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Tips to Elevate your Marketing | April 21, 2021

“The man who stops advertising to save money is like the man who stops the clock to save time.”

—Henry Ford



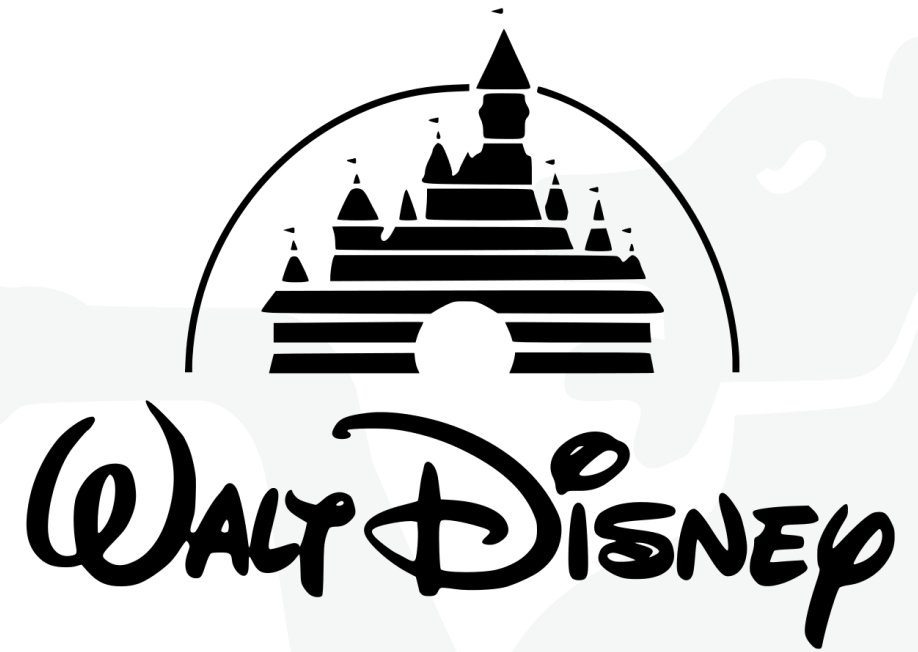
“I need my phone to ring”

“It’s just me running my business, I  
don’t have time for Marketing”

“I don’t have the money for Marketing”

“ I don’t need Marketing; I’ll just  
work off referrals”





Effective marketing not only helps to build and sustain brand awareness, it also assists in growing a company.

Learning ways to maximize your marketing efforts will help you move into new areas and reach new potential customers.







# COMMIT TO THE INVESTMENT

Marketing is an investment into your business just like the proper tools you need to complete a job. Without 100% commitment, how can you possibly grow?

Get into the habit of planning for the future by setting a marketing budget every year and **STICKING TO IT!**

U.S. Small Business Administration recommends spending 7-8 percent of your gross revenue on marketing and advertising if you are doing less than \$5 million year and your net profit margin after all expenses is in the 10-12 percent range.

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# BE CONSISTENT

Marketing and advertising is all about trial and error. What works for one company will not always will work for another.

To gauge weather or not a tactic is working for your company, test it out for at least 3-6 months. Consistency is key. You will not be able to accurately measure the effectiveness of your efforts when shifting money from one tactic to another, month over month.

**REMEMBER: Marketing takes patience. If it was quick and easy to get 500 qualified leads a month, everyone would be doing it.**



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# STAY RELEVANT

Stay on top of industry trends, your website, social media content, etc. It is important to consumers that you are relevant in your market area, which is the start of building trust.

With social media playing a huge role in the way we do business, it's important to keep those as up to date as possible. Share project photos and videos, customer reviews and most importantly, engage with your customers on these platforms.

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# CONTINUOUS COMMUNICATION

So, you finished a job, that's it right? WRONG!

Leverage email marketing automation tools to help you stay in contact with your customers. Through this you can offer maintenance programs, additional lights to their existing system, new products, recent projects, etc.

You worked hard to get that customer, don't let them be just a one hit wonder...



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A close-up photograph of a silver and gold fountain pen lying diagonally across a blue-lined notepad. The background is a blurred wooden surface.

# MEANINGFUL CONTENT

Customers want to connect with the brands that they love. That means, putting out content that is useful. For example, tell stories that hit on customer pain points from a positive angle and what your company can do to help.

**Quick Tip: In all content, use a consistent set of words and phrases to enhance search rankings.**

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# BUILD YOUR REPUTATION

"A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is" – Scott Cook, Director P&G

Perception is reality. Consumers more than ever are turning to Google Review and Social Media to help gather information on companies they want to purchase from.

Not only are they reading consumer reviews, but they are also looking very closely at how companies respond when reviews aren't in their favor. The way a company responds when things get tough tells you everything you need to know.



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# EXAMPLE OF A BAD RESPONSE



Pablo

★★★★★ 4 months ago

Way oversold, terrible customer service, bad attitude towards customer, and they nickle and dime you for everything. The course is well kept, but I had the worst experience ever golfing, and I play regularly. I wouldn't recommend it because of this.



Like

**Response from the owner** 3 months ago

Pablo, I have no idea what u are talking about. We don't nickel and dime anyone. We offer a great course at one of the best prices in town. If you were in any way not satisfied with what you received, email me at [redacted]





# HOW TO CRAFT A POSITIVE RESPONSE

1. Identify that you have heard their concern and apologize for the mistake whether it happened or not. In their eyes, they were slighted, and you can't convince someone in this moment, to feel a different way.
2. Make it known that your business prides itself on whatever issue they are having whether it be bad product, service etc.
3. Offer a personal solution. Make them feel special and offer a solution to their problem.

## **HERE IS HOW THEY SHOULD HAVE RESPONDED:**

Hi Pablo my name is XXX and I'm the owner of this course. Thank you for taking the time to leave us a review and I apologize that your experience was less than satisfactory. We pride ourselves on great customer service while offering one of the best prices in town and I would like to make it up to you and offer you a free round of golf at your convenience. Please reach out to me directly and I will personally set this up for you.



# HIRING A MARKETING COMPANY

When hiring a marketing company, be sure to have the below ready to go when you meet:

- What is your goal? Brand awareness, lead generation, etc.
- What is your budget?
- What is your geographic target?
- Assets
  - Logo (vector format)
  - Photos (appropriately sized)
  - Content (values, differences, special offers)
  - Any current marketing materials (brochures, flyers, business cards, etc.)

Always interview more than 1 company. Don't always just go with the first one or decide solely based on price. Ask about their current clients and if they have any in same industry as you. You can ask them to provide you with a client that you can call for reference as well, it's totally normal.

**Moral of the story is:** If they are promising they can put you on the first page of Google, RUN!



INNOVATION  
BEGINS AND IS  
BUILT IN AMERICA

THANK YOU!



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