



TRANSCRIPT
YOUR

2021

INTERIOR DESIGN/HOME REMODEL
INTERNET MARKETING PLAN

This year take your company
to the next level!



kitchen & bath
MARKETING SOLUTIONS

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I would like to say Hi to everybody. Happy to have you here for this webinar. This is going to be a very impactful webinar. We're going to unpack a lot for you here. Like I said, Jamie, she's our director of marketing. She's here to help me monitor all this happening. We actually had a few people that want to be panelists so they can ask questions. If you want to be a panelist, so you can ask questions like feel free, just raise your hand. Jamie will add you as a panelist so you can ask any questions that you want or you can also type the message. If you don't want to be one of the panelists, you can type in to me or Jamie or to all, and she will make sure that I have them so I can answer them. So great to have you here. We're going to be unpacking how to set up your Internet marketing plan for 2021. So let's start. First, what I would like all of you to do is head to this link right here, Jamie, if you will add that into the chat. That's the link right there, and we'll be heading over that as we go through the presentation. So what are we going to talk about? So we're going to cover, we're going to set your goals for 2021 and help you set where you want to be at the end of next year. We're going to talk about the three fundamentals of marketing success. We're going to look at how to optimize the website, which is your hub. We're going to look at the big picture and what are the marketing channels that you need to be looking at for next year. We're going to look at the latest trends that will be happening at 2021 and have started to happen now. But we'll be going into next year. And then at the end, we're going to develop your action plan. All right, so I guess that over the next hour or so that you turn off your cell phone or you mute and turn off Facebook so we can focus on it because we're going to roll our sleeves up and we're going to get busy on your plan for next year. All right. And like I said, ask any questions. So if you stay till the end, I actually have some treats for you. So we have video marketing mistakes that people make. So you can import those digital marketing trends.

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We're going to talk about three of them, but you'll be able to see what all five of them are for next year. And then what are the most commonly searched keywords in the industry in remodeling and interior design as well. So we're going to talk about what are the main keywords that you can use for SEO and for PPC. OK. Now, why should you be here and why are you listening to me? So just a little about me. You have to bear with me. I'm not one to really talk about myself, but there's a few people on here that may not know who I am. So I'm actually the owner of Kitchen and Bath Marketing Solutions. We've been at this for over seven years now. We are digital marketing. My background is in architecture. So I've dealt with architecture, interior design for over 20 years, worked on projects that have price tags over 20 million dollars. I've taught in the School of Architecture and in the School of Interior Design at LSU and at Southern University. So I know the industry very well and I actually know marketing. And I have a team behind me that knows marketing very well and has over 20 years experience in digital marketing and I also wrote a book. We are members of the National Kitchen and Bath Association and I'm also a sales and marketing specialist and we're also a CEU provider for the NKBA as well. And I've also spoken at the AIA, the American Institute of Architects, the American Society of Interior Designers and at the National Kitchen and Bath Association. So actually you know what I'm talking about. So I just wanted to have that. So you know that this is just not your regular digital marketing, but I actually know the industry. And we also have clients across the US. We've been at this, like I say, up since 2013. And we have clients across the US in remodeling, interior design and also residential architects. So a lot of this information that I'm going to share today, we've prepared with my team from a lot of the experience we've had with our own clients.

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So it's not just me talking about what the trends are, what's happening. We're actually bringing you information and that is happening in the field right now. And this same exercise that we're going to go over now is the same exercise we do with our own clients at the end of every year. And like I said, this is what we do. Our main goal is to triple the sales of over one thousand design and remodeling companies. And so that's what our mission is. And we're all about helping. This year, we developed our resource library. I am going to talk a little bit more about that. But that has really helped us to give back to the community and so that is just a little bit about that. And so I'll open it up. What is the hardest part of marketing for your interior design business or your remodeling business? I'm opening it up right now to see if anybody has any questions on that or anybody has any comments that they want to say that we have we have a question here or we have a comment here that knowing what to market. Yep. That's we're going to talk a little bit about that. We're going to talk about what to market. So we're going to talk a little bit about that. And we have another one, we have attracting the ideal customer. We're going to talk about that as well. Thank you for that, Neil. And I actually had a private one here that said, not know what to actually have on social media. We're going to talk about that as well. OK. All right. Good deal. And we'll see if there's anybody else. Just starting off. I feel like I have nothing to promote. OK. All right, we'll address a little bit of that towards the end as well. OK. All right. Good deal. And making time to market. Yes. Yes, that's very true. OK, so let's get started. So hopefully you downloaded the book I'm going to re-add that in the chat so you can download that because we're going to go from that. This is it. Here is actually a twenty two page and then we're going to go over it and highlight a lot of things in there. So one of the comments we had that there are so many options out there in terms of marketing, you know, a lot of people don't know where to start and unclear what to do, how to organize your time?

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Very true, you know, SEO, PPC, website, social media, there's a lot out there, and then it can also be a major investment because whether you're doing it on your own or whether you're hiring it out, marketing can be a major investment. And if you aren't for sure what to do, you may not get the same or the right or what that you're looking for. And so in all of that, with spending the money, there being a lot of options, not knowing what to do, you can either overspend or you can understand and underperform. So that is one of the purposes of this is for us to help you develop that plan for you. And there's a great opportunity out there with all of this happening this year. And one of the industries that has not been hit as hard is the real estate industry. In certain markets, real estate is booming. And so housing and remodeling has been projected to be a great opportunity for next year for 2021. So this is the time to really map out that plan and see what you're going to be doing for next year. And it's all about creating a clear plan and a goal for next year that has detailed targets and KPIs key performance indicators. So you know what the goal is and what you want to hit so you can generate the leads and hit that target. And when you set the target, you have the lead, you know who your client is, you can get that right. Return on investment. We're all after that ROI. So we're here to have success, maximize lead flow and hit the goal in 2021. So we're going to start here with setting up your goals for 2021. Dave Ramsey said, "A goal without a plan is a dream" and that's so true. We're here to set that plan because if you don't have a plan you're like this ship here in the water not knowing where your destination is. And it's just a vast amount of ocean or sea. We are on the opposite end. Once you have your your goal set you know where you hit. So you could see in the in the background here that's the destination where they're headed and they're going there because they have set clear goals and that's what we're here to do today.

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I am looking at a Harvard study where they interviewed graduates and they interviewed a recent class where eighty four percent of the class didn't have specific goals, 13 percent had goals, but they didn't write them down and three percent had clear goals, wrote them down and they had detailed plans on how to accomplish that. And the results were interesting of the fact that they interview the 13 percent that had written down, those earn double what the other eighty four percent earn. And then the three percent earn 10 times more than the other 97 percent. So what they're saying have clear goals, write them down, have your plan of action and know what you're going to do. OK. So now we're going to talk about brainwork, which you want to do, you want to set the goal. Write them down. Have a goal for the year, for the quarter, for the month. And that helps you to set everything in place so you can reach all of that you want to do. What are the goals that you have for 2021? So if you look at in the workbook on page 45, we actually have some questions in here about what's the revenue target that you want to hit next year. And once you know what that revenue target is, on the page 5 here where we have this chart, then you could divide that by 12 and determine, OK, what does that equate to month? And then once you have that monthly goal now, you could say, OK, well, how many calls will that require for me to hit that and so to determine that, what is your average transaction out there? There's an example we have here. So this is a client that we did plan for 2021 with last week. And so we're using him as an example. He wanted to hit a couple, two point five million next year. And so that actually equates to roughly around two hundred and eight thousand a month. And so his average transaction value for the remodeling that he does is actually forty thousand.

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So that means he needs to have five new clients every month to actually reach that goal of hitting 2.5 million. OK? And that's what you have here within this track. And so once you have that now, we could talk about the conversion rate. Right now, you need to know how many people you think you need to talk to in order to hit that number. So the average conversion rate is between 15 and 20 percent. That's the average. That's the average for most small businesses. OK, if you're excellent, you may be in the 30 to 50 percent range. And then once you have that, then you can determine how many people you need to talk to in order to hit that. So, for instance, we're going to use 30 percent because the client that we got this from here has a 30 percent closing. So that helps him determine that he needs to talk to 17 leads a month in order to hit the price so he can then hit his goal of earning 2.5 million next year. Check this out right here on page five that we have filled out at the end to show you how to access this, and we're going to talk about how to manipulate the numbers and change them and make them your own. And then there's some other things that we're going to talk about here at the end as well. So this is the goal that you want to set so you can write this in your workbook and just have an overall goal. OK, this is the amount I want to get that turns into the monthly revenue target and then you have your average ticket value, whether that be in, you know, interior design. So it may be one of our clients. Their average is about eight thousand because they also average in e-design, because they do virtual design as well. So they average that in this way. So depending on what that is, that let you know how many new clients you need a month. And then you can look at your conversion rates to determine how many people you need to talk to. OK. So we set the goals for 2021 and how many leads we need for that year, so that's the start.

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OK, so once we have that, once we have the goal now we need to know how to get there and how to get the leads. So we need to develop our marketing message. And so if you turn to page six in the book. We talk about market message and media, the market is who are you targeting if you don't know who you're targeting, you're missing the boat because if you try to market to everyone, you're actually marketing to no one. So you need to define who that market is. And that's what we're going to talk about first. So who is your ideal client? So you'll see here on page seven, we have the ideal, we have the client Avatar Worksheet. So in there, what you want to do, you want to make a couple of copies of this and if you have different services, so if you are in the interior design remodeling and if you do virtual design, if you do kitchen remodeling, if you do outdoor patios, whatever, all of your services are, you want to do a different avatar for each one because the end user on an avatar may be a little different for each of them. So you want to fill this out on the demographics and in general interests, pains and frustrations, fears and implications, goals and desires and the dreams and aspirations. So there are a few examples we have here from this client that they had filled out. Theirs's was homeowner, thirty five years of age, typically female, married with two kids, head of household. The average income was about eighty five thousand a year plus a year family oriented, reliable, on and on. And some of the things they had was they were tired of the space and they needed to have a remodel. They didn't have the lifestyle that they wanted to do and they were not sure. And they needed some design help or they needed some consultation there to decide on what they want to do from there and too busy to do it themselves, worried that if left unchecked, the space would be unhealthy for the family. So these are just a few ideas here and did some other things with the goals and desires.

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They want to have a well trapped home, more income, more wealth, spend more time with family, travel more this time of year, afraid of finding the wrong designer or remodeler for their job. And so we hear that, you know, paying too much for something that they are not for sure if they like having their home damaged by poor or faulty workmanship and then not having a home or not having a space that they can get into after weeks of the remodel. These are just a few of the things. These may not all apply to you, but this is just some ideas to help you jog your memory and help you develop your own list for your perfect avatar. So once you had a perfect avatar, now you're able to see through Jane Smith eyes and you can sell to Jane Smith and help her back, because once you understand who you are, who your ideal client avatar is, now you can craft your message to Jane Smith or your ideal client. So next, we're going to get into message. So this is about crafting the message. So what is your message once you know who your avatar is, who your perfect client is now, you can start to craft the message that resonates with that end user or that ideal client. So this is just some questions we have here. That's also in the workbook on page nine. So what actually differentiates you from your competition was your unique value proposition, your UVP or they say USP, unique selling proposition or unique value proposition, ultimately, what sets you apart from your competition? What services do you have that can target your ideal client that will resonate with you once you know the client that helps you out, because not only just crafting your message, but if you want to do ads, if you did Facebook ads or if you did Google AdWords or anything like that, they ask for the interest of the end user who you're trying to target. And that helps you maximize your ads. So understanding who your ideal client, who your client avatar is, helps you craft a message that will resonate with them and helps you maximize your ads.

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And these are just some examples here. You know, award winning designer brings quality work on time, on budget, which in, you know, the desired field is vital, you know, experience, trustworthy professional that caters to a variety of styles and budgets from concept to installation will help you achieve your dream home. So these are just a few examples that can help you craft and then some other things here that you want to mention. That message is about you and your company, how much experience you have, quality of work that you do, that you're going to leave the home in a better place than when it's found. Because like I said, that's what we hear a lot about is did I choose the right designer or remodel? And also how are they going to leave my home? What's the craftsmanship of workmanship going to be like? Financing is another thing. Some of the clients that we work with have financing available and they do financing for their clients or for the prospects. So that's something if you offer that, that's something that you want to promote and great service, that can not be said enough. OK, so that if we went over the market, the who, the message, the what, now we're going to talk about the media and that's how and that's where you're going to drive. So you want to make sure that your hook converts in your hub as your website. That's the one property you own because you may have a houzz, website, you may have a Facebook business profile, you may have an Instagram business profile, but you don't own any of those properties. So if anything happens or if Facebook change their algorithm or houzz, change what they do and they shut your account down the one hub that you want to make sure that you have and that speaks to your message the most, is your website. That's where you want to drive. Most of your prospects was through your website so we're looking at your website. You want to craft it in the way that it's set to convert. And so these are just some features here to make sure your website converts the right way.

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And so you want to make sure at the top that you have all of the pertinent information, you have the information on your business, you want to have your phone number. A lot of the times, a lot of business owners we see in the design realm, they have their phone number at the bottom and they have all of these great images of the work that they did at the top. You have to remember, over 80 percent of search starts on a mobile device. So when the end user or a prospect looks at your website, if they want to contact you, you want to make it as easy as possible for them to reach out. So by having your phone number at the top is clickable and so they can call you if they have a question. So you want to make sure the phone number and all this information that I'm talking about here is above the phone and above the phone means that when they enter into your website, that's the area that they see before they have to scroll. So you want to make sure that all of the pertinent information, like all of your contact information, phone number. You want to have a clear call to action, telling the end user or the prospect what you want them to do. So if you want them to sign up for, you know, your webinar, if you want to have a consultation, if you want to have them contact you, whatever it is that your call to action is, you want to have that right at that above the phone area, right at the top. OK, you want to have your social media links so they can reach out to you there and you want to make sure that your site is mobile optimized. As I said, over 80 percent of search starts on a mobile device. And so if it's not mobile optimized, it will hurt you, because if somebody looks at your website and it's not easy to use, they're going to click off and look at the competition. So make sure that you have all these elements within your website.

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OK. And this is just an example of how they have all of the elements here, they have the phone number at the top, who they are. All this information here, this is the call to action. They have their social media links and they have authenticated that. So now just an overview of the website elements, you want to make sure that it speaks to your ideal client, to your client avatar, you want to make sure to have authentic images if possible, you as the owner or your team in these images, because people like to do business with others they know, like and trust. The best way for them to get to know, like and trust you is to see, and to do video, we're going to talk a little bit about that later. But if you can have images of you with your team that would be ideal and then, you know, having some type of video in there so they can get to know your personality, know how you are so they can resonate and relate to you and your team. Showcase reviews. Online reviews are great. So you want to showcase that on your site. You want to have a clear call to action, phone number, web forms and where I have the authority symbol's that's like BBB. If you're a member of AIA, if you're a member of ASID, NKBA, NARI or any of those symbols, that helps the end user or the prospect know that you are trustable. What you want to do, and this is on page. 11. You want to in your book, page 11, you want to look at your own website. You don't have to do it now, but you want to look on your own website and see what are the elements that you may or may not have and look at to see what you need to add based on what we've been talking. OK, and then you can write that here on a page. All right. So, some of the takeaways, what did you learn, what did you notice, if there's anything any one would like to share, because we're about halfway into the presentation, so we're on good time because I want to try to get this done in an hour.

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So we are all good time now. So if anybody has any questions up to now in terms of the avatar, creating the client avatar, the message, your hub is the website. If you have any questions, you can ask those. One question we had through private chat is what do they recommend? Honestly, there's a lot of them out there. There's a lot of avenues you can go in terms of we believe works best is not so much of what you use is that you actually have it out, that you actually have a website and it has all of the elements in there that can help convert visitors once they arrive. So what you use is not as vital, depending on, if you have a showroom and you're going to sale on your website, then there's some other aspects that you may want to talk about, because having the e-commerce site is a little different than having an informational website that we could talk a little bit more about that at the end, if that's the question, if there's any other question. All right. So let's move on. So now once you have your website and all that in place, you want to make sure to track, so you want to have call tracking in place so that helps you remember what the average CPC is cost per click. What that is that that helps you there. And you want to have a simple dash board that has the KPIs, like I say, KPI key performance indicators. And this is the dashboard we use with our own clients. But you want to make sure whatever you use, that you measure what you're doing because what gets measured gets done. So at a minimum, you want to have Google Analytics, Google search console, those are free tools that you can install on your website. If you don't know how if you have your web developer, they can install it. It's a simple code that you put on the back end of your website to track all of the visitors that come into your website. So you want to make sure to track all that because you want to know when visitors visit your website, you know where they're coming from and how they got to your website, because that can help you determine where you're spending your marketing dollars, what's working and what's not so track what you're doing.

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So we want to make sure that it is track. So far, what we went over setting a clear goal for 2021 in terms of the income that you want to make. We had talked about the market, the message in the media, how to optimize your website and track that. So next, what are some key trends in 2021. All right. The first one we want to talk about is Google local services there. We're going to talk about video and then we're going to end with an all inclusive approach to your market. So Google local services. I don't know if you've heard of this. This came out actually in 2018 sporadically. It's not in all markets. It's not in our markets. But they rolled it out in 2018 to 2019. It started to gain some traction. This year is doing well. Next year they're going to really begin to roll it out. And a lot of major markets, but not all. We actually have a client in Los Angeles that is using it now. And I'm going to talk a little bit about how they're using. But Google local services is Google's way of pay per lead service in lieu of like a Houzz have their own pay per lead service. You have a home advisor in your own type services where you pay per lead because usually with Google ads, you pay per click. So any time somebody clicks on an ad, you pay for that click. That can get a lot of looky loos. Or you may have competitors clicking on that ad just to get your and your ads for the day, just sort of there. And so there's a lot of bots for that as well. So this is Google's way of getting around a lot of all of that. So this is where you pay for the actual lead itself. OK, and this is how the leads look. So the ad is above everything else. It's above Google AdWords, it's above the maps, it's above the organic listing. And so you actually have the reviews there. You have the Google Guarantee badge, which I'm explaining about what that is in a minute. You have to service the area, so that's the area that you serve, whether that's Los Angeles, Dallas, New York, Chicago, wherever that area is you have the tracking number.

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Now, this is a tracking number that you're going to get from Google and they're going to forward it to your number and then the hours of operation. OK. And so what actually happens here? You have to fill out an application and Google is going to run a background check on the owner and any of the employees that have that are client facing any of your employees that interact with the client. So if you go into a client's home, Google will run a background check on all of those employees and the owner because they want to make sure none of the employees or the owner actually have a criminal history. And they're going to also look at insurance. What the insurance is in terms of professional liability, that you have enough to cover the services that you offer, and they want to make sure that when they have the Google guarantee badge that they actually damage your company. And so that's why in the actual process takes about a month. The client we have in Los Angeles that went through this, it was about three and a half weeks and they did a background check on it was a husband and wife owner, and they had five employees and only three of them were actually client facing. So they did a background check on the husband and wife and then the three employees, the office manager. And then one of the other reasons they didn't have to because they were not clients. So they did a background check on the five and it took about three and a half weeks. They had to submit their professional liability. They had to submit their license for the state because they actually had a contractor's license and they had their interior design license. And they also had an architectural license that they had to submit all they had to verify that their liability insurance and their professional liability insurance was enough for all of the services that they had. And so, like I said, that takes about a month to happen. Once approved, you will be one of the service providers that they lists. And the average lead is anywhere in between twenty five point fifty five dollars. Now this varies by market, like I say it in California is on the higher end than in Los Angeles.

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So we see most of the leads in between 50 and fifty five dollars. One of the other clients we have in Dallas, their leads was about thirty five or forty dollars in that way. So it just depends on the area on how much the leads are. What we've heard from our own clients is that it's a lower CPC cost over PPC because we use this with PPC because we do a lot of what our own clients but they've seen that is a lower costs over there, higher quality leads of our home advisor. Some of the clients and some of the other people we referred to that are not our clients have suggested that they get better leads than with home advisors. You are going to have some price shoppers. But Google, like I said, they're going to have the number that they provide you and then is going to phone to your number. But what happens is that they do that because they can verify if it was a real lead. So like I said, the client we have in Los Angeles, they actually had people reach out to the people that were looking for a free service, some that were looking for roofing repair, and they didn't do anything. So we were able to call Google and say this was not a real lead. And they were able to listen to the call, verify, and they were not charged. They usually have a better ROI over some of the other pay per lead services. So the next steps, you want to talk to your account manager. So if you're one of our clients on the call or listening on the recording. Talk to your account manager and they'll let you know the steps that you can go through to apply for this, or you can also go to this link so you can sign up and see if it's in your area, because like I said, it's in about 20 areas right now. In some of the major metropolitan areas, not all next year will be to your background check. They'll put the tracking off for your home and you can leverage all of this so you can hopefully close a higher percentage of jobs. So going back to what we had talked about earlier on, setting your goals, you will have a higher quality lead, hopefully, from this one. All right. So we actually did a 15 page guide on and on all of this on how to apply , what areas it is seeing, and I'm a show you how to get access to this entity.

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Video is huge right now. I don't know if one of the fastest growing mediums today, I would say the fastest from 2018 to 2019 over four hundred percent growth in video views in 2019. The 2020, it was in the thousands in terms of growth. So. Video is hot if you're not using it in some way in your business, you're missing the ball and you need to somehow incorporate that in what you do. OK, so some of the things we see from our own clients are from others that are using video that are using it the wrong way. There don't have a defined story. You do not want to get all to do video and not know what you're going to talk about, not have a clear message like what we went back to earlier, OK, having a clear message on what you're going to talk about. OK. Targeting the wrong audience now we just went through an exercise on developing your ideal client, your perfect avatar, so you shouldn't have this issue, you should be able to identify who your audience is and how to target that audience. So this should not be an issue for you. Creating long videos that are boring. Now, you can have a long video, some of the best videos that our clients have done have been longer 'how-to' videos. But if you do a how-to video is actually expected for it to be long because you're going to go over how do you do X, Y? See, but if it's just talking about either a service you're offering or a design tip, you want to try to get to the point, you don't have to be too brief that you don't have value in the video, but at the same time, you don't want it to be extra long that you lose, you know, people's attention also. And at the end of every video, and this is the same thing I talk about on the website, have a clear call-to-action. One of the class we had the excellent videos. And she didn't have a whole lot of results from the video, one of the small simple tweak was a clear call-to-action so at the end of every video, she would say, give us a call or reach out to us at X, Y, Z number or, you know, or whatever it was from that one simple tweak. The next week the results and the ROI started to jump, because just by telling people what you want them to do, they will do it. If you have a great video, but you don't tell people what you want them to do.

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If you have a great video, but you don't tell people what you want them to do. That was great. But I don't know what to do next. And they'll just move on to the next video. But if they enjoyed the video and you say call me, reach out to me for a free consultation or whatever that call action is, make sure you state that in the end of every video, and don't over do the sales pitch. Make sure you do the 80-20. 80 percent value, 20 percent self promotion. And if you do that, you'll be in good hands, Okay? And when you do a video, make sure that video only has one message. So you may have different services like we had talked about earlier. You might do a kitchen remodel, bathroom, you may do out the door patio, you may do virtual design. Do not have a video that encompasses all. So do a video just on kitchen design. Just all bathroom design, just all virtual design. So you have a clear message to your end user and your call to action is simple, OK? Our resource library, we've done a lot of videos on video marketing and all that can help that you can access in our resource library. And also at the end of this, I will show you how to get access to all the mistakes that others make that you do not want to make. Now, having an all encompassing marketing message, this is what we recommend, especially for next year, because what we've seen over the last few years is just having one marketing method is not enough anymore. Just doing SEO or just doing social media or just doing email marketing is not enough. You have to be all encompassing. So you have to do a little bit of SEO, PPC retargeting online, a referral. So when you have your clients hitting them up for referrals or email marketing, that way what we call our digital dominance method have an all encompassing approach. And there is a way that you can do a lot of this, which I'm going to touch on it in just a minute.

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So now that we've hit on just about everything else now, we're going to build your plan. So if you look at in your workbook, this starts on page 14. What we have here where you have online digital marketing checklists. And so there's just a checklist that you could go through to see what you have now. And I'm going to emphasize here, even though I had talked about the digital dominance method, you want to really focus on about three things that you're going to do. And so we're going to talk a little bit more about that. But you want to only focus on this is the link here that you want to use. And so this is also in your workbook. So you could click on this now. But what I'm going to share this with you when you had this link. This is what we had talked about earlier on lead generation target setting your goal. When you open up this link, you will not be able to edit, so what you want to do, the first thing you want to do, you want to hit on file, make a copy. And did you want to make a copy of this in your own drive so you can edit it because otherwise you won't be. Everything I will show from here on out you will not be able to do because this is an un-editable file, because this is just a master copy where you can view it only, but you want to make a copy. So everything I show you'll be able to do. So as I said, you want to hit on file, make a copy and then you want to rename, and then afterwards, everything I do from here on out, you'll be able to do so here. This is the example I show like I went over with the client. So any of these numbers here, like he said, he wants to reach 2.5 million. You could change yours if you say only if you only wanted to hit seven hundred and fifty pounds. OK, it'll automatically update all the numbers. So that means your monthly, you only have to hit sixty two thousand. If your average is around forty thousand, you only have to get two clients if you had a closing rate of about 20 percent. OK, so that's all out there. With the budget here now, this right here is all where you are now, so you could plug the numbers on where you are at the end of 2020. So for the client that I was referring to, he actually had revenue of a million dollars, so that's where he was.

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And so where he was ending was actually 5 percent in a market. That's what he was spending. I have a tip in here in between 5-8 percent is your average marketing budget that you should spend for per your revenue. So whatever your revenue is, you should spend it between five and eight percent on market. If you are not, do that because that's how you maintain where you are. If you want to grow, you want to be more aggressive in your marketing. We suggest and what is suggested in the industry is in between 10 and 15 percent. And so that's why this number here was a 15 percent. It'll automatically adjust the numbers here. So that equates to what the monthly fee is and what that average is. And so we have brought that down here based on averages. Now, you can shift this on how you operate your business, but on average, 70 percent of that marketing should be on online advertising or online marketing. 20 percent should be on offline marketing, so that's print media, postcards, business cards, any of that type thing, and then 10 percent on repeat. So that's what your clients that you have now. So that's what the email newsletter. So if you want to have a nice newsletter that you send out and so we actually break that down into the month. And this is all based on the numbers you have here, it breaks down to the month or what you spend for offline, online, offline and repeat. And then we broke it up here into how you should break up the online market. So when online marketing, we suggest that you spend twenty five percent on SEO search engine optimization, 50 percent on PPC and, you know, local service. And so that's Google AdWords Facebook ads, because what happens, that's your lead generation, that's where you get your lead generator and that's where you should spend half your budget. And over time as the SEO grows, you can lessen your PPC and ads because you don't have to spend as much on ads as a SEO comes up and your organic listings that inbound leads increases, you can spend less on algorithms.

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OK, and then the display and we're targeting ads, which I'll talk about. It's been about five percent on that and other on posting to social media and other avenues like that. OK. We broke all of that down based on the budget that you have here. And you'll have access to like I said, you do have access to all this. And we also break all of that down by month. OK, and what you should spend on SEO, display, PPC and retargeting. All right. So the next thing here, and this is just by lead source, I won't get into all that, but this is just by four typical lead source. These are averages now. The averages fluctuate per market and per area. So this may not be in your area, but this was for the user here. But you can update all of this. And if you don't know how to get this information, let us know that. Now marketing calendar, this is one of the things we get asked a lot by a lot of our clients. And how do I create my social media calendar for the month? So we've helped you out. So we developed here and have suggestions on what you can set out to do for email marketing, for SEO and for PPC for your social media. So I'm just here on the PPC and first, if you remember at the start of the webinar, I say we're going to hand you out at the end because I'm almost done. I'm going to hand you with that has all of the top key words that you should be ranking for that you should use for. So that's what you want to use here for the PPC and for the SEO. So that's what you want to plug in there, those keywords, because those are the most commonly searched keywords for the home remodel and the interior design. For the email, for social, what happens here is that we laid out some suggestions on how you can lay out your whole year on how you get the content out over these months, because this is all. And so this is January all the way through December. So as you know, the KBS event, the kitchen and bath industry show happens in February, towards the end of February, mid to late February. So in March, what we have here is an e-mail. You can send the email out about highlights from that show, what happened in the show, and then for your social media now, you can break that up. It's a different post about what happened in that event, but you can also tie it to any of the projects you're doing.

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And just add some content from that show in May, that's home remodeling month here, you can do an email in May that hands out if it is your e-mail newsletter that hands out, that talks about home remodeling and you could tie that into what you're doing in the remodeling or the interior design insights into home remodeling, whatever the theme is at the end here, you could do highlight you can highlight tips from home remodeling, tips on lighting or flooring or furniture design, cabinetry or anything like that. So these are just and we just laid out some other holidays and anything. So this helps you to lay out how you want to do your e-mail for the month and how you can break out that e-mail and then have different posts, because what we like to tell our clients that do a lot of their whole social media. If you want to create one piece of content that you can use on multiple platforms, so if you do like one long form blog, that's fifteen hundred to two thousand words, you can do a blog for the month and you can break that blog up. So may have one of the blog for every other week. So if you want to do a blog every other week, you might do one more for blog. Like I said, fifteen hundred to two thousand words, do half of it for the first two weeks. The other half the next two weeks for your e-mail, for the email newsletter. If you do once a month, you can have a highlight or a snippet of that blog where you highlight that in a newsletter and then that tracks back to your blog for your social media. You can still use that same look and then do highlights from the blog or post or images or highlights from that, where those could be individual posts that then highlight back to that blog. And so that's one way that you can use that one long form content in multiple places. And that's the same thing we like to say about social media as well. We suggest you be on two or three Facebook, Instagram, LinkedIn, Pinterest or whatever, but you focus on only one.

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So if you want to focus on site Instagram, you would focus all your energy on Instagram. And then once you have that information created, now you curate that same content for the other platforms. And if you want more information on that, we could talk about that later. But this is just how you use this information here to help you. This is the start of foundation. They help you move back. And then the last thing we had in here was just email marketing. So with the client we have here, they like I said, they have their own show. So they have their own special. So if you don't have your own show group, if you partner with a showroom, you can talk about any deals that they have that you can promote in your newsletter or on your social media, or you can be contractors. They may have deals that they may have throughout the year with lighting or flooring or anything like that. So talk with some of the partnerships that you have to see if they have any deals that you can highlight on your side for marketing and you could cross promote each other as well. And so that's good to me, in that link you have access to or so like I said, you want to look back and this is on page in your workbook. This is on page 18. So you want to look at three areas that you want to focus on, because I know I went over a lot of information today, but you don't want to focus on everything. You want to focus on three areas and then that's what you want to highlight here. And then what we went over today, we went over set your goals, went over the three fundamentals of marketing, the sales market media message, we went over how to optimize your website, the big picture about tracking. We we went over the latest trend for 2021, and then now we're all developing your action plan. So to get access to all of this, what you want to do, this can actually all be found on this site here.

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So go to our Website and then type in 2021 reward. And all of this information here is available. So I must show you how this looks. This is how reward. So this is how this looks. And then once you go here, what will we replace here? I have recorded this video once we download the video and enhance it and do whatever we do, this is where the video will be. But you'll have access to all of the work, click on each of the tabs and get access to the workbook, access to the worksheets, like I say, with the Google local services. That's right here. So all of the links you need is right here on this. Now, I know I've been over a lot. I went over a lot, if you have any questions or any ideas. Feel free to reach out to us at the number on the screen. Or you can schedule a session just to talk to us so we can go over this specifically for you and help you map out 2021. So I know this is a lot. Some takeaways if we have anybody on here that has any questions about anything I went over, what did you notice? What would you like to share about what we talked about today? OK, so this is I'm opening it up for any question, anything that you would like to share asking about the social media calendar. Do they have access? Yes, you have access to that. If you had to like I said at our website/2021-reward, you'll have access to that. Just remember it is all file. Make a copy when you open up the Google Docs is going to only be viewed or it's going to be all so you have to make a copy of it on your own drive to give you any and all the suggestions we had and therefore social media was just our suggest. You change the information. OK, we have another question. OK, I want to know if Google sends the lead to several companies at the same time. No, not same time. So what happened is that they'll direct them to yours because you're going to have a budget, so you're going to tell Google and the like I said, if everything I'm saying here is a net gain, but you're going to tell Google how much you want to spend per day. So if so, say, for instance, your leads or say there about twenty five dollars. So you want to spend two hundred dollars a day or you could say per week, say, I want to spend two hundred per week.

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So they'll spread that out over the work week over Monday to Friday night, Saturday and Sunday. But over Monday to Friday, you also set the hours, your work hours so they won't call outside amounts. So if you say eight to five, you won't get calls after 5:00 or you won't get calls before. So they'll spread out the eight leads. If you say I'm going to spend two hundred a week and the cost is actually twenty five in your area, you'll get eight leads out of that. And so they'll spread that out over the week. And so you may get two calls and they'll direct you or so you have the first crack at that lead. You see any other questions answered about starting off, what would you focus on if you were new? Focus on social media because that debt is the least expensive of all the things I talked about, focus on social media, really build up your brand and figuring out exactly who your client avatar is. So go through that exercise, figure out your client avatar so you could define who that is. So when you develop your marketing message, you know who exactly you're talking to. And then as you develop that message, as you use social media, like I said, be on about two or three, whether that be Facebook, Instagram Pinterest, Houzz. But focus on one. Use what you learn from the client avatar and the message. So when you crafting the posts, you're crafting a message that will resonate with your ideal client avatar. So that's what I would focus on. And I would use video because you need to. That's a way for you to also differentiate yourself from everybody else is to do video. And in the video, define your unique value proposition, what makes you different from everybody else? OK, and then express that in a video and then do other videos so they can know, like and trust you. At the end of the day, people buy from others they know, like and trust and video is one of the best ways for them to get to know I can trust. So if I was new at this, I'll go over the exercise first with the client avatar message and then make sure you have your website up to date. If you want us to look at any of that, reach out to us or, you know, schedule to call. We'll be happy to do that. But make sure your website is up to date. If it hits most of the features that we talk about with the call to action, phone number at the top amongst everything else that is mobile optimized, that main thing, because like I said, 80 percent of search starts on a mobile device.

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So make sure your website is mobile optimized. You know, a lot of interior designers that we work with that used to only have a high profile and they said, well, we have a Houzz profile, we have a Facebook business profile, so we don't have our website. And what I would emphasize, what I would hand them an example of is we work with interior designer. Years ago, just about two years ago, one of our employees wrote something as Facebook posts that got their Facebook business profile then it got to shut down. It took her four months to get the profile back. And so, like I said, remember, when you're on these other platforms, you don't own that. You don't own your own message. So that's why I emphasize. You want to have a Houzz profile, Facebook profile is not your profile, but at the same time, you need to have your own website because that's how you control your message. That's your home. Where do you want to drive? Bunch of question on the digital dominance method. So that was honestly, that's what we do for our own clients, where we had SEO, PPC, social media. That's what we do for our clients. We use the digital dominance method. And one of the trends, like I said, we've seen over the last few years is from others, because one of the things that we do every year, but we've done really heavily this year is we've reached out to a lot of interior designers, retailers, just to see what's happening in their businesses and what we've heard a lot of this year what has happened, and that's why I emphasize that, is that if you're only working on one marketing method, it's not working as well as it has in the past. So if you're only doing SEO or if you're only doing PPC or you're only doing email marketing or you're only doing social media, what we've heard and what we've seen also is that just only using that one way over time doesn't have the same effect because we're all about what we like to use and what we like to tell our clients.

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We like our clients to be omnipresent. So we want our clients to be everywhere the end user might be. So some people may use social media that might not get your website. Some people you may reach them on ads where you may not receive an email. So by being everywhere, omnipresent, like the digital dominance method you can meet now if you're doing marketing on your own. That's why I said only choose two or three because we know on your own you're not going to be able to do all this because you have to run your business, but you have to market at the same time. But you want to pick two or three of the methods that will benefit you the best. And I just got a question. What would those two to three methods be? I knew somebody. That's what would those two, three methods be if I was to start out. So if I have to choose through methods, like I said, one would be social media. Next, even if you don't have your list yet, email marketing needs to be one. Email marketing is one of the best ways and is very cost effective because you'll have to spend a whole lot of money or develop an email. Honestly, if you spend one hour a month, say one hour, but you can create that email newsletter and send it out. So if you benefit, if you've been in business for over a year, you already have a list because you already have clients that you have now, that you have in the past, that you can start thinking on this from. If you haven't been at this for a while, you can create a list by either getting a list because as you know, the KBIS event is happening in February. There are providers out there that are selling lists to that of the homeowners that's going to be at the event so you can get access to that list. And there's other ways you could try to info us, say there's a number of providers out there. If you want to have that list, I'll be happy to share.

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But there are a number of providers out there. And so you just want to get a list. But ultimately you want to build your own lists of your own clients that have used your services that you can see in your email newsletter out. Because I'll just use as one example. We have a client here in Dallas that was doing email newsletters for about a year before she brought it on about. She had brought us on about three years ago and she was doing email newsletter that she stopped. She said it does not work. Email newsletters. That does not work. So I talked to her. I said, why? Why did you stop? She was like, because the email open rates were dropping. I was different from people dropped me off your list. This is not since I don't use this. And so I say, let us take it over for a few months and see how it goes. So what we found out where we say 80 percent value, 20 percent self promotion, she did 80 percent self promotion, it was about her projects, about the award she wants you to project she had in magazines, which is nice. But for the end user, a lot of times they don't care about what you have to offer him and to take notes. And so you need that 80 percent. So we took over the newsletter. We did 80 percent back and we were doing a lot of 'how-to' tips. We were doing a lot of things about how to make your space look larger, how to brighten up your room, how to, you know, just how to do a lot of tips. And in three months, her open rate doubled. For months, she started to add new people to our list, and in six months she had our first sale and six months after that, every month after that, she had a new. And so what we end up happening is that it was not always a problem. It was not always from the other person that got the newsletter. But it was from they may have opened it up and had a neighbor that said, I like that, which you can talk about or other preaching about this countertop here. My neighbor is looking for that same countertop and then it's on sale. So it's not going to always be your end user. That opens up the newsletter to say they want to buy, but is stay on top of mind.

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So it's a bit like a deal like from either if you have a showroom or for one of the contractors that you work with, if there's a deal that either the person who opens email or one of the homeowners they know is actually talking about that, you're top of mind. So email newsletters will be more social media, video. Those will be please give website a chance to download the workbook, let me add that and share that is OK to be asked to come forward. 2021-reward, that's to actually download everything. The workbook documents from Google Local Services. All right. I think I've answered most of the other questions, if anybody has anything else, I'll stay on for about one more minute. If not, I will let you go for today. I appreciate everyone who came out to this was I try to hold this to our 15 minutes. It went a little longer than that. Maybe we wanted to give you some real value leading into next year. You actually have a plan of action to implement. So you have no excuses in terms of what you see in terms of social media, because we handed you a content to start with. Now, you need to add on to that which you have. You actually have a foundation to build. And so now you should have something that you can work. We have a question about are we taking a new class? We are in certain areas. Reach out to us because once we work with a client of a certain area, we actually have exclusivity. We have a 15, 20 mile radius and we don't work with anybody else in. So there are some markets that we are not working in and I don't want to name them because I would have to check with Jamie to see what those markets are that are closed off. But reach out to us at this number here. You can schedule a call and we can actually talk about that [KABMS.com/2021-reward](https://www.kabms.com/2021-reward). So that's where you'll get everything. The resource library is information we put out on a weekly basis because somebody asked about that. That is where we have articles. So we we do articles on social media, digital marketing tips and all of that stuff to you. And there we have training videos, we have webinars, all of that, and we answer that every week. So if I was you and you're interested, bookmark that page, because we add to that page every week.

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That's what's in the resource library. Resource library is actually independent of this. This is more about developing your marketing plan for next year. Resource library is information on marketing that we implement and we actually develop this because we were hearing from a lot of interior designers and models that were having problems this year and they need help. And this is our way of helping in giving back. So I think that is it. All right. So I appreciate all of you all that hung around even beyond all of the Q&A. And Jamie is saying thank you. Appreciate everybody that showed up. And we hope you all have a merry Christmas and a happy New Year. And this is to a great 2021. You have your foundation now. And like I said, if you need any of our help. Feel free to reach out any time. I'm going to show the number and then reach out to us any time. I can say Merry Christmas. Happy New Year. This is to a great 2021. We're going to chill it, all of us. We're going to crush it in 2021. And when I say we, my whole team of Kitchen and Bath Marketing Solutions is here to help whether you work with us or not, we're here to get your questions answered and help you reach that makes low on your business. Thank you for being here for this webinar and we hope to see and hear from you in the New Year. Have a good day. Happy holidays.

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