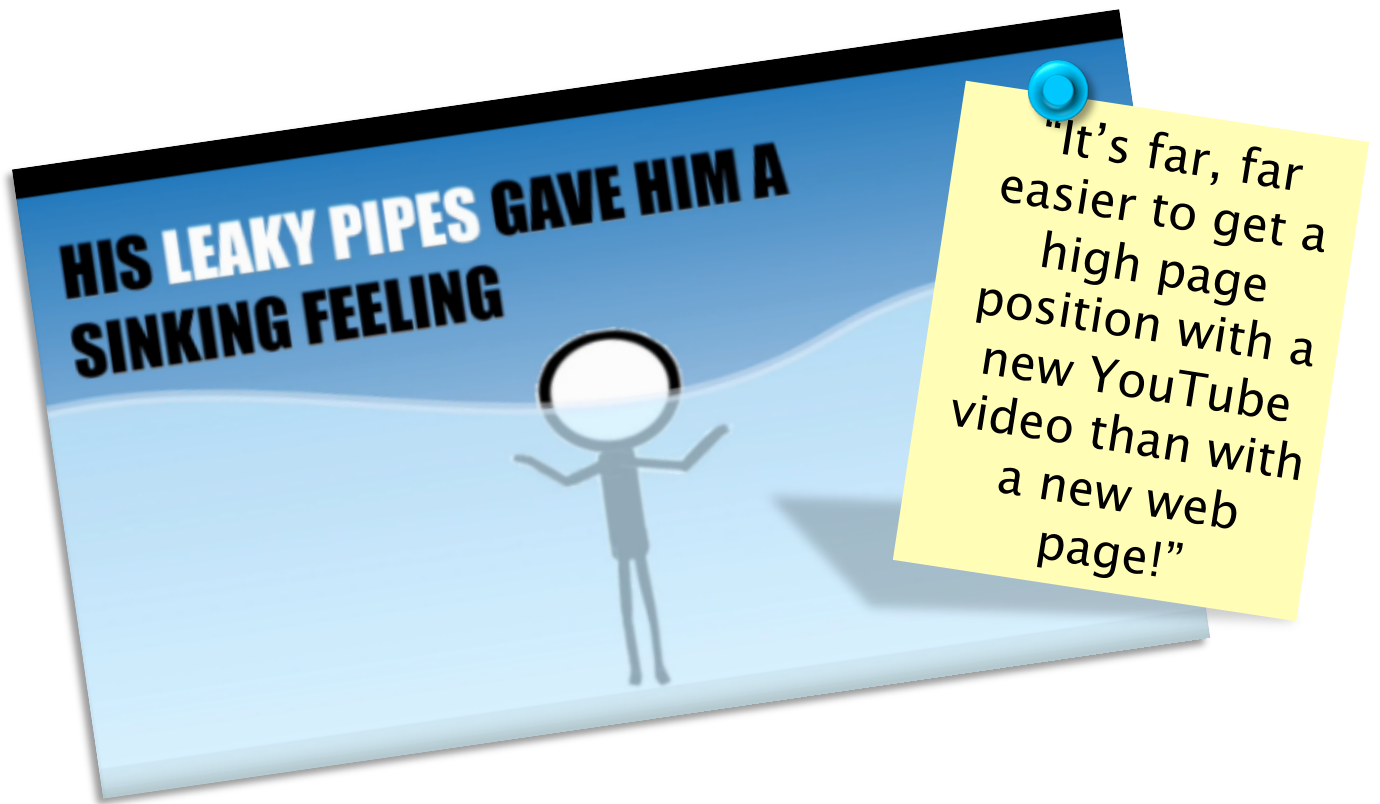
Oh yes...they still work! While your competitors are struggling to make their Google dreams come true you can be letting the whole neighborhood know you've got an offer they can't refuse. The United States Postal Service has some great programs that let you deliver to every door in neighborhoods you target:

<https://www.usps.com/business/every-door-direct-mail.htm>

Now wouldn't it be just perfect if you had a low cost source for high quality, ready-to-print postcard artwork?

# VIDEOS

Are Proven to Help Web Pages Convert Up to 51% Higher!



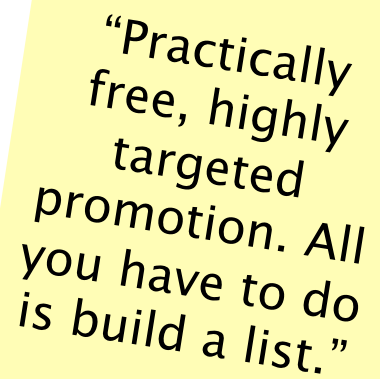
Your customers and prospects love videos. And that's just the beginning. Google loves them, especially on YouTube. You can see them ranking on the first page, sometimes within hours of being posted. Videos are great attention getters on web pages, in emails, in social media and as blog entries.

Now wouldn't it be just perfect if you had a low cost source for high quality, ready-to-download cleaning and restoration videos? Wouldn't it be even more terrific if you were told how to optimize videos for every city in your target market area?




# EMAIL

## Other Than Referrals, the Cheapest Marketing Tool Known to Mankind!



“Practically free, highly targeted promotion. All you have to do is build a list.”



Oh boy, is this option underutilized by so many, many cleaners! Okay, for you restoration folks, it's not so easy to come up with a list of people who's water heaters are about to explode.

But for cleaners, if you can start building a list of previous customers and prospects, that email list can be a gold mine. From my experience, two things stop most of us. We don't know how to get customers to cough up their email addresses. Actually, all you have to do is ask them if they'd like to be notified when you're running a cleaning special. The second thing is, you have to forget about full blown newsletters. Just send out a special offer! Now if you only had a place to get artwork for special offers...



# PRINT ADS

Given up on print? Your prospects haven't!

“It's still how you use print ads that makes all the difference.”

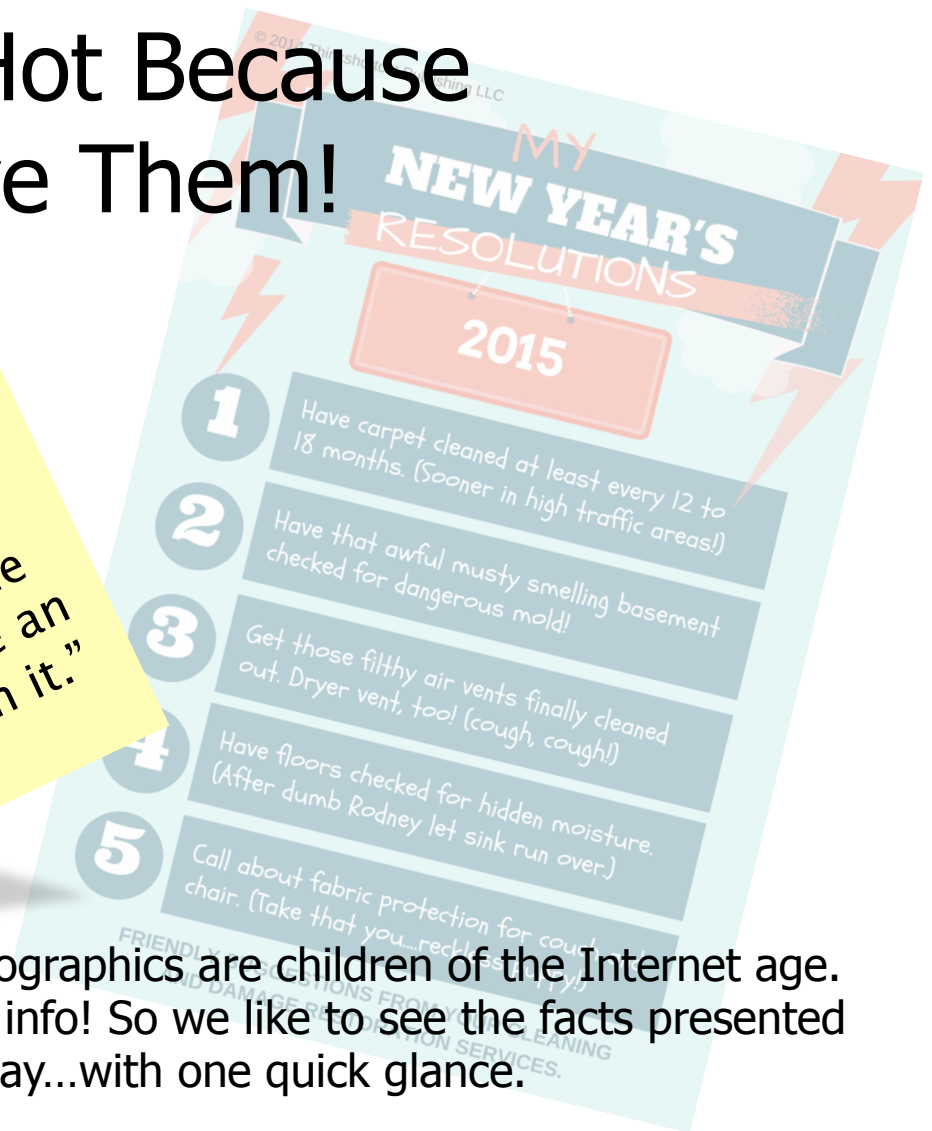
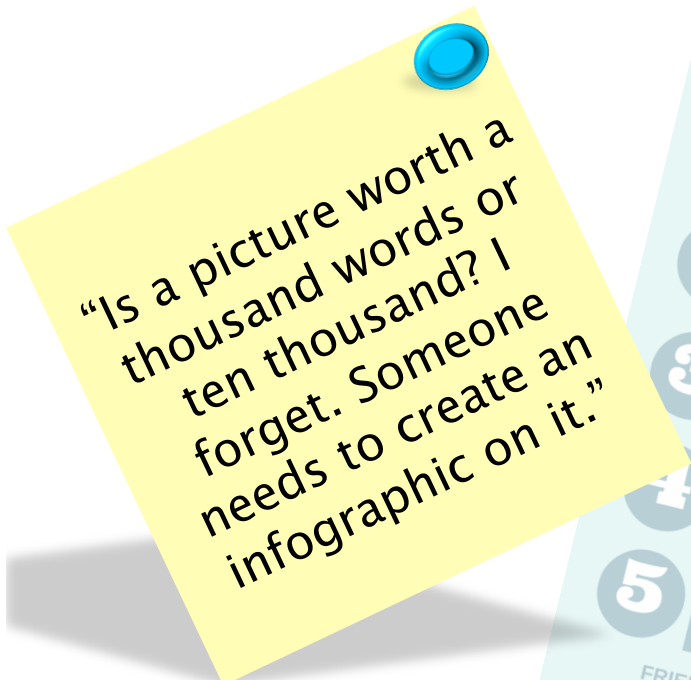


Here's the thing about print. Some people still read it. In fact, lots of people read it. The secret is to keep your costs in line with your potential return. Explore the possibilities. Are there any 'shoppers' or weekly newspapers in your town? Local newsletters or real estate publications? They may even have a website that gets good traffic. Ask them their rates and let them know what an ad might be worth to you.

But the real secret, as always, is to come in with a small, catchy ad that looks huge cause it's wearing a big offer! Oh, if there was only a place you could get your hands on such little jewels...

# INFOGRAPHICS

## They Are Hot Because People Love Them!



These things called infographics are children of the Internet age. We're overloaded with info! So we like to see the facts presented in an easy to absorb way...with one quick glance.

Why should you care? Because infographics are marketing powerhouses! You can create ads out them. Post them to your social media pages. Add them to your blog or your webpage. They make you look like the expert you really are.

With any luck and a bit of skill you'll have some that people want to share, expanding your reach into the world of prospects. But where in the world are you going to get infographics?

# LOCAL DIRECTORIES

## Claim Your Spot in Lots of Places or Someone Else Will.



"There are a lot more ways to get free exposure than you might think."

Sometimes I think that if anyone else creates a new directory the Earth will tilt sideways and spin out of orbit! There are dozens and dozens of directories that may apply to you!

There are important things you need to know. It is well worth getting a free listing if it's offered. The important directories, such as Google's, look to see if you are listed elsewhere. They think that gives you legitimacy. The other thing is that these guys do get some exposure and your listing might just show up. Finally, you should know that they may have you listed even though you didn't sign up. You should "claim" your listing so you can showcase your service the way you want it showcased. Wouldn't it be great if there was a list of which directories (with links to them) are good for SEO, citations, sheer size ...?

# SOCIAL MEDIA

It Takes Time. Is it Worth it?  
Yes, But Keep it in Perspective.

Light Up Your Social  
Media Pages!

Facebook  
Google+ Business Page  
Linkedin  
Twitter  
Tumblr  
Delicious  
And More!

“Don’t be a  
stranger! To  
your customers  
and prospects  
or to the search  
engines.”

The search engines (Google) have a big problem. They must provide relevant results for someone who is searching for something. They succeed admirably when someone is searching for information (population of Argentina) but not so much when it comes to locating the best service or product. They have told us they could find the best carpet cleaner by seeing how many others link to their website. Ridiculous of course.

Now they analyze the content on websites. As if the best cleaner in the city is also the one who can write 12 volumes about carpet cleaning theory. Double ridiculous! And now they have started to look at social media. Are you active there? Must make you good, right? Of course not. But get active anyway and find a way to add content to your pages without spending hours and hours or tons of money to do it. It’s being counted. And it can be low cost exposure for you.

# BLOGS

## Do Your Blogging Without Getting Blogged Down.



Blogging is worth doing. It's practically free (example: Blogger and Wordpress). However we like using Weebly because it's so easy and almost free. You can set up your blog to automatically post to your Facebook page and other social sites.

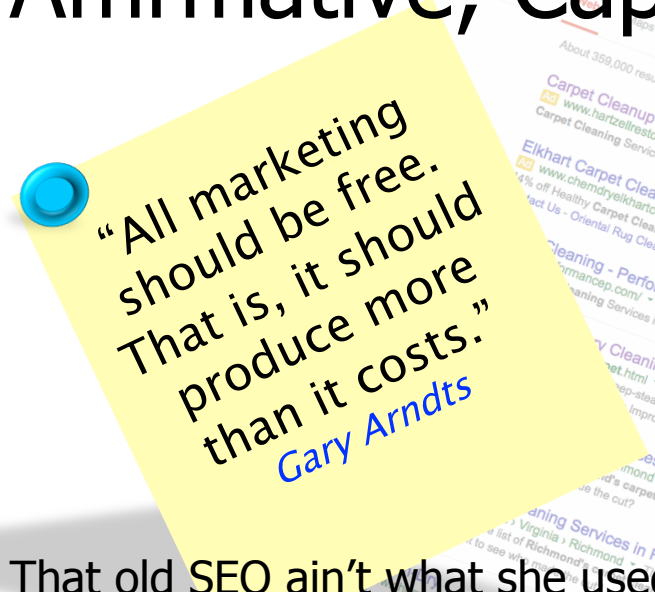
If your blog is on your website it helps keep content fresh. Blogging builds links to your site, either internal links (good) or external links (even better!) if the blog is offsite.

When you add useful content, blogs establish your expertise. The key is to make it easy to do, so that you can keep it up. It's a good idea to establish an affordable source for things like articles, infographics and videos. That's the trick! Now, where can you get good content for blogging?

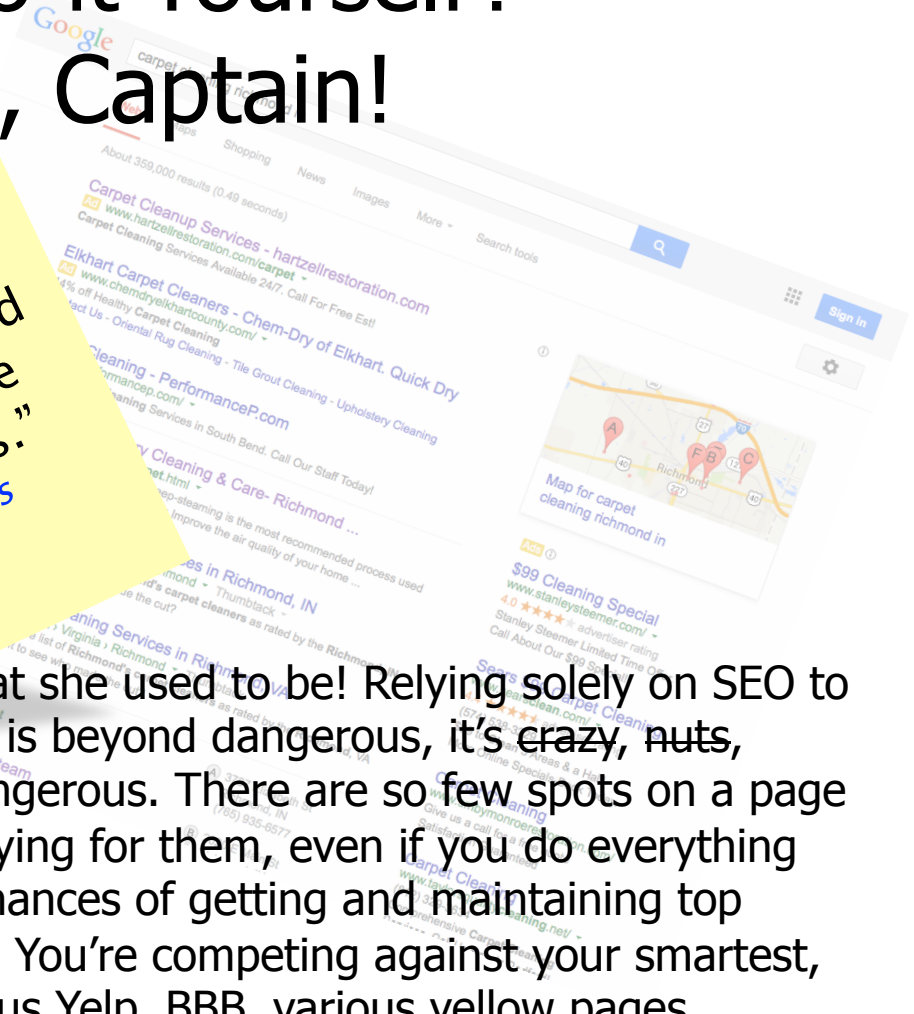


# SEO

## Can You Do-it-Yourself? Affirmative, Captain!



“All marketing should be free. That is, it should produce more than it costs.”  
Gary Arndts



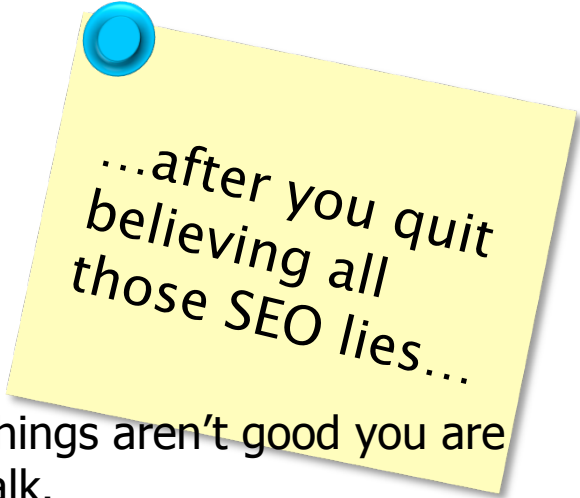
That old SEO ain't what she used to be! Relying solely on SEO to power your marketing is beyond dangerous, it's crazy, nuts, stupid, well...really dangerous. There are so few spots on a page and so many people vying for them, even if you do everything perfectly right, your chances of getting and maintaining top spots are not so good. You're competing against your smartest, richest competitors, plus Yelp, BBB, various yellow pages, Angie's List, Thumbtack and many others for those measly 10 spots. And the very top spots get about all the action!

It's the marketing equivalent of buying a lottery ticket. Even worse, if you are not careful you might find yourself paying someone else \$10 to go down and buy you a \$2 lottery ticket. There are many, many things you can do yourself to get good page positions on the search engines. Affordably. Most, very simple. It is worth doing, not always worth paying for...



# PLAN B

## Things to do...

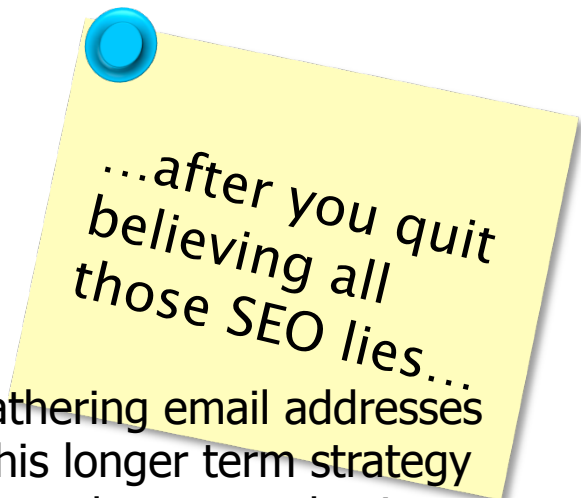


...after you quit believing all those SEO lies...

- 1. Guru proof yourself.** When things aren't good you are especially vulnerable to guru talk.
- 2. Take responsibility for your marketing.** Sorry, no option.
- 3. Be brave and experiment.** No one knows what will work best for you so you have to be willing to try things. A failure has great value for you. You know what not to do.
- 4. Don't quit too soon.** Give everything you try enough time to work. Then if it doesn't, drop it quickly.
- 5. Take control of your website.** If you can't or won't build it yourself, get someone who is affordable and will do what you ask.
- 6. Ask.** Make certain the right keywords are showcased, optimize for all your target cities, each service has it's own page, title bars reflect your target keywords, images have alt tags. Learn about these things. (We have videos in Marketing Zoo that will help.) These are simple things but you can't depend on others to take care of them for you.
- 7. Create a blog or have one created.** Make sure you link content you post back to pages on your website.
- 8. Social Media.** Create accounts for at least the major ones: Facebook, Google+, LinkedIn and Twitter. If you can, set it up so that your blog posts are automatically pushed out to your social media pages.

# PLAN B

## Things to do...



...after you quit believing all those SEO lies...

**9. Build your email list.** Start gathering email addresses and sending out monthly offers. This longer term strategy may end up being your lowest cost and most productive new business builder.

**10. Get listed in free local directories.** There are lots of them that offer free listings. These provide backlinks and the opportunity to be seen.

**11. Test offers.** Nothing...nothing...nothing will impact your sales like the offers you put out there. Try various specials to see which bait makes the fish bite.

**12. Don't put all your eggs in one basket.** Realize there is more to marketing than the search engines and the Internet. Sometimes it pays to take the road less followed.

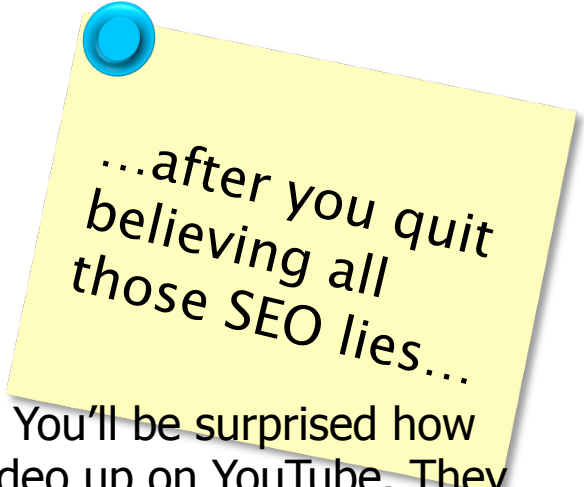
**13. Print business cards.** What could be cheaper than the great looking business cards you can get online? Make cards an ad. Print offers on the back. Hand them out to everyone. No....hand ten out to everyone.

**14. Look for opportunities for print ads.** Don't spend the money to "sell" in your ads. Most people don't care about your cleaning processes or theories. Just a coupon and phone number is all it takes to make the phone ring.

**15. Use postcards to target prime communities.** The post office now gives you the ability to hit every home in a neighborhood without buying a mailing list.

# PLAN B

## Things to do...



...after you quit believing all those SEO lies...

**16. Create videos.** Or buy them. You'll be surprised how quickly and easily you can get a video up on YouTube. They often show up in searches. And put them on your website. There is a great deal of evidence that they improve sales conversion on web pages.

**17. Take photos.** Record your cleaning and restoration activities. This is great source material for blogs entries, videos and before/after presentations. It's personal, it's more interesting than sales pitches and more believable.

**18. Make contacts.** Engage in activities where you have the opportunity to meet and interact with lots of people. Of course, hand each person 10 business cards. They will laugh. Some cards will be pitched. Others will find their way back to your wallet. At half a cent each how can you lose...

**18. Trust in yourself.** To be a cleaner, or a restorer, you must also be a marketer. Unfortunately, the Internet requires some knowledge and experience that wasn't required before. If you don't have that knowledge, you are prey for others who make big promises that they often can't keep.

**19. PLUS ONE MORE! Try pay per click.** It works very well for some and less well for others, but you need to find out if it pays off for you. It is the only way you can be sure to have a first page position on searches for hot keywords.

# CHAPTER 3:

## Need help?



...it's a jungle  
out there."

It really is a jungle out there. When you have a chance, take a quick look at the Marketing Zoo. We've managed to tame some of the most dangerous animals just for you.

It's all about getting the job done while making it easy on yourself.





Cleaners & Restorers

It's all for you  
at the Zoo!

<http://www.MarketingZoo.com>

Articles

Infographics

Videos

Artwork

Coupons

Do-it-yourself Instructions

Postcards

Resources

Local Directories

Keywords

Feature/Benefit Ideas

And More



Most everything  
you need....  
only...\$29/mo.