

WINNING

DIGITAL MARKETING STRATEGIES

FOR THE PLUMBING INDUSTRY



EXECUTIVE SUMMARY

The goal of this eBook is to help you grow your plumbing business in 2019. In this simple-to-follow plan, we will guide you through the latest trends you need to know to crush your competition.

We'll show you step by step how to generate more search traffic and how to convert this into profitable business. This eBook looks at the top 7 strategies, including web design, mobile search, voice search, local SEO, video, and social media and Google My Business tactics and growth hacks—that if used properly—will help you dominate your market.

Additionally, you will have the blueprint for handling, tracking, and converting your leads for maximum return. Above all, we discuss the importance of understanding where and how your dollars are being spent and how to get the absolute best return from your digital marketing investment.

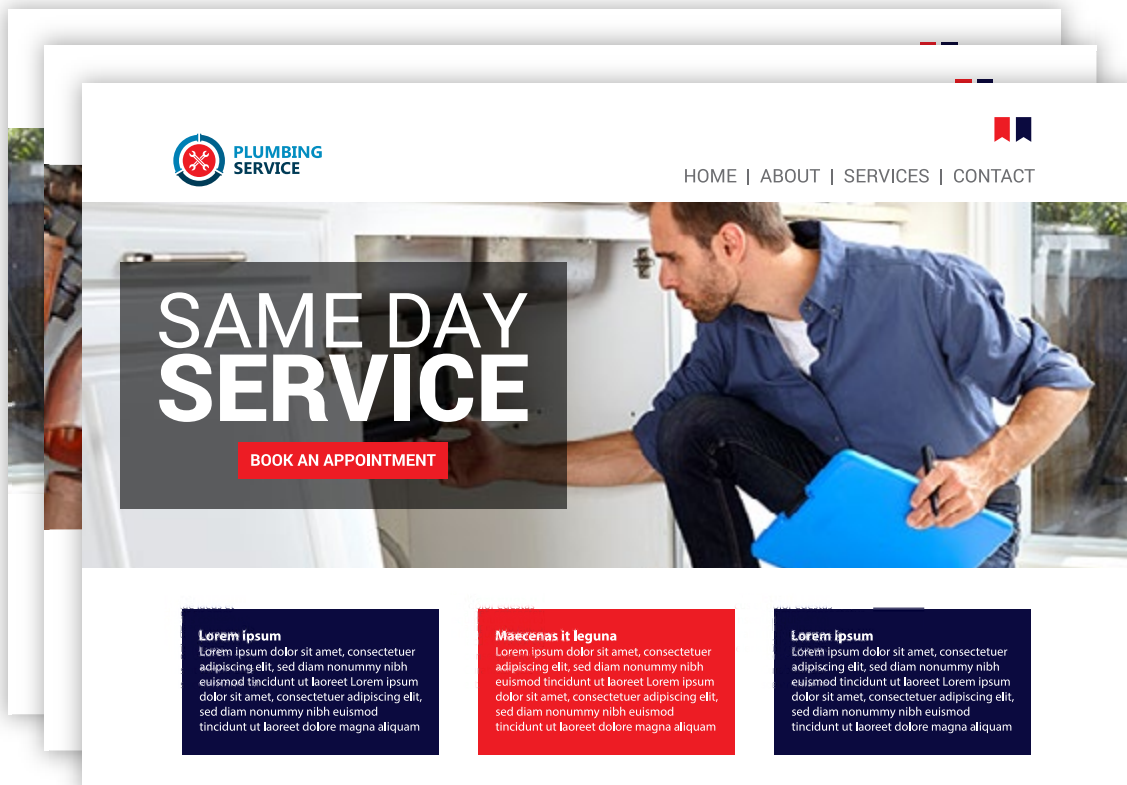
So, let's dive right in by understanding the digital marketing trends that are impacting your industry.

DIGITAL MARKETING TRENDS IMPACTING THE PLUMBING INDUSTRY

Digital marketing has radically changed the way that we do business. In fact, customers for plumbing services have totally different expectations than they did just a few years ago. Mobile devices, new customer behavior, and a variety of new technologies and offerings have all made the marketing landscape a lot more challenging. That being said, with more challenges often comes more opportunity. Let's understand the changes in customer behavior so that we can take advantage of these opportunities.

Convenience and Control

The internet changes everything when it comes to convenience for your customers. They now have 24/7 access to pretty much all the information they need to make decisions about which plumbing company they want to use. Not only that, with smartphones, your customers are constantly connected and empowered to make more informed decisions in a shorter period of time.



Immediacy of Action

As marketers, we were taught that we should be clear as to who our customers are—that means understanding information such as their age, gender, income, where they live, etc. All of these factors we were told would be really important in determining how we should market our business. Although these factors still have their place, they are becoming less and less relevant.

Today, through massive data collection, we can fairly easily understand the context of the searcher and what influences them, such as the time of day, the device they are using, as well as their physical location.

Also, customers now tend to react immediately to issues as they happen. Unlike in the past, if someone has a water heater issue or they discover a pipe blocked, their immediate reaction is to call the first plumbing companies they see on the web. They will keep calling down the list until they find the company that will come out as quickly as possible and at the lowest price.

While in the past customers would often only call the brands they knew and trusted, today with online reviews and ample amounts of data, customers are willing to choose the plumber that is readily available and better meets their immediate needs.

Customers Have Higher Expectations

The new ordinary has also changed—customer expectations are higher than they have ever been before. Customers now expect a faster and more comprehensive level of service.

This means that the digital marketing ecosystem has become more complicated and it is harder than ever to navigate through the many different strategies available to make sure that your plumbing business grows and thrives.

No Loyalty!

People are more loyal to their needs than your brand when it comes to unblocking their drain or getting their hot water heater replaced. This means that we are seeing a decline in repeat and referral business.

In fact, 72% of consumers expect the leading brands to show up at the top of the search engines.¹ More than a third of consumers believe your placement on the search engines is a direct reflection of how good a company you are. Is this fair? Perhaps not—but it is the mental model of today's always-connected consumer.

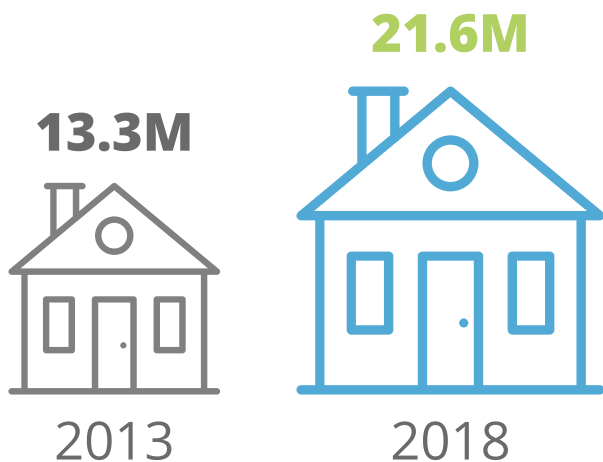
Understanding Consumer Behavior

Today we are seeing that your customers are consuming 56% of their media online² but only 25% of plumbing companies invest their advertising proportionally in digital.³ This tells us that the consumers' mental model is shifting, but plumbing companies have not caught up with consumers' changing behaviors.

This is where the competitive opportunity comes in—with only 2% of home services businesses taking full advantage of digital marketing⁴—there is a window of opportunity to excel before other companies jump on the same bandwagon.



of plumbing companies are not set up to identify and deliver on the moments that really matter to the consumer. This is mainly because the digital marketing ecosystem has become way more complex than it has ever been. What we ultimately need is to reach the right customer at the right moment—with the right message. The good news is that we will explain how to do exactly that in this eBook.



Millennial Impact

In 2013 only 13.3 million households were headed by millennials—in 2018 that increased to 21.6 million households,⁵ and the trend is only growing. This change is very significant and greatly impacts the way that consumers are procuring plumbing services.

The Power of Mobile

Mobile search is driving the growth in plumbing queries.

In fact, mobile searches have been growing at double-digit rates! However, if you don't take advantage of this mobile shift, you won't be top of mind or even visible to these customers.

Mobile drives quick action. Of those searching on mobile, 56% of consumers called that business within 1 hour.⁶ This means that visitors are moving into the lead pipeline and converting into paying customers at unprecedented speeds.

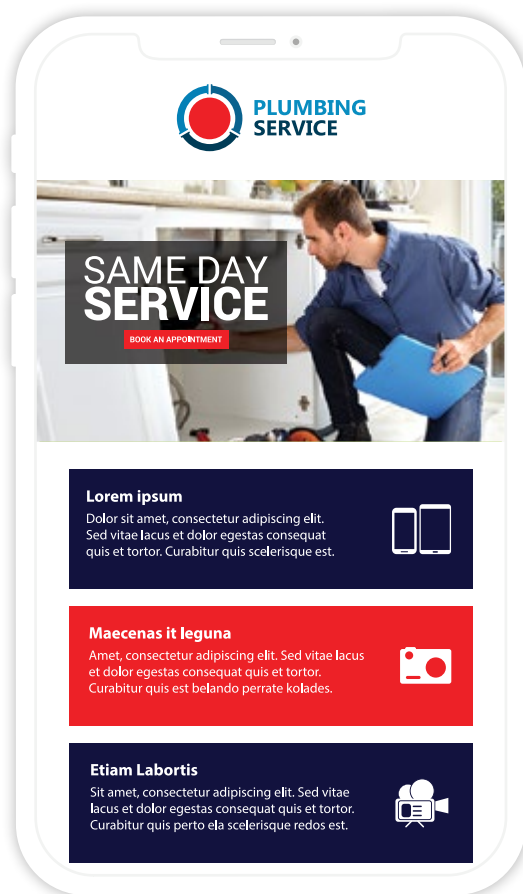
In 2019, when consumers need immediate help, the average number of businesses they will consider is only 1.2. Compare this to 6 years ago, where consumers would consider between 8 and 10 businesses.⁷ So, what has changed?

The answer is that consumers have access to more data and are better informed than ever before. This allows them the luxury of making decisions faster and more accurately. What this means is that you need to capture your customers' attention and make an impact really fast!

Voice Search

One thing that all marketers agree on is that voice search is the fastest growing trend in digital marketing.

The good news is that we're still in a transitional period, as more users move to voice searches over traditional searches. In fact, Gartner predicts that voice-activated searches will account for 30% of all web-browsing sessions in 2020.⁸



This trend will only grow as more people embrace mobile and home devices such as Amazon Alexa, Apple HomePod, Google Assistant, Microsoft Cortana, and Samsung Bixby. As of 2019, 58% of American households own at least one of these devices.⁹ So, get ready, Alexa's listening!

Use Natural Speech

The fact is this: the way we speak is quite different from the way we write, or in this case, search. While our fingers and thumbs have grown accustomed to using keywords and locations, our speech is more free-flowing and far less robotic (usually).

We might type a search like this: ***"Plumber Los Angeles."*** While speaking the same search, we might say: ***"Where can I find a plumber to fix my leaking faucet?"*** This natural way of speaking is something that voice search technology has learned to adapt to.

According to a 2017 Google study, 70% of all searches utilizing the Google Assistant were using a more natural speech pattern.¹⁰

What does this mean? It means that digital assistants (for the most part) understand what we are trying to say. This also means that to take advantage of voice search, you want to start incorporating a more natural, conversational flow into your content. Adding more questions and answers on your site is a great way to get started.



YOUR

BLUEPRINT

7 Powerful
Marketing Strategies



STRATEGY #1
YOUR WEBSITE - THE
CORNERSTONE

“ Take your website, for example. It’s a billboard, storefront and business card all wrapped into one. It’s also the only ‘store’ your online customers will ever see.

-Bernard May ”

Your blueprint begins with your website. No matter where you go from here, from driving local SEO traffic to Google Ads, your website will be your cornerstone. If you haven’t given your site much TLC in the last year (or even 6 months), it may be time for a much-needed update.

Websites Need to E-A-T¹¹

When it comes down to it your website needs to do three things: get you found in search, provide valuable information, and drive leads. Better yet, Google has given us (and you) a great outline to do all three of these—it’s called E-A-T. The better your website “E-A-Ts,” the better your site can perform in the search rankings.

In short, E-A-T breaks down like this:



Expertise



Authoritativeness



Trustworthiness

Expertise: How knowledgeable the site owner or site content creator is on the subject matter that is presented on your site. Being in the plumbing industry, you should have plenty of opportunity—years in business, types of projects, industry certifications, etc.

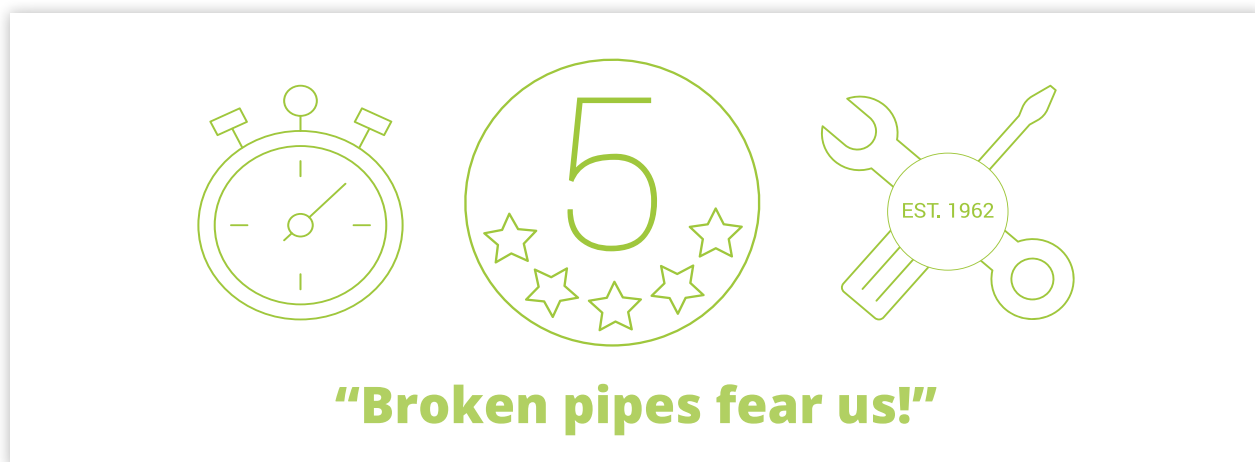
Authoritativeness: How credible is the website providing the content. This could include providing credentials, outside reviews, testimonials, etc. Saying you are a plumbing expert is one thing—you need to provide the information to back it up.

Trustworthiness: As the name implies this is all about how trustworthy your site is. This might include your overall site quality and site security to protect visitors’ information. This is especially important if you offer online payment options to your plumbing customers.

Ultimately E-A-T is Google's way of determining if users can trust your plumbing business and provide searchers with quality plumbing services. Google wants to provide the best results, and factors like E-A-T help them do this faster.

Your Value Proposition

What do you do better than your competition? Are your plumbing services available 24 hours? Do you have a guarantee or highly specialized services? Family owned since 1962? Your value propositions should be prominent to set you apart quickly. When someone is in immediate need of plumbing services, your value proposition should help them choose you faster. Your value proposition needs to E-A-T too!



Customers Looking for Immediate Help

You may provide a wide range of plumbing services, but what are the top three? Which plumbing services provide you with the majority of calls, texts, emails, and site form-fills? In marketing, we use the term 80/20 a lot—in short, we want to figure out the 20% of our efforts that give us 80% of our results. Another way to think about it is what are the most common services that 80% of your customers need?

Featuring Your 80/20 Services

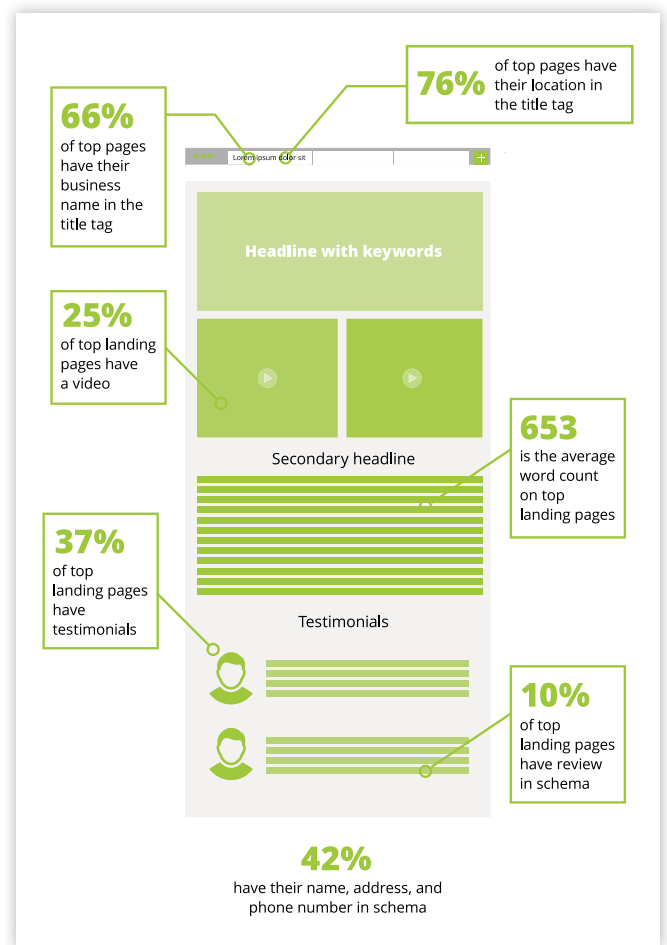
What 20% of your services account for 80% of your revenues? You want to feature that most valuable 20% of your services front and center on your site. If most of your leads (or seasonal leads) are coming from burst pipes or slab leak detection, you want this to be featured. Because if the immediate need of most of your customers is addressed right on your homepage, you are far more likely to capture these leads faster.

Simple and Straightforward Design

You may have a lot of valuable information and best-in-class services, but if your site is confusing, it may be costing you valuable leads.

Keep the user experience on your site simple to view and easy to navigate—make sure your valuable services and information are easy to find. Remember, your site is not about you—it is about how you can help your prospective customers. Can they find what they need at a glance? Content, layout, usability—everything matters—if your site design is cluttered or just confusing, this can and will damage your ability to attract more plumbing customers.

How do we know? Data tells us that nearly 40% of visitors will leave a website if the content or design is lackluster and that nearly 50% of visitors associated the look and feel of your site to how good your brand is. This means that a well-designed site is really important when it comes to turning visitors into leads.



Is Your Site Speed Leaking Leads?¹²

One of the most important factors when it comes to both your search results and converting customers is your site speed. According to Google, your site should be loading in 3 seconds or less. Additionally, nearly 50% of visitors want a site to load in 2 seconds or less. Speed matters. This is especially important when it comes to mobile websites. With immediacy being so important, a slow site is the leading way to lose out on business.

Mobile Is the Reality

Mobile search traffic dominates, especially with those searching for plumbing services. So what does this have to do with your website? Your site needs to be designed with the mobile user in mind first—sometimes referred to as mobile-optimized or mobile-ready. Your site may look fantastic on a desktop or laptop, but that fantastic experience must translate to mobile devices.

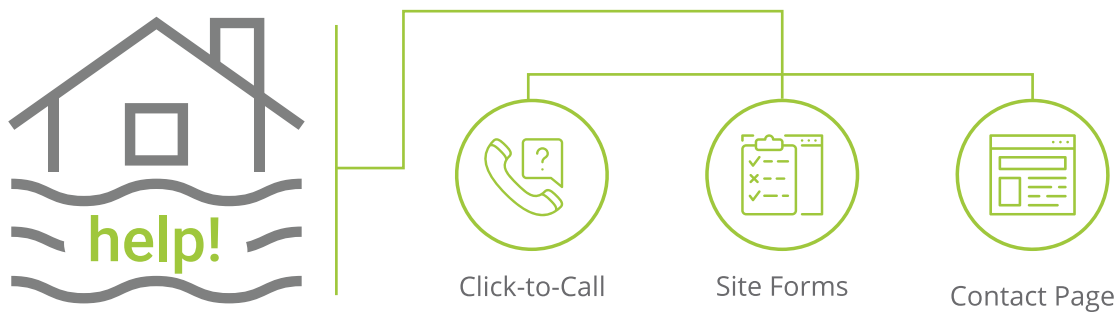
As most users are searching for your site on mobile devices, Google is making mobile user experience a must. According to Google, “Since the majority of users now access Google via a mobile device, the index will primarily use the mobile version of a page’s content going forward.”

Also, customers using voice search on their mobile devices are now asking their phones to “*find me a plumber*”—if you don’t have a great mobile site, your competitors will beat you out in the search results.

Making Contact Simple

Congratulations! A customer with a plumbing need has landed on your site—how do they contact you? Do they need to fill out a form, visit the contact page, or just call you directly? Remember, if there is an immediate need, your customer needs to be able to contact you fast.

Having your number clearly displayed in your header is good for desktop users; however, on mobile, you need to make sure your phone number is set up for “click-to-call” in the header—that means a user can just click on the telephone number and not have to dial. A prospective customer should never be further than a tap away from being able to contact you.



Site Forms - Keeping It Simple

Not every site visit is going to be an emergency. This is where your site forms come in handy. Maybe someone needs a quote on a water heater install or is planning for a remodel—forms are perfect for these types of visitors. However, keeping it simple is important. You want to typically keep your forms short and as easy as possible to complete.

One example of going “too far” would be asking for an address on your form—are you joining them for dinner? Now you may need this information to know if they are in your area, so asking for a city name or ZIP Code is a simpler and less intrusive way to get this information. Test your fields and calls to action—simply changing a CTA button from the dreaded “submit” to a friendlier “connect today” can have a significant impact.

Promotions and Incentives

There is no denying the power of a good promotion to sway value-conscious buyers to pick up the phone and call you immediately. Even if there is an emergency, a well-placed incentive may be enough to tip the customer in your direction. Also, if you provide flat-fee inspections, free quotes, or seasonal discounts, make sure this is highlighted on your site.

While brand loyalty may be waning, loyalty to convenience is greater than ever. So if you have any promotions that will make their decision to choose you more convenient, test it out and see what happens!

Millennials and Messaging

A growing number of consumers and homeowners are millennials, and this group especially has fueled business need to communicate through direct messaging. The good news is that using direct messaging is fairly simple. All you need is a mobile device that can be used for business messages—and note this as an option on your website and in your ads! ***“Have an emergency? Call or text now to be connected with a plumbing specialist in your area.”***

Getting Real About Chat!

Nowadays over 30% of customers expect you to have chat available on both your desktop and mobile websites.¹³ If you include chat, you can increase the number of leads up to 60%.¹⁴ Also, chats can be

recorded and reviewed for customer service and efficiency. Chat is a great way to answer simple or frequently asked questions without taking up unnecessary time on the phone. Most chat technologies even give you the power to provide automated answers to common questions.

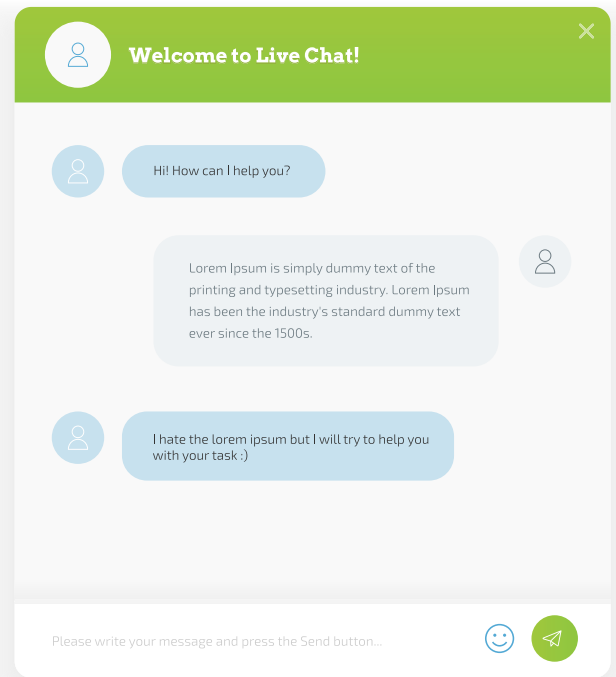
At the end of the day, just showing that you have an option to chat live from your website inspires trust and gives your customers confidence that you are always available.

The Voice Search Shift

The explosion of voice search has been fueled by the likes of Siri, Google Assistant, and Amazon Alexa. This shift to voice search can mean opportunity for you. Voice search technologies use website content to supply answers to questions. So how can you take advantage of this?

Having a robust set of frequently asked questions and answers (FAQs) on your website will dramatically increase the likelihood of your site being featured in voice search results. ***“What should I do if my water heater is leaking?” “How do I know if my slab has a leak?”*** Or even, ***“How do I pick a good plumber?”*** Questions like these can help give Google a source for providing answers to those who are searching.

The more valuable Google finds your information—and how people engage with it—the more likely Google will be to give your site a boost in the rankings. So if you don’t have FAQs on your site yet, now is the time to get started.





STRATEGY #2

GOOGLE MY BUSINESS

Things have changed on Google—now more than ever they are trying to provide more accurate and valuable search results when it comes to services like plumbing. Your Google My Business (GMB) profile helps Google give customers the most important information they want. Especially in the case of local service area businesses like yours.

To show up in the Google 3-pack, maps, and voice search, you need to have your profile claimed and completed. If you don't, you might be missing out on valuable organic search traffic. **Better yet—it's free.**

When we think about mobile search, things get more interesting. Remember, customers have no loyalty—they have an immediate problem like a broken pipe or a flooding sink. If they pull out their phone and search for a plumber, it's all about what name pops up first and whom they can contact the fastest. They might not even have time to visit your website!

This is why GMB on mobile is so valuable. Google wants mobile users to be able to make a decision without visiting your website—meaning that Google My Business is becoming the go-to decision-making tool for the “immediate-need” service.

It's time to take advantage of it!

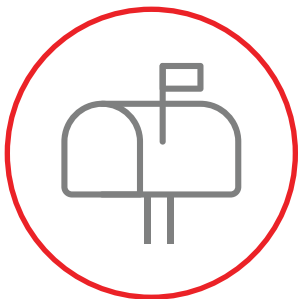
Your local audience can find you, see reviews, ask questions, book appointments, even call or message you directly from your profile. On mobile, GMB is more important than ever—there is less real estate on the screen, so you want your listing to show up near the top of the mobile search results, as most customers will not take the time to scroll down.

Some of the most valuable pieces of your GMB profile include:

Business Name and Physical Address

Google uses information like your address to verify your service area or even show you in the search results. Google asks whether you deliver your services to customers in a particular service area around your physical location. Never use a P.O. Box—Google does not like this and if you are caught trying to “game” Google, they will likely take action and may blacklist your business.

Make sure your address across your website, social profiles, and other online profiles is consistent to make Google's verification easier. Even variations like Suite 101, #101, or STE 101 can confuse Google, **so stay consistent.**





Contact Numbers and Text Numbers

When someone has a plumbing emergency, they are likely to want to connect fast. Google lets you provide your click-to-call or direct message numbers right from your profile, reducing customer friction. Google will even track how many times these buttons are clicked right from your GMB profile.



Your Plumbing Services

What are your most requested and valuable services? Drain cleaning, sewer repair, trenchless sewer repair, water heater repair or replacement? You want to add these to your profile. Google gives you the option to list services, service descriptions, and pricing right from your profile. Completing your services will also help Google send you traffic that matches those services.



Accurate Service Areas

Google wants your local business to be your local business. Over 90% of searches with local intent (searches to find a local business) will result in a local 3-pack result.¹⁵ With such a focus on providing local results, Google wants the result to be accurate—it's better for customers and local businesses.

So be sure to add your service areas and only your service areas. Adding areas beyond your own true service area is frowned on by Google and eventually could get you in trouble with Google.



Use Photos and Videos - Lots of Them

Your profile is a snapshot of your business in the palm of their hand, so make it look good! It is powerful to take photos and videos of before-and-after jobs, team pictures, and pictures of your fleet. Photos and videos from most phones and cameras include geographic coordinates that Google will use to verify your service area. Also, just as importantly, Google has said that profiles with images receive 42% more clicks for driving directions and 35% more click-throughs to websites.¹⁶ Photos build trust faster.



Google My Business Posts

Did you know that you can post content to your GMB profile similar to how you would post on social media? Better yet, these posts are featured on your profile—think promotions, coupons, free estimates, etc. This kind of content also takes up more real estate on the search results and has been proven to drive more website clicks.



“Hey Google, Where Can I Find a Plumber?”

From Google Home to Google Assistant on Android devices, Google has placed a major emphasis on voice search. Take a guess as to what local business listing Google will default to when it provides search results? Yes, Google My Business profiles. Google will give the user results based on distance, reviews, services, and much more. As a reminder, to be found in these voice-based searches, you need to have a GMB profile.



The Power of Positive Reviews

The fact is 90% of searchers read reviews before contacting or visiting a local business,¹⁷ and 84% of people trust reviews as much as a personal reference.¹⁸ Positive reviews encourage people to do business with your company and have a massive impact on your overall ranking results.

Beyond helping your rankings, 89% of consumers read businesses' responses to reviews¹⁹ and read an average of 10 online reviews before trusting a local business.²⁰ So gather and respond to reviews on Google, Yelp, Facebook, and beyond. Reviews are powerful! If you are serious about building reviews, you may want to subscribe to a service like ReviewInc or use the widget that Google provides web owners to more easily request reviews.



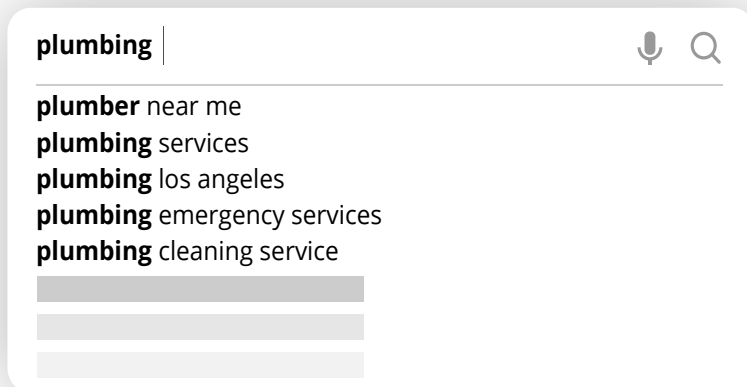
STRATEGY #3

LOCAL SEO

Making sure that your website shows up organically in the search results is very important. You can think of SEO like building a house. The process takes time, but the great thing about organic search is once you have top rankings, SEO becomes one of the cheapest ways to generate new business. SEO is a constant investment that increases the long-term value of your business—it is not something that you can just dabble in and forget about.

Search Engine Optimization is also important because your website results impact where you show up in Google Maps and Google 3-pack.

Also, as we discussed earlier, customers associate the success of a company by where you show up in the search results. In fact, the more sophisticated the customer, the more they understand the difference between paid search and organic results. These customers will often scroll down and look for the top organic results, ignoring the paid search results.



When it comes to services that have a longer sales cycle, such as pipe replacement, leak detection, and slab replacement, customers will often take time to research the issue before calling or inquiring. This is where having solid, helpful information will mean that your site shows up at the top of the search engines.

Content

Google has an acronym E-A-T (Expertise, Authoritativeness, and Trustworthiness) that views each page on your website to understand whether your content is the best quality response to the searcher's query. This means that when you write your web content, make sure that it is helpful and valuable. If you are using third-party information, make sure to cite your sources in the footer or link back to the original article.



Google will often return results that have a local flavor, so when you are writing about a topic, always remember to mention factors that are important to your location. For instance, it would be important to mention to California residents that there are special earthquake guidelines that need to be followed when repiping a home.



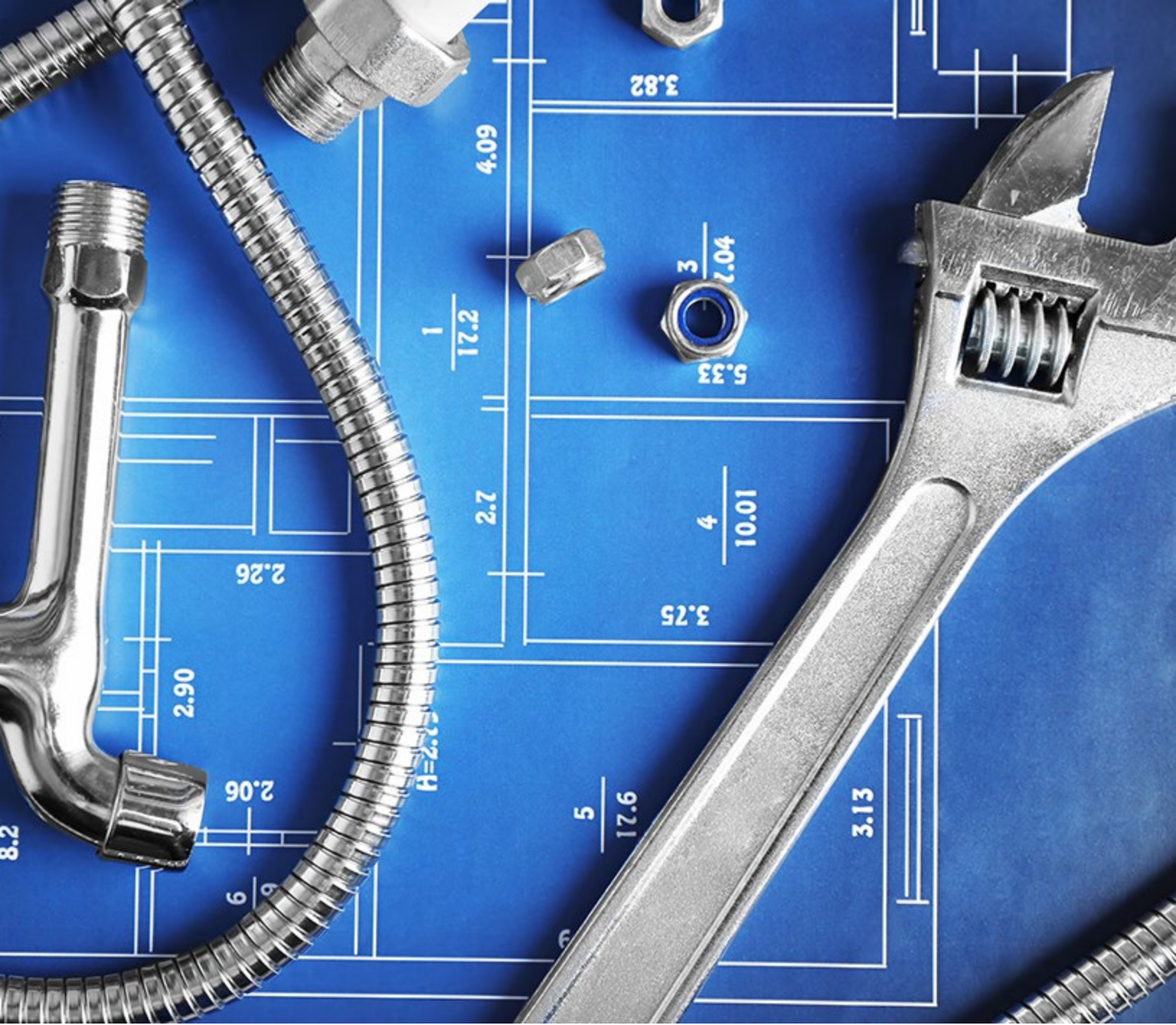
Technical

In the earlier section on your website, we referred to load speed, usability, and the importance of your mobile website. Technical SEO covers all of these areas and many more. Although this guide is not meant to be a definitive guide on SEO, it is important to know that your website needs to be error-free and technically sound to rank well on the search engines.



Linking

The final section that we will discuss regarding SEO is the importance of inbound links. Links are like a vote of confidence for your site. These include links from your vendor sites, local plumber directories, construction directories, and even local directories like the online Yellow Pages and Yelp. Some of the most valuable links are the ones that are really hard to come by, like links from online newspapers and educational institutions such as schools and colleges.



STRATEGY #4

PAID SEARCH (PPC, DISPLAY, REMARKETING)

If SEO is like owning a home, then PPC is like renting—and sometimes, renting is the way to go. The great thing about advertising on a platform like Google is your ability to target the right customer at the right time. When someone picks up their phone and searches “*plumber near me*,” chances are they are not making future plans—they have a need right now. PPC helps you proactively capture that customer faster.

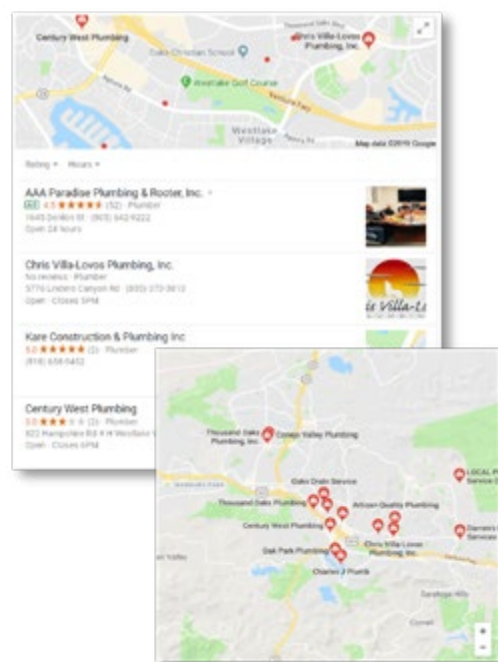
As with all advertising, there is a right way and a wrong way—let’s plunge headfirst into some of the most valuable ways to use PPC advertising.

Targeting - Location, Location, Location

Beyond keyword selection and campaign structure, properly targeting your ads will help keep you from draining your budget with unqualified ad clicks.

Start by targeting your local market. If you are in Los Angeles, it might make sense to use this as your target market, right? However, if in reality you only service a 20-mile radius of your office, this may limit how much of Los Angeles County you actually service. Otherwise, you could get a lot of ad clicks for potential customers that you are not able to help—and ad click for plumbing can be costly.

So consider the location options that make the most sense for your plumbing business, like cities, counties, ZIP Codes, and location radius. If you have multiple locations, you can also target several specific areas. Just fixing targeting at this level can help make your ads more valuable and relevant for the right audience.



Remarketing - Beyond the Basics

Have you ever looked at a website or a product on Amazon only to see that same brand or product showing up everywhere you seem to look? That is remarketing in action. This strategy helps your company stay top of mind with customers who have not yet converted.

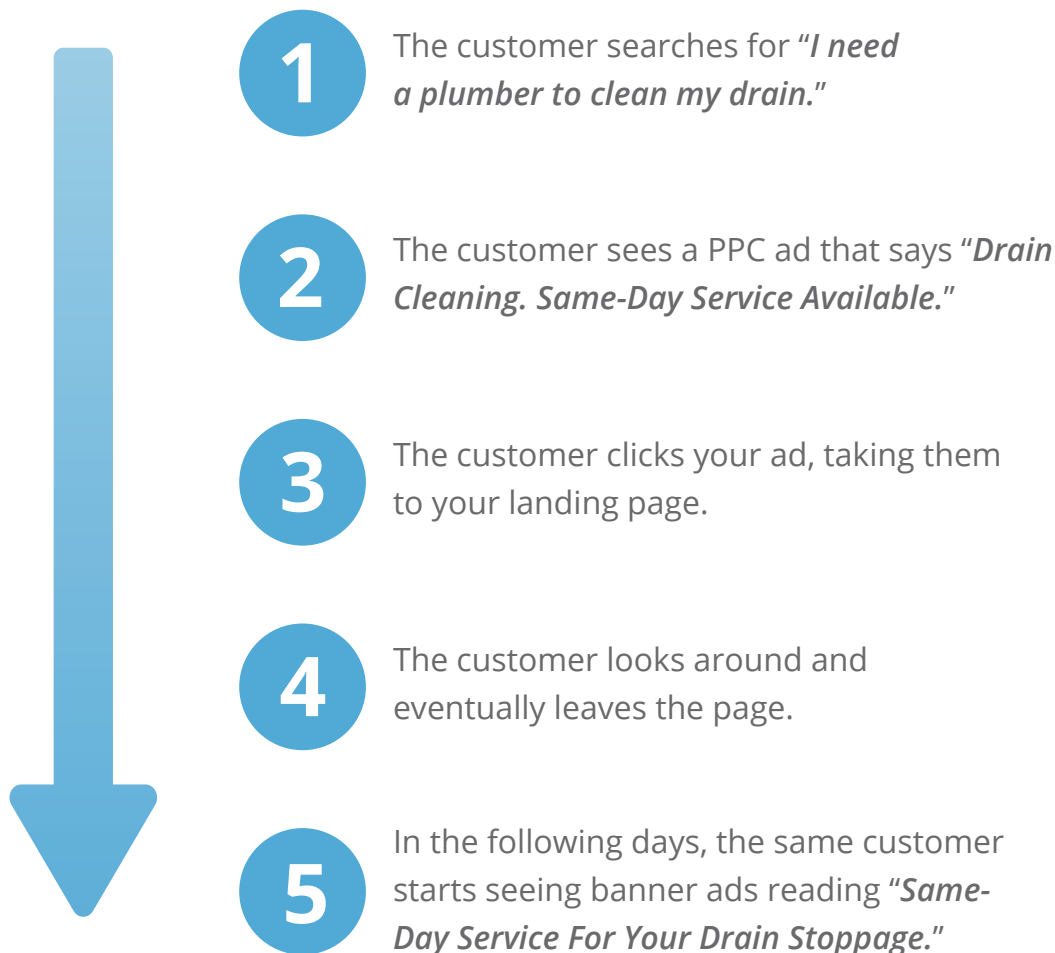
By placing a simple piece of code on your site, Google can start tracking who has visited your site (or your PPC landing pages) and follow them around the web. The fact is most people will see an excess of 20,000 marketing messages every day—remarketing is a proven way to keep you top of mind amid all of the noise.

Another consideration for remarketing is the cost. Remarketing ads actually cost less than standard PPC ads. This means lower-cost clicks for warmer prospects!

Display Advertising

From remarketing to building brand recognition, display advertising is a cost-effective way to keep eyeballs on you. These ads are usually in the form of banner advertising you can use to provide promotions, seasonal incentives, or even standard ongoing brand promotion. With display advertising, you have the added benefit of choosing where your brand will be promoted online.

One powerful strategy is combining your display advertising **with** your remarketing to create targeted and relevant campaigns. It would work something like this:



Not only are you retargeting that customer, but you are doing so with relevant messaging—keeping you top of mind.

Local Services Ads (LSAs) & Google Home Services²¹

Google may be a search behemoth, but even Google has competition when it comes to those searching for home services like plumbing. HomeAdvisor, Angie's List, even Yelp have a great number of dedicated users who trust their results.

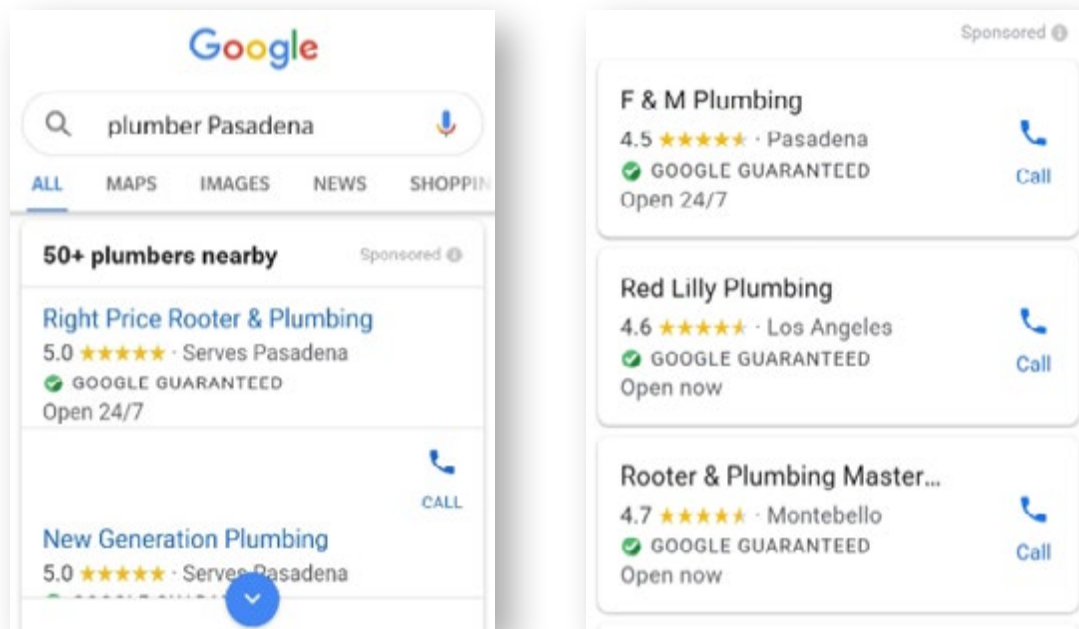
It's an opportunity that Google is ready to capitalize on. So much so that Google has begun introducing a new type of advertising called Google Local Services Ads. Why are these Local Services Ads great news for you? First, they can put you at the top of the search results above standard PPC advertising. Second, they give your plumbing business an added layer of trust by stamping your business as "Google Guaranteed." And third, plumbing happens to be one of the core home services that Google wants to focus on for these new ads.

How Local Services Ads Appear

While Local Services Ads show up on desktop and mobile devices, one of the most powerful examples comes when your customers use their mobile device with Google Assistant. When Google recognizes a search for local services, your customer will be provided a list of Google-certified plumbers (please note that LSAs are only available in certain areas as of this writing).

Here is a quick example using a standard voice search for *"show me plumbers in Pasadena."*

- You can see that one simple search got over 50 Google Guaranteed LSA listings.
- The average reviews rating, location, and availability (hours) are clearly displayed.
- Users are also provided a simple click-to-call option.



Pay for Leads - Not Clicks

Another massive benefit of these ads is that you are paying for **each lead—not for each click**. This means that Google is helping you vet those searching to make sure leads are more often better qualified than traditional PPC.

How do they do this? When these plumbing LSAs are provided and the user clicks on them, Google asks two very simple questions:

**What type of service
do you need?**

**What is your ZIP
Code (optional)?**

By adding simple qualifiers like these, Google is able to filter out and pinpoint the best Google-guaranteed plumbers for the job. This in turn helps provide you better quality lead traffic.

How Can You Get LSAs?

Simply put, you need to qualify with Google. Obviously, Google is not going to guarantee anything unless they approve it first. To see if you are eligible to run LSAs and get the process with Google started, you can go to this [link for Google Local Services Ads](#) and provide Google with some basic information about your plumbing business. If you are eligible, you will be able to sign up, create your profile, and get started.



STRATEGY #5

THE VALUE OF LANDING PAGES

Building quality pages for your plumbing services is key to attracting local search traffic and supercharging your advertising on Google. Landing pages are any core page that a customer will “land on” when clicking a search result or paid ad. Service-specific or marketing campaign-specific landing pages help you capture attention and convert customers faster.

Why landing pages are so powerful...



Capturing Immediacy - Funneling Traffic

If someone grabs their phone and searches for a plumber for drain cleaning, it would be very valuable for a user to see a search result that says *“Stopped up drain? Here’s what to do next.”* A page like this speaks exactly to what the customer is looking for and can funnel them directly into your lead pipeline using powerful calls to action (CTAs).

With a little time and effort, you can build out landing pages for each of your services to capture more organic traffic by reducing friction and search time for the customer. This service-specific landing page strategy helps you funnel search traffic and leads directly to the most valuable conversion-based content.

Improving Google Ad Quality Score (PPC)

Google wants your PPC ad and your landing page to match. The better they match, the higher your Quality Score.

So, where don’t you want to send a customer who clicks on your PPC ads? If you said “the homepage” you are right. Not only is using your homepage ineffective, but it also kills the Quality Score on your ads, increases your costs per ad click, and sends your returns down the drain.

When you build ads on Google, you get a **Quality Score on a 1-10 scale, like 3/10 or 9/10**. The better your score, the more prominent your ad placement will be and the lower your cost per click. Your landing page is a huge factor in improving your Quality Score.



STRATEGY #6

GETTING SOCIAL (FACEBOOK AND INSTAGRAM)

Social media can be a tricky place for a service like plumbing. Granted pretty much every type of product and service can use social media to some effect, but you need to know what your goals are when you invest time into social media.

While this may not be the best place to capture a customer with a plumbing emergency, it can be a fantastic place to nurture an awareness of plumbing-related services for the future. That being said, let's look at some ways social media makes an impact.

Building Your Brand

The fact is your social media pages are one of the best ways to connect with communities and share brand content. Your social media feeds are a living, breathing representation of your brand and values. Sharing before-and-after pictures of successful plumbing repairs, live streaming a sink installation, messaging customers directly, gathering reviews—all of it contributes to how your brand is perceived on social media and beyond.

What if I told you that there are Instagram accounts dedicated to plumbing with thousands of followers? What if I told you that posts like this are not at all uncommon: *“San Diego friends, I’m looking for a great plumber for a bathroom remodel. I will need shower plumbing moved and a new toilet installed. Does anyone know someone fantastic that is reasonable in costs?”* In short, there is value to be had on investing some time into your brand’s presence on social media.

The Pay-to-Play Reality

One harsh reality that needs to be addressed is the pay-to-play reality when it comes to brands on Facebook. The changing Facebook algorithms over the past few years have severely limited the organic reach of your content, posts, images, videos, and in fact, almost everything. So if you are thinking you have posted on Facebook for months and nothing has happened—this is why. If you are a brand on Facebook, you need to pay-to-play.

Two common types of paid social media are paid advertising and boosted posts (paying to have your organic content pushed to a wider targeted audience).



Driving Brand Awareness

The costs for paid social advertising are usually fairly reasonable and provide you with lots of flexibility. Let's say you provide services that have a long sales cycle like a water heater or shower installation. You can use social media to stay in front of your prospective customer and help keep your brand top of mind.

Advanced Targeting

One area that Facebook and Instagram excel at is their ability to target very specific audiences. We are talking deep, granular targeting. For instance, you can target educated millennial homeowners in Thousand Oaks, CA who show an interest in HGTV. If you know exactly the type of buyer you are looking for, chances are you can target them on Facebook and Instagram.

Remarketing

Very similar to Google remarketing, remarketing on Facebook and Instagram is an immensely valuable way to ignite the flames under warmer leads. Let's say someone visits your website page for water heater installation (or a PPC landing page for that matter). After leaving your site and hopping on Facebook, they start seeing ads about water heater installation—with your name on it. By remarketing on social, these types of leads have a much higher probability of eventually converting into your next lead.

Getting Serious About Stories

One of the fastest growing areas on Facebook and Instagram are "Stories." Facebook and Instagram let you capture images or short video clips that are uploaded to your daily "story." This compilation of content only lasts 24 hours. Posting to stories throughout the day showing common problems, reviewing interesting jobs, introducing your team—all contribute to building your brand on social.

What makes this content so popular? It is timely and it is usually not "polished" content, meaning that to viewers it feels more relatable. So as silly as it might seem, test out using stories a few times a day to get your feet wet.

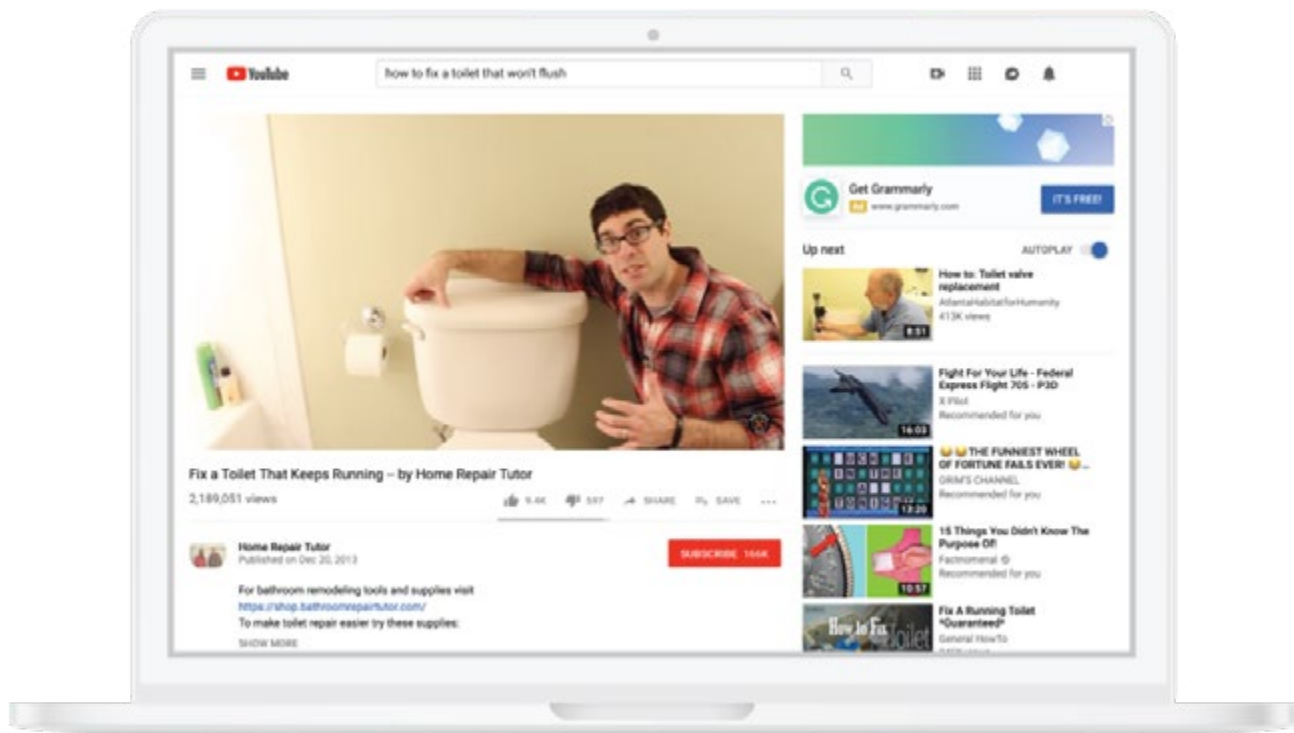


STRATEGY #7

VIDEO DOMINATION

There may be no more coveted type of content online than video content. From advertising to onsite video, this type of content—when used correctly—can completely change the approach to your marketing. Do you know what the 2nd largest search engine online is? The answer is YouTube. Over 300 hours of video content uploaded every minute²² and over 5 billion videos watched every day²³ are clear indicators that video content captures attention and drives action.

The once-dominant TV commercial has given way to cord-cutters and OTT viewing. Basically, those of us who mainly use streaming services like Netflix, Hulu, and Amazon Prime Video, watch what we want, when we want, and without commercials. But nearly \$70 billion a year will still be spent on TV advertising.²⁴



Video Advertising

Creating and running your own advertising on YouTube and Facebook is more accessible now than ever. YouTube especially has made running video advertising both highly targeted and cost-effective.

Imagine this, a millennial in Los Angeles searches for a video on YouTube for *"fix kitchen pipe under the sink,"* hoping to find a DIY video so they can fix their problem. They find hundreds of videos and randomly choose one, but before the video plays, a short 5-second ad runs: *"If you make that leak worse, I am ready to help you fix it!"* or *"We fix any pipe leak in Los Angeles for \$79—see you soon."* Then their DIY video begins. This is just one example of how video advertising can be used in a highly targeted way.

A Cost-Effective Approach

One of the best things about advertising on YouTube is how cost-effective these video ads can be. Often full views of your ad will cost between 10-30 cents each.²⁵ Notice we said “full views” of your ad. YouTube has a fantastic type of ad called a TrueView ad where if someone chooses to skip your ad, you are not charged for that view!

There are some variations available for these ads, but overall, by giving the viewer the power to “opt out” of viewing your ad saves you advertising dollars. With this extra budget, you can test 2 or 3 different ads to get a better idea of what viewers like best.

Targeting the Right Audience

No, obviously you don’t want to show your ad to everyone on YouTube. You want to tell YouTube what kind of videos you want your advertisement to be connected to. This might include:



Do-It-Yourself (DIY) Videos

Videos dedicated to do-it-yourself projects, repairs, and much more. Targeting on video like DIY sink installation, DIY water heater replacement, or even DIY plumbing may be a good place to start.



How-To Videos

While DIY videos may attract more of the craft-based crowd, how-to videos are like the older sibling to DIY. Try searching for “how to replace a toilet” and see what comes up—if it fits your plumbing services, this may be a great place for your next ad.



Home Improvement Videos

Have you ever had a customer who saw a bathroom renovation on HGTV and ended up calling you because they attempted the project themselves but got in way over their head? This is why home improvement and bathroom renovation YouTube videos can be great targets for your advertising.

Creating Your Own Video Content

One serious consideration as a YouTube advertiser is whether you want to create your own video content. With some time and effort, it is possible with video production to build a following that can be a great way to drive inbound leads to your site. Video content can be used for YouTube, but it can also easily be repurposed for use on Facebook, Instagram, and your own site as well.

**TRACKING
YOUR
SUCCESS**

Tracking your digital marketing spend is critical. If you don't know how your leads are being generated, you are literally flying blind. In the final section of this eBook, we will look at the best way to track your leads from your site, whether these are lead forms, phone calls, or text messages.



Owning Your Data!

There are many agencies out there that will keep their clients hostage by running their campaigns under their own account. This means that they own your data, making it hard to leave them if they are only giving you lackluster results.

One thing you must insist on is that you own all of your own data, including leads and lead sources. This includes your Google and Bing Ads accounts, your tracking telephone numbers, and your reporting data. You are the one investing in your digital marketing, and part of that investment is owning the data you paid for.



Access Real-Time Results

It's one thing to hear about the results an agency is providing—it is a whole other thing to see it for yourself. How is your site traffic doing? How many leads did you get? How are your PPC campaigns performing? If you are ever curious about your campaign performance, you should have the ability to get a snapshot of what is happening anytime you want.

Your data, your campaigns, and your access to your results should be baked into your marketing formula. If it takes multiple phone calls and emails to gain any kind of access to your results, this is a big red flag you want to avoid!



Track Using Any Device

Make sure you can get access to your results when you are connected to any of your devices, whether it be your desktop, laptop, tablet, or mobile. If you can't track your leads and results on your phone, you don't truly have access.



Get Lead Tracking Alerts

When it comes to lead traffic, we understand that speed matters—the faster you can respond to a lead, the more likely visitors to your site will become paying customers. This is why real-time lead tracking alerts are so important. Being able to log in and see lead information is fantastic, but having a system that keeps you up to date when a new lead enters your pipeline—that's powerful. Every lead is precious, and we don't want any lead to slip through the cracks.



ROI Transparency

At the end of the day, your marketing campaigns, sales conversion, and lead value are all pieces of a bigger question—what is my return on ad spend? Providing transparency into what is delivering you the best return is something we want all of our plumbing clients to have access to. As confident as we are in our ability to drive leads and produce results, we want you to feel confident with us as an agency. This is why one of our core values is ROI (Return on Investment) transparency.

By giving you access to all of your data, good and bad, you can see what marketing campaigns are having an impact and where your highest value leads are coming from. When your campaign is an open book and you can clearly see the results, you will have an easier time knowing which campaigns to ramp up for greater impact! This ethical approach—that we call radical transparency—has led to some fantastic gains for our customers. It has created partnerships that are built on trust and last for a very long time.

Next Steps

If you think about the plumbing industry, there are customers out there that think they can do their own plumbing, but would you recommend it? Well absolutely not. We think the same is true of digital marketing.

In fact, just as with plumbing, we think this decision comes down to four important things that each in their own right are tough to get. These are time, knowledge, desire, and resources.

Time

To run and manage an effective digital marketing campaign for your company will typically take a minimum of 20 hours a week. Do you really have that time?

Knowledge

You need someone who truly understands each part of the marketing ecosystem and how each pillar works together.

Desire

Do you really want to do this work or would you rather outsource it to someone who has the passion and know-how? If you do have the desire, do you have the time to invest to gain the knowledge you need to run your own campaign, and more importantly, do you have the desire to keep up to date with all the constant changes that inevitably occur in the digital marketing arena?

Resources

Finally, when we talk about resources, we are really talking about money—to be highly effective you need up to 6 different experts on your team to successfully be able to compete against your competitors online. These experts would have to have knowledge about your website, local SEO, paid search, social media, reputation management, and video marketing. Having experts in all these disciplines would most likely be cost-prohibitive.

That is where an agency like National Positions comes in.

We have over 15 years of experience and have successfully helped hundreds of companies in the Home Improvement vertical. National Positions is a Google Premier Partner with a passion for the Plumbing Industry—and we have the track record to prove it. We only work with two companies in any given area so please contact us today to see whether we can help you to grow your business online. It would be our honor and pleasure to be a big part of your growth and success, as we have been for so many plumbing businesses throughout the country.

WINNING

DIGITAL MARKETING STRATEGIES

FOR PLUMBERS

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

Contact Us for More Information:



877-866-6699



www.nationalpositions.com



Get in touch



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