



flo

**THE 7½
MARKETING
AVENUES THAT
CAN DOUBLE
YOUR ENQUIRIES
IN 2019**



INTRODUCTION...

In the last decade methods of getting more customers have increased tenfold. Gone are the days when you can expect to rent a few bill boards and take some ads out in magazines.

The rise of social media and changing trends in online consumerism means that effectively marketing your showroom is now a full-time job.

BUT WHERE DO YOU START?

With hundreds of marketing avenues to invest in, where is the best place to spend your money?

The problem is that if you don't know what works to bring in customers then marketing turns into a minefield, a

frustrating game of trial and error that gets tedious and quickly gets put to the bottom of the to-do list.

In the last 6 years, Flo co-founders Mike Thomas and Oli Parry have researched and worked on thousands of marketing campaigns in the industry. Paid search, email, content marketing, webinars, lead magnets, social media, remarketing and much more.

Driving so many enquiries, leads and sales means that the brains behind Flo are well versed in what works, and what campaigns can get your lead flow ticking.



MIKE'S been making profitable marketing campaigns for businesses for the last 6 years. He's become a dab hand at driving quality leads and enquiries to high-converting sales pages. Mike does a large amount of persuasive writing to convince prospects that buying what you have is a good idea.



WE'VE PUT THIS CHECKLIST TOGETHER FOR YOU AS A REFERENCE GUIDE

It's a simple road map that you can come back to time and again to help you create a marketing strategy that gets the results you want.

We wanted this guide to be properly useful for you, so we haven't included

everything. Rarely is a list of '127 things you could do to grow your business' useful to anyone. Everything in this short guide is in here because it works. We know you haven't got bags of time, so we've shared the bits that work and nothing else.

As always, if you have any questions or just want to chat something over, you can get one of the team on 0121 405 6780.

Enjoy,
From all the team at Flo

OLI is a specialist when it comes to paid traffic. He's a sucker for a split test and gets excited by seeing his ads performing and leads rolling in. He's made many a successful marketing funnel using clever automation tricks that he's learned from the best of the best.



YOUR GUIDE TO OUR MARKETING CHECKLIST

As you already know, buying a Kitchen and Bathroom is a big decision, and that's why there's often a long customer buying cycle. We've split our 7 and a half marketing strategies between these four different stages of the customer journey...

1. Awareness

At this stage, potential customers are at the early stages of realizing some kind of need or desire for a new kitchen or bathroom and are very much open to solutions.

Buyers are probably unaware of your company right now so a need exists to a) show that you actually exist and are an option and that b) you can fulfill their need.

2. Consideration

Consumers have now clearly defined their need and are considering available options. Although they may be aware that your business offers a solution, they're not yet ready to make a commitment in the

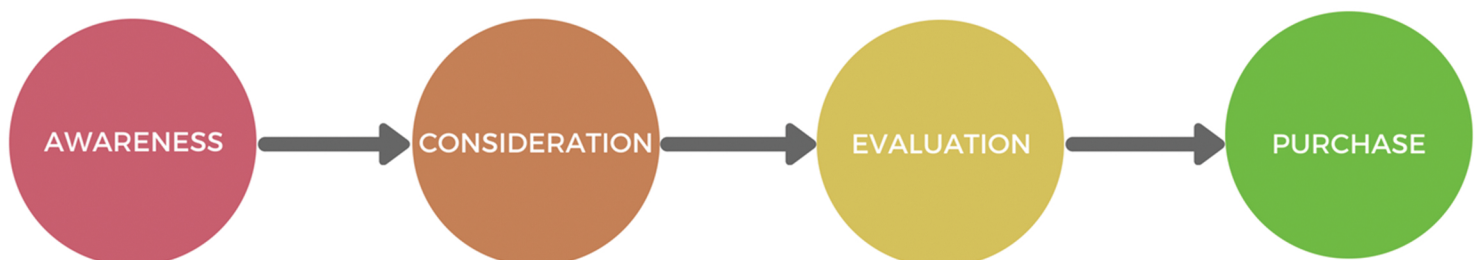
form of asking for a quote or submitting an enquiry. They are still evaluating a range of potential options, comparing prices and determining which companies are most likely to be able to fulfill their need.

3. Evaluation

Consumers start to narrow down their options as they become more informed about what they want and who they want to purchase from. They start to get quotes and designs at this phase.

4. Purchase

The consumer selects a kitchen or bathroom retailer as they reach a point at which they are ready to make a purchase.



ENQUIRY MAXIMISER #1: **PAID SEARCH**

In business, there's no better feeling than meeting someone who is searching for what you have to sell. Usually it's by chance, but with modern day marketing techniques you can find a steady stream of in-market consumers (people who are looking to buy a kitchen or bathroom) and pay to put your cleverly-written adverts in front of them.

Paid Search is one of the most effective ways to get new customers. We're talking Google Adwords, Yahoo Gemini and Bing Ads. These are all platforms where people are searching for Kitchens and Bathrooms in your geographical area, and if you're not already utilising these avenues, you're missing out.

ENQUIRY MAXIMISER #2: **SEO**

THE IMPORTANCE OF AN SEO STRATEGY

A well-planned SEO strategy should be at the centre of your overall digital marketing efforts. A well optimised website which ranks well within search engines for a wide range of search terms will ensure that your business is more visible to potential customers in your local area, ultimately increasing visits and enquiries.

A modern SEO strategy should start with thorough research and planning, looking at trends, keywords, existing traffic and your objectives. Following the research phase, work should start on your website, mapping out meta tags, alt tags, and most importantly building content which reflects what people are searching for. The quality of your content is directly linked to the visibility of your website in organic search results. Well-written content for the web should be driven by a tailored, comprehensive SEO strategy. Unlike paid search, getting results from your SEO

activity and improving the organic performance of your site takes time. Implementing the right SEO strategy will however have huge long-term benefits and provide high-quality and valuable exposure and traffic to your site.

ENQUIRY MAXIMISER #3: **REMARKETING**

Remarketing is a technique that allows you to show tailored adverts to people who have already visited your website but who didn't convert into an enquiry or sale. Done properly, remarketing can be an extremely effective way to bring additional sales and revenue into your business. Sales that otherwise would have been lost to your competitors!

Over 96% of people who visit a website leave before making a purchase or enquiring. Often, when they're gone, they're gone- you won't see them again. The good news is that you can do something to communicate with these people in the hours, days, weeks and even months after they visit your website as they move along their buying journey and get closer to making a purchase decision. The bad (and worrying) news is that most kitchen and bathroom retailers don't do this.

The fact of the matter is that the vast majority of people who visit a website leave and don't make an enquiry of any kind. They may be researching what's on the market, they might not be able to find the kitchen range they're looking for or they might get distracted because their youngest child has just decided to paint the living rooms walls with his new crayons. The point is, they leave your site without taking action.

As remarketing only targets people who have already visited your website, there's an increased chance of them being in-market for a new kitchen or bathroom. It's one of those things which is a real no-brainer for you to do as a business.



SO WHY DOES REMARKETING WORK?

1 It increases brand awareness by delivering continuous exposure of your brand, products or services and offers throughout a consumer's buying journey. How do we know these people are relevant and in-market? Well, they've already been to your website!

2 It will drive repeat visits to your website. Over 96% of first time visitors to your site don't convert into enquiries. Returning visitors are typically closer to the point of making a purchase and therefore, on average, are always more engaged and convert better than potential customers who are visiting your site for the first time.

3 It improves ROI based on increased user touch points. It's 2019 and persistence pays off. We live in a world with so much choice and so much going on that our attention is easily diverted. But that's life. It's therefore crucial though to be at the forefront of an individual's thoughts with targeted messaging during their buying journey to maximise sales and revenue.

ENQUIRY MAXIMISER #4: FACEBOOK ADVERTISING

There are currently around 45 million Facebook users in the UK alone and you can guarantee that the vast majority of your potential customers will use the social media platform frequently.

Us Britons spend almost 25% of our mobile internet usage time on Facebook and the incredible volume of mobile users who visit Facebook every day make using the platform as part of your overall marketing strategy an absolute essential. It's one of those things which is a complete no-brainer.

FACEBOOK REMARKETING: HELPING YOU MAKE MORE SALES.

Any good marketing strategy has to communicate and engage with potential customers at every stage of their buying journey and across various devices and platforms. Facebook Advertising, as well as being very effective at creating awareness with new, in-market consumers during the earlier stages of their buying journey, is also crucial to engaging with potential customers at the later stages in their consideration process. In an industry where customer buying journeys are long and thoroughly researched and considered, this is paramount!

And, while Facebook advertising can be used more generally to promote the ranges and services you offer as a business, it can also be used more thoughtfully to achieve specific goals.

For example, you can:

- Effectively showcase your entire kitchen range. Carousel Ads are a great way to promote your kitchen range on Facebook.
- Promote a specific unit. If you have a

Facebook advertising's targeting options make it one of the most sophisticated of any digital platforms out there. So, whether you want to target people based on their age, their location, their income or, more relevantly, whether they're currently looking for a new kitchen or bathroom, you're guaranteed that your brand and message are getting in front of exactly the right people every day.

Put simply, it's the usership combined with super-detailed targeting that make Facebook Advertising critical for any business serious about growing and maximising the return on their digital marketing investments.

particular unit you're looking to sell, consider using a video ad to maximise visibility and increase demand for that particular product.

- Boost your conquest efforts. If your market share locally is strong, Lookalike Audience targeting allows you to expand your reach and get your message in front of consumers who show significant similarities to those of your existing customers.
- Custom campaigns. Whether it's a sales event or the arrival of a new range, a dedicated Facebook advertising campaign will help grow awareness and generate interest amongst in-market audiences.

Going forward, it's crucial to ensure that you've allocated funds for Facebook advertising. Combining Facebook Ads with other channels such as paid search, retargeting and display advertising will help you to maximise the effectiveness of your overall marketing strategy, maximise ROI and exceed your sales targets.

ENQUIRY MAXIMISER #5: **CONTENT MARKETING**

The concept of content marketing isn't a new one. It's far from it, in fact. However, in the ever-evolving world of digital marketing, content has become more important than ever before. Content is king, and it should be at the forefront of any effective digital marketing strategy.

So, what do we mean when we refer to Content Marketing?

Well, simply put, content marketing is the technique of creating and publishing relevant, high-quality content to engage and build relationships with your target audience, with the ultimate objective of acquiring new customers.

LET'S LOOK AT SOME OF THE BENEFITS TO YOUR BUSINESS...

There's a huge list of benefits for any Kitchen or Bathroom retailer who wants to implement an effective Content Marketing strategy. Here are just four of those benefits.

#1: Firstly, it's fantastic for SEO. Frequently updating your blog with quality, unique content can have a substantial effect on your site's ranking within search engine ranking pages.

#2: Secondly, regularly publishing valuable content will build your site's authority and creates opportunities to build a solid backlink profile so that you start seeing traffic being driven to your site from a wider range of credible sources.

High quality content, whether it's in the form of a blog post, video or social media update, encourages consumers to engage with your brand, whether they realise it or not. If the content is genuinely valuable, users will pause to consume it and engage with your brand message.



Crucially, the content you create and publish as a business **MUST** be valuable. It must be informative, it must educate, it must inspire and it must entertain. It must also address the questions and concerns your potential customers have, which will be many when thinking about what kitchen to buy.

It doesn't necessarily matter how your content is delivered – whether it's through a blog, video, a case study or through imagery – as long as it's relevant to the audience in question and it provides value, you're onto a winner.

#3: The third reason to invest into a content marketing strategy is that it drives increased volumes of traffic to your website. Providing users with highly-relevant content will keep visitors on site for longer whilst at the same time strengthening your relationship with them. A website with just a handful of pages, for example, will receive a much higher bounce rate, limited page views and very little engagement. A website with an onsite blog packed full of engaging content leaves an impression on the user and encourages them to interact with the site and visit multiple pages.

#4: Last but certainly not least, producing good quality content will crucially also help you, as business, to generate new leads and drive sales. Good content creates brand awareness and authority in a saturated market. It's generally less "salesy" than say placing an ad in a magazine, so it gives consumers an opportunity to authentically engage with your brand without a blatant sales message disturbing the engagement.

If you're not frequently producing and promoting quality content at the moment, now's the time start.



ENQUIRY MAXIMISER #6: **EMAILS**

The number one driver of revenue in most businesses over the last 20 years has been email marketing. Some people don't believe that, but we've got the facts and figures to back it up. Email should have pride of place in your marketing arsenal. Used in the right way, cleverly-written emails can generate more revenue than you could ever imagine, but the truth is that most Kitchen and Bathroom retailers aren't using them correctly, if at all!

We've had some conversations recently that have had us worried. It turns out that at least three in every four retailers we talk to are sending hardly any emails, and we guess some of this is to do with May 25th of 2018. You'll probably remember that May 25th was when GDPR came into force, and it's had quite an effect on people's behaviours, especially when it comes to marketing. Most Kitchen and Bathroom business have really taken their foot off the gas when it comes to their email marketing – it seems like a little bit of an overreaction and we're a bit worried that there's quite a lot of opportunity being left on the table because of it.

You see, email has to be one of the key pillars in any Kitchen and Bathroom company's marketing strategy.

Now, there's an old saying – 'it's not what you do but the way that you do it' - and it's never been more applicable than when it comes to the use of email for kitchen and bathroom companies.

We've got a lot of private clients who are really succeeding at the moment when it comes to email. It's making a real difference to their sales volumes and their bottom line, and it can do the same for you IF it's implemented in the right way!

Flo Marketing clients who are making it work for them right now have refined their tactics and are using email in a much smarter and more tactful way.

There is a certain lack of activity that a lot of kitchen and bathroom retailers have in place to convert more of their leads into customers in the longer term.

You see, what you have to understand is that just because someone is ready to enquire or have a design quote, it doesn't mean that they're ready to buy. A large percentage of people aren't ready to buy and haven't reached that stage.

The industry in which we operate is one with long, well-thought out and complex customer journeys and your marketing needs to adapt to that reality.

SO, HOW DO YOU CONVERT MORE PROSPECTS INTO CUSTOMERS?

Some prospects go cold. That's life. You or your sales team marks a prospect as 'dead'. But, if you think that there's no benefit in communicating with that person from that point on, you're wrong.

Emailing your so called 'dead' prospects in the weeks and months after you or your sales team stop communicating with them directly WILL increase your conversion rates and will help increase sales volumes. That's a fact. And we're seeing the results to know that.

Continuing to send personal and valuable content will help maintain relationships with these people and drive ongoing engagement with your brand.

Whether it's current promotions, client testimonials which build trust, details of new ranges you offer, it doesn't matter. As long as the content is relevant, personal and valuable, it will help your conversion rates. What's more is that it will barely cost your business a penny and will deliver a colossal ROI.

There are many more ways that email can be successfully used and integrated into your marketing strategy, and we'll be sharing more and more content on the Flo Marketing blog, so keep your eyes peeled!





ENQUIRY MAXIMISER #7: **LEAD MAGNETS**

The concept of a **'Lead Magnet'** is perhaps the most powerful way of getting people to leave their details for you to follow up with.

A normal website experience involves a prospect browsing around your website, and if they don't decide to enquire right then and there, they leave and don't come back.

Lead magnets change that by offering HUGE amounts of value (for free) in return for the contact details of the user – name, email address, phone number etc.

A lead magnet is usually a piece of useful information, such as a free report or whitepaper that you give away in turn for someone's personal information, like their name, phone number and email address.

The thing that you give away needs to be properly useful and valuable to your prospect, so if you sell kitchens, maybe you would write a free giveaway called *'The 10 Things You Need To Know Before*

Buying a New Kitchen', or 'How To Find a Bathroom Fitter You Can Trust', or 'Big Mistakes You Need To Watch Out For When Choosing a New Kitchen/Bathroom'.

A brochure could work as a great lead magnet. Prospects are always keen to look through your past work and available products, so a brochure that you could mail out to them would work perfectly, with the added bonus that to request a physical copy they would have to give you their address details for further direct mail marketing follow up.

So, once you've got your completed 'lead magnet', it's time to cast the bait live on the website and wait for a catch. Place a picture of the lead magnet in strategic places on your website. Pop it in a box to catch the eye of the user and before long you will start to see people downloading your useful guide, and now it's your job to follow up with them and provide even more value to create that long-lasting business relationship.

ENQUIRY MAXIMISER #7½: ***YOUR WEBSITE***

As with many things in business, your whole marketing campaign comes with some 'ifs' and 'buts'.

Well, there's only one 'but', actually. And it's your website.

You see, you can have the world's best marketing campaign up and running, but if your website isn't ticking the right boxes, you're going to have a lot of wasted ad spend and ultimately, fail.

We've put together a blog post on creating a website that makes the most of all your traffic, and you can read it over on the Flo Marketing blog.

So there you have it, a checklist of the most crucial marketing channels you should be implementing this year to get the results you're looking for. As always, if you have any thoughts or questions, don't hesitate to get in touch - we'd love to hear from you!



YOUR FREE MARKETING PLAN

MOST MARKETING COMPANIES ARE HAPPY TO TAKE YOUR MONEY... WE'RE DIFFERENT.

Hey, we run a business too, so we understand that taking on a marketing service is a big decision. Who do you trust? How do you know that they're going to get it right? Do they really understand what it takes to sell a Kitchen? Have they fitted a Bathroom before?

A lot of companies are happy to take your money without a proper understanding of what you do. They won't take the responsibility or put in the hard yards that you know so well as a business owner.

COME AND SEE US, AND WE'LL PROVE OURSELVES TO YOU.

A lot of marketing companies won't be happy to spend half a day with you plotting and planning before you make a decision to go with them, or not.

But that's normal at Flo Marketing.

YOUR FREE HALF-DAY MARKETING SESSION

We have a great office here in the Midlands, and it's well connected to many motorways. We've got meeting rooms, whiteboards, monitors and flipcharts – everything needed for a great planning session.

Before we take on any Private Client, we invite them in for a FREE half-day planning session.

We'll cover where the business is right now, where you want it to be, and then come up with a killer marketing plan to get you there. Then, we'll go away and write the whole thing up and present it to you.

AFTER ALL THAT'S DONE, YOU CAN MAKE THE DECISION IF WE'RE RIGHT FOR EACH OTHER, OR NOT.

To enquire about booking a meeting for a FREE Half-Day Marketing Plan, go to www.flo-marketing.co.uk/marketingplan

TO GET YOUR FREE HALF-DAY MARKETING SESSION AT THE FLO OFFICES, INCLUDING A FREE MARKETING PLAN, GO TO WWW.FLO-MARKETING.CO.UK/MARKETINGPLAN AND FILL IN THE FORM...



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