



## Marketing Manual

"Turning Cold Prospects Into Hot Leads."



Property of Gutter Covers International

## PREPARATION CHECKLIST

The purpose of this manual is to provide Dealers with a guide on lead generation processes and tools to help implement successful marketing plans and lead generation programs. It is important to remember that lead generation is not a single project. It's a process. It's about setting up a system of MULTIPLE strategies that work for your particular business in your market. This manual will focus on different lead generation programs that are available. Please note that additional scripts, letters, ads, resources, and marketing materials are available on the website.

Marketing Program	Materials	Comments
Print Media/Direct Mail	Print Ads Newspaper Inserts Mail Pieces Direct Target Programs	Lead Generation Tools
Electronic Media	TV & Radio	Lead Generation Tools
Canvassing	Canvassing Programs Referrals	Lead Generation Tools
Telemarketing	Direct Response	Lead Generation Tools
Events / Trade Shows	Face-to-Face Displays	Lead Generation Tools
Internet	Direct Response	Lead Generation Tools
Collateral Materials	Brochures Flyers/Door Hangers Yard Signs Billboards	Lead Generation Tools
Promotional	Merchandise (Clothing, Material, Miscellaneous)	Generational Promotional Tools

## FILE SET-UP

Gutter Covers International offers outstanding Direct Marketing Programs. The programs are intended to assure that you, the dealer, hit your target audiences. Listed below are the programs and how they work.

### Program #1: Direct / Target Market Program

1. Send GCI the address of a recently started or completed job.
2. GCI will identify residents in that area and mail them a personalized / custom, brochure advertising your products, services, and discounts/specials. The dealer will need to fax their address, phone number, offer, and special messages to be prominently imprinted on the piece.
3. The dealer must send their business reply mail information, logo, and discounts/specials. The dealer will receive a proof for approval.

### Program #2: Zip Code Program

Send GCI the zip codes/towns/areas you would like to target, along with the number of brochures you would like sent out to those areas. The dealer will need to fax their address, phone number, and offer, and any special message will be prominently imprinted on the piece.

### Program #3: Newspaper Insert Program

This brochure can also be used as a newspaper insert or a door-to-door direct delivery. The dealer will need to fax the address, phone number, and offer and any special message will be prominently imprinted on the piece.

## LEAD BASICS

### What is a Lead?

Leads represent the first stage in the sales process. A lead is a person that is interested in purchasing a product or service. Leads are the lifeblood of any business and lead generation is a vital aspect of your company's success as they are what will drive your sales. Going forward, your main goal should be to have an abundance of leads flowing.

### What qualifies as a lead?

For a sales lead to qualify as a qualified sales prospect, the qualification must be performed and evaluated. There are four components that will make up a good lead for our product:

1. They must be a homeowner.
2. You need a preset appointment.
3. All decision-makers must be present at the appointment.
4. They don't already have the product.

The average lead cost for our product line typically ranges between \$100-\$150. Lead costs fluctuate depending on the lead source.

### How do you get leads?

In this industry, sales leads will typically come from lead generation and prospecting activities such as events, referrals, cross-marketing, neighborhood promotion, canvassing, direct mail, online marketing, media advertising, telemarketing, public relations, and in-store/mall displays.

When trying to generate leads, it is important that you focus your efforts on finding outlets that will put you face to face with your target audience: HOMEOWNERS!!!

### Typical Demographics Breakdown:

Homeowner, Married, Age Range: 35-70, Home Value: \$175+, Income: 80K+, Net Worth: \$150K+

### How much do I need to spend on leads?

Trying to find the right mix of marketing depends upon a company's sales targets and availability of funding. Unfortunately, many business owners shy away from spending too much on lead generation and see it as a great expense. However, lead generation is CRITICAL to the success of your sales operation and should not be viewed as an expense. IT IS AN INVESTMENT IN YOUR COMPANY!

When budgeting for lead generation, keep in mind that the typical company will spend between 16-18% of targeted sales on marketing efforts. Therefore, if your sales target is \$500,000 per year, be prepared to INVEST approximately \$80,000 annually in lead generation. For \$1M in sales, be prepared to INVEST \$160,000.

Below is a breakdown of marketing spending for dealers generating 1, 3, and 5 issued leads per day.

ALL DEALERS SHOULD BE FOCUSED ON GENERATING A MINIMUM OF 3 ISSUED LEADS PER DAY FOR THIS PRODUCT LINE.

1 Issued Lead/Day	3 Issued Leads/Day	5 Issued Leads/Day
2 Raw Names 1 Issued Lead/Day 24 Issued Leads/Month 15 Monthly Presentation 62% Demo Rate 6 Gross Sales/Month 40% Close to Demo 5 Net Sales/Month 83% Net Rate 1.5 Boxes Ordered/Net Sale 8 Boxes Grand Total	6 Raw Names 3 Issued Leads 72 Issued Leads/Month 45 Monthly Presentations 62% Demo Rate 18 Gross Sales/Month 40% Close to Demo 15 Net Sales/Month 83% Net Rate 1.5 Boxes Ordered/Net Sale 24 Boxes Grand Total	10 Raw Names 5 Issued Leads/Day 120 Issued Leads/Month 78 Monthly Presentations 62% Demo Rate 31 Gross Sales/Month 40% Close to Demo 25 Net Sales/Month 83% Net Rate 1.5 Boxes Ordered/Net Sales 37.5 Boxes Grand Total
Net Sales:	Net Sales:	Net Sales:
Monthly: \$15,000.00	Monthly: \$45,000.00	Monthly: \$75,000.00
Annually: \$180,000	Annually: \$540,000	Annually: \$900,000
Marketing Costs:	Marketing Costs:	Marketing Costs:
Weekly: \$600 (16%)	Weekly: \$1,800	Weekly: \$3,000
Monthly: \$2,400 (16%)	Monthly: \$7,200 (16%)	Monthly: \$12,000 (16%)
Annually: \$28,800 (16%)	Annually: \$86,400 (16%)	Annually: \$144,000 (16%)
Assumptions: Average Lead Cost of \$100, Average Sale of \$3,000 and a 6 Day Work Week		

## MARKETING PLANS/LEAD GENERATION STRATEGY RECOMMENDATIONS

### Strategies For 1 Issued Lead Per Day, 24 Per Month

Est. Monthly Budget: \$2,400 - \$2,700

Est. Monthly Sales: \$15,000

- **Set up online marketing programs.**  
Set up Google AdWords CPC campaign as the budget grows.  
Estimated Monthly Budget: \$400/month  
Estimated Monthly Issued Leads: 4
- **Get into local events (home shows, fairs, etc). Book 1-2 events each month.**  
Estimated Monthly Budget: \$1500  
Estimated Monthly Issued Leads: 12  
If shows are not available, the dealer should implement a canvass team!
- **Purchase a targeted list and begin telemarketing cold prospects.**  
\$500 One-Time Cost for list.  
Estimated Monthly Budget for 1 Telemarketer working three, three-hour shifts: \$600  
Estimated Monthly Issued Leads: 6
- **Proper lead management mailings and emails.**  
Estimated Monthly Budget: \$100 for mailings and monthly email services like Constant Contact.  
Estimated Monthly Issued Leads: 1 monthly lead
- **Neighborhood advertising via yard signs and vehicle signage.**  
Estimated Monthly Budget: \$75 (based on an average of 5 sales for dealers generating 1 lead per day)  
Estimated Monthly Issued Leads: 1 Lead
- **Implement Customer Referral Program.**  
One Time Cost of \$240 for 50 MasterCard Incentive Cards, plus 1x set-up fee.  
Estimated Monthly Budget: \$50 – PER SALE ONLY!  
Average dealer generating 1 lead per day will see 5 sales. If reps get 1 referral from each sale, the dealer should receive 5 referrals which should bring 2 issues.  
Estimated Monthly Issued Leads: 2
- **Existing companies should immediately start cross-marketing to previous customers via direct mail and telemarketing. They have a higher response rate and higher closing rate.**  
Estimated Addition To Monthly Budget: \$300 (Mailing to 500 customers each month)  
Estimated Monthly Issued Leads: 5

### Strategies For At Least 3 Issued Leads Per Day, 72 Per Month

Est. Monthly Budget: \$7,200 - \$8,100

Est. Monthly Sales: \$45,000

- **Set up online marketing programs.**  
Set up Google AdWords CPC campaign and begin adding in a local SEO campaign.  
Estimated Monthly Budget: \$1,000/month  
Estimated Monthly Issued Leads: 10

- **Get into local events (home shows, fairs, etc). Book at least two events each month (ex budget is for home show, fair and local event).**  
Estimated Monthly Budget: \$3,000  
Estimated Monthly Issued Leads: 24
- **Purchase a targeted list and begin telemarketing cold prospects – focus on areas where you are canvassing and doing events so that you tie in all marketing efforts.**  
Also, start telemarketing pitch/misses and \$500 One-Time Cost for the list  
Estimated Monthly Budget for 2 Telemarketers working three, three-hour shifts: \$1,200  
Estimated Monthly Issued Leads: 12 leads
- **Proper lead management mailings and emails.**  
Estimated Monthly Budget: \$300 for mailings and monthly email services like Constant Contact. Estimated Monthly Issued Leads: 3 monthly leads
- **Implement the Canvass Program. 2 Canvassers working four-hour shifts, three days per week.**  
Estimated Monthly Budget: \$1,450  
Estimated Monthly Issued Leads: 15
- **Implement Customer Referral Program.**  
One Time Cost of \$240 for 50 MasterCard Incentive Cards, plus 1x set-up fee.  
Estimated Monthly Budget: \$50 – PER SALE ONLY!  
Average dealer generating 3 leads per day will see 15 sales. If reps get 1 referral from each sale, the dealer should receive 15 referrals which should bring 7 issues.  
Estimated Monthly Issued Leads 7 Leads
- **Neighborhood advertising via yard signs and vehicle signage.**  
Estimated Monthly Budget: \$225 (based on 15 sales for dealers generating 3 leads/day) Estimated Monthly Issued Leads: 2
- **Existing companies should be cross-marketing to previous customers via direct mail and telemarketing. They have a higher response rate and higher closing rate.**  
Estimated Monthly Budget: \$300 (Mailing to 500 customers each month)  
Estimated Monthly Issued Leads: 5
- **Contact local newspapers for editorial coverage. Dealers that have other product lines and have done print advertising should contact their rep and ask for help.**  
Estimated Monthly Budget: \$0  
Estimated Monthly Issued Leads: 5
- **Strategies For At Least 5 Issued Leads Per Day, 120 Per Month**  
Est. Monthly Budget: \$12,000 - \$13,500  
Est. Monthly Sales: \$75,000
- **Online marketing programs.**  
Sign up for Service Magic.  
Set up Google AdWords CPC campaign and begin a local SEO campaign.  
Estimated Monthly Budget: \$1,200/month  
Estimated Monthly Issued Leads: 12
- **Get yourself into local events (home shows, fairs, etc).**  
Book at least three events each month (ex budget is for a home show, 2 fairs, and a local event).  
Estimated Monthly Budget: \$4,500  
Estimated Monthly Issued Leads: 36

- **Purchase a targeted list for telemarketing. Focus on areas where you are canvassing and doing events so that you tie in all marketing efforts.**  
\$500 One-Time Cost for list  
Estimated Monthly Budget for 2 Telemarketers working three, three-hour shifts: \$1,200 Estimated Monthly Issued Leads: 12 leads
- **Implement the Canvass Program.**  
2 Canvassers working four-hour shifts, six days per week.  
Estimated Monthly Budget: \$2,900  
Estimated Monthly Issued Leads: 29
- **Contact local newspapers for editorial coverage.**  
Dealers that have other product lines and have done print advertising should contact their rep and ask for help. This will enhance any print advertising in that publication.  
Estimated Monthly Budget: \$0
- **Print advertising in the local paper, half-page ad, grouped with above.**  
Estimated Monthly Budget: \$800  
Estimated Monthly Issued Leads: 4
- **Neighborhood advertising via yard signs and vehicle signage.**  
Estimated Monthly Budget: \$370 (based on the average of 25 sales for dealers generating 5 leads per day)  
Estimated Monthly Issued Leads: 3
- **Implement Customer Referral Program**  
One-Time Cost of \$665 for 150 MasterCard Incentive Cards, plus 1x set up fee Estimated Monthly Budget: \$50 – PER SALE ONLY!  
Average dealer generating 5 leads per day will see 25 sales. If reps get 1 referral from each sale, the dealer should receive 25 referrals which should bring 13 issues.  
Estimated Monthly Issued Leads 13 Leads
- **Proper lead management mailings and emails.**  
Estimated Monthly Budget: \$500 for mailings and monthly email services like Constant Contact. Estimated Monthly Issued Leads: 5 monthly leads
- **Existing companies should be cross-marketing to previous customers via direct mail and telemarketing. They have a higher response rate and higher closing rate.**  
Estimated Monthly Budget: \$600 (Mailing to 1,000 customers each month)  
Estimated Monthly Issued Leads: 10

## LEAD NURTURING

Before we go into the different methods of lead generation, it is important that dealers understand that, because leads are the lifeblood of a company, leads should be treated like GOLD. Therefore, it is imperative that dealers respond to leads and follow up on leads appropriately, respectfully and aggressively.

**Sample Company Phone Greeting:** Thank you for calling (Company Name). Are you calling to schedule your complimentary gutter consultation?

**NOTE:** A lead will begin to sour after 3 days. Therefore, dealers should be setting same-day/next-day appointments on ALL inquiries!

*For dealers that do not have the staff to respond to and follow up on leads appropriately, Keyword Connects does offer an Appointment Setting Program. They will respond to and follow up on all leads until they become an appointment. Dealers pay a \$45-\$60 fee only when an in-home consultation is performed.*

For additional information, dealers should contact Keyword Connects at: ( ). Let them know you are a dealer.

## Lead Management Schedule

Note: Industry averages show that 65% of all demo/maybes or pitches/misses will purchase the product they inquired about, whether from someone you or someone else, within a year. YOU MUST MAKE SURE YOU KEEP IN CONTACT WITH ALL OF YOUR PREVIOUS LEADS.

## Prospective Customer Lead Management

- **On The Day The Appointment is Booked, Send a Pre-Appointment Email**  
The email should include: Pre-Appointment Letter; Coupon, Brochure –or- email your company's pre-positioning package.
- **The Day After The Unsold Appointment, Send Thank You Letter To Prospect**  
The letter should include: Thank You Letter; a Copy of The Estimate
- **Three Days After, Follow Up With Rehash Call From Sales Manager**
- **2 Weeks after the Appointment, Send Another Letter & Email**  
The letter/email should include: Special Offer Letter
- **Each Month for the First Year After The Appointment, Send Postcard Follow-Up Mailings and Emails**  
The letter/email should include: Postcards, Special Offers
- **For the First Year, Each Month After the Appointment, Follow Up With Telemarketing Call To Prospect**
- **Each Quarter after One Year of Postcards, Send Follow-Up Mailings and Emails**  
These mailings should include: Special Offers, Product Postcards & Reminder Letters, Company Newsletter
- **Each Quarter, After One Year, Follow Up With Special Offer Telemarketing**

## After-Sale Customer Lead Management

- **When Installation Begins, Send Neighborhood Mailing**  
The mailing should include: Neighborhood Letter - or – Neighborhood Postcard  
Dealers should get permission from customers to use their address or picture of home in any marketing campaign.  
Dealers should follow up any neighborhood mailing with canvassing, telemarketing, or both.
- **After Installation, Send Referral Request Letter and Email**  
The mailing and email should include: Referral Request Letter; Details of Referral Program
- **One Week After Installation, Call Customer For Survey Follow-Up and Referral Request**
- **Quarterly, Dealers Should Send Past Customers Of Other Products The Previous Customer Letter AND Email**  
The mailing and email should include: Previous Customer Letter; Special Offer
- **Quarterly, Dealers Should Send/Email Company Newsletter**
- **Quarterly, Dealers Should Send Referral Request Letter AND Email**  
The mailing and email should include: Referral Request Letter; Details of Referral Program

## INTERNET/WEBSITES/EMAIL

### Company Websites

Would you prefer to spend time on cold calls and other marketing activities that make you work to turn a prospect into a lead or would you rather have a steady stream of hot leads that not only include contact information but give you an idea of what the prospect needs? If you answered yes, then, you need a website.

Your website has the ability to provide you with a list of hundreds of people who want to be on your marketing list and dozens of qualified leads - people who WANT you to call them right away about your services.

Having a website is not just a commodity for businesses nowadays, but a must. A company or a professional without a website is like a salesman without his business card.

A website is a fairly inexpensive business tool that serves a purpose for both you and your customers. For you, it is a fairly inexpensive way to advertise. Obtaining an appropriate domain name for your business does not cost very much.

Having a website to promote your business is imperative nowadays. Nearly all households have access to the internet. Having a website means your business is open and reachable around the clock and throughout the year. Your website is your online shop and it is open 24/7. It needs to be eye-catching and transmit your message in a few seconds. It needs to have enough content that explains your message and what you do and what your product will do for them. It needs to load fast, be reliable and look professional.

When putting together your website, your main goal should be CONVERSION (the capture of a lead). You need to strive to collect the contact information of every person who visits your web site and is interested in your products. Offer a free article or guide as bait to motivate people to give you their email address so you can market to them again and again. For example, you may want to offer them a "Top 10 tips for Protecting Their Home".

You also MUST also have a call to action button (a call to action is a marketing message that summons the consumer to act immediately) on every page. Offer prospects something they want at the top of your website or in a side navigation bar on the pages of your site.

Another must on every website is contact information. Your phone number should be placed in the top right-hand corner of every page on your site so that a prospect can pick up the phone and call. If they have to search your website, they will leave.

A proper call to action button and prominently placed phone number should help you capture information of up to 10% of the people who visit your site.



**PUT AN END  
TO THE STRESS**

As a gutter cover product with the highest rated, "surface tension" system, Gutter Topper will ONLY add value to your home and your life. Request a quote today!

[GET A FREE ESTIMATE](#)

## Website Promotion

There are three main ways to drive targeted traffic or sales leads to your website: search engine optimization (SEO), cost-per-click (CPC) keyword advertising, and Social Media. Each type of web promotion has its strengths and weaknesses, but when marketing your website, it is most effective when all tactics are used in a complementary fashion.

Search Engine Optimization (SEO) is the process of improving the volume or quality of traffic to a website from search engines via “natural” (organic) search results as opposed to (CPC) which deals with sponsored ads on a search engine. Typically, the higher a site appears in the search results list, the more visitors it will receive from the search engine. SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and associated coding to increase its relevance to specific keywords.

### Search Engine Optimization Information:

**Site Title:** Gutter Covers International | GutterTopper | Gutter Protection

**Site Description:** The Gutter Topper gutter protection system is the leading gutter guard available in (enter the market). Free estimates on gutter guards that provide (Enter Market) the only solution for water and debris management.

Cost-Per-Click (CPC) refers to advertising your business through the paid advertising section (Sponsored Links) on search engines like Google, MSN, and Yahoo!. As an advertiser you can choose to have your ads appear when consumers search for your specific products or services within your geographical location and only pay when those consumers actually click through to your website. It is basically a form of marketing used to target and drive local consumers to your website. This program allows you to get in front of potential customers when they're searching for something they need.

### Sample Keyword List

Below is a list of keywords for an online Cost-per-Click Campaign. It is also a good idea to add keywords specific to your area. For example, if your company is in Newark, NJ, you may want to add keywords/phrases such as: attic insulation in Newark NJ, attic insulation in New Jersey, radiant barrier products in Newark, etc.

### Keyword/Phrase Keyword/Phrase Keyword/Phrase

GUTTER GUARDS

GUTTER GUARD SYSTEM

GUTTER CAP

GUTTER SCREEN

GUTTER CLEANING TOOLS

GUTTER INSTALLER

GUTTERS COVERS

GUTTER MESH

GUTTER CLEANING

GUTTER COVER

GUTTER PROTECTION

BEST GUTTER GUARDS

GUTTER SOLUTIONS

CLOGGED GUTTERS

GUTTER SERVICE

CLEAN GUTTER TOPPERS

GUTTER SYSTEM

GUTTER STUFF

GUTTER FILTER

GUTTER DEALERS

GUTTER SCREENS

LEAF GUARDS

GUTTER COMPANIES

GUTTER CLEANER

## Social Media

There are many popular websites like LinkedIn, Facebook, Twitter, and YouTube which are a hub for millions of visitors every day. Promoting your business using these sites is important because social media is set to become the number one way we communicate in the next few years.

These sites generate a lot of traffic and they in turn generate traffic to your site. Also, it acts like a word-of-mouth concept that people tend to believe when compared to commercial advertising. Today, social media offers a low-cost investment, as accounts on most social media sites are free.

## External Web Lead Sources

There are a few websites out there that act as a marketplace where homeowners can connect to pre-screened contractors. These websites provide home improvement professionals with a cost-effective advertising service and supply homeowners with a convenient way to find quality home service professionals.

### The benefits of these types of websites are:

- Targeted Lead Source - Receive only leads that match the type of work you want in the locations you choose.
- Cost-Effective - Spend as much or as little as you like and get the right amount of leads for your business.
- Easy To Use - Choose how you receive leads and connect with customers: E-mail, Cell-text, or Phone.

We recommend that ALL DEALERS sign up for these programs IMMEDIATELY when signing on as a dealer.

### [www.ServiceMagic.com](http://www.ServiceMagic.com)

Leads range from \$11-\$19, depending on how exclusive they are. They do sell the leads to competitors, however; dealers that use Service Magic and follow up on their leads immediately see great success. Most dealers even have Service Magic send them their leads via text message which allows them to receive the lead right away. Often times, our dealers follow up and catch the homeowner while still at the computer. The signup fee for Service Magic is waived for Gutter Protection Dealers. To sign up, please contact Service Magic at 303.963.7785,

### [www.KeywordConnects.com](http://www.KeywordConnects.com)

Keyword Connects also offers online lead generation. However, they only work with one company, per product line, within a certain market. Therefore, these leads are exclusive to you; and Keyword Connects has a stronger qualification process. There are no up-front marketing costs. Keyword Connects sets up a landing page, separate from your own home page, and markets it online. These leads are \$95 per lead. Dealers say that they get fewer leads from Keyword Connects, but they sell them 95% of the time.

## Email Blasts

When collecting leads and building your database, you need to make sure that you are ALWAYS collecting an email address... This is why:

- Email marketing is among the least expensive methods of reaching customers and potential buyers.
- Email marketing is a great channel of communication with customers and can set the stage for a loyal customer base.
- Email marketing responses to target campaigns are 7 to 12 times higher than with mass mailings (direct mail)
- Many companies say that email is the most effective way to retain customers.
- Email is the most popular activity among Internet users
- Email marketing keeps current & potential customers up-to-date on new products & services and OFFERS!!!! Email Marketing brings visitors back to your website and keeps your products fresh in their minds.

## Tips On Writing an Email Blast

- Make it short but sweet. Write concisely and state your purpose early in the email. Body copy should be brief, compelling, and immediately engaging. Put keywords or phrases in bold text. Include a click-through URL to redirect recipients back to your website.
- Provide a call to action. Ensure the reader knows the next step. If you want recipients to visit your website, insert a link. If you want them to call your company, provide the phone number.
- Take advantage of your subject line. This is very important because it's the first thing a recipient sees when deciding whether to read your message. If you want to grab the reader's attention, this is the place to do it. For subject lines that get results, you should.

- Be honest with your subject lines; don't bait and switch.
  - Avoid phrases and notations commonly used in "spam."
  - Be relevant.
  - Show the value of your offer in the subject line.
  - Test multiple subject lines to determine which one gives the highest open rate.
- Be clear about who is sending the message in your "from" line. Many emails are deleted because recipients don't recognize the name of the sender. In the "from" line, put your name, or your company name.
  - Don't get mistaken for "spam." Major ISPs (Internet Service Providers) automatically filter messages based on keywords and phrases that are commonly contained in "spam." Choose your wording for subject lines and body text carefully. Certain phrases are just too easy a target for junk mail when identified with phrases such as:
    - Free Free Free
    - Work from home
    - Amazing opportunity
    - This is a one-time mailing
    - Free long distance
    - Earn free
    - \$\$\$
    - Limited time offer
  - Give them what they want. If you don't have a valuable offer or compelling content, your customers are not going to read your emails.

## REFERRALS

Surveys show that homeowners prefer to choose a company/product at the recommendation of a friend or colleague. In addition, referrals are the most inexpensive and the BEST leads you will receive.

Therefore, it is essential that your sales team be REQUIRED to get at least one referral from each sale. If they are not executing a referral program, then you should have your marketing department follow up with customer service calls and try to get into the home with a wine and cheese evening or neighborhood event.

The best time to ask for a referral is on the day that your rep makes the sale.

Approach: "John and Jane, I also want to let you know that we do have a customer rewards program. Through this program, anytime you refer a friend to us, and they purchase our product, we will load \$50 on this card! You can easily earn back the money you spend on this investment in no time!

\* Remember, when customers are treated well, they will invite you back for additional products AND tell everyone they know about you!

## TELEMARKETING

The second most common form of direct marketing is telemarketing. Telemarketing is the process in which marketers contact consumers by phone and solicit them to buy your products or services. Telemarketing is a great way to follow up on direct mailings and to keep in touch with homeowners in your database. Cold calling a list will require a solid script and special offer in order to be effective.

To have an effective telemarketing program, a telemarketing room needs to be open; allowing managers and supervisors to hear telephone conversations and allow telemarketers to speak regularly. In addition, it is necessary that telemarketers go through initial product training so that they have a thorough understanding of the product.

There should be daily/weekly/monthly expectations/goals on a board in the telemarketing room where everyone can read them. There should also be a tracking board in the telemarketing room that displays leads set daily/weekly/monthly by each telemarketer.

### Do Not Call Lists

Register your organization with the National Do Not Call Registry and scan your list periodically at:  
<https://telemarketing.donotcall.gov/>

Check with your state for local laws regarding Do Not Call information.

Lists purchased from Martin Worldwide are pre-scrubbed and scanned two times per month with the national, state and direct mail Do Not Call lists.

**Vision Statement** – To be recognized as the leading gutter protection company in the area

**Mission Statement** – Thoroughly probe and ask the customer the required questions necessary to provide our sales department qualified leads, while representing GCI in a very extremely professional manner

- Telemarketing Room needs to be open, allowing the manager and supervisor to hear telephone conversations and allow telemarketers to speak regularly
- Put the telemarketers through initial product training and review once every two weeks
- Telemarketers and manager/supervisors should have daily meetings to address all daily issues.
- Telemarketers must go through continued daily training classroom training session at the beginning of every day. Provide a discussion topic of the day and a daily motivational phrase for the telemarketers
- Telemarketers should go through one-on-one telemarketing training every two weeks with the manager/supervisor
- Telemarketers need to have daily/weekly/monthly expectations/goals on a board in the telemarketing room where everyone can read
- Telemarketers need to have a number of leads set daily/weekly/month posted on board in the telemarketing room
- Have hourly/daily/weekly/monthly prizes for telemarketers who sets the most leads. Be sure that goals are achievable, which means they are believable
- Create teams and have hourly/daily/weekly/monthly prizes for teams that set the most leads. Be sure that goals are achievable, which means they are believable
- Make the telemarketing room an exciting/positive workplace
- Sales representatives provide incentives to telemarketers for leads set. Sales managers and representatives speak with telemarketers to let them know how important they are to the success of the company. The sales manager needs to attend telemarketing meetings at least once a week
- Rehashes, how being handled.

### Telemarketing Compensation

Like events, Telemarketing compensation typically offers a \$10 hourly plus 2% bonus on NET sales.

### Sample Weekly Telemarketing Cost Breakdown

- 2 telemarketers working 36 hours/week each \$720
- Weekly expenses (script, phones, etc) \$150
- Appointments Set 24 appointments set
- Leads Issued 12 leads issued
- With a 65% demonstration rate 8 presentations
- With a 40% close to presentation 3 sales
- With 85% business getting installed 2 net sales
- Average sale of \$3,000.00 \$6,000
- 2% net bonus to telemarketer: \$120
- Total Weekly Expense: \$990 16%

### Sample Telemarketing Classified Ad: Telemarketing Specialist / Appointment Setter

We are searching for a high-energy, excellence-driven individual to contribute to the rapid growth of a local company. In this role, you will be responsible for contacting leads who have expressed an interest in our products, verifying their information, and setting/confirming appointments.

We offer base PLUS commission pay!!

### JOB REQUIREMENTS

- Memorization and effective delivery of scripts.
- Achieving call center goals and objectives.
- Responsible for efficient use of time and contacting all assigned prospects and customers on a timely basis.
- Maintaining a positive mental outlook by developing leadership attitudes, traits and work habits.
- Preparing mailings.
- Must have excellent communication skills with a clear, friendly phone voice.
- Confident, with a strong drive for continuous improvement.
- Computer literate.
- Excellent work ethic and work history.
- Must be at least 18 years of age.
- Ability to work a flexible schedule.

### Becoming a Successful Telemarketer: Telemarketer - Ideology - The Reason Why Telemarketing Works

During an average day, someone in the millions of homes across the United States answers their telephone and listens to a total stranger attempt to sell a product, service, or idea. There is not a product or a service that cannot be introduced for sale over the phone. Each year, for the past 10 years, telephone sales have been the determining factor for increased financial growth – more than any other marketing strategy! Hundreds of thousands of business owners owe their success to telemarketing and envision their future growth in sales to climb exponentially solely due to telesales. Fortunately, the difference between mediocrity and excellence in telephone sales is not only definable, but performance is easily improved by the following successful training methods that have been developed through years of trial and error. The key to this is understanding and following a precise set of powerful ground rules that will consistently raise your level of accomplishment. All of the methods and techniques that follow should be applied with the assurance that all are based on the fact and experience, and proven to return maximum results for your efforts. “We have drawn the map that will lead you to success. Now prepare and study to stay on that road.”

### Sample Telemarketing Script

1. Hi (customers name) ?
2. Do you still own the home at (customers address). Great!
3. The reason for my call today is we're currently having a huge promotion in your area on our gutter protection system. I was curious do you have a lot of trees around your home? Y or N

How often would you say you have to clean your gutter out?

Man that's got to be a hassle! (no pause) Well the reason I'm calling you in particular is my manager will be in your area for the next day or two doing a no cost no obligation quote on our exclusive gutter protection system, and from what you've told me your home seems like it would be a perfect candidate for our promotion.

What time do you normally get home from work?...And how about Mr. or Mrs.(customers last name)?

What I can do for you is have my manager come out tomorrow at (time) meet with you and your (husband or wife). The appointment will only take about an hour. He will walk around the house check for any soft or rotten wood, then come inside sit down with you and your (spouse), show you how the product works, tell you a little bit about our company, and then give you a price for the gutter protection system that we offer. Remember there is no cost or obligation for the quote. Sounds good right!

Now would you say I've be polite and courteous? Great, but just to make sure I've done my job right, because we do strive to be the best company possible, my scheduling supervisor is going to call you back and verify our appointment time so could you do me a huge favor? Please put in a good word for me?

- If the customer sounds like it could be them always assume its them if not then ask for the owner of the home.
- This is to verify the ownership of the home and also it provides a way to make the customer curious about who you are. If you get questions or objections at this point you want to go strait to number 3

## REHASH

REHASH POLICY ALWAYS REMEMBER, IN THE HOME IMPROVEMENT INDUSTRY, TRUST IS AT LEAST 50% OF THE SALE. ALSO, IF YOU HAVE AN EXCLUSIVE PRODUCT, YOU MAY WANT TO EMPHASIZE THE EXCLUSIVITY OF THE PRODUCT AND THE POWER OF EXCLUSIVITY!

### 1. One Leg Pitch & Miss

- Will be held for two days
- Can either be called by an sales representative / sales manager / telemarketer (that is extremely knowledgeable of the product, one that you may be considering for sales)
- Be sure that the sales representative gathers the following information
  - Who was pitched (Husband / Wife)
  - Was a proposal/quote left
  - Has a competitor been in the house

### 2. Standard Pitch & Miss

- Will be held for one to two days
- The sales manager will make the calls
- Be sure that the sales representative gathers the following information
  - Who was pitched (Husband / Wife)
  - Was a proposal / quote left
  - Has a competitor been in the house

## Rehash Presentation

Hi Mr. / Mrs., this is calling from, how are you? Mr. / Mrs. I am calling from ? A short time ago one of our representatives, Mr. called on you and showed you our, do you recall?

Thank you for extending the courtesy to allow us in your home. Let me ask you a question, what was your opinion of the Mr. showed it to you? Is there any reason why you didn't go ahead?

Other than money, was there any reason not to go ahead and put in the ?

Let me ask you a question, if there was a way we could save you a substantial amount of money, would you go ahead knowing that our product and service is unmatched in the industry? Let me explain. My company works on a quota system from the manufacturer based on their fiscal year/quarter / month or my company is able to pass on amazing savings to the homeowner by meeting predetermined quotas. If we hit our quota within the time frame, they reward us by giving us a rebate on all of our purchases for the year. Even though that rebate is only a couple of percent, on all of our windows for one year that represents an enormous amount of money for us.

Right now we are closing out the fiscal year/quarter / month with them, and we are so close to that quota literally, that a couple of orders could make the difference. As a result, we are willing to make some sacrifices/adjustments. The result is that you could save yourself a tremendous amount of money now. Let me ask you if we could work out a price that was right for you, and it worked within your budget, could we get together?

Close on Appointment Time BE SPECIFIC AND ALWAYS ASK FOR THE APPOINTMENT

## Rehash Script

Hello, Is this Mr./ Mrs. \_\_\_\_\_? This is \_\_\_\_\_, and I'm the marketing director with [Company]. How are you today? I understand one of our representatives stopped out to see you some time back and showed you our gutter products and for one reason or another, we were unable to go forward with the project. Is that right? Have you done anything with the windows yet?

No? Great! The reason for my call is that I'm putting together a marketing program with the factory in different areas of the state and we have selected your zip code. What it involves is allowing us to put a job sign in your front yard, let me take some time before and after pictures, and after the windows are in, we'd like you to write a short letter of recommendation. This program can save you a substantial amount of money on the project. What I'd like to do is stop over some time and go over all the details and give you some numbers. If it makes sense, great, if not that's alright too. We'll just shake hands and part friends. Do you work during the day?

## Already Had an Offer

I understand that. What I'd like to do is come out there and re-evaluate then offer it to you at or below our cost.

## Rehash Sample Letter

Name	Date
Address	
City, State, Zip	<b>**FINAL NOTICE**</b>
Dear	

In the past year, we were privileged to come out to your home to speak with you about our products. We demonstrated how installing Gutter Topper gutter protection will help to protect your home.

Our records indicate that you have not purchased our product. If you are still considering replacing your gutters, now is the time and we would love to help!

Due to savings we've received from our material supplier, we are pleased to announce our Blowout Sale!

LIMITED TIME OFFER | ADDITIONAL 20% OFF YOUR PREVIOUS ESTIMATE  
Offer valid through 11/15/2022  
Not valid with other offers  
FINANCING AVAILABLE

Thank you for considering Gutter Covers International. We look forward to serving you in the near future.

Don't forget to mention this ad to your representative. Act now, this 20% off offer expires 11/15/22!

Sincerely,

Name

## DIRECT MAIL

Direct mail is one of the most common forms of direct marketing in use today and can be a powerful addition to your overall marketing program. Direct mail marketing is a proven medium with a long history behind it and is a way of advertising in which business owners mail postcards (printed ads), letters or other solicitations to large groups of targeted consumers. When done properly, direct mail can be a highly effective marketing tactic that will develop sales leads.

The most important factor in a successful direct mail campaign is THE LIST!!! Sending out a direct mailing to a random group of people is like firing a gun without a target. Business owners need to invest in lists that can be narrowed down to specific demographics and geographical locations. It is essential that the list match it to the right group of people that you are targeting. An in-house list of qualified prospects is the way to go.

You should make sure that each list purchased (if you are not using your own customer base), has a first name, last name, address, phone number and email. This will allow you to cross market once the mailing has been sent. You can follow up with a phone call and email blast campaigns as well.

Note: Be realistic! Direct mail as it has a low response rate. For example, a decent direct mail campaign to cold prospects will generate a response of about .003%. This means that if you send out 2,000 mailers, you can expect: 6 Leads, 3 Demos, 1 Sale

Actual results may vary.

### Sample Direct Mail (Cold List) Cost Breakdown

- Total Cost of Mailing 5K pieces (List, print, postage) \$1850
- Leads Issued 15 Leads Issued
- With a 65% demonstration rate 10 Presentations
- With a 40% close to presentation 4 Sales
- With 85% business getting installed 3 Net Sales
- Average sale of \$3,000.00 \$9,000
- Lead Cost Percentage 20 %

### Radiation Direct Mail

During and after the installation of a product, we recommend that you radiate that neighborhood with a direct mail piece letting homeowners know that their neighbors are saving money and that your company is offering a neighborhood discount special. This combined with yard signs, vehicle signage and company branded clothing will help raise awareness of your presence.

Note: Radiation mailers should be followed up with telemarketing and/or canvassing to the same homeowners the mailer went to! You need to tie your marketing efforts TOGETHER to make them more effective!

### Direct Mail Guidelines

- The List. There are many variables that will determine the success of your direct mail campaign. However, the list is by far the most important. If you have a list that is outdated, you will receive poor results.
- Polish that postcard headline. Direct mail postcards have only a brief moment to capture the reader's attention. Therefore, a strong direct mail headline is necessary. So rewrite your headline as many times as needed until it is
  - easy to read at first glance
  - interesting in some way
  - suggestive of the value to come.

- Choose the right postcard image. Direct mail postcards have limited space. In most cases, you should only have one dominant image on the non-address side of the postcard. Don't choose an image just because you think it's neat or pretty. Your postcard's image will support the headline mentioned above, and vice versa. Together, they must identify and engage the audience. So choose an image for your Direct mail postcards that is
  - eye-catching
  - relevant to your headline and message
  - relevant to the reader in some way.
- Testing It is very important that you do not send out a mailing to over 20,000 people unless you have a good idea what your response rate will be. When you are using a list for the first time, you should send smaller mailings (3,000 pieces) first and then create your rollout mailing based on these results. If you don't you are just paying for one BIG TEST!
- FOLLOW UP WITH TELEMARKETING OR CANVASSING

## PRINT/RADIO/TV/ADVERTISING

Radio, print and television advertising will often create high quality leads, increase recognition, and create a solid presence for your business. However, they can be the more costly forms of advertising. Therefore, when opting to do this type of advertising, you must remember that the most important aspect of one of these programs is the Audience.

If you are not advertising to the right demographics, you will be wasting your money. Therefore, it is essential to request demographic information from all radio stations, television stations, and print publications that you are considering. You need to make note of the following: Are their readers/listeners homeowners? Are they in the age bracket of 35 – 60? What is the average income? Are they professionals? Are they male/female/both? Do they have children? What is their viewership? How are they Ranked?

Your advertising copy will also play a major role in the success of your advertising campaign. Any ads, whether print, radio or television, need to have some sort of a hook. This hook could be in the form of a sale, limited time offer, etc.

### Benefits of TV Advertising

TV reaches a much larger audience than local newspapers and radio stations, and it does so during a shorter period of time. It reaches viewers when they're the most attentive.

It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.

It gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers.

Note: When advertising via television, you need to make sure that you have favorable time slots and your commercials should run multiple times in four hour intervals.

### Benefits of Radio Advertising

- About 95% of people listen to the radio on a weekly basis.
- Radio talk programs, morning shows, etc provide an enormous audience base for you to advertise your products.
- Radio offers an enormous potential customer base and provides an effective way to specifically target your prime audience.
- Every radio station appeals to its own unique demographic.
- It can be more effective because radio is perceived as the most intimate of advertising mediums, because people are so often alone when listening to the radio, such as when driving to and from work.

Note: When advertising via radio, you need to make sure that you have favorable time slots (talk programs and morning shows) and your radio ads should run multiple times in two hour intervals. For assistance with any radio or TV ad development and placement, please contact:

## Benefits of Print Advertising

- Readers are able to glance quickly at print ads in one view.
- Readers tend to be loyal to specific publications.
- Many companies can request special ad positioning (covers, inside covers).
- Headers and sub headers in an ad allow for easy skimming of information.
- Many people simply react better to physical ads.
- Ads often include graphics alongside the text; allowing the reader to reference the image while reading.

## A Breakdown of Print Advertising

### Newspaper Ads

Your ad should appear in the same place in the newspaper at least weekly for an indefinite period. Expect to run your newspaper advertising for two months before you see an increase in sales. It takes some time to build trust.

- Fifty-seven percent of adults in the U.S. read a daily newspaper. Sixty-seven percent read a Sunday paper. They spend almost 45 minutes per day reading at least one paper, and over an hour on Sunday.
- A smaller advertisement run repeatedly will do better than a larger ad run less often.
- The public knows to read the paper on certain days of the week to get certain information. If your competitors are all running their newspaper advertising on Wednesday in the same section, there is a reason. Shoppers know to look there for information about your type of business.

### Magazines

Magazine advertising is typically much more expensive than newspaper. However, most magazines are created to tailor to a specific audience. Many communities have their own magazines like "The Home Mag" that specifically targets home improvements. Another advantage to magazine advertising is that it gives a possibility to present your product in full glossy color. A magazine advertisement is glamorous and prestigious. It makes your brand respectable.

### Inserts

A newspaper insert is simply a flyer that is distributed into homes via the newspaper. Inserts are generally more cost effective than direct mail, radio, and television.

- Guaranteed delivery into thousands of homes.
- Targeted by zip code and demographics.
- Lends credibility to your business and build your brand.
- Newspapers are a trusted source of information in your community.
- Newspaper inserts typically remain in homes for 2-3 days after delivery.

In order for inserts to be effective, you need to make sure that your insert is attractive, has a call to action, and includes EASY TO FIND contact information.

## SPONSORSHIPS/COMMUNITY RELATIONS

### Event Sponsorships

You may want to consider becoming a sponsor at a home show or local event. Although the upfront cost will be more (usually between \$2500 and \$7500), the return on investment usually is much greater.

### Sponsorship Benefits may include:

- Top tier brand recognition.
- Logo on all advertising materials.
- Premium booth placement on show floor.
- Name mentioned in all radio and television spots.
- Access to attendee database.

Note:

When considering an event sponsorship, be sure and ask show promoter for exclusive category rights. This will allow you to knock out the competition.

### Charity Drives/Local Event Sponsorships/Cause Marketing

These types of activities all fall under community relations. Community Relations allows a company to establish and maintain a mutually beneficial relationship with the communities in which they operate. The underlying principal of community relations is that when a company accepts its civic responsibility and takes an active interest in the well-being of its community, then it gains a number of long-term benefits in terms of community support, loyalty, and good will.

A comprehensive, ongoing community relations program can help virtually any organization achieve visibility as a good community citizen. Organizations are recognized as good community citizens when they support programs that improve the quality of life in their community, including crime prevention, employment, environmental programs, clean-up and beautification, recycling, and restoration. Some other examples of ongoing programs might include scholarship programs, urban renewal projects, performing arts programs, social and educational programs, children's activities, community organizations, and construction projects. On a more limited scale, small businesses might achieve community visibility and engender good will by sponsoring local sports teams or other events. Support may be financial or take the form of employee participation.

When taking part in a community relations activity, you can always find out if it is possible to be on any signage, mentioned in any advertising and have an actual table set up at an event for demonstration purposes. A good idea may be to have T-Shirt giveaways that name both your company and the cause; be sure to have your phone number and website on whatever promotional giveaway item you offer.

Costs for participating in these events vary tremendously. Local sponsorships for little league may be a few hundred dollars; whereas major cause marketing races like Walks for Breast Cancer will be in the thousands. You need to be sure and find out how many attendees will be present, if you can obtain a list with attendee contact information, etc. With any cause marketing, you want to show commitment to the cause while branding your company name and generating leads.

### PR/Media Relations

Media Relations (PR/Public Relations) is a process that takes time and patience, but in the end, there is nothing in this world that will give your company more recognition than editorial coverage. The problem is that most business owners don't know how to get it.

In order to effectively run a media relations program, it is essential that you develop a media contact list. This list should have the telephone, e-mail, fax, and address of local newspapers, radio and television stations, and trade magazines in your area.

Once you have completed a press release, you will need to contact an editor of the publication(s) you are targeting and let them know the press release will be coming over to them via fax and email. Talk to them about the information and find out if it is something they are interested in writing about.

**TIP: If you see an article in a publication that relates to your product, or a writer has written a piece sighting a problem that your product can solve, contact the writer of that specific article.**

A press release should be issued whenever you participate in an event, introduce a new product, receive an award, etc. In doing this, you will establish your company as a resource for press coverage, and eventually, the press will come to you!

If you are a company that has already been advertising other product lines in a particular newspaper, call your rep and ask them to help you get some editorial coverage for a new product. Often times, they will.

## Corporate Partnerships

A product like gutter protection is great for a corporate partnership program as it provides employees that are homeowners a way that they can protect their largest investment. In today's economy, there are a number of companies that have had to enforce layoffs, pay cuts, etc. These companies are looking for ways to boost employee moral and offer them programs and incentives to make them feel appreciated. Therefore, many companies are interested in employee discount programs and will be willing to allow an outside company to come in and provide a seminar/presentation while sponsoring a lunch for the employees, they will also add your contact and incentive information to newsletter, intranets and bulletin boards.

Implementing a program such as this is very simple.

- Contact the company's Human Resources Dept. (Ask for HR Director)
- Explain that you offer a product that allows homeowners the opportunity to protect their home and not have to deal with the hassles of gutter cleaning and that you are interested in putting together an employee discount program.
- Have a customized presentation prepared. Get the company's logo from their website and have it inserted into the presentation to make it appear as though the presentation is for their company only.
- If possible, set up the presentation online and go through it with them over the phone. This way, you can try and get a commitment when the presentation is over. If this is not possible, email the presentation over and follow up with a phone call.
- Once they have agreed, get a commitment as to how they plan to promote the program. (Company intranet, lunches with a seminar, newsletter, bulletin board, etc)
- Get a signed copy of the agreement and execute the program right away!

A program such as the Corporate Partnership Program could also be customized to work with Homeowner's Associations, Church Groups and other networking Opportunities.