



Session #1 Cliff Notes: Dominating Your Home Service Market

Pest Control | Exterior Cleaning | Pool Service | Deck Renovation



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Expand Your Offerings to Offset Dips in Demand



Build out your core services so you're able to cross sell and upsell your services.

Look into bringing in smaller commercial opportunities to help offset slower residential dips.



Don't Sleep on Brand Awareness

Don't forget brand awareness. Ensure a strong marketing mix includes brand awareness in addition to lead gen tactics, as they both contribute to bottom line revenue.

No one can buy a product or service they are not aware of.





Dig Into Your Penetration Rates



To ensure that franchisees are maximizing their current territory before expanding into new ones, it's important to track their penetration rates as a key performance indicator (KPI).

Examine your entire system to determine the appropriate penetration rate benchmark for your brand.



Include “Thought-Cycle” Into Your Sales Cycle



Home services can be expensive, which means many consumers need to plan and save before making a purchase. It's important to factor this into your marketing strategy and sales cycle so that you're available to close the deal when they're ready to buy.



Let Yard Signs Do the Talking



If you have a seasonal business, yard sign marketing can be a great way to promote your services. However, since yard signs have short life cycles, it's important to think big and use a lot of them. Consider using 800 yard signs instead of just 80, and make sure your technicians place them during their service hours. This will help ensure maximum visibility for your business.



Be Ready for the “Point of Bite”



When it comes to home services, many consumers only make purchases when they are experiencing a specific problem or "pain point". As a result, it's important to consistently market your services, so that when a consumer is in need of a solution, your business is top of mind.

Example: Mosquito control. People don't purchase until they are getting bit.



Make Sure the Software Fits



The success of your marketing largely depends on the software you use. It's crucial to ensure that the software you choose aligns with the marketing strategies of your franchisees and accurately tracks their metrics and expenses.



Localize Your Digital Marketing to Drive Locally Relevant Messaging



To effectively promote products or services in different markets, it is important to utilize the brand's strength while customizing the creative, media mix, and budget to suit the local market. Instead of using a general brand campaign or allowing franchisees to use their own strategies, it is advisable to promote specific offerings tailored to the needs of each geographical area.



A Brand Refresh Can Refresh Your Customer Base



Your brand may require a refresh to remain relevant. As long as your mission remains unchanged, a creative upgrade can attract more clients and boost your position in a competitive market.



Your FDD & Current Owners Will Tell the Story



To attract new owners, it is important to have a solid foundation of unit-level economics. This means prioritizing the success of your existing locations.

If you are doing this successfully, the numbers in your FDD and franchisee validations will bring in new owners.



Trickle Down Effect For Umbrella Brands



If you are an umbrella franchisor that owns several brands, it may be more beneficial to generate leads at the highest level and let them filter down to the specific brands that match their needs. This approach avoids having leads come in through one brand and later trying to move them to another during the sales process.



How to Fill Multiple Pipelines with Qualified Leads



Managing multiple brands or services can be overwhelming when it comes to maintaining a consistent flow of sales. To streamline the process, it's crucial to have a clear understanding of where your qualified leads are coming from (inbound and outbound) and the associated costs.

It's also important to stay adaptable by allocating budget for ongoing testing and optimization, both by brand and territory, as the marketing landscape is constantly evolving.



Build Your Budget Backwards



To replicate and multiply your best wins, it is important to analyze the channels that brought them in, the number of leads required to achieve them, and the investment dollars that were used.



You May Already Be Selling Multi-Unit Packs



Each brand has its own way of defining territories, so what you consider to be one location might be considered a 3-pack by someone else. Instead of focusing on selling more, prioritize selling to the right franchisees.

A successful franchisee who expands their business can provide more value than a multi-pack franchisee with low market penetration.

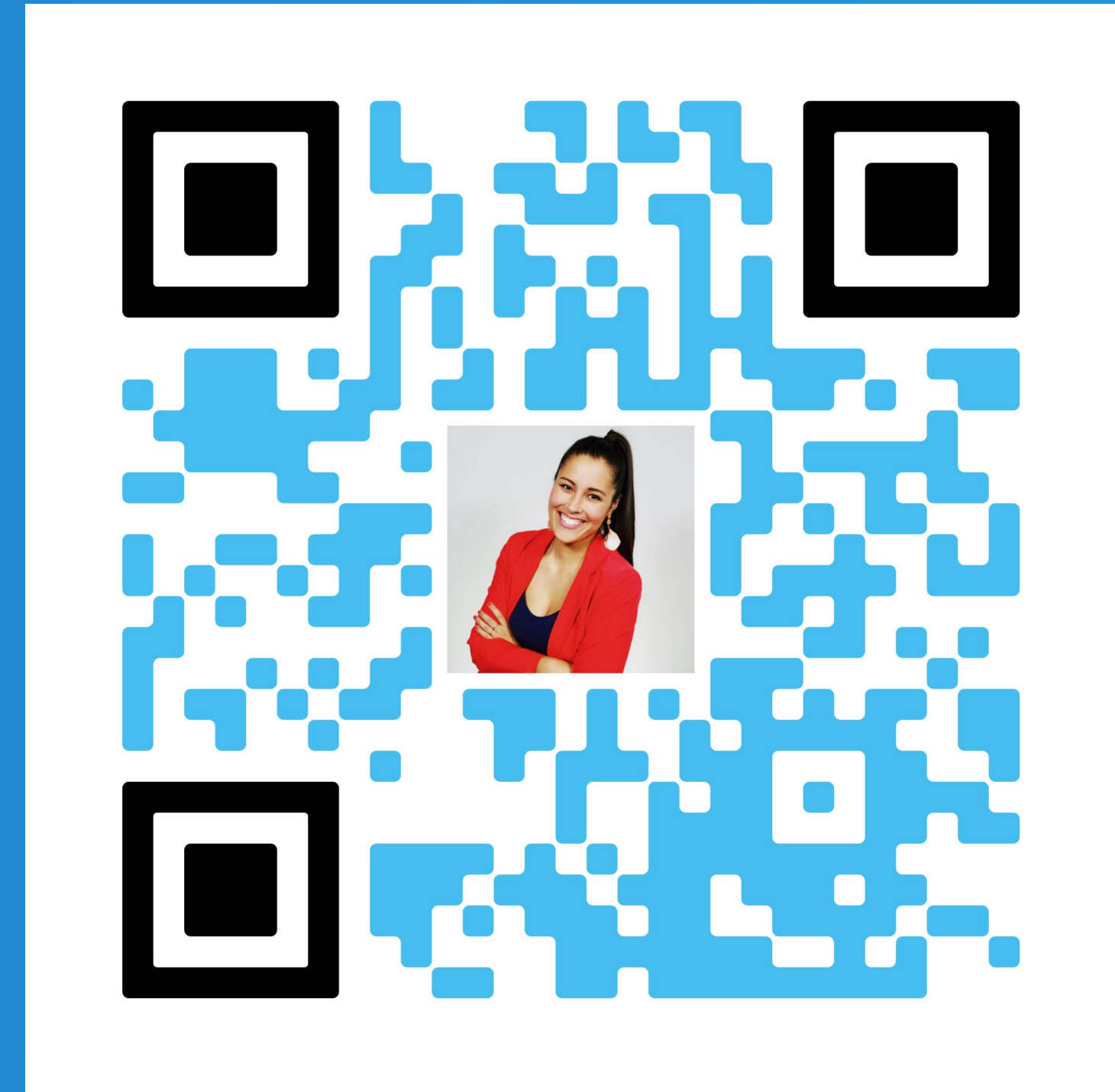


“For all things franchising, give me a shout. With experience as a franchisor, franchisee, and supplier - I’m sure I can help!”

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