



Session #3 Cliff Notes: Dominating Your Home Service Market

Painting | Pool Services | Roofing | Junk Removal



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Build Out Your Training to Increase Hiring & Retention



Providing a comprehensive training program is one of the most valuable benefits you can offer your employees.

Employees tend to enjoy doing tasks they are skilled at, and this applies to their work too. A strong training program not only attracts potential employees but also benefits current ones.



Hone in on Your “NO”



To effectively market and sell to your target demographic, it is important to understand not only what they want, but also what they don't want. This knowledge will enable you to develop strategic marketing and sales tactics, and ultimately aid in the expansion of your services in the future.

It's important to know your best customers, but it's equally important to educate your franchisees on identifying customers who may not be a good fit. Knowing when to say no to new customers is key.



Consider Adding Retail as a Revenue Stream



Consider adding a retail component to your franchise to address seasonal fluctuations and enhance your revenue streams.



**Timing of
Investment May
Fluctuate, But
Marketing
Motions Do Not**



Think of marketing as a three-legged stool:

1. Direct Mail/Physical Collateral
2. Digital Marketing
3. Guerilla Marketing

Your campaign timing may vary depending on your business's seasonality, but the core fundamentals of your strategy should remain consistent.



Increase Lifetime Value of Customers Through Additional Services



To keep your customers and franchisees satisfied, it's crucial to consistently seek out new opportunities that add value to your brand.

A smart approach is to explore new services that complement your brand and offer benefits to both customers and franchisees.



Know Your Variables & Build Off of The Consistent Ones



Do you lean more residential or commercial? It's important to determine which is a better fit for your brand's core and build the necessary support system accordingly. Trying to do both simultaneously can diminish your chances of success. You can always add on other services later.



Don't Let Your Services Cannibalize One Another



To ensure effective marketing of your various services, avoid excessive interference between them. A useful tip is to prioritize your highest ticket or service option and offer the lower cost as a secondary alternative when necessary.



Be There For “The Reaction” Sale



In a situation where services are in high demand, the first person to respond usually gets the job. To stay ahead of the competition, it's helpful to offer tools like price estimators or the ability to book services immediately, which can capture demand and keep your brand top of mind when customers need your services.



Build Trust Through Accurate Estimates



Build marketing authority and trust with consumers through accurate and timely estimates.



Start SEO Early & Don't Stop



It is important to allocate budget for SEO programs early on to gradually increase organic traffic, which can result in significant benefits in the future. It is helpful to consider SEO as a growing tree where paid digital is the easily accessible fruit at the bottom.



Commit & Invest in Video



Use video for advertising and retargeting to build your brand and convert customers on your digital channels.

As a franchisor, a best practice to use a professional service to give a polished feel. DIY videos are great but better had on the franchisee side.



Set Your New Franchisees Up For Success with SEO



To boost brand awareness and attract customers for your new franchisees, build out a robust SEO program at the brand and local level. It's essential to appear in online searches; customers won't be able to purchase from you if they're unaware of your presence.



Utilize Consultants to Keep Your Support System In-Check



As a franchisor, it can be challenging to ensure that you are always making the right decisions and delivering optimal outcomes for your franchisees. One solution is to seek the assistance of expert consultants who can conduct system audits and offer guidance on best practices.



Build For Your Existing Franchisees, Not Just For New Ones.



If you are thinking of adding a new franchise brand to your portfolio, it is wise to consider the opinions of your current franchisees. They are likely to be the best candidates for investing in your new brand, especially if it complements their existing brand.



Front Load Your Item 7

Consider front loading first year investments to attract candidates with higher investment levels. By increasing your item 7, you can attract financially qualified candidates who can contribute to faster and more consistent growth.





Ensure Your Operations Match Your Marketing



Make sure your operations can deliver on your marketing promises, while also ensuring that your marketing highlights all the great services you offer.

It will always be a balancing act.



Mistakes Are Going to Happen



It's important to remember that making mistakes is a natural part of franchising. Use the experience to learn and make necessary changes.

"Experience comes from good decisions and good decisions comes from bad experience."

- Zach Beutler, HPB



Vendor Scalability

As your business expands, it is important to ensure that your vendors are able to provide adequate support. It can be frustrating when a vendor's level of support decreases as your business grows, despite the fact that you are bringing them more business.





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.

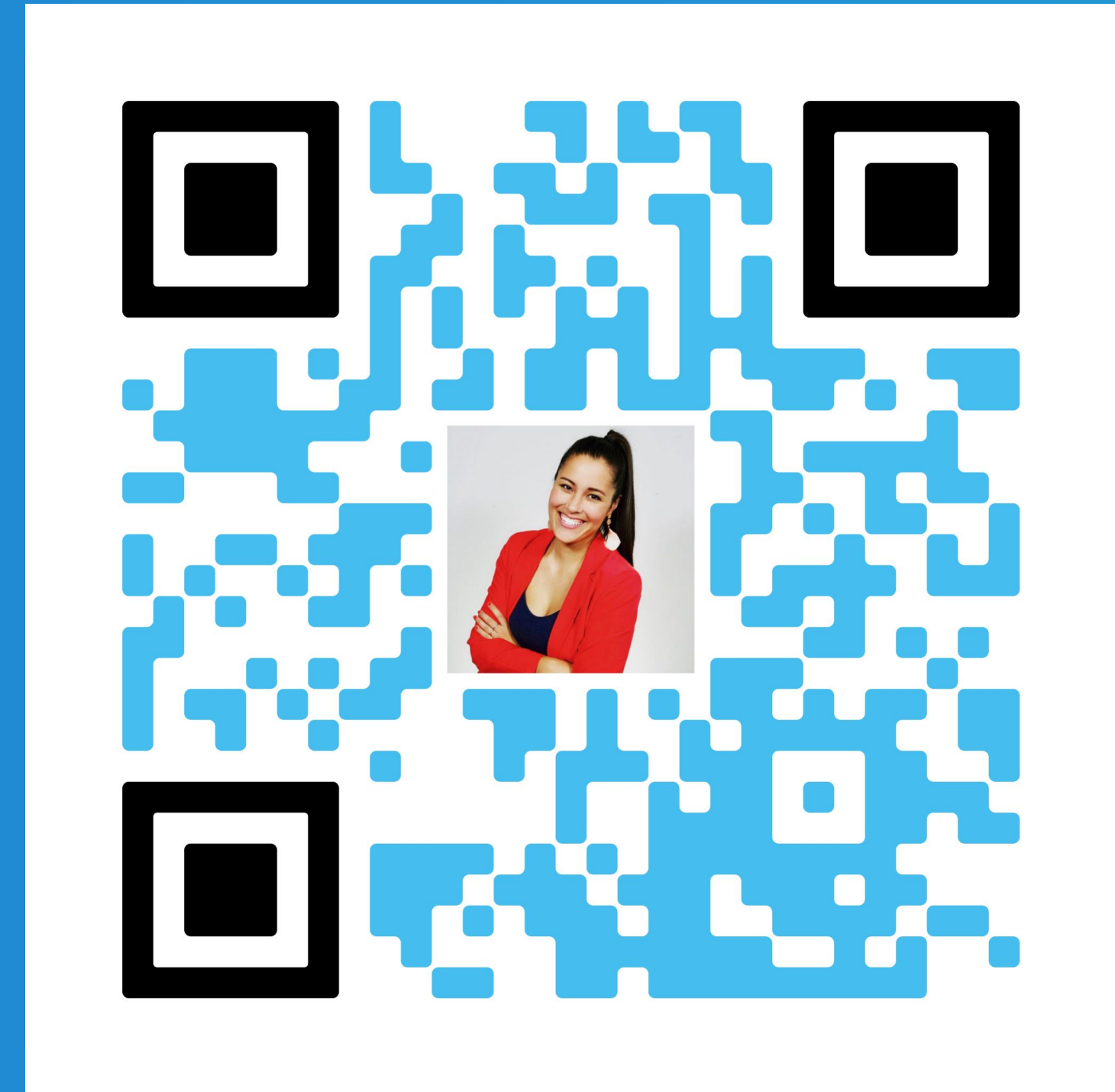


“For all things franchising, give me a shout. With experience as a franchisor, franchisee, and supplier - I’m sure I can help!”

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