



DOPE
MARKETING

***HOLIDAY
LIGHTING
PLAYBOOK***

***PRICE FOR MAXIMUM PROFIT...
RUN ADS IN THE RIGHT PLACES...
HIT THEM FROM EVERY ANGLE, AND...***

NEVER BE IGNORED AGAIN



CHAPTERS:

- 1. Intro to Holiday Lighting**
- 2. The Marathon: Holiday Marketing In 4 Sprints**
- 3. Targeting Your Perfect Customer**
- 4. How to Market Your Services**
- 5. Summary**

INTRO

The Happiest Time of the Year

Maybe the best thing about holiday lighting season is that it's all being done as a celebration, and that the payoff of seeing the final product is as dope as getting the paycheck itself. This is work that everyone is proud of. Our goal in *The Holiday Lighting Playbook* is to give you all the tools that we use in our own holiday lighting business and in our client's businesses to insure that you have as much success (and fun) as we do.

We start with explaining how we pace ourselves throughout the season in the first chapter. Then, we move into showing you how to locate the best possible potential leads, and we wrap it all up with a few knowledge bombs around how to market to your leads, and how to close the deals.

So, we hope you enjoy our book, and that you reach out to us at get@dopemarketing.com with any questions you might have about our programs or about marketing in-general.

Thanks!

Dave

Dave & The Dope Marketing Team

CHAPTER #1

Holiday Marketing In 4 Sprints

The first thing you need to understand is that the holiday lighting season is a marathon run in for legs, or sprints. Each year is a race to the day when the lights begin being installed. During this race, you only have a certain amount of time to: Generate leads, give estimates, get product from vendors, hire employees, set up systems and get jobs installed.

Thankfully, if you're reading this, you're already ahead of your competitors.

Each holiday light season can be broken down into 4 different "sprints"

- 1. September**
- 2. October 1st- Halloween**
- 3. Nov 1st - Thanksgiving**
- 4. Nov 26th - Dec 15th**

So... let's get right into Sprint #1 on the next page...

Sprint #1: September

September is going to depend a lot on where you are at in your business

If you're brand new this season, September is going to be for building brand awareness so that people feel comfortable enough with you to say "YES!" when it comes time to buy late in the month or early in October.

If you have a current business OR have been doing lights for a few years, September is going to be when you start leaning on your current customers or previous light customers to start educating on the service or setting up new installs

Pro tip: Know your "loyal customer number." For instance, you should know how many "loyal customers" you have that will buy literally anything you sell. Are there 10 of them? If so, 10 is your goal for holiday lighting deals closed in September.

September is the perfect month to start reaching out to property managers and commercial clients for holiday light bidding opportunities, too. They have to make big decisions earlier than homeowners. Mailing, emailing or calling these clients works great.

If you're feeling aggressive, September is also a great time to get a first touch with the best neighborhoods in your area. Be the first company to send a direct mail piece or to target a Facebook ad in the good zip codes in your service area.

September is also when you are designing, printing and ordering any Direct mail pieces, door hangers, flyers, yard signs, brochures or other print/ traditional marketing items for holiday lighting.

Sprint #2: October 1st to Halloween

One consistent thing about the 4 sprints is that when you get into a new sprint, you recycle your leads from the last sprint. Anyone who got a new bid in the last sprint gets one more personally follow up, ideally a phone call, then they go to the bottom of the list.

Pro tip: Keep ALL prospects in a CRM system (Customer Relationship Management - for more info, search Google for free or inexpensive options) so that you can follow up with them next year or for other services you provide...

Now it's October 1st; Depending on where you are located in the country, fall is here, the leaves are changing and people are much more open to talking about Christmas lights than they were in September. It's your job to have a good understanding of where you are focusing your marketing material. Depending on how you are advertising, you want to be able to focus on specific geographic areas, zip codes, or neighborhoods that you want to be targeting for light installs.

Multi touch marketing is key, as you need to be hitting your customer from every angle possible. What is multi-touch? It just means getting your advertisements in front of the same person, but in different places. For instance, Susie drove to the office and saw a yard sign for holiday lights at a neighbor's house that you are working on... Then she sees a Facebook ad from you to people like her, in her neighborhood while she is at work... THEN she comes home from work to see a postcard in her mailbox from you, promoting a service that she needs badly because her husband is too busy with work.

Combinations of yard signs, postcards, door hangers and Facebook ads are the best ways to make sure you are the company that your potential customers are noticing, paying attention to and building trust with, and doing just one or two of these is not enough to win trust, you have to do them all.

Single-Touch Marketing is as exciting as it sounds (not at all). Multi-touch it what it takes to win trust, and influence leads to say yes. Push hard through October all the way until Halloween. Once November 1st hits, you take every Estimate you put out in October, give them a personal follow up call to see if they are ready to schedule, then move them to the bottom of your prospect file. It's time for November.

Sprint #3: November 1st to Thanksgiving

The best thing about November is that it's even closer to Christmas. Most of the country is getting their taste of cold weather to come. Thanksgiving and Christmas decorations are going up all over town, and your customers are READY. They are feeling NOSTALGIC. They are building on TRADITIONS passed down to them, and they are in a great mood!

November is when you can get really aggressive with your advertising. Door hangers and flyers are being passed out in the neighborhoods that allow it. Yard signs are being placed in customers lawns or maybe the sides of highway exits. If you have a local magazine or print ad, November is a great month to run it.

Pro tip: Make SURE to raise your prices after each sprint, 10% to 25% is a good place to start. Make sure to tell each customer that you have a LIMITED number of appointments and as they become more rare, they become more expensive. Reward people for deciding early with discounts and add-ons

Facebook is key in November. Post more video of job sites, looking at lights, explaining jobs and how easy it is to get an estimate from you, literally anything you can think of should be a Facebook post. Get that brand out there in front of customers!! Make it a point to boost posts in areas where you want to get more work. People want to see that face of yours!!! Get it in front of them with the most cost effective way to reach thousands or even tens of thousands of people for just a few bucks. If you don't like the way you look on camera, enlist your kids, or your cousins. Be dope. Get it done.

AdWords is also huge in November. People are searching for holiday light installers and Christmas light installers and thousands of other keywords that you can bid on in order to allow customers to find you and your website. If you want to grow your holiday lighting business, November will teach you where to spend your money, so KEEP RECORDS...

Door Hanger Results

- Nov'17 3 neighborhoods campaign - \$300, 30 leads
- Nov'18 3 neighborhoods campaign - \$300, 22 leads
- Nov'19 3 neighborhoods campaign - \$300, 31 leads

Boosted Post Results

- Nov'17 7 post boosts - \$300 budget, 33 leads
- Nov'18 7 post boosts - \$300, 24 leads
- Nov'19 7 post boosts - \$300, 36 leads

Looking over these results, you know where to spend your money next year. Remember, everyone's results are different. You might be a LOT better at designing a door hanger than you are at being on-air talent inside of a Facebook Live video.

Sprint #4: Thanksgiving to December 15th

After Thanksgiving, it's go time! You should be pushing to fill the rest of the season out with any marketing that has been producing you quality leads.

- **Yard signs are in the yards of jobs**
- **Facebook ads are running with videos and install pics**
- **Google Ads are running in specific geo areas**
- **Direct mail in any area where you already have installs**

You should already have work booked to happen during this sprint. The goal is to fill the rest of the schedule with as much high paying work as possible. Ideally, in the areas where you already are installing jobs. Call back anyone who wanted your services who you couldn't make a deal with in the sprints before.

If you only have a few appointments left to fill, there is no need to give out deals or discounts, unless you have some extra products or lights you're trying to get rid of. Your last few jobs should be your most profitable in the entire season.

Finish out the year with discipline and focus your marketing efforts in the areas where you know that you can get the best jobs.

Invest in those 3,4 and 5th touches with customers you've already advertised to. If you are nice and not demanding, they will appreciate the attention. Keep sending them pretty pictures to look at of their neighbor's houses. Let them know how to visit your work. You never know what jobs didn't get done yet or who made a last minute decision to pull the trigger on their high end install.

CHAPTER #2

Targeting Your Perfect Customer

The first place you want to start finding your perfect customers... the easy ones that love you and don't give you any problems... is your current customer list. No matter how large or how small your current customer list, anyone you have worked for previously will be your best prospect.

If you provide other services in your business, remember to let every customer that you give estimates to, or even just talk to, about your company's holiday lighting services.

Pro Tip: The first estimate should never be the final contact you make with a lead.

You will be surprised how many people are interested in having holiday lighting work done for their home or business, even if they have said yes to NONE of your other services. Note for anyone new: It is YOUR JOB to tell anyone that you talk to about your new business. If you have a current business like lawn care, window cleaning, or any other home based service business, you are in a great position to have a strong first year by simply contacting your current customer base.

Ways to contact your current customers include:

- Postcards
- Emails - Email a list of coolest holiday house addresses in the area, or anything!
- Text message campaign
- Drop Voicemail
- Personal phone call
- Facebook Ad campaign
- Asking for referrals
- Celebrating cool work on Facebook

Getting The Word Out (Chapter #2 Cont'd)

The goal early in the season is raising awareness with customers who are ideal customers for holiday lighting in the “good” part of town. Depending on where you are located in the country, you are going to have a specific customer. We are going to focus this section on the residential customers that you need to be spending your time on. When you are marketing to people, keep in mind that they put lights on their home for a few different reasons, but it usually boils down to these 3...

- 1. Keep up with the neighborhood**
- 2. For the kids/Tradition**
- 3. They want something pretty to look at and can afford it**

Pro Tip: The standard holiday lighting customer looks like this homeowner:

- ***35-65 years old***
- ***Home Value 250k-400k+ (Depending on location)***
- ***Likely a married couple, regardless of age***
- ***If under 50, likely has children***
- ***If over 55, lives in a specific area in your market***
- ***Willing to spend \$1000+ on something they want***

There will be exceptions to this customer profile, but it is safe to say that 70-80% of your customers will fall into it. Use this profile to target the right parts of town with your marketing. It's your responsibility to know where in your service area that these people live. Be familiar with the Cities and Zip codes where these customers houses are located. There are a few different tools you can use to find this information, including... <https://eddm.usps.com> (The US Post Office's Every Door Direct Mail - EDDM) tool, you can plan out your direct mail campaigns for things like postcards. This helpful tool lets you look at zip codes by the home values and average incomes. It's one of the best free tools to use in order to figure out what zip codes are the best to target for holiday lighting marketing, especially with direct mail. Add in <https://www.zipmap.net> and you can look up zip codes in your area. If you just need to pull a list of zip codes or simply confirm that you are looking at the right areas, this site is great.

Getting The Word Out (Chapter #2 Cont'd)

You have one mission from September to December in your Holiday Lighting Business: Get your company in front of THE RIGHT CUSTOMERS

Here's the thing you need to remember: There is only a certain amount of time you have in your holiday lighting business. This means that you need to be as specific as possible for who you are advertising to, who you are providing estimates for and who gets your time during the day. If you haven't already figured it out, planning is key. It will help if you keep a running list of milestones to accomplish for yourself, but just keep it simple and list your tasks for each of the 14 or 15 weeks in your marathon. Something like this for each week will work, just keep track of goals, and actual results...

Week #1 Goals & Results Example:

- ***Social Media Post Goal - 10***
 - ***Actual Posts: ____***
- ***Lead Generation Goal - 20***
 - ***Actual Leads: ____***
- ***Advertising Budget - \$0.00?***
 - ***Actual Ad Spending: ____***

Your homework from this section:

Review the ideal customer in this chapter and create a profile for this customer in your area. Your "perfect profile" should answer the following questions: 1. Where do they live? 2. How old are they? 3. How much is their home worth? 4. What will they spend on a "standard" install for their home? 5. Most importantly: What's the best way for you to get in front of them? If you need to use our template to build your perfect customer profile, just email get@dopemarketing.com and ask for our "Ideal Customer Template." Make a list of the best target areas in your service area- Wealthy areas, homes that are in the "higher income" locations around town. Your profile should live in these areas.

Note: Depending on your area, you should be able to build a list of at least 10-15+ zip codes that are ideal targets for marketing your holiday lighting services. If its less, that's fine.

CHAPTER #3

How To Market Your Service

In this section we are going to focus on Cross Channel Marketing strategies for your holiday lighting business. Don't let this intimidate you, as we've broken down the info into 3 sections...

Section 1: Overview

Section 2: Choosing Your Campaign Touches

Section 3: Implementing Your Campaigns

Section 1: Overview:

By definition, Multi-touch or Cross Channel marketing campaigns reach your target customers with a consistent message in a variety of formats to reinforce your brand and message. Good, consistent marketing creates trust, just like good, consistent friendship creates trust. You need to hit your customers from EVERY ANGLE possible and build the trust quickly! At this point, you should now have a clear understanding of the timeline of the holiday lighting season, the customers you want to advertise to, and a clear picture of the cities and zip codes where you will be focusing your marketing efforts.

Section 2: Choosing Your Campaign Touches:

It's all about the touches. Touches are the different ways you can get your company, your services and your brand in front of the customers we chose in the last section. Check out the following tip for a list of different touches you can implement:

Pro Tip: Touch them everywhere! - ➤ Facebook ➤ Direct mail to a list ➤ EDDM to entire zip codes ➤ Yard signs ➤ Google Ads ➤ Text/Voicemail campaigns ➤ Lead buying platforms ➤ Door hangers / Flyers ➤ Networking groups ➤ Craigslist ➤ Magazines, News Papers, & Printed Publications

Section 3: Implementing Your Campaigns

There is a simple rule to follow with marketing touches: The more expensive the touch, the more valuable. As with most rules, this rule can have its exceptions. The main idea here is to understand that the more money you have to spend to get in front of a customer, the better that marketing should work to generate quality leads. Here is some of what we've learned over the years about different ways to talk to customers...

The following touches are going to be more expensive than some other options, but they will also generate a higher quality lead. The leads from these touches will more than likely meet the profile you built and live in the areas that you want to be working in.

Some of the **best overall** touches include: ➤ Direct Mail to a list ➤ EDDM to entire zip codes ➤ Google Adwords ➤ Buying Verified Leads from Other Marketers ➤ Referral Bonuses to Existing Customers

The idea is to compliment the more expensive or valuable touches with the more cost effective touches so that you can truly implement a cross channel strategy in your holiday lighting marketing campaigns for 2019.

Some for the more **cost effective** touches include: ➤ Facebook Yard Signs ➤ Door hangers ➤ Flyers ➤ Emails

Ok, now let's break down a Cross Channel marketing strategy that uses touches from both lists to effectively identify and target your ideal customers. We are going to use some dates as examples in this campaign. Feel free to adjust the dates with your plans on marketing your services.

What you will need for this campaign example:

- List of customers to target
- Postcard & yard sign designs
- Door hanger and/or flyer design
- Video for Facebook
- "Display" or text ad for Google

Section 3: Implementing Your Campaigns (Cont'd)

DOPE'S 5 Step Cross Channel Campaign Strategy:

1. **Target the areas on your customer list with a direct mail or EDDM campaign for Oct 1st**
2. **Get your Facebook ads ready to run 7-10 days before your mail is scheduled to hit in the same zip codes that you will be mailing to.**
3. **Place Yard signs in the zip codes/areas where the mail and fb ads will be sent**
4. **Google ads set up to retarget anyone who visits your website with an add for your services next to all of their other internet searches.**
5. **Place Flyers and Door hangers after your direct mail hits, when you are in the neighborhoods doing estimates from the marketing done in the previous steps.**

This multi touch strategy will take about 2-3 weeks to implement. Once you finish the process, you simply rinse, wash and repeat, either in the same area, or a new area. It is simply about how aggressive you want to be and how many new customers you can truly take on this year. It's better to laser focus on specific areas with your marketing as opposed to shotgunning random marketing messages all over town.

The idea here is to use all the types of touches you can in order to get your services in front of your customers. The strategy listed above is exactly what you do, step by step, to get the most high quality holiday lighting customers for your business. Feel free to move any of the steps to make the perfect marketing strategy for you.

CHAPTER #4

Summary

1. Send SOME type of Direct Mail. You decide if you want to send to a mailing list OR just saturate an entire area with EDDM, you NEED to be sending some type of mail. So many companies don't send mail. The ones that do get more work from new holiday lighting customers.
2. Track your leads. This can be as easy or as hard as you make it. It is ESSENTIAL that you track your leads with cross channel marketing because you need to know what of the several methods is generating and closing the most leads. Look into Call Tracking and Landing pages for the easiest way to track leads.
3. Find a good designer: The right designer can design one package for your cross channel marketing strategy: Postcards, Facebook Ads, Flyers, Door Hangers , Emails and anything else you're using should ideally come from the same designer. This will allow your designer to understand the entire scope of your campaigns along with get you some type of discount for a larger "package" of work.
4. Understand your budget: The more you want to grow, the more you need to spend. Figure a lead for holiday lighting will cost anywhere from \$5-\$100+ to generate. You need to remember that 90% of holiday light customers get their job reinstalled year after year. It is important that you recognize the lifetime value of a customer. Year 1 will be profitable, but year 2 and beyond will be even MORE profitable. Be realistic with yourself when you figure out your budget for advertising. It will make setting up your marketing campaigns much easier and much more effective.
5. Know your sprint dates and keep track of your marketing milestones, put them on a poster for everyone to see. Track each touch, and each milestone, set goals.
6. Know who you want to buy your services, know them like you know yourself. What makes them say yes? What is their motivation to buy holiday lighting? Know your target zip codes, know where they live, know where they work.

Action Items:

➤ Create a profile of your perfect customer ➤ Create a list of your target areas ➤ Lay out your budget for this year ➤ Create a cross channel- multi touch marketing campaign for your business ➤ Execute on your strategy and have the best holiday lighting season your business has ever seen!



THANKS

***Dope Marketing is here to help!
Fill out our application and we will call to discuss how we can work together this
year for your holiday lighting market in your local market.***

VISIT...

<https://www.dopemarketing.com/holiday-lighting-2019>