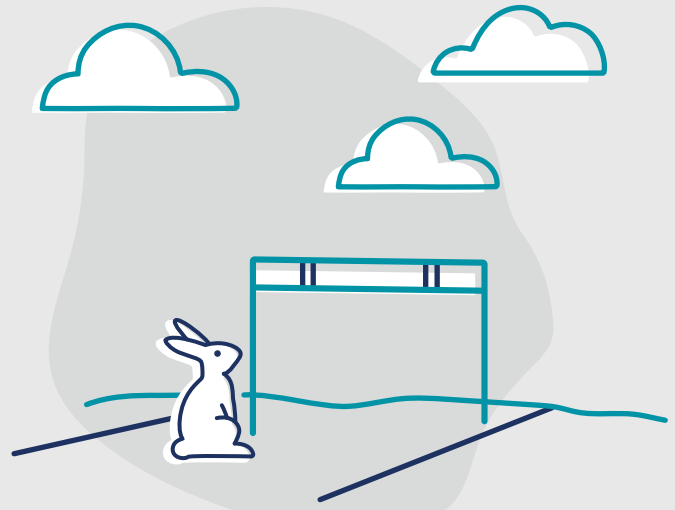


📍 COLE NEIGHBORHOODS

OVERCOME THE BIGGEST MARKETING HURDLES



BE MEMORABLE

Don't rely on yard signs or logos on the side of your truck. Be the service provider who is in their mailbox, voicemail, and social feed.

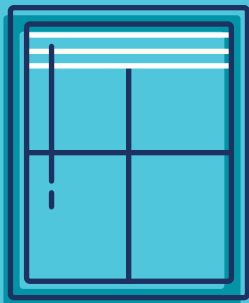
ACTION: Use your knowledge of homes to be a resource to potential clients. Share videos about preventative maintenance or how to identify trouble spots before they become huge problems. Target sponsored social posts/ads using your lists from Cole Neighborhoods.



BE PROACTIVE

Don't expect people to call you based on static marketing such as billboards or websites. Reach out to them so you don't become part of the background noise.

ACTION: Send postcards to all the neighbors of your current and upcoming installs. Offer a special deal if they schedule an inspection/installation while you're still in the neighborhood.



BE IN TOUCH

Yard signs aren't dandelions. They don't blow seeds all over the neighborhood that sprout more signs. When neighbors see your name on a sign on their street, they should also see it on their caller ID.

ACTION: Use your lists from Cole Neighborhoods and a ringless voicemail service to connect with neighbors who have seen your work on their street or in their neighborhood.