



YOUR

2023

MARKETING PLAN

FOR DESIGNERS AND REMODELERS

WORKBOOK



kitchen & bath
MARKETING SOLUTIONS

A

DREAM

written down with a date becomes a

GOAL

*A goal broken down into steps
becomes a*

PLAN

A plan backed by

ACTION

makes your dreams

REALITY

— **Greg Reid**

KEY INSIGHTS AND ACTIONS TO TAKE

**SETTING GOALS
AND TARGETS**

**3 FUNDAMENTALS
OF MARKETING
SUCCESS**

**KEY TRENDS
FOR 2023**

**YOUR 2023
CUSTOM ACTION
PLAN**

Schedule Your 2023 Internet Marketing Plan Review

www.Kabms.com/Schedule or call us today at 800-516-5773. Space is limited!

WHAT ARE YOUR GOALS FOR 2023?

- 1.** What is your revenue goal for your company in 2023?
- 2.** How much revenue does that equal to monthly? (Divide the annual by 12)
- 3.** What is your average transaction value?
- 4.** How many booked calls with qualified leads will that require?
- 5.** What is your average lifetime customer value?

WHAT ARE YOUR GOALS FOR 2023?

6. How many clients will you need to hit that goal?

7. How many leads will you need to generate to hit your goal?

8. What is your average conversion rate from caller to booked project?

9. Multiply your call target by your conversion rate to determine your need.

LEAD GENERATION TARGET PLANNER

GOALS AND BUDGET ALLOCATION WORKSHEET

Lead Generation Target Planner

Step 1: Revenue & Booked Jobs Target

Annual Revenue Goal / Target	
Monthly Revenue Target	
What is your average ticket value?	
How many clients would be required to hit your monthly goal?	
Step 2: # of leads required to hit target	
What's your average conversion rate from caller/lead to booked project?	
# of leads needed per month to hit target	
Average cost per generated lead	
Budget required to hit target	

LEAD GENERATION TARGET PLANNER BY PROJECT TYPE

GOALS/BUDGET WORKSHEET BY PROJECT TYPE

Target Planner by Project Type

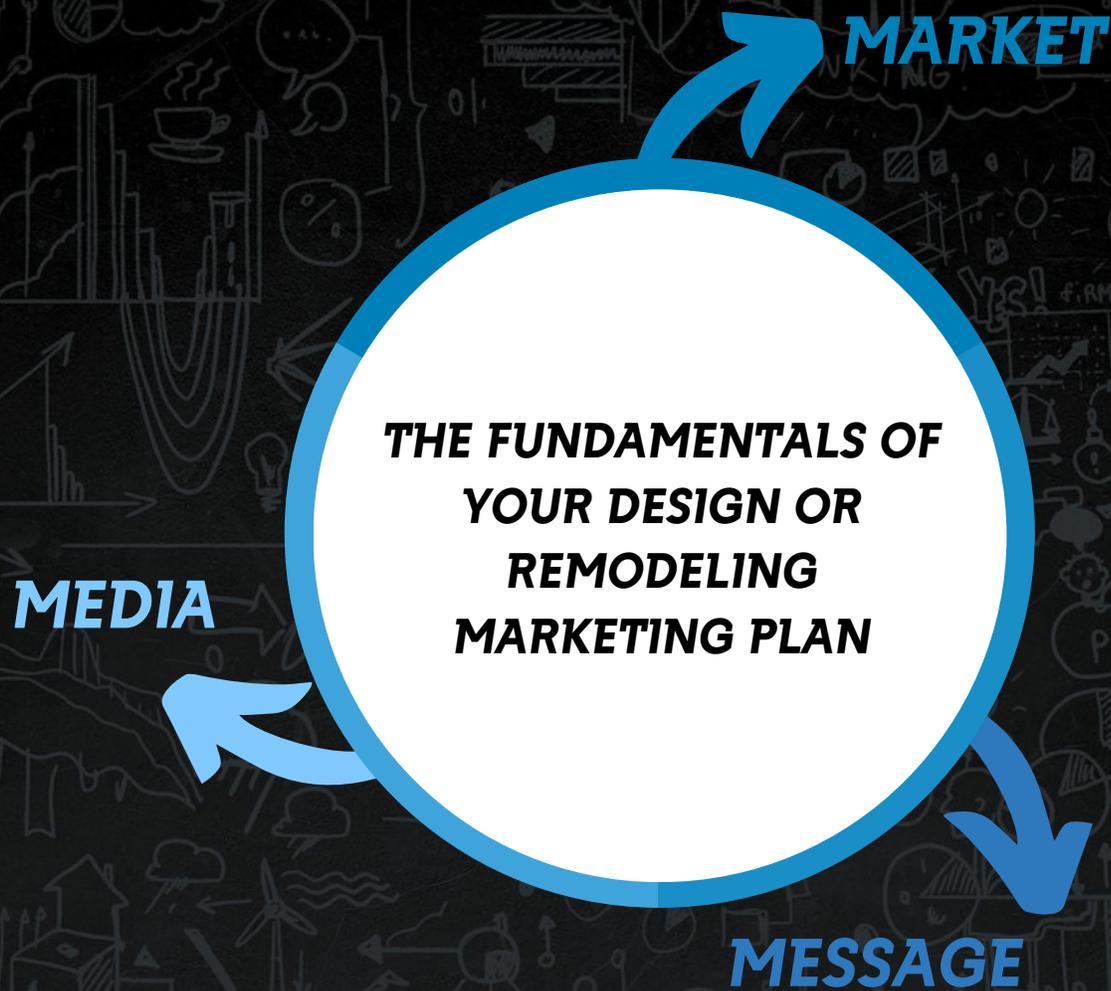
Step 1: Figure Out Your Project Mix

My type of project	Profit	Qty./Yr.
Large Project		
Medium Project		
Small Project		
Consultation		
Totals		
Monthly Goals (Divide Total by 12)		

Step 2: Prospecting

Number of prospects needed per year	
Number of prospects needed per month	
Close Rate	
Number of prospects you need to speak with	

***This valuable contribution has been prepared by Pamela Durkin, Creative Director at Pamela Durkin Designs.**



MARKET

The first thing you have to determine is 'who is the market?' Most would say, "we sell to everyone with a home looking to remodel." As the saying goes, when you try to sell to everyone you are selling to no one. Get it out of your mind that everyone is your potential client. So, who is your client? Is it the coupon clipper, the middle-class suburbanite, or the high-end multi-million dollar homeowner? You have to find your market known as your avatar.

MESSAGE

Once you define your avatar, you then need to define our message. When you know who exactly your client is, you can craft the message to them. If your prospects feel like you are talking to them, they can relate to you. The person that lives in a multi-million dollar home has different priorities than someone looking for the lowest price.

MEDIA

When you have your avatar and message in place, you can figure out where and how to deliver the media.

CLIENT AVATAR WORKBOOK

5-day challenge

checklist

01

List your top 5 favorite clients

02

Review commonalities of your clients

03

See where they overlap and where you are providing services to a select group

04

Review their emotional needs and how you service them

05

Implement writing a Social Media post to attract your desired client

WHAT IS YOUR MESSAGE?

Why should someone choose to do business with you vs. the competition?

1. _____

2. _____

3. _____

What benefits do you offer that your target client avatar will resonate with?

1. _____

2. _____

3. _____

With a clear understanding of your client avatar, you can focus on crafting a message for your website and other marketing properties that resonates with your prospects.

- Award winning designers that brings quality work to every project that is on time and within budget
- Experienced trustworthy professionals that cater to a variety of styles and budgets
- From concept to installation we help you achieve your dream home

You can make the case:

1. 20+ Years Experience in Design and Remodeling
2. We provide high quality workmanship at competitive prices
3. We'll Leave your home cleaner than we found it
4. Financing available
5. Great Service - Guaranteed!

MEDIA (HOW)

YOUR WEBSITE IS THE HUB WHERE EVERYONE ENDS UP... IS YOUR WEBSITE OPTIMIZED TO CONVERT SEARCHERS INTO BUYERS?

Does your website speak to your target avatar?

Does it address their fears and frustrations?

Does it explain why they should choose your company?

Does your website have real authentic images of your team on the homepage and throughout the site?

Does your website include video elements:

- Welcome video
- Video for each of your services
- Video explaining why someone should contact your company vs. a competitor

Does your website showcase live client reviews?

Does your website make it easy for prospects & potential clients to take action and contact your company?

Have a call to action on every page of your website that speaks to your client avatar.

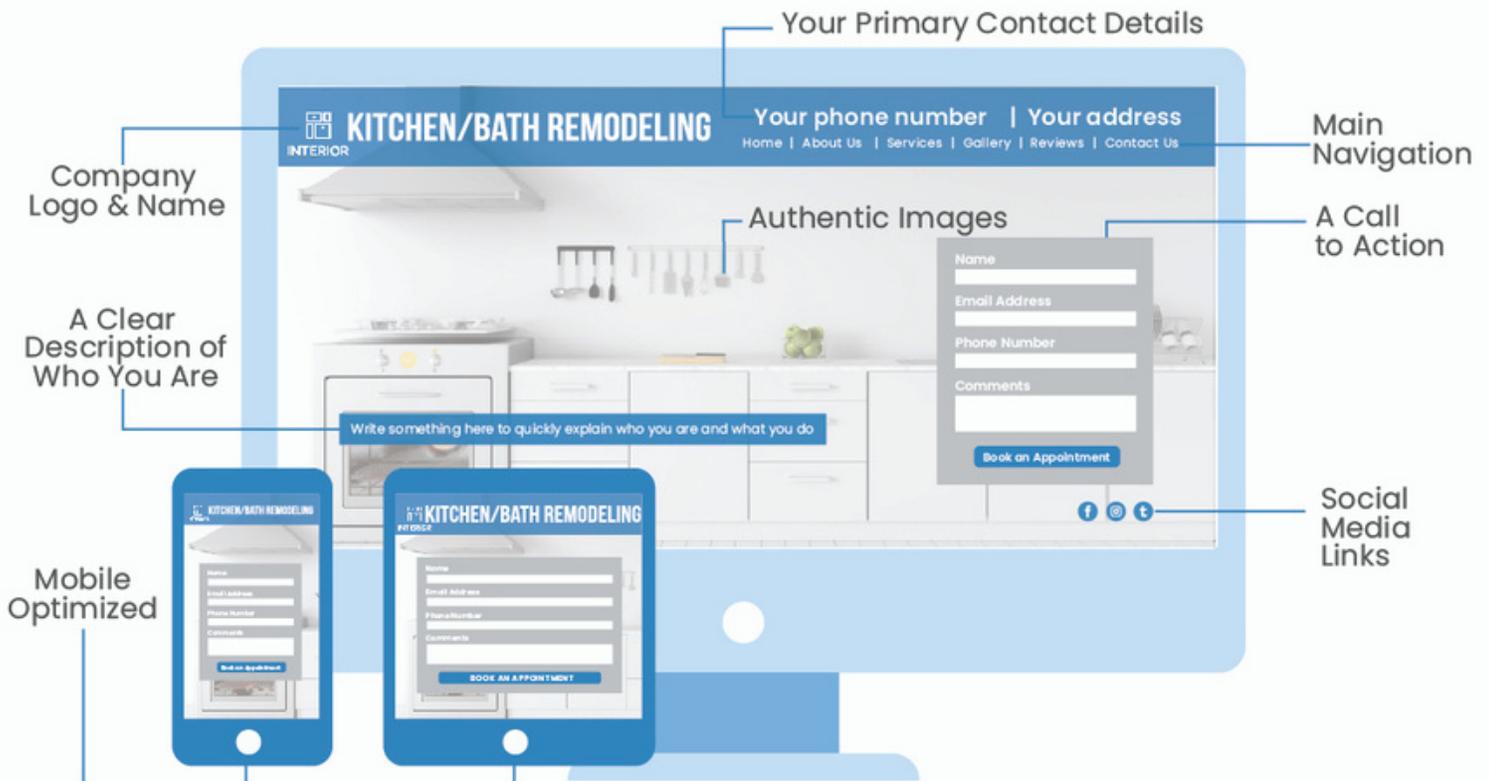
Make sure the basics are in order

- Large phone number in the top right hand corner of every page
- Website contact form above the scroll of the page (above the fold)
- Credibility with authority logos like BBB, Angies List, Industry Associations (AISD, NKBA, NARI), etc.
- Easy one click navigation
- Fast loading webpages

Give your prospects the opportunity to engage with you via chat.

Leverage marketing automation & SMS to maximize your lead conversion rates.

How to Setup Your **WEBSITE**



KEY 2023 TRENDS TO FOCUS ON: Website Optimization

TOP WEBSITE TRENDS IN 2023

Website Load Time

One of the most important web design standards is ultra-fast load time. Quick loading times have been essential factors in UX and SEO for years, and it continues to be a top priority for websites that want to rank well and convert better.

Smart Content Loading

Lazy Load ensures the web browser (like Google Chrome, Safari, and Firefox) will download only the content you see on the screen without wasting valuable server resources and TIME to load off-screen content that might never be seen.

Browser-Based Content

Custom content created for users returning to your website for a second or third time can increase conversion. You use Google as a search engine. People looking for a nearby home remodeler in Raleigh, North Carolina, will see different results than users in other towns.

Lead Nurturing Forms

Online lead generation forms are one of the most important elements of a marketing website. Place progressive/dynamic contact forms on the landing pages.

Chatbots

As artificial intelligence and machine learning continue to get more sophisticated, we expect to see chatbots become the norm for simple customer service requests and personal shopping.

Voice-Activated Interface

We can expect to see more and more websites integrating voice search as an option to traditional text search.

Accessibility & Availability

Having a site that every visitor can navigate and interact with is more than just part of good customer service and providing an excellent experience. It can increase conversion, boost your SEO, and help you reach a bigger audience.

Thumb-Friendly Mobile Navigation

Responsive design isn't enough anymore. Your website should work well and be user-friendly on all mobile devices – regardless of the size! But in 2023, web design will continue to be focused on creating websites that are thumb-friendly.

Smart Video

That's what smart video is about: video with a purpose and meaning. Gone are the days of embedding a YouTube video on your site just to have one. One well-thought-out, high-quality video is better than a dozen haphazardly assembled ones.

KEY 2023 TRENDS TO FOCUS ON: Social Media Marketing



Wondering how to develop a social media marketing plan for your business?

Typical Goals:

- Grow Brand Awareness
- Build Brand Partnerships
- Increase Sales

01 Understand Your Why

Gain a clear understanding why you are on social media and the results you want to achieve

02 Know Your Audience

Understand your ideal target.

03 Content Creation

Create content your audience wants to engage with

04 Be Social

Stay active and use the platform how it was designed to be used

05 Get The Right Tools

Choose the right platform for your needs

Notes:

KEY 2023 TRENDS TO FOCUS ON: Website Optimization Competitor Analysis



COMPETITOR ANALYSIS:

4 KEY ELEMENTS

KABMS.COM

Who is your biggest Competition?

- In Your Market
- In Your Community
- In Organic Search
- In Paid Search & Advertising



LIST OF KEY COMPETITORS

1

What are your rivals doing?

- Their most popular products & prices
- Their best performing ad placements
- Their favorite promotional channels



UNCOVER THEIR STRATEGIES

3

BUILD COMPETITOR PROFILES

Do you really know your Rivals?

- Market Share
- Target Audience
- Company Bio History



TURN YOUR FINDINGS INTO ACTIONABLE INSIGHTS

Ask Yourself!

- What is my best priority?
- What does my market audience actually want?
- What are my biggest advantages & weaknesses?
- Which strategies & channels are most & least effective?



Seek Relationships, Not Just Followers!

01

Create Social Communities

Facebook Groups, Clubhouse and LinkedIn Groups. Be social and participate in groups where you can share value and grow your audience.

02

Use Live Features

Facebook or Instagram Live. Go live with brand partners to maximize audience reach.

03

Don't Ghost Your Audience

It's important that you're responding to comments from people that follow you to enhance your engagement. Also engage on other people's platforms and share and comment on their posts. This will cause a reciprocal reaction to grow your own engagement.

04

Share Social Messages at the Best Times

By scheduling your social media messages to post at the best times, you're that much more likely to engage your followers.

Human Side of Your Brand

- Do a LIVE video featuring a day in the life of someone at your company
- Share behind the scene photos of products being made
- Interview your CEO and ask personable questions
- Give a tour of your facilities
- Go LIVE with social events you do in the community
- Give sneak peeks for new things to come
- Create polls on topics you'll cover, designs or products you might be launching next
- Share pictures and quotes from employees on why they love working there
- Share holiday photos and interact with your viewers
- Create fun posts for silly holidays like "eskimo pie" day

Creativity Beyond Photos

- Branded business GIFs
- Boomerang videos
- Q+A live video sessions
- Polls
- Surveys
- Giveaways
- Instagram stories
- Reels
- Videos
- Be creative

KEY 2023 TRENDS TO FOCUS ON: Website Optimization Social Media Calendar

CONTENT CALENDAR

JANUARY							Social Media Posts				Notes		
DATE	TYPE	CONTENT	DATE	TYPE	CONTENT	DATE	TYPE	CONTENT	DATE	TYPE	CONTENT	DATE	
January Post Ideas													
1	Tranding	New Year Website Design Trends, New Year Website Revolution	1	Tranding	New Year Website Design Trends, New Year Website Revolution	1	Tranding	New Year Website Design Trends, New Year Website Revolution	1	Tranding	New Year Website Design Trends, New Year Website Revolution	1	
2	Education	Expert's opinion on White Space Benefits For Wonderful Website Design	2	Education	Expert's opinion on White Space Benefits For Wonderful Website Design	2	Education	Expert's opinion on White Space Benefits For Wonderful Website Design	2	Education	Expert's opinion on White Space Benefits For Wonderful Website Design	2	
3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	
4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	
5	Education/Problem Solving	Website Design Tips for Long Term	5	Education/Problem Solving	Website Design Tips for Long Term	5	Education/Problem Solving	Website Design Tips for Long Term	5	Education/Problem Solving	Website Design Tips for Long Term	5	
January Mood Board													
FEBRUARY							Social Media Posts				Notes		
February Post Ideas													
1	Behind The Scenes	Team Photo/Video	1	Behind The Scenes	Team Photo/Video	1	Behind The Scenes	Team Photo/Video	1	Behind The Scenes	Team Photo/Video	1	
2	Client Testimonials	Testimonial Video & Feedback comments	2	Client Testimonials	Testimonial Video & Feedback comments	2	Client Testimonials	Testimonial Video & Feedback comments	2	Client Testimonials	Testimonial Video & Feedback comments	2	
3	Blog	Weekly Email Newsletter for New Users	3	Blog	Weekly Email Newsletter for New Users	3	Blog	Weekly Email Newsletter for New Users	3	Blog	Weekly Email Newsletter for New Users	3	
4	Tranding	President's Day	4	Tranding	President's Day	4	Tranding	President's Day	4	Tranding	President's Day	4	
5	Inspiration	Website Redesign & Revamp Solution	5	Inspiration	Website Redesign & Revamp Solution	5	Inspiration	Website Redesign & Revamp Solution	5	Inspiration	Website Redesign & Revamp Solution	5	
February Mood Board													
MARCH							Social Media Posts				Notes		
March Post Ideas													
1	Project/Client	Client Research Process	1	Project/Client	Client Research Process	1	Project/Client	Client Research Process	1	Project/Client	Client Research Process	1	
2	Education	Expert's opinion on Microservices, Theme for WordPress	2	Education	Expert's opinion on Microservices, Theme for WordPress	2	Education	Expert's opinion on Microservices, Theme for WordPress	2	Education	Expert's opinion on Microservices, Theme for WordPress	2	
3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	
4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	
5	Education/Problem Solving	Expert's opinion on Website Function for Strong Site	5	Education/Problem Solving	Expert's opinion on Website Function for Strong Site	5	Education/Problem Solving	Expert's opinion on Website Function for Strong Site	5	Education/Problem Solving	Expert's opinion on Website Function for Strong Site	5	
March Mood Board													
APRIL							Social Media Posts				Notes		
April Post Ideas													
1	Project/Client	Website Lighting Guide	1	Project/Client	Website Lighting Guide	1	Project/Client	Website Lighting Guide	1	Project/Client	Website Lighting Guide	1	
2	Education	Using Site Speed as Website Design Layout	2	Education	Using Site Speed as Website Design Layout	2	Education	Using Site Speed as Website Design Layout	2	Education	Using Site Speed as Website Design Layout	2	
3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	Inspiration	Website Redesign & Revamp Solution	3	
4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	Project/Portfolio	Website Design Projects, Redesigns	4	
5	Education/Problem Solving	Top 10 Lighting in Category	5	Education/Problem Solving	Top 10 Lighting in Category	5	Education/Problem Solving	Top 10 Lighting in Category	5	Education/Problem Solving	Top 10 Lighting in Category	5	
6	Project	Client research article from Website Design Steps	6	Project	Client research article from Website Design Steps	6	Project	Client research article from Website Design Steps	6	Project	Client research article from Website Design Steps	6	
April Mood Board													

Social Media Tools Comparison Chart

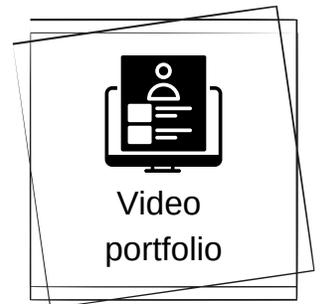
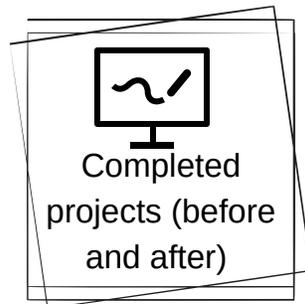
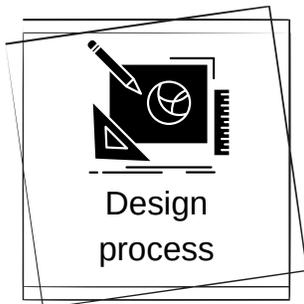
Tool	Performance	Pros	Cons	Price
Sprout Social	Best Overall	<ul style="list-style-type: none"> Excellent user dashboard lets you manage your social networks in one place Utilize Social Media Optimization tools Analytics and reports help you manage your user engagement and return on investment (ROI) Scheduling tools make creating posts a breeze Free 30-day trial 	<ul style="list-style-type: none"> Expensive standard plan Limits to how many social profiles you can manage 	<ul style="list-style-type: none"> There are three paid plans to choose from: Standard: \$89 per month Professional: \$149 per month Advanced: \$249 per month The Standard plan includes many of the features
Hootsuite	Best For Analytics	<ul style="list-style-type: none"> Professional plans start at just \$49 per month Free plan available Connects with 20+ social networks 30-day trial available 	<ul style="list-style-type: none"> Some analytics reports are at an additional cost Plans can be costly if you have a lot of social profiles or spend a considerable amount Free plans have limited tools 	<ul style="list-style-type: none"> Hootsuite has four paid options: Professional: \$49 per month Team: \$129 per month Business: \$739 per month Enterprise: Varies (it's for larger or more complex businesses)
Zoho	Best All-in-one Tool	<ul style="list-style-type: none"> Zoho offers a CRM product that lets you manage your email, projects, accounting, and more under one umbrella You can integrate their social media management platform, which works with all major social media networks Social media planning for individuals starts at \$10 per month A free edition with limited features is available with an option to upgrade 	<ul style="list-style-type: none"> Plans for agencies start at \$230 per month, which is on the expensive side Plans for individuals and businesses only include one to three team members 	<ul style="list-style-type: none"> Zoho offers three plans for businesses: Standard: \$10 per month Professional: \$30 per month Premium: \$40 per month
MeetEdgar	Best For Automation	<ul style="list-style-type: none"> Excellent automation and scheduling features let you set your social media and forget it Analytics for engagement and response Free trial offered 	<ul style="list-style-type: none"> Only integrates with Meta, Twitter, LinkedIn, Pinterest, and Instagram Most affordable plan only lets you work with three networks No central inbox for messages or managing comments 	<ul style="list-style-type: none"> MeetEdgar offers two main plans: Eddie: \$29.99 per month or \$299 per year Edgar: \$49.99 per month or \$499 per year
Buffer		<ul style="list-style-type: none"> Plans start at \$5 per month Free 14-day trial available Free plan available Works for Instagram, Facebook, Twitter, LinkedIn, and Pinterest 	<ul style="list-style-type: none"> Doesn't integrate with as many major platforms as competitors Free plan limited to three social profiles 	<ul style="list-style-type: none"> Buffer offers four plans for businesses: Free: 3 channels Essential: \$5/month per channel Team: \$10/month per channel Agency: \$100/month for 10 channels
Sendible	Best Integration	<ul style="list-style-type: none"> More integration options than some other providers Useful social media dashboard lets you monitor your social game in one place Starter plans start at \$29 per month You can save 15% if you pay for a year of management upfront 14-day free trial available 	<ul style="list-style-type: none"> Basic plans are for one user only No free option available 	<ul style="list-style-type: none"> Sendible offers four plans for companies of various sizes: Creator: \$29 per month Traction: \$89 per month Scale: \$199 per month Expansion: \$399 per month

2023 TRENDS TO FOCUS ON: Video Ideas Checklist

Video Marketing

Video is one of the fastest growing mediums in use today.

- Start with the basics and indulge your audience in your methods and make videos walk them through your design process.
- Develop videos that document your completed projects (before and after) or your design services
- Create a video portfolio rather than a static image library
- Post videos from satisfied clients.
- Host online events like webinars, live chats, and interactive discussions with your clients. Then splice those clips & use them throughout your marketing and on social platforms.



Are you missing an ingredient? : The Social Media Recipe

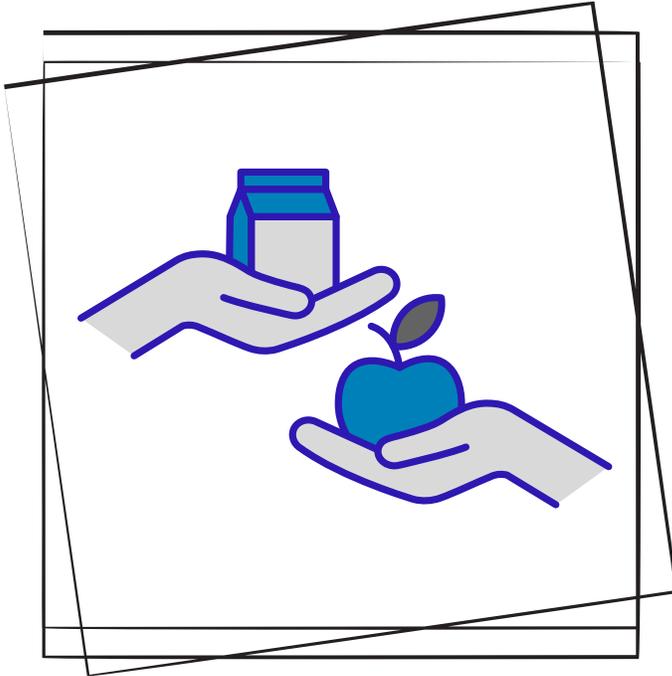
1. Free sample, easy to consume
2. Show what you do and how you do it.
3. Reminders that you solve problems and people love you for it
4. Provide an opportunity to practice
5. Investment is less than the result made
6. Time: Like a microwave frequency speeds up the process

(RECIPROCITY)
(FAMILIARITY)
(SOCIAL PROOF)
(PRACTICE)
(FINANCIAL AWARENESS)
(FREQUENCY)

<https://www.designerdiscussions.com/episodes/episode-29-reels-and-tiktok-short-format-video-tips-for-interior-designers>

2023 TRENDS TO FOCUS ON: VIDEO MARKETING

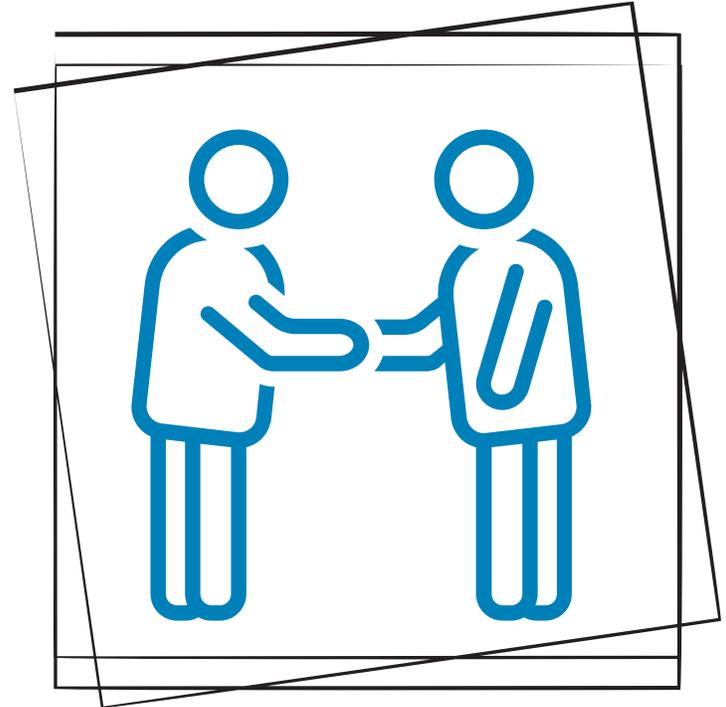
Reciprocity



Something free & easy to consume

1. Guide
2. Budget
3. Your favorite new _____
4. Answer a direct question from a previous post

Familiarity

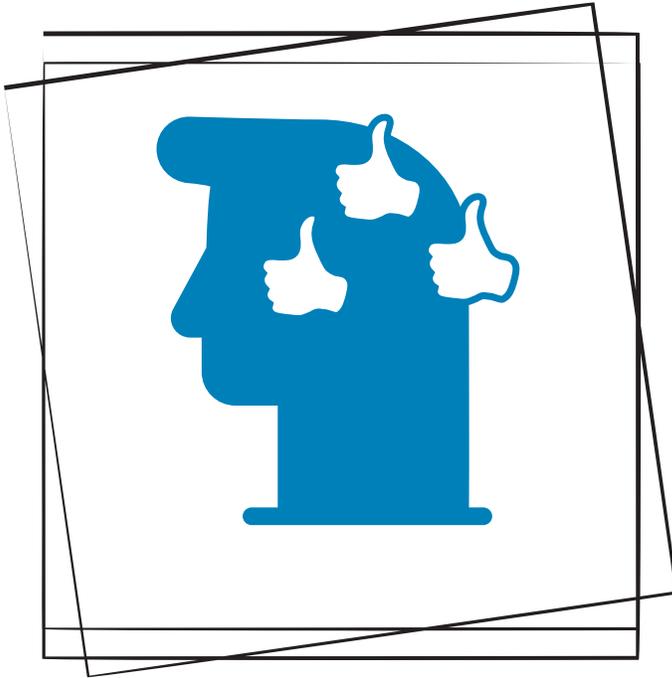


Brand Awareness with what you do and how you do it

1. Face of your business
2. What do you do? Who do you serve?
3. How do you serve them?
4. What are the results? (final Pictures)
5. What is the process (behind the scenes)

2023 TRENDS TO FOCUS ON: VIDEO MARKETING

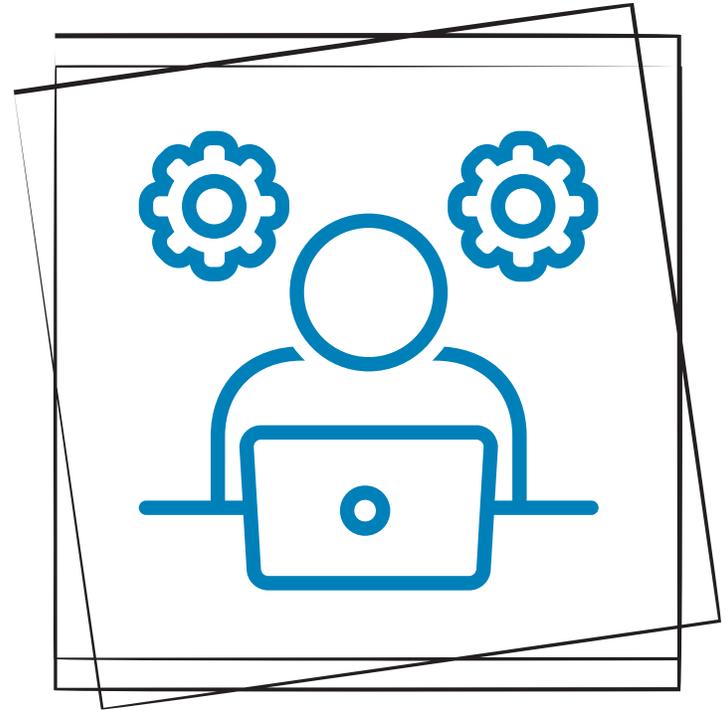
Social Proof



Reminders that you solve problems

1. What do people say about you
2. Results images
3. Mood board
4. Ask them "What do they think?"
At the end of the videos

Practice

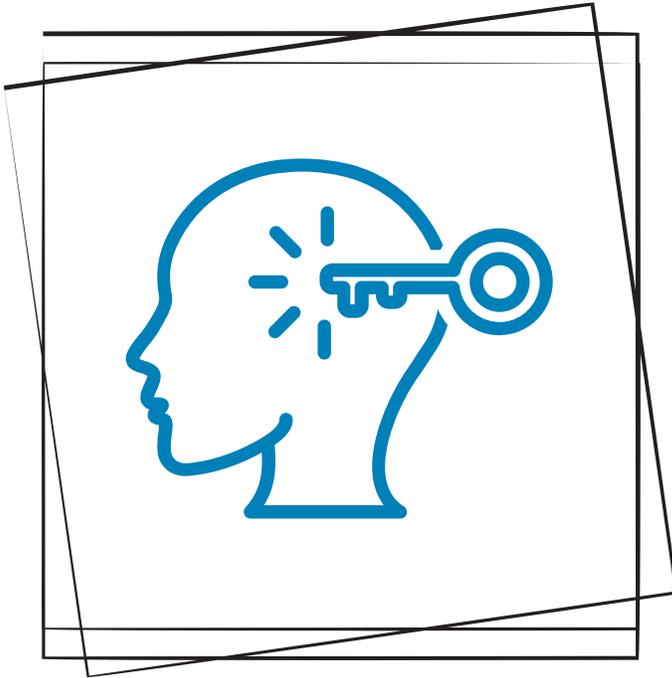


Compelling opportunity: (A reason to contact you)

1. Are you staring at your sofa wanting a room refresher?
2. Now that you are unpacked and stuck on the next steps for settling into that new
3. home
4. Having a hard time combining your style with your spouse
5. Maybe a trendy light/countertop/painted cabinets is not the best fit for you?
6. What can I help you with?

2023 TRENDS TO FOCUS ON: VIDEO MARKETING

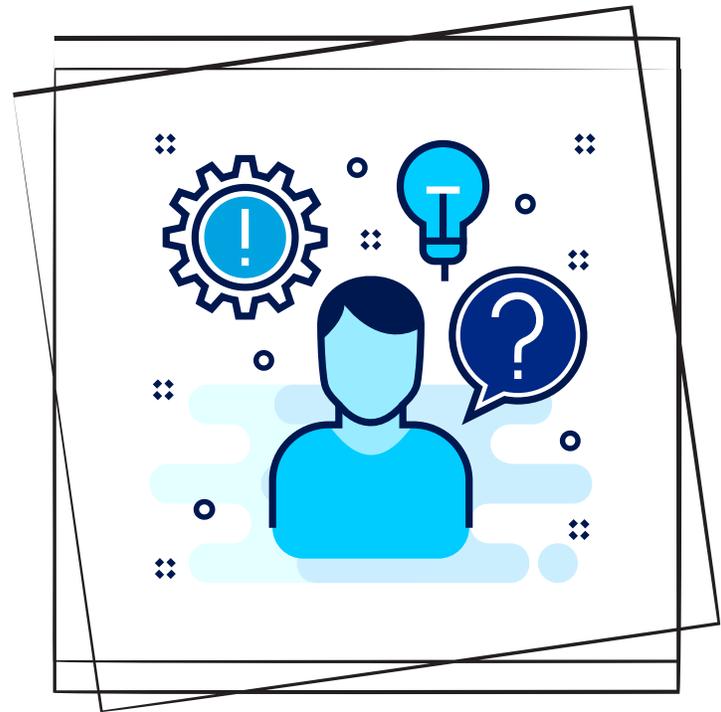
Financial Awareness



Financial Awareness (your price < benefit you provide)

1. Are you staring at your sofa wanting a room refresher?
2. Now that you are unpacked and stuck on the next steps for settling into that new
3. home
4. Having a hard time combining your style with your spouse
5. Maybe a trendy light/countertop/painted cabinets is not the best fit for you?
6. What can I help you with?

Frequency



Add Frequency for it to produce results!

1. Are you staring at your sofa wanting a room refresher?
2. Now that you are unpacked and stuck on the next steps for settling into that new
3. home
4. Having a hard time combining your style with your spouse
5. Maybe a trendy light/countertop/painted cabinets is not the best fit for you?
6. What can I help you with?

3 KEY 2023 TRENDS TO FOCUS ON: ALL-IN MARKETING PERSPECTIVE



DIGITAL DOMINANCE METHOD

KITCHEN & BATH MARKETING SOLUTIONS



1. SEO

On-Page Optimization
Link Building Citation
Development Blogging



2. PPC

Online AdWords
Bing Search



3. SOCIAL MEDIA MANAGEMENT



Facebook
YouTube, Pinterest
Instagram



4. REVIEW MANAGEMENT



SMS
Email Marketing
Google Business Profile



5. MULTI MEDIA MARKETING



Audio/Podcast Marketing
Video Marketing
TikTok



6. PAY PER LEAD

Google Local Service Ads
Hovme Advisor
Network



7. PAID ONLINE DIRECTORIES

Yelp, Houzz
Porch, YP.com
AngiesList



8. REFERRAL PROGRAM

Gifts Cards
Newsletter
Reward Program

DO YOU HAVE KPI TRACKING IN PLACE?

- 1. Call tracking** - In order to measure your Internet Marketing Campaign's success you need to have call tracking in place. Call tracking not only allows your company to see the number of inbound calls generated but also allows you to listen to the recorded calls. Have you missed opportunities? Could you implement training for your team?
- 2. Average cost per call generated** - Does the amount of money you spend on advertising deliver the right amount of calls? Get as granular as possible knowing exactly the average cost of each call and lead.
- 3. Visitors to website** - How many visitors do you have on a daily, weekly and monthly basis? You need to be aware of the amount of traffic that comes to your website. Does more traffic result in more calls? Are you targeting the right keywords to attract better traffic?
- 4. Most visited pages** - What are your most profitable services? Which pages are getting the most traffic? Which pages are giving you the best conversion?

Implementing simple website analytics with reports delivered in an easy to read dashboard make seeing all this data easy to consume. At a minimum you should have Google Analytics and Google Search Console installed on your website.



MARKETING INITIATIVES

What are the top 3 marketing initiatives you need to focus on? Then what are the 2-3 key actions you need to take to accomplish these initiatives.

Marketing Initiative 1:

Key Actions:

Key Actions:

Key Actions:

Marketing Initiative 2:

Key Actions:

Key Actions:

Key Actions:

Marketing Initiative 3:

Key Actions:

Key Actions:

Key Actions:

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

1. _____

2. _____

3. _____

Scan the QR code below to download the marketing plan worksheet



THE ULTIMATE INTERNET MARKETING CHECKLIST FOR INTERIOR DESIGNERS & HOME REMODELERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Is your website optimized for conversion (visitor to caller)?



- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, photos of your past projects, photos of your office, photos of your team, etc.?
- Do you have a compelling Call to Action after every block of text?
- Are you giving clients the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?

Is your website optimized for search engine rankings?



- Do you have your main keyword in the Title Tag on every page of your website? e.g. City Kitchen Remodel | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you design/service/install?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city kitchen remodel", "your city bath remodel", "your city home remodel" and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

Is your company optimized to rank on Google Maps?



- Have you claimed & verified your Google Business Profile listing? Do you have the login?
- Have you properly optimized your Google Business Profile listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google Business Profile weekly & responding to questions?

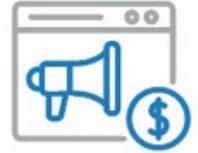


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MARKETING SOLUTIONS

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR INTERIOR DESIGNERS & HOME REMODELERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Are you taking advantage of paid online marketing?



- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebooks ads to your ideal prospect base?
- Do you have a premium ad on Angie's List, Houzz, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?

Are you active on Social Media?



- Do you have your business profiles set up on Facebook, Instagram, LinkedIn, YouTube, Twitter & Pinterest?
- Are you getting engagement on your chosen social media platform?
- Are you updating your social profiles on a consistent basis?

Are you leveraging email & marketing automation?



- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they become a client or request a proposal?
- Do you have a database with your clients' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw clients into your social media profiles?

Do you have the tracking in place to gauge your ROI?



- Google Analytics / Google Search Console
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM system to track leads to the source & revenue



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