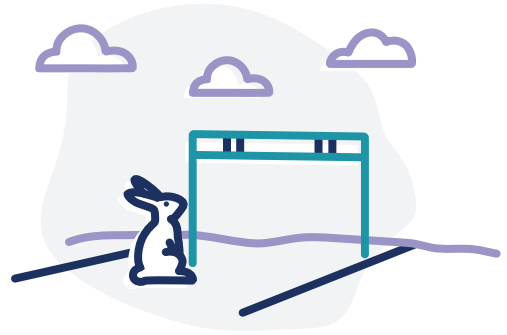


OVERCOME THE BIGGEST

# Marketing Hurdles



## Be memorable

Don't rely on yard signs or logos on the side of your truck. Be the service provider who is in their mailbox, voicemail, and social feed.

**ACTION:** Give potential clients the insider knowledge they need about homeownership with helpful resources tailored to their needs! Take a proactive approach and share engaging videos that demonstrate effective preventative maintenance strategies. Leverage your knowledge of Cole Neighborhoods to create targeted social media campaigns, ensuring you reach relevant audiences in an impactful way.



## Be proactive

Don't expect people to call you based on static marketing such as billboards or websites. Reach out to them so you don't become part of the background noise.

**ACTION:** Send postcards to all the neighbors of your current and upcoming installs. Offer a special deal if they schedule an inspection/installation while you're still in the neighborhood.

## Be in touch

Yard signs aren't dandelions. They don't blow seeds all over the neighborhood that sprout more signs. When neighbors see your name on a sign on their street, they should also see it on their caller ID.

**ACTION:** Use your lists from Cole Neighborhoods and a ringless voicemail service to connect with neighbors who have seen your work on their street or in their neighborhood.

