

The Customer Journey & Marketing Funnel

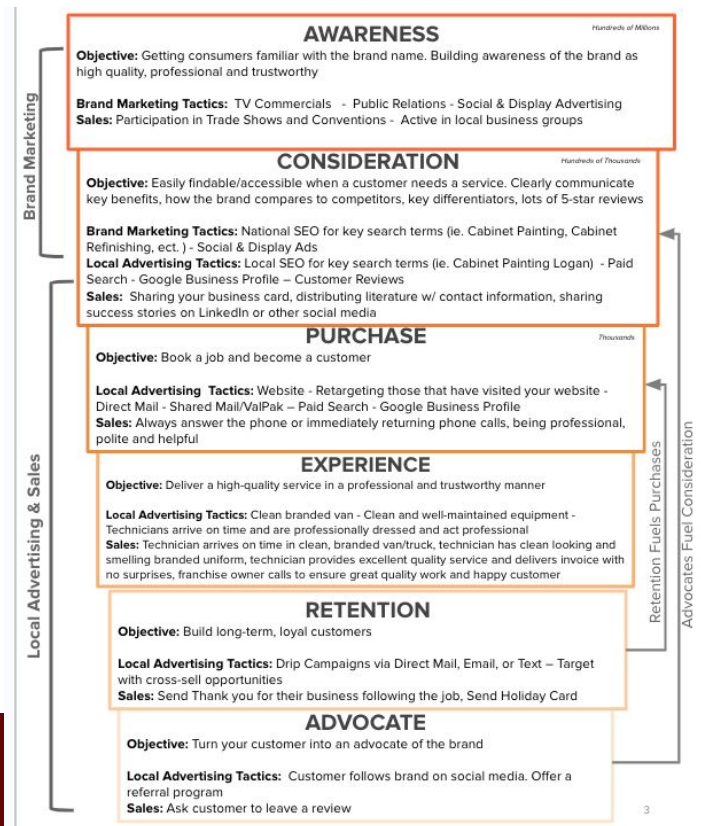
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- Understanding the Customer Journey
- Local vs Brand Marketing Video
- Marketing Spend vs What Phase of Business Are You In?
- Healthy Marketing Mix
- Foundational Marketing & How To Prioritize
- Other Marketing Tactics

What is the Customer Journey?

The **customer journey** is how people **experience** the buying process.



1. AWARENESS
2. CONSIDERATION
3. PURCHASE
4. EXPERIENCE
5. RETENTION
6. ADVOCATE

BRAND
Marketing

LOCAL
Advertising



- **Startup** - Gaining first customers, Iterating Based on Feedback/Feeling Not Data, Building a Small Team
- **Growth** - Rapid Revenue Growth, Marketing and Sales Expansion, Hiring Key Team Members
- **Expansion** - Steady Profits and Repeat Customers, Diversifying Offerings or Locations
- **Maturity** - Streamlined Operations, High Brand Recognition, Focus on Efficiency and Long-Term Strategies
- **Renewal or Decline** - Need for Reinvention, Rebranding, or Exit Strategies

B2B Companies: Usually spend **5–10%** of revenue on marketing, up to 15% during growth phase

B2C Companies: Typically spend **10–20%** of revenue on marketing, up to 20% during growth phase

Be Consistent - do a few things well and DO THEM CONSISTENTLY

- Avoid trying to do everything, make a choice and work the plan.
- It is never a one & done in the marketing world.

Ask For Help - if you need it

- Marketing Coordinators & Marketing Directors
- Region Business Coaches
- Other Franchise Owners and Brand Marketing Committee

**BEFORE YOU GET
STARTED.....**

**Know Your Story
Unique Selling Proposition**

- GBP (Google Business Profile) Setup
- Localized Website
- Basic SEO (local keywords, metadata)
- Online Reviews & Reputation Management
- Prospect List Building | Drip Email Campaign Sequences (DON'T FORGET....BFG is a Prospect)
 - a. B2B- If your RBC has Badger Mapping – work with them to identify a prospect route Build the Journey directly.
- Consistent Organic Social Media Posts (Sprout)
- Join | Attend BNI, Chamber, Local Chapters of Industry Relevant Organizations (BUILD CONTACTS)

Optimize Each Foundational Tactic Before Moving On To

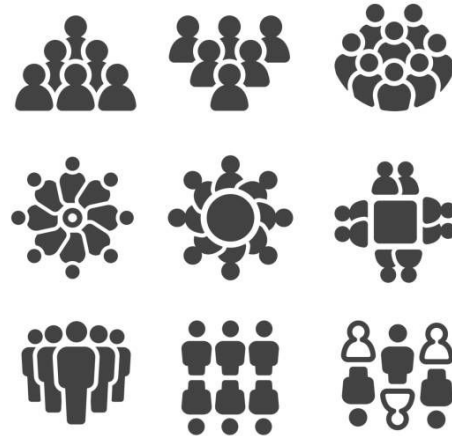


- **Geofencing**
 - Uses GPS To Trigger Ads When Target Enters Predefined Geographic Area
- **Email Marketing**
 - Drip Campaigns (Constant Contact, MailChimp)
- **Social Media Marketing** (IG, FB, LinkedIn, Nextdoor, Reddit, Pinterest)
 - Organic Posts (User-Generated Content, Before/After, Local Client Success Stories)
 - Paid Ads
 - Facebook Retargeting (Non-booked Database)
 - Partner with Complimentary Businesses
- **Affiliate Marketing**
 - Partnering with Local Home Improvement Influencers (collab, inkind)
 - Partnering with Bloggers
 - Paid Influencer Sponsorships
- **Search Engine Optimization (SEO)**
 - On-Page Optimization
 - Link Building & Citation Development
 - Online Directories (Yext, Moz)
 - Blog Posts
- **Paid Ads (PPC)**
 - LSA Ads (Google Guaranteed)
 - General/ Service-Specific Google Search Ads
 - Google Display Ads
 - Bing Ads
- **Retargeting Ads**
 - Google / Facebook
- **Google Business Profile (GBP) Management**
 - Weekly Posts
 - Q&A
 - Monthly Photos

- **Referral Marketing**
 - Word-of-Mouth
 - Customer Incentive Programs
- **Promotions & Loyalty Programs**
 - Limited-Time Discounts (Seasonal Sales, Referral Discounts)
 - Loyalty Programs (Rewards for Repeat Customers)
 - Financing Options (Partnering with Lenders)
- **Customer Engagement & Reviews Management**
 - Review Tracker or Nice Job
- **Call & Text Marketing**
 - Texting Campaigns
 - Ringless Voicemail Blasts (Call Fire)



- **Event Sponsorships**
 - Home Shows & Trade Shows
 - Community Events
- **Local Networking**
 - Chamber of Commerce, BBB, BNI, BOMA, NARPM
- **Lead Generation Marketing**
 - Nextdoor, Angi, Porch.com, Yelp, Houzz, Thumbtack
- **Public Relations & Community Involvement**
 - Cause Marketing (sponsor local events, host charity drive)
 - Donate Your Services For A Good Cause
 - Customer Appreciation Event
 - Highlight Community Impact Through Media
 - Press Releases
 - Local News Interviews
- **Door-to-Door Marketing**
 - Door Hangers
 - Door-to-Door Sales




- **Snail Mail Marketing** (Existing Clients, Non-Booked Database or Lead List Purchasing)
 - Marriage Mailers (Valpak/Money Mailer)
 - Send Jim (Targeted Postcard Mailings)
 - EDDM (Mass Postcard Mailings)
- **Television & Video Ads**
 - Cable/DirectTV
 - CTV (Hulu, YouTube, Vibe)
 - Broadcast (PBS, Local News)
- **Radio & Audio Marketing**
 - Traditional AM/FM (NPR)
 - Satellite Radio (SiriusXM)
 - Podcasts
- **Outdoor Advertising**
 - Traditional & Digital Billboards
 - Bus Stop Ads
 - Park Bench Ads
 - Yard Signs
- **Newspaper & Magazine Ads**



- [Facebook Ads 101 - How To Video](#)
- [Marketing Tips Document](#)
- [Digital Marketing FAQs Document](#)
- [Questions to Ask Your Digital Marketing Vendor Document](#)
- [Leveraging Branded Commercials Document](#)
- [BFG Local Marketing Partners Document](#)



BELFOR  *Leveraging*
FRANCHISE GROUP **Branded Commercials**

USE BRANDED COMMERCIALS ON:

1. Your website
2. Embed a link in your email or email signature
3. Post them on your social media platforms
4. Air them on your local TV stations
5. Show them at home shows

Traffic, Lead & Sales	
Video drives a 157% increase in organic traffic from search results.	157%
Embedded videos in websites can increase traffic by up to 55%.	55%
Marketers who use video grow revenue 49% faster than non-video users.	49%
Video can increase landing page conversions by 80% or more.	80%

