Your ELEVEN Foundation Blocks

1. Marketing Asset Review

Run 'Marketing Collateral Quality Test' on all marketing assets, ads, websites etc
Fix what needs fixing!

2. Google My Business

Complete 100% of GMB Checklist

3. Your Follow Up Process

Proper systematic data capture in place for ALL leads and customers;
Robust 60 day follow up campaign in place to include, email, letter, text, BombBomb etc;
3 line email automated at least twice per year to all prospects;
Minimum fortnightly value emails to nurture list and build relationship;

4. Re-Marketing & Pixel Tracking

Facebook & Google pixels installed on ALL web sites/pages
Intelligent Re-Marketing campaigns running all the time…

5. Price Review

Think like an investor. What should you do?
Do it!

6. Systemised Review Collection

Implement GradeUs, or similar. Properly.
Including proactive review gathering campaign.
Respond to all reviews weekly.

7. Your Marketing Calendar *(with Assets)*

Map out the key events. Create them when they're not obvious!
Minimum 3 'calendar' campaigns each year.

8. Your Knowledge Centre

Study 'TAYA' and implement it. Properly.
Publish at least ONE article/video each week, every week.
Involve your whole team . This isn't just your job…

9. Neighbourhood Cards

Get 'em ordered and implemented if you work on site in people's homes.
Systematically drop 'em as part of each job. *"The jobs not complete til the cards are dropped"*

10. LinkedIn

Sort your profile as a minimum.
Then, integrate Connecting and Engagement into marketing plan if you work B2B

11. Answer your phone – *no missed calls*

Sort overflow call handling as a minimum
Daily Report of missed calls emailed to you automatically very evening