

FLOORING MARKETING INSIDER

The Online Marketing Guide For Flooring Businesses

February 2020

3 Customer Success 
METRICS
You Should Actually Pay Attention To

15 Great **Ideas** for
PROMOTING
Your Content to Drive Leads



Step Up Your Game
(and revenue) with these Proven
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YOUR WEBSITE
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Considering that it can cost up to 10 times as much to win a new flooring customer as it does to have a repeat customer, ignoring past customers is a bad idea.

Of course, the key question here is understanding how your services impact your customers. One of the best ways to do that is to track customer success metrics. These are 3 you should be paying attention to.

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Email marketing has been around forever, it seems, and yet it remains one of the most popular and effective marketing strategies for flooring businesses.

It's a sure-fire way to attract new customers, nurture leads, and grow your business. The key, of course, is doing email marketing right. Let's talk about how to attract new subscribers – and keep their attention once they're on your list.

15 Great Ideas for Promoting Your Content to Drive Leads **12**



Did you know that content marketing earns an average of three times more leads than paid searches? The key to driving engagement and using your content to generate leads is knowing

how to promote your content. Promotion is what will ensure that people see the great content you're creating and understand how your flooring company can help them. In this article you'll learn how to promote your content, find your target audience, and kick-start your lead gen.

Your Flooring Website Redesign Checklist for 2020 **20**



Is your website in need of a facelift? Even if you've spruced it up in the past couple of years, it might be outdated. And, if that's the case, your website's lackluster design could be hurting

your business. The key to a successful web redesign is understanding what the latest trends and tools are. So we created a website redesign checklist and here's what you need to know.

Welcome To Flooring Marketing Insider

Thanks for checking out our February 2020 issue of Flooring Marketing Insider, your online marketing resource guide for flooring businesses. Each month we will be covering topics that resonate with flooring businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your flooring business online.

It doesn't matter if you're just starting out, or an established flooring business owner, you can always benefit from increasing your brand's visibility online.

To your Success,

Marketing 4 Flooring
Helping You Sell More Flooring
855-200-7575

FLOORING MARKETING INSIDER IS BROUGHT TO YOU BY MARKETING 4 FLOORING.

Marketing 4 Flooring is a flooring marketing service Agency. We help flooring businesses connect with more local customers online, sell more flooring and get more installation projects.

If you want to build your flooring business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that deliver results. Feel free to reach us anytime.

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3 Customer Success

METRICS

You Should Actually Pay Attention To

How much value are your customers getting from your flooring installation services and products?

If you don't know the answer to that question, you might be putting your chance of repeat customers at risk. And, considering that it can cost up to 10 times as much to win a new customer as it does to have a repeat customer, ignoring past customers is a bad idea.

Of course, the key question here is understanding how your business affects your customers. One of the best ways to do that is to track customer success metrics. Here are 3 you should be paying attention to.

#1

Qualitative Customer Feedback

It would be impossible to know what your customers think of your company without asking them – so the first thing you should do is talk to your customers about their experiences with your business.

There are multiple ways to solicit qualitative customer feedback. The quickest and easiest method is to create a customer experience questionnaire and email it to your list. You can also post it on your social media pages. Use the responses to measure customer satisfaction.

An alternative and more labor intensive option is to have your staff ask customers one-on-one about their experiences.



#2

Customer Health Score

The customer health score measures the specific and tangible ways in which buying your products and services is benefiting your customers. To calculate it, you'll need to ask some questions. For example:

- Will this flooring increase the value of their home?
- Is this the best floor covering for their family (considering allergies, pets)?
- Is this floor easy for them to clean (when working with senior citizens)?

Once you have answers to these questions, you can create a scoring system. For example, you might score each question on a scale from one to 10 and add the scores together to get a total.

If a customer wants a specific type of floor covering and you know that it does not suit their current situation, its best to educate them on the different flooring options. Example: If they have a family member with really bad allergies, educate them on the various options.





#3

Customer Satisfaction

Customer satisfaction (CSAT) scores are something that is always worth tracking. While they might not be related directly to your customer's success, they are an important measure of your quality of services and products to a customer.

For example, a low CSAT score is likely to indicate that your services or products are not up to standard for your customers. It could mean that your team isn't performing as well as it should. A high CSAT score likely means that your customer is satisfied and will probably buy from you in the future. It may also increase the chances that they'll recommend your business to other customers, give you a five star review and a video testimonial.

Whatever the reason for the score, tracking it gives you an opportunity to intervene, provide the value your customers need, and increase the chances that they'll buy from you in the future.



**Step Up Your Game (and Revenue)
With These Proven Email**

MARKETING STRATEGIES

Email marketing has been around forever, it seems, and yet it remains one of the most popular and effective marketing strategies for flooring businesses. Let's face it, sometimes old school marketing techniques become old for a reason!

Email marketing is a sure-fire way to attract new customers, nurture leads, and grow your flooring business.

The key, of course, is doing email marketing right. Let's talk about how to attract new subscribers – and keep their attention once they're on your list.



TIPS FOR BUILDING A LIST

List-building gets a lot of attention and it can sometimes sound like a lot of work. When you're already wearing multiple hats every day, it can be exhausting to think about adding another chore to your never-ending to-do list.

Guess what? It doesn't have to be difficult to build a list. Here are some quick and easy methods to try.

- 1.** Train your staff to ask for email addresses from your showroom walk-ins. This is such an easy method. You'll be surprised how many flooring businesses don't do this. The customer could be "just looking", offer to send them the new special discount coming up next week and ask for their email address. Many customers will simply recite their email address without thinking.
- 2.** Post about your list on social media and

include a link to your opt-in form. This is a great tip if your social media following is outstripping your subscribers. It takes only minutes to do and you can build your list very quickly this way.

- 3.** Email addresses from past customers. Its time to offer them floor refinishing services to add a sparkle to their hardwood floors.
- 4.** If you have emails addresses that you have collected from past prospects or home shows or other sources, you should add those people on your list.
- 5.** Put opt-in forms on every page of your website, including your home page. You may want to experiment with static opt-in forms on the margin of the page as well as pop-ups and light boxes to see what gets the biggest response.

These are all techniques you can implement in very little time – and they can help you to build your email list quickly.



THE BEST EMAIL MARKETING STRATEGIES FOR FLOORING BUSINESSES

Now, let's talk about some of our favorite email marketing strategies for flooring businesses. Here are six options that we know work.

1. CREATE A LOCAL-CENTERED NEWSLETTER

Your newsletter can go out weekly or monthly, but either way, it's an opportunity to touch base with your list and provide them with information useful to them. The best newsletters cover topics that dovetail with both your business and your service areas. For example, you could include:

- a.** Local how-to tips, on how to keep your carpet clean in high traffic areas in the winter.
- b.** Guides that are tailored to your customers'

needs. Example: a hardwood floor cleaning guide that includes recommendations of the best cleaning supplies.

- c.** Local announcements and news – especially if you can find a way to link the news to your business. Example: If your local high school won the state championship, offer a discount linked to that.

2. SET UP A LOCAL CONTENT CALENDAR.

That means creating email campaigns around special holidays and events in your area. Of course, some holidays will be universal – think Christmas – but you can also post in conjunction with local festivals and seasonal events.

3. SEND SPECIAL OFFERS TO YOUR LOCAL CUSTOMERS.

Everybody loves a bargain or an opportunity to save money. Your email list is the ideal way to show your local customers that you appreciate them by sending them coupons, discount codes, and inside information about your business. You can even create subscriber-only events to sweeten the deal.

4. PROMOTE YOUR REWARDS PROGRAM.

If you don't have a rewards program, now's the time to create one. If you do it right, it will entice customers to choose your business. You can even incentivize people on your list by offering a special reward if they convince their friends to sign up. (Side note: Offer special gifts on customers' birthdays. It's a nice gesture that doesn't cost much and makes customers feel appreciated.)

5. TELL YOUR CUSTOMERS' SUCCESS STORIES!

Reviews are important and shouldn't be ignored, but they don't often show readers the true journey that your customers go on when they buy your product or use your services. Creating a customer journey or testimonial to share with your list is a great way to turn a lead into a paying customer – because they'll be able to see themselves in the success stories you share.



6. COLLECT INFORMATION ABOUT YOUR SUBSCRIBERS.

Let's face it, market research can be expensive. But, it costs only pennies to send a poll to your list – and you can use the data you collect to fine-tune your marketing and attract even more subscribers.

These six ideas are proven to work, and they're a great way to use your email list to grow your business. Keep in mind that when you send out emails, you should always:

- Include an offer or promotion in the body of the email
- Put a compelling call to action at the bottom of your email
- Add subtle references to your products, services and company
- Link to important content on your website, including blog posts and service pages

In email series, add an enticing PS at the bottom to tease your next email and build anticipation.

The bottom line is that email marketing has one of the highest ROIs of any marketing technique, which is why we recommend it to all our clients.

The local email marketing tips here will help you build a robust list, create content your subscribers will love, and grow your flooring business.





15 GREAT IDEAS FOR **PROMOTING** YOUR CONTENT TO **DRIVE LEADS**

Did you know that content marketing earns an average of [three times more leads](#) than paid searches? And more than [20 billion new blog posts](#) were published in 2019? That's a huge number and it's one that illustrates the ongoing importance of content in marketing.

That said, your content isn't going to do you any good if nobody sees it or interacts with it. Bummer, right?

The key to driving engagement and using your content to generate leads is knowing how to promote your content. Promotion is what will ensure that people see the great content you're creating and understand how your company, services and products can help them.

So, without further ado, here are some of the best ideas to promote your content, find your target audience, and kick-start your lead gen.



USE YOUR SOCIAL MEDIA COVER PHOTO TO PROMOTE CONTENT

Do you have an offer you want to promote on an ongoing basis? One easy way to get more traffic is to incorporate your offer into your cover photo on Facebook. You can hotlink the photo to your landing page and change it periodically as needed.

#GetMoreBusiness

CREATE A HASHTAG TO PROMOTE YOUR CONTENT

Social media sites such as Facebook, Twitter and Instagram all allow users to employ hashtags to categorize the content they post. Best of all, anybody who wants to can create a new hashtag and use it. The next time you have content to promote, try creating a custom hashtag to use with it. You'll get the best results if you use common words at the start of your hashtag because more people will see it when they search.

INCLUDE MULTIPLE LINKS TO YOUR OFFER ON YOUR WEBSITE

A mistake most flooring businesses make is only promoting their content in one place. There's no reason you can't have multiple links to your most important content on multiple pages of your website. You can either incorporate them into your text or put them in a box beside other content.





PUT A CTA FOR YOUR OFFER ON YOUR HOME PAGE

Your home page is the first thing most people who search for your company online will see. For that reason, you should always have a call to action for your most important content on your home page – preferably above the fold.

BLOG ABOUT A PIECE OF CONTENT MULTIPLE TIMES

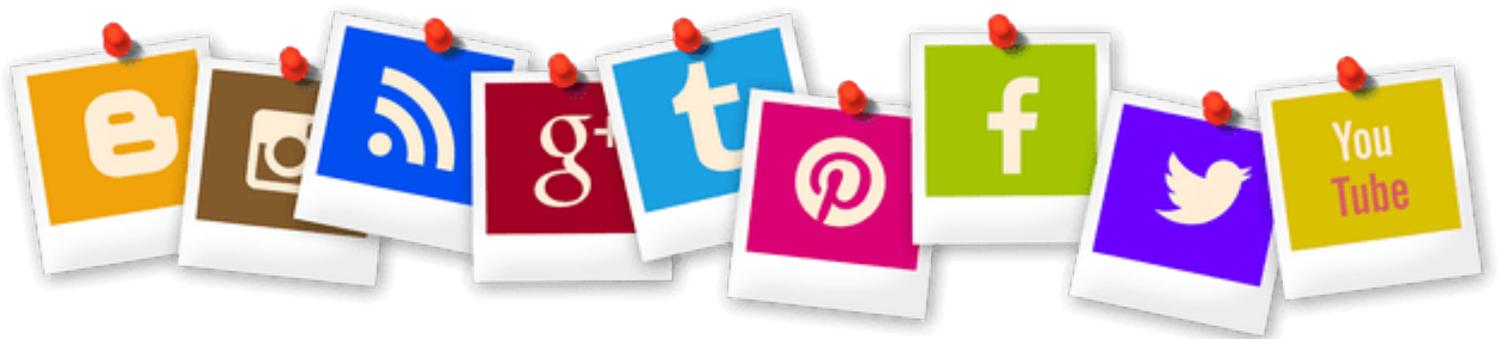
When you've spent your valuable time creating a lead magnet, it makes sense to promote it as much as possible. One way to do it is to blog about related topics from various angles. End each related blog post with a call to action leading back to your content.

CREATE A CONTENT LIBRARY ON YOUR WEBSITE

If you've created multiple pieces of evergreen content, why not put a content library on your website? A content library makes it easy for visitors to your site to find your most valuable content. You can create a system where visitors must provide their email address to access the content. Then, you'll have a list of leads you can turn into paying customers!

CREATE A TRIGGER-BASED CTA

Static calls to action can be effective, but it's even more effective to display a CTA based on behavior. A trigger CTA can pop up when a visitor has been on your page more than five minutes or when they've read more than 50% of your content – or when they're about to leave your page without opting in!

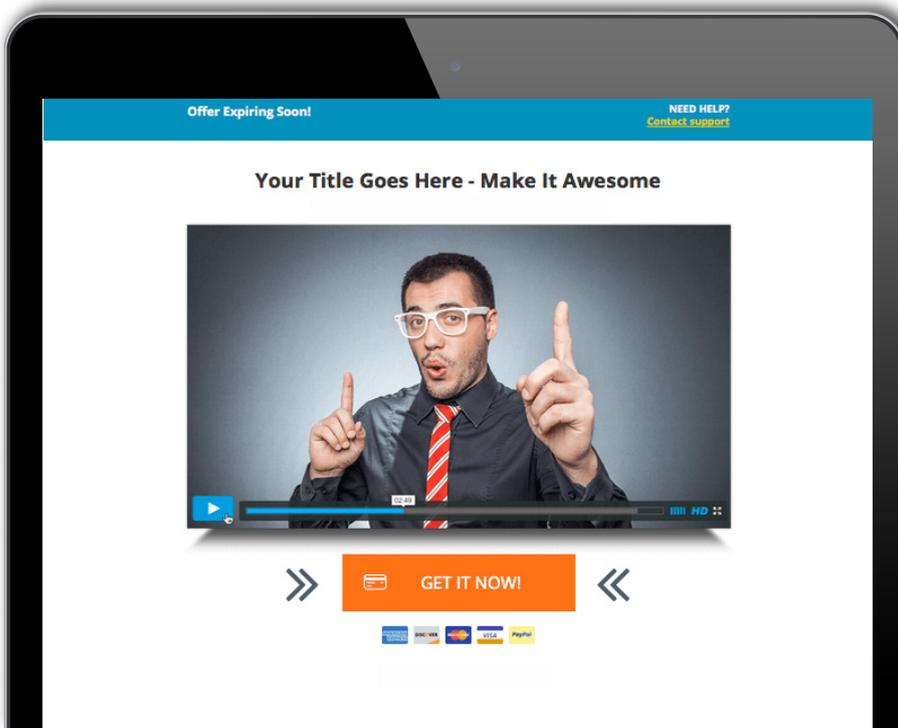


ENCOURAGE SOCIAL SHARING

One of the easiest ways to get your content in front of more people is to encourage visitors to share it on social media. Adding share buttons and embedded Tweets is easy – both can be done with a free plug-in – and your site's visitors will do the rest.

MAKE A SALES VIDEO

Landing pages with video [convert at a higher rate](#) than pages without video. You don't need to spend a lot to create a memorable sales video which you can post on your landing page. On a related note, you can also post excerpts on YouTube and social media with a link to your content landing page.



CREATE YOUTUBE PRE-ROLL ADS

You know the video ads that appear before most YouTube videos? You can create a simple ad and pay to have it appear before videos that are related to the keywords you choose.

LINK EMAILS TO YOUR CONTENT

Do your emails have a signature at the bottom? If so, you can simply update yours to include a link to the content offer you want to promote. If you don't have a signature, you can add one with any email provider you use and include the link in it.

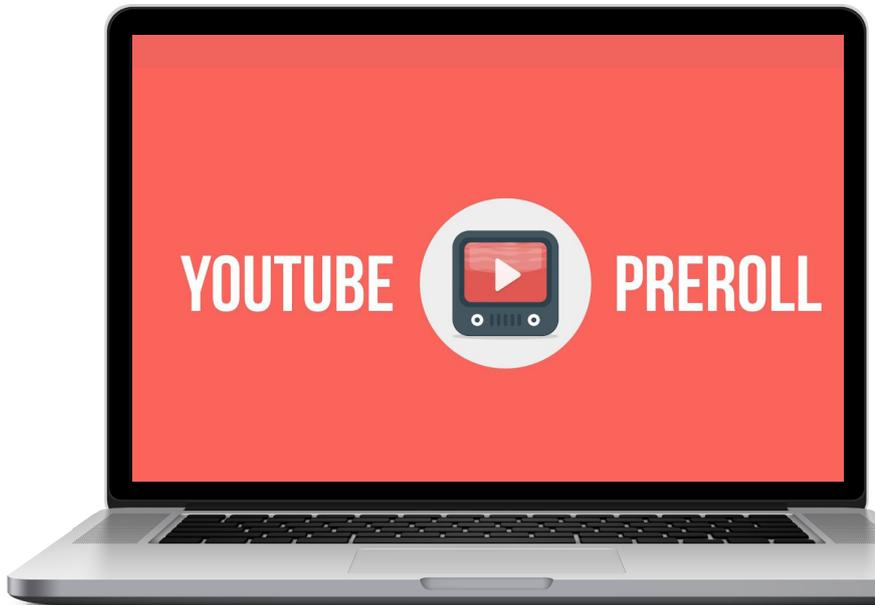
BOOST A FACEBOOK POST

You probably already know you can post your content offer on Facebook. Since Facebook's algorithm can make it difficult for your followers to see it, you can use part of your marketing budget to boost the post and get it in front of a bigger audience. (Tip: Create a lookalike audience to reach people who might not otherwise see your content.)

YOUTUBE



PREROLL



EMAIL YOUR DATABASE

Another quick and easy way to let your existing subscribers know about your content is to email them with a link to your landing page. You can use the email to encourage them to download the offer and share it with their friends.

PARTNER WITH OTHER BUSINESSES

Home service businesses share customers in common. If you know other home service / contractor business owners (roofing, window installers, concrete, landscaping) in your area, why not partner up to share one another's content? Just make sure to put the agreement in writing, so that all parties understand their responsibilities and commitments.

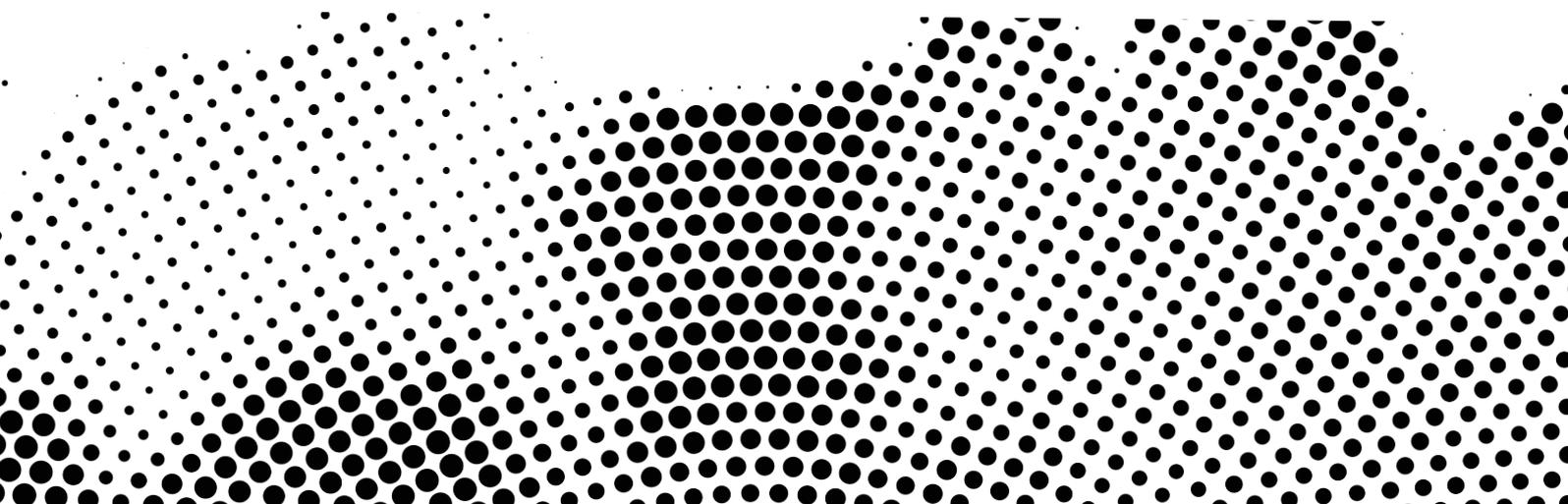




GET LOCAL INFLUENCERS TO LINK TO YOUR CONTENT

When you hear about influencer marketing, it almost always has to do with big celebrities. However, someone in your local area with a decent social media following can do your business a lot of good by mentioning your content. Seek out influencers and work out a deal to have them promote your content to their followers.

The point? Promoting your content and generating leads doesn't need to be difficult and it doesn't need to cost you much money, either. The ideas here will help you jump-start your lead generation and grow your business this year.





YOUR FLOORING WEBSITE REDESIGN CHECKLIST

Is your website in need of a facelift? Even if you've spruced it up in the past couple of years, it might be outdated. And, if that's the case, your website's lackluster design could be hurting your business.

The key to a successful web redesign is understanding what the latest trends and tools are. Here's what you need to know.





LET'S RETHINK

WEBSITE REDESIGN CHECKLIST

Let's start with an overview of what you should be looking at. Then, we'll drill down into some of the specifics, including some recommendations for the best tools to use for your redesign. Here are the steps to follow for your redesign.

1. Audit your existing site. It's important to make an impartial accounting of your website as it is now to determine whether you need to invest in a redesign. Your review should include:

a. A review of your Google Analytics to see which aspects of your site are still performing up to your expectations, and what things need improvement.

b. A look at your website's aesthetics to see if its appearance is negatively impacting the user experience.

c. A look at the technical aspects of your website, including plug-ins, security, links, and so on.

2. Decide what your goals are. Perhaps you want to increase conversions, attract more leads, or increase your profits by 10% this year. Whatever your goals are, it's important to keep them in mind during your redesign.

3. Think about design options. Are you rebranding at the same time you'll be redesigning your site? If so, your new design should reflect your new logo, colors, and brand identity.

4. Create a site map. Your site map is an overview of the site's architecture. It should include a complete overview of your menus and navigation with an eye toward creating an optimal user experience.

5. Employ design best practices. Why mess with what is proven to convert best? That means including plenty of white space, putting your call to action above the fold, implementing light boxes and other conversion boosters, and linking your logo back to your home page.

6. Research keywords. Keep in mind that recent trends favor long-tail local keywords and voice search.

7. Research the market and your competitors.

It's always a good idea to review your competitors' websites and see what you can learn. For example, you might see that most of your competitors blog twice a week and have flooring galleries. That's information you can use in your own re-design.

9. Create evergreen content. If you have outdated content on your site, your redesign is the best time to update it. Evergreen content is extremely useful because it remains fresh with the passage of time.

10. Take advantage of the latest website tech.

The internet has evolved since 2012. Your web re-design should employ the latest plug-ins and technology. For example, you may want to consider adding a chatbot for customer service.

Using this quick checklist will ensure that your redesign covers all the bases.



TOOLS FOR YOUR REDESIGN

We always like to recommend tools and resources to flooring business owners. After all, you've got enough on your plate!

Let's start with web design platforms. Here are the three we recommend.



WordPress is the single most popular web design platform in the world for a reason. They've got thousands of templates, a huge library of plug-ins, and an interface that's easy to use even if you don't have web design experience.



WebFlow is a low-cost web design interface that's ideal for beginners. It has a user-friendly, drag-and-drop interface that will create HTML or CSS code for you. You can try it out for free and even start designing your site to see if you like it.



Adobe Dreamweaver is a well-established web design product. While it costs a bit more than some of the other products on the market, it allows you to create a truly custom website even if you don't have design experience.

Once you've chosen a platform, the next step is to choose the other tools to make your website look and perform up to your standards. Here are some other tools we recommend.



WotNot is a bot-design platform that's easy to use and can help you add automation to your customer experience. The thought of designing a bot might be an intimidating one, but this tool makes it easy enough that anybody can do it.

ThriveLeads is a list-building plug-in that makes it easy to add opt-in and subscription forms to any page on your site.



Thrive Leads + Sendinblue



Yoast SEO is a WordPress plug-in that takes the guesswork out of search engine optimization. You can use it to choose keywords, optimize images, and create the best titles and meta description to attract traffic to your content.

WP-Rocket is another WordPress plug-in.

It gives your site an instant speed boost when you install it. Considering that many business websites lose traffic due to slow response times.



Superior WordPress Performance



Google Analytics Dashboard for WP gives you the option of viewing your Google Analytics directly from WordPress, making it easy to keep your website up to-date by responding to the data you collect.



Akismet is a plug-in that eliminates spam comments that can clog up your website and create problems for your visitors.your site.



WooCommerce is a must-have plug-in if you have (or plan to add) an eCommerce store to sell flooring online.



SearchWP is a WordPress plug-in that addresses an issue that a lot of people have with WordPress: its lackluster search function. With this plug-in, you can make it easy for your customers to search your website and find what they need.

Once your site is redesigned, Its a good idea to review your Google Analytics regularly. That way, you'll be able to spot potential problem areas and fix them before they have a negative impact on your business.

Does Getting Quality Leads from your Website Give You a Headache?

WE CAN HELP!

BOOSTING YOUR ONLINE VISIBILITY WILL RESULT IN MORE LEADS, PHONE CALLS, AND REVENUE!

LOCAL SEARCH

EMAIL MARKETING

LEAD GENERATION

SOCIAL MEDIA MARKETING

WEBSITE REDESIGN & MORE!



We are members of:



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