

DON'T WASTE YOUR MARKETING MONEY CHECKLIST

Before investing in a marketing program, you need to make sure your business is prepared. Use the checklist below to make sure you have everything you need to launch a successful campaign.

01

I understand my business numbers (cost per lead, cost per appt, cost per job)

02

I have (at minimum) basic branding material for my contracting business

03

All of my marketing efforts are going to be tracked so I know the ROI of the campaign

04

I have a solution in place to make sure all of the my phone calls will be answered so I never waste a lead/opportunity I'm paying for

05

I have activated and recently posted on my company social media channels to look legitimate to new customers

06

My website has been updated and is an accurate and strong sales piece for my business

07

I've mapped out my sales process- from lead to follow-up and will be able to easily handle following-up with the leads marketing will generate for me

08

All of my directory listings online have been updated so that if a customer searches for me, the information is consistent

09

I have a strategy in place to get people to do the work once marketing is successful

10

I have a promotion or other offer to entice the homeowner to choose me over the competition