

2018 MARKETING GAME PLAN



A little bit about Kyle

Our plan for today:

We won't just talk about your marketing plan for 2018. We'll _____ it.

FACTS & FIGURES FIRST

Tracking our _____ and measuring what _____ and what didn't _____.

How many Leads did you generate in 2017? _____

How many of those leads did you turn into Signed Projects? _____

Your 2017 Total Sales (top line revenue) was: _____

What is your Average Project Size (Total Sales / # of Projects)? _____

Your 2017 Total Marketing/Advertising Spend was: _____ -

Your top lead generation sources (source name and # of Leads in 2017)

- 1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

Your 2018 Sales Goal is: _____

Your 2018 Marketing Budget is: _____ (Discuss decision on tactics vs. budget.)

Who is involved in your marketing efforts? Your marketing team (list names out) _____

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So, what have we covered so far?

DOING MORE WITH THE LEADS YOU ALREADY HAVE

Your Sales Process and Follow-up (Rank on a scale of 1-10 | 1 = Bad, 10 = Fantastic) _____

- First Call/Contact With A Prospect
- Between Initial Phone Call & In-Person Meeting
- Initial In-Person Meeting
- Proposal Turnaround Time
- Lead Tracking & Sales Pipeline
- After the Project is Completed

MARKETING STRATEGY

Definition of Marketing:

Getting someone who has a need to _____, _____, and _____ you.

_____ before _____

What Makes You Different ('But what really...') _____

Your Ideal Client / Project _____

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CIRCLE what is currently part of your marketing plan and put a SQUARE around what you want to be part of your marketing plan in 2018:

- Stay-In-Touch with Previous Clients/Prospects
• Testimonials / Reviews / Case Studies
• Strategic Partner Development
• Networking / BNI / Associations
• Referral Program
• Free Report/Offer
• Home Shows / Parade of Homes / Events
• Jobsite Signs / Pardon Our Dust Campaigns
• Homeowner Seminars
• Advertising - Print, Radio, TV, Sponsorships
• Direct Mail
• Email Marketing / CRM System
• Press Releases / PR / Awards
• Telemarketing / Phone Calls
• Thank you cards
• Website / SEO / AdWords / Local SEM
• Video Marketing / Content Creation
• Social Media - Facebook/Houzz/Instagram
• SWAG / Giveaways
• Online Lead Generation (Home Advisor/Etc.)
• Your Vehicles / Office / Showroom
• Marketing Assistant / Coach

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2 TAKEAWAYS SO FAR

1. _____
2. _____

My Marketing Plan to Generate _____ Leads in 2018 with a Budget of _____

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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S.M.A.R.T. GOALS

- S - specific
- M - measurable
- A - attainable
- R - realistic
- T - time-bound

Time to P _____

S.M.A.R.T GOALS & NEXT STEPS

1. Goal _____

• Next Step _____

2. Goal _____

• Next Step _____

3. Goal _____

• Next Step _____

4. Goal (Careful...) _____

• Next Step _____

2018 MARKETING GAME PLAN



Remodel Your Marketing Plan

5 Week Live Training Course Starting on January 11, 2018

The training is focused on two deliverables:

1. A clear **2018 Marketing Plan** for your remodeling business
 2. A clear and specific **2018 Marketing Budget** for your remodeling business
-

WEEK 1 (Thursday, 1/11/18 from 1:00-2:00 PM EST)

- A deep look at your **2017 Marketing Results**
 - We'll **review and measure** # leads you generated (and where they came from), # of signed projects, 2017 total sales, average project size
 - How much you **spent in 2017 on marketing and advertising**
 - Decide on your **2018 Total Sales Goal** and **2018 Marketing Budget**
 - You'll receive a simple and solid **Marketing Budget Spreadsheet** in this lesson
-

WEEK 2 (Thursday, 1/18/18 from 1:00-2:00 PM EST)

- **Marketing Strategy:** What Makes You Different and Your Ideal Client
 - **Marketing Tactics Part 1:** What are you currently doing?
-

WEEK 3 (Thursday, 1/25/18 from 1:00-2:00 PM EST)

- **Marketing Tactics Part 2:** What you want to be doing in 2018?
 - Start to build out your **Actual Marketing Plan**
-

WEEK 4 (Wednesday, 1/31/18 from 1:00-2:00 PM EST)

- Completion of the **Strategy & Tactics** portion of your **2018 Marketing Plan**
 - Update your **2018 Marketing Budget** to reflect your Marketing Plan
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WEEK 5 (Wednesday, 2/7/18 from 1:00-2:00 PM EST)

- Identifying **SMART Goals** and **Next Steps** to start implementing your plan
 - **Wrap Up** and **Open Q&A**
 - Celebrate your personalized **2018 Marketing Plan & Budget!**
-

There's going to be a **little prep** that you need to do **before and after each session!**

I'm going to assign you someone else in the class to be your **accountability partner** over the five weeks. I'll introduce you via email and suggest you check in with each other weekly to **ensure that your marketing plan and budget are coming together.**

I'll give you **guidance, coaching, tools, and motivation** during each Live coaching call and at the end you will have a **clear and personalized Marketing Plan & Budget for you to follow in 2018!**

The Cost/Investment is **\$147**

All of the calls will be recorded in case you can't make one of them.

Interested in signing up?

Just send me a quick **Email** (kyle@remodelyourmarketing.com) or **Text** (517-902-8450) and my assistant or I **will reach out to get you signed up!**