

Big Dreams, Little Chance

Summary:

2020 is here and now is your chance to get your year off to a roaring start! Listen to Justin's top five marketing tips for getting your marketing off on the right foot this season, eliminating marketing stress and finally getting the results you've been hoping for year after year.

Key Lessons Learned:

Hopes and Dreams

- Everyone wants basically the same things: more income, more time with our families and less stress. But we often fail to determine how to get there or put systems in place to help us.
- There is a simple marketing strategy that you can use to make 2020 the best year for your business yet.
- Doing the same things you've done every year before now is not going to get you where you want to go. Follow these five tips to supercharge your 2020.

Tip #1: Quit Thinking Your Old Marketing Will Suddenly Have New Results

- Contractors often run the same ad year after year, but the world looks much different now than it did in 2016.
- If it's not helping your image or your lead count, dump it and start over.
- Start with fresh messaging and better targeting and watch your market respond.

Tip #2: Set A Marketing Budget

- Only one in eight contractors set a marketing budget at the beginning of the year, even less do it right.

- If you're aggressively pursuing market share, it's going to cost you 6-8% of your topline sales. Moderate marketers spend 4-6%, and marketers looking to just maintain results will spend 2-4%.
- If you want aggressive growth but are spending 2% or less, you're not going to get the results you want.
- Marketing is an investment in yourself and your business. Wisely spend what it takes to reach your goal and you'll be rewarded.

Tip #3: Set Something In Motion, No Matter How Small

- Look at your year and divide it into four seasons, two peak and two off seasons. Figure out how much you will spend to promote during those times and then decide how you will deliver your message and what media type to use.
- Just doing this will put you ahead of most of the competition.

Tip #4: Zig While Your Competition Zags

- Most contractors still use the competition as a model, but you can't stand out by being the same as everyone else.
- Typical contractor marketing is sterile and boring, which makes it practically invisible to homeowners.
- Your marketing should be the most unique and interesting part of your business. Show off your unique personality and how your benefits separate you from the competition.

Tip #5: Quit Manic Marketing

- Instead of panicking at the last minute and throwing something together, have ads ready to go that fit the season and the situation.
- A little bit of planning now will eliminate the majority of your marketing stress. You know the products and services, and you understand the seasonal patterns that are coming. Get ahead of them now.
- If you wait until the phone stops ringing to react, it's already far too late.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review in iTunes!

Links to Resources Mentioned

800-489-9099

coaches@hudsonink.com