

PPP

POOL PROFIT PLAYBOOK

Proven Marketing For Your Pool Business During The Covid Crisis



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Is Your Pool Business Thriving During The Covid Pandemic? IT SHOULD BE because demand for your services has never been higher.

While many businesses across the country are suffering catastrophic losses due to Covid concerns, savvy pool company owners have been bucking the trend and cashing in on unprecedented demand for pool cleaning, pool construction and pool renovation.

In fact, if your pool company is NOT booked out weeks in advance, then you are really missing this amazing opportunity to profit from the current pandemic.

The concept of the, "staycation" is back and with record low interest rates, homeowners are ready to invest in family fun via their pool. In the following pages, Market My Pool Company (the only niche ad agency in the country to focus exclusively on promoting pool companies) is going to outline the actual marketing items that you can use to get your company SWIMMING IN CASH.

Please understand, these techniques are 100% proven to work over 15 years of pool marketing and are used by us daily for dozens of pool companies all over the country to acquire new clients. If you put in the effort and regularly commit to marketing, you will see an increase in your business.

Market My Pool Company is proud to offer this PPP playbook with no obligation and we hope you agree that these tips are invaluable for your business. While you might have time to enact some of these techniques yourself, why not call us for a 100% free consultation and see how we can handle all of these marketing items and more to take your company to the next level. 908-216-1094
www.MarketMyPoolCompany.com

Call For A FREE Consultation Today 908-216-1094



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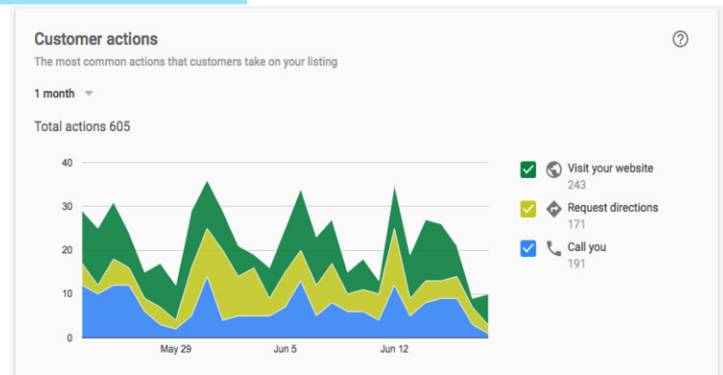
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MARKETING TIP

Optimize & Use Your Google My Business Listing

95% of pool companies DO NOT have a properly set up and optimized google listing that they regularly use. This is a critical problem since customers almost always use google as a tool to find service and solutions for their pool.



Google My Business is a powerful and free tool that when used properly, can generate regular calls for services you offer. The key is to ensure that one, your listing is actually being show in the correct geographic areas and two, for the correct services you sell.

Make sure that your categories are propely set. Then be sure to check your zip code, your towns and your county of coverage. After those are deemed correct, you need to start posting weekly content and offers that attract new customers.

This means posting weekly specials for maintenance, renovation and equipment that contain optimized keywords based on search terminology that consumers use.

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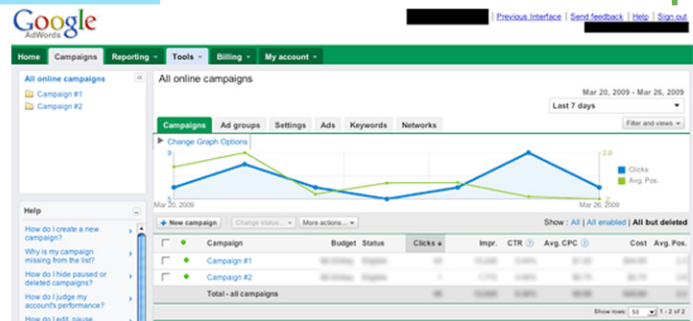
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MARKETING TIP

Run A Series of Highly Target Google Ads

Having previously owned a very large magazine & publishing business AND an original google ads partner, I can say with 100% certainty that google ads that are properly let up and linked to quality landing pages work better than ANY OTHER ADS.



As you know, Google does not pay me to say that. Their are no commissions for google ad managers or agencies. It is a simple fact: People search on Google for your exact products and services and when you have a HIGHLY TARGETED ad linked to a properly set up landing page, sales will happen.

Here are a few keys to consider before randomly running ads with no goal:

1. Have I used the keyword planner to find the best works?
2. Are my keywrods phrase match or exact match to save money?
3. Is my landing page set up to convert?
4. Do I have all of my extensons and settings right?
5. Do I have call tracking in place?

These are just a few of the issues that can make or break your ads, so be sure that you take the time and do it right before spending a dime.

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MARKETING TIP

Collect & Utilize Remarketing Assets

When I say, "Remarketing", I am actually referring to the strategic deployment of email, text messaging, post cards and other methods targeted directly to leads that you have already gathered. This includes up-sells to current clients as much as it does keeping in touch with prospects who have not closed on their estimate.



Email & Mobile Marketing

Email and text marketing should now be a regular part of your advertising plan, but it does require that you collect and update your customer and lead data.

Once you have names, cell phone #'s and emails in place, bi-weekly reminders, sales and estimate follow-up will generate guaranteed sales with almost Zero cost.

If you're wondering what to send, some best-bet promotions include a weekly service discount, half-price filter cleaning, \$50 off a service call or even financing specials for those who sell pools and have banking partners.

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5 MARKETING TIP

Use Facebook Groups To Boost Your Reach

Many pool company owners post on their pages and believe that the job is completed, but posting quality content requires a strategy.

Step one to social media success is creating a unique post that will grab attention and elicit some kind of click, call or action.

Here is an example of a post that has a "CTA" (call to action) so that local users can actually see the value of your service or offer. Try NOT to post generic photos with no story, offer or backlink. At a bare minimum, you need to give people the option to call or visit your website as a byproduct of viewing your post.

Once you have a good post, the key is to join and share it with your local town and county groups. This will expand your reach for FREE and get new clients to view your content and offerings.



facebook groups



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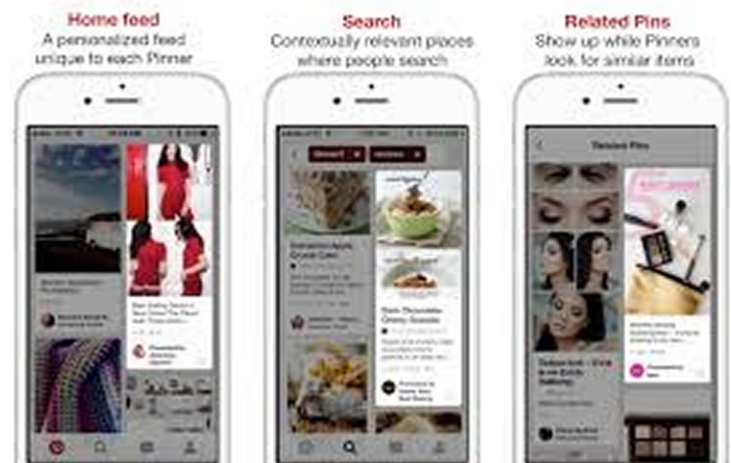
Start & Use A Pinterest Page If You Build or Remodel

While it has little impact on pool service company growth, a Pinterest page can generate MASSIVE value for builders and remodelers.

Pinterest is the "Design Showroom" where interested homeowners get ideas for their dream pool project. By creating and properly optimizing Pinterest posts, you can generate 1000's of clicks per month to your site.

Another HUGE benefit of Pinterest is that advertising is incredibly cheap and can be perfectly targeted to your geographic and demographic needs.

The key is to have a well rounded page with posts that draw attention BEFORE your spend any money on ads.



Note: When you set up your Pinterest account, make sure that you have plenty of good photos ready to go as you need to populate your page.

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7 MARKETING TIP

Time Is Money & We Are Ready To Help

These are just a few of the top marketing tips that we have been employing at Market My Pool Company to grow dozens of pool businesses all across the U.S. and we're ready to provide reliable, affordable and EXPERT marketing help to your pool business.

If you need marketing help that REALLY WORKS, then consider calling Market My Pool Company now for a FREE consultation.

With COMPLETE services starting at \$750 per month, we literally do it all for you so you can concentrate on increasing sales & revenue.



\$150 In Ad Credit & 1 Hour FREE CONSULT

\$250 Off A New Website

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