USING CONTENT AND CADENCE TO

WIN MORE COMMERCIAL CONTRACTS

A Hybrid Marketing Solution To Help Building Service Contractors Create More Quality Sales Opportunities

THE PROFIT GROWTH INITIATIVE

It's Tough Out There...

You've been in the Commercial Building Service Industry long enough to know that you can't be complacent. You must stay on top of things and always be looking for new ways to get more business.

A lot of your time is spent on working with existing customers, but if you want to grow your company, you need to find ways to bring in more business from new customers.

It's not easy though. There are a lot of competitors out there who are trying hard themselves and it takes some work and ingenuity from your end to get noticed by potential clients.

Then when your prospects become aware of you there is a separate battle of staying on their radar for when the bidding cycle comes around or hoping that they are upset with the current service provider.

So how do you build awareness with prospects and keep them engaged so you are the first person that comes to mind when they are making a buying decision?

A powerful way for companies like yours to build their awareness and attract more people interested in doing business with you is to have material for them to engage with and a system to keep them continually in touch with you and your message.

This is where deploying a content marketing strategy and establishing a cadence through regularly scheduled outreach can help your company become a credible, authoritative resource to potential customers. When you start to use content and marketing automation your business will be more likely to get discovered by the right audience and continually maintain that top of mind awareness with your most sought after targets.

This, in turn, enables your building service company to strengthen customer relationships, grow an engaged list of potential customers, and increase revenue through the multiple services you offer.

What Is Content Marketing And Why Should You Care?

Content marketing is the creation and distribution of educational and engaging content that's designed to attract, inform, and persuade a relevant audience.

It's often referred to as "inbound" marketing because it's designed to attract potential customers in much the same way that a product maker attracts new consumers by placing ads in magazines, newspapers, television programs, or online.

Content marketing can take many forms: white papers, eBooks, blogs, infographics, webinars, slide decks—you name it. The point is always the same: To provide something of value to your target audience so they will want to engage with you proactively.

Content marketing can be used to drive everything from website traffic and leads to customer loyalty and upsell opportunities.

When you create content, you're not just providing information or entertainment for your audience; you're also nurturing prospects who may not be ready to buy from you yet.

Content marketing is one of the best ways to stay top of mind and keep prospects engaged with your brand until they are ready to buy. In order to get results from your content lets dive a little deeper into the definition so you know what the outcome of content development should look like.

Essential Components For Content Development

- It is **relevant** to a target audience**:** To build relationships between your business and potential buyers, your content marketing needs to communicate with the audience on their terms and appeal to them based on their interests – not just the perspectives and priorities your business wants to further.

- It provides them with **tangible value:** Serves a specific and unmet need, like delivering critical information buyers are likely searching for, providing a tool or technique to make their lives easier, or guiding them through the steps of a complicated process they might have difficulty navigating.

- It is **consistent:** Even if you luckily find viral success with a single content effort, you can only sustain those gains if your content efforts remain consistent – meaning they are produced on an ongoing basis, delivered on a reliable schedule, and always aligned with the standards of quality, value, and purpose your audience expects.

Three Keys For A Successful Content Strategy

1 Content Creation

This involves creating content on a regular basis that is relevant to your target audience. Before you start to craft content take time to plan out what is going to capture the attention of your prospects for different stages of awareness. The key is to produce content that is of good quality and engaging so that people will want to read it and share it with others.

- **Come up with good ideas:** This can be difficult, but if you have a process for generating ideas it will make things easier. A good way to start is by thinking about what your target audience is interested in and what they might need help with. You can also look at what your competitors are doing and see what content is getting the most traction.
- **Create high-quality content:** This is essential if you want people to read and share your content. Take the time to make sure your writing is well-crafted, and that your graphics and videos are relevant. Your content could be the differentiating factor that leads your potential customer to choose you.

Typical types of content for the service industry include how-to articles, tips and tricks, industry news. But don't be shy to get creative but make sure it adds value to the reader.

> If you are targeting a specialized type of facility create a list of commonly overlooked tasks that will help solve the problem of that facility or plant manager.

When you are in need of some help to generate ideas head on over to Portent.com, type in your subject, and let its idea generator come up with catchy titles to kick start your brainstorming. The world is filled with great tools to help you so why not use them?

2 Content Distribution

Content marketing is an essential tool to any business. It can't be used in isolation, and it's never meant as a replacement for other promotional techniques - instead content should operate alongside your other efforts with the goal of aligning them towards achieving the shared objectives that benefit you most!

The most successful brands are able to blend together different forms of advertising with content strategies creating a powerhouse of marketing tactics; Every aspect of marketing should complement the content you create so they work towards achieving similar goals while also remaining engaging from both perspectives.

Once you have created your content, you need to find ways to get it in front of the right people. This could involve distributing it through social media channels, email marketing, or paid advertising. When distributing your content, make sure you're targeting the right channels.

You might have a great blog post, but if you're not telling the world it is there, then you're missing out on a lot of potential readers. Make sure you're using the right channels to reach your target audience. Always be on the look out for anywhere that your target audience is going to be hanging out... remember that your search should not be limited to online arenas because content can take the form of print to be a tangible object for prospects to receive via mail or hand to them directly in person.

3 Content Optimization

One of the most important aspects of content marketing is making sure your content is optimized for success. This means taking measures to ensure that your content is seen by the right people, and that it's engaging enough to encourage them to act.

Regularly published and optimized content is one of the best approaches to search engine optimization that will help drive organic traffic towards your website. Google rewards consistency and relevance to questions being asked by its users. If you are answering the questions of your target audience in your content then you will be leaps and bounds ahead of your competition.

The process of optimizing content should include making sure associated keywords are present (If you need to research your keywords then visit googles keyword planner...it's free), adding meta descriptions, title tags, and relevant links. You should also look to optimize headlines to increas your click through rates and visual images for increased user engagement.

Once your content is out there, measure the engagement by setting Key Performance Indicators that will show whether the market is interacting with what you have created.

An example of metrics to look at could be, but is not limited, to page visits, download, click activity, number of subscribers, bounce rate, and conversions (consultation or sale), KPI's should be measurable and actionable factors that are critical to the success of your company.

Build A Cadence, Be Consistent, And Be Worthy

It can be tough to stay in touch with commercial cleaning leads because most of them don't have an immediate need for a new provider, and they don't want to deal with the hassle of ending their current contract. However, by staying in touch with decision makers for key accounts, you can pre frame and position yourself as the best choice when it is time to go to bid.

Industry Statistics show it takes 5 months and between 7-12 calls before you can move a lead to a sales appointment. Pairing content with consistent followup can keep the customer engaged in your sales process.

If you find yourself running a sales and marketing system off sticky note reminders and long forgotten spreadsheets that are gathering dust on the hard drive it can be difficult to keep track of your prospects and leads.

This is where the use of a CRM (Customer Relationship Management) software and Marketing Automation will turn your missed opportunities into organizational magic that keep prospects engaged and primed to make the right decision (Hint... It's you).

Make sure that you choose a software package that includes an ESP (Email Service Provider) so that you can build campaigns and automations that help guide your prospects towards a buying decision.

Stay Engaged With Prospects Who Arent Ready To Buy - "Yet"

You wouldn't propose marriage on a first date, right? The same logic applies to a new prospect. In the B2B world, 73 percent of leads aren't yet ready to become clients, according to a report by the research firm MarketingSherpa. Rather than asking for a sale during your first meeting, establish trust by cultivating the relationship over time, until the prospect is ready to make the big decision.

Automating a "lead nurturing" process prevents prospects from slipping through the cracks, allowing you to keep in touch without having to remember to do so. When a lead is identified as someone who needs more time, automation software can send an email each month that gently pushes the lead toward a sale.

Each month, send an email sharing the content you have developed. The purpose is to educate the lead about your business. This is where you can **infuse content into your messaging, address common questions** they might have, and **occasionally make offers to encourage business.**

Follow these tips to be sure that you are a welcome guest rather than an annoying pest.

- Be sure to include options for increasing or decreasing the frequency of the communications.
- Ask them to click a link if they'd rather receive emails every other month. Set up another "contact us" link they can click when they want to talk to you or a sales rep.
- With automation, that click triggers a task for you to contact them so you will not miss the opportunity.

While lead nurturing gives the lead more time, it also ensures that you or a sales rep focus on the leads who are most prepared to buy. On average, **nurtured leads result in a 20 percent increase in sales opportunities,** compared with leads that didn't receive that attention, according to a study by the B2B marketing publication DemandGen Report.

Always Win At Phone Tag

It's easy to lose a game of phone tag when you're busy running a business. Say you leave a voicemail for a potential client, and he returns your call when you're in a meeting. You make a note—in your mind, maybe on a post-it note—to call him back when you return to your desk. But alas, voicemail again.

If the game continues, all while you're chasing other players, you might eventually give up—either intentionally or because you were too busy to remember the call. That means you had a lead, and you lost it.

Instead of having another missed opportunity you should keep score by establishing an automated process for returning phone calls. Using automation software, you can note in the system that you left a message for a contact.

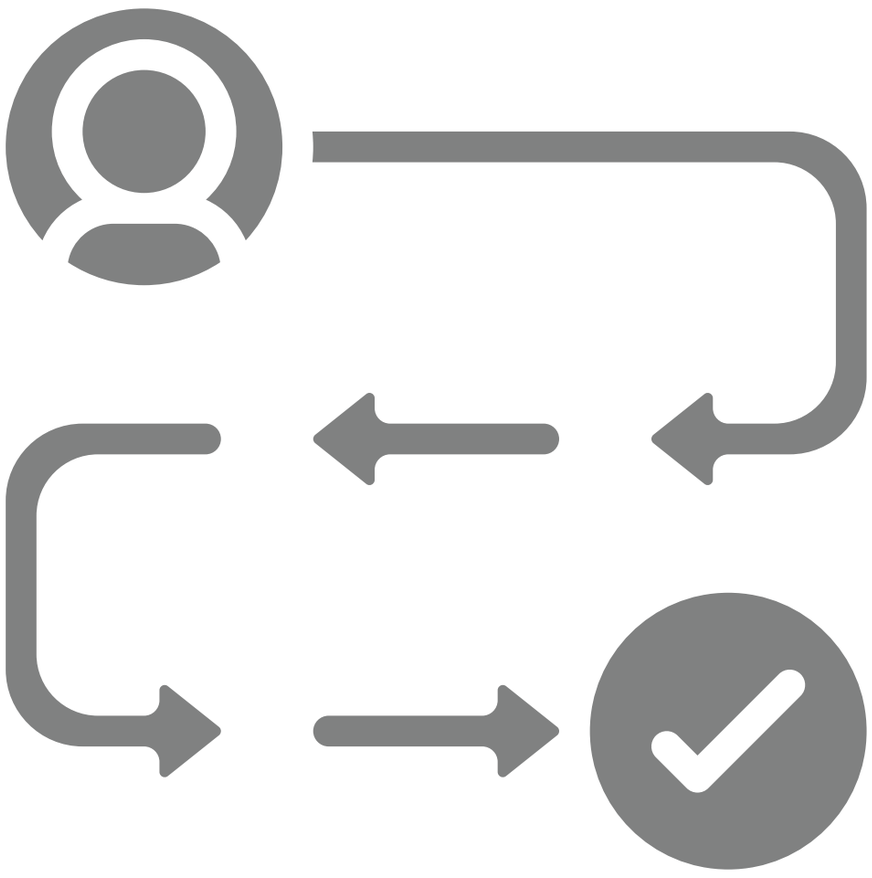
Doing so triggers an automatic email to him: "I just left you a voicemail. Sorry I missed you! If I don't hear from you, I'll follow up tomorrow." The software then reminds you to make the call tomorrow, as promised, no Post-Its required. And no lost leads, either

Through Our Partnership With KEAP You Can Get A Near Turn Key Lead Nurturing Solution (CRM and ESP) That Gives You A Head Start In Automating Your Marketing And Sales.

CLICK HERE TO FIND OUT MORE

Be Strategic About How You Acquire Customers

While building a system of content and cadence is a prime choice for Building Service Contractors to win more commercial contracts, it can be difficult to see the forest from the trees when you are in the middle of the woods. The last thing that a busy business owner wants from their marketing efforts is to end up with an idea that stays ... just that, an idea. A half built system produces half built bridges which may come as a suprise but that won't get you to the other side of the "marketing your business" chasm. .



If you want to stay top of mind and first in line it is crucial to have a solid foundation for your marketing and sales system through establishing a Customer Value Journey and Architecting A Sales Process. With a document process in place you can confidently build your Content and Cadence system to deliver results.

A Customer Value Journey is a documented path that shows how customers are acquired profitably and predictably evolve over time. It can help businesses understand how to create and deliver value to their customers.

Architecting a sales process is a sub sector of the cusomer value journey that lets us visualize how we can move the customer from a triggering action (perferably in the CVJ) towards the ideal sales conversation then into a buying decision.

Three Foundational Steps When Creating A Customer Value Journey

1. Understand the customer's current situation through having a detailed customer profile or avatar.
2. Understand the customer's desired future situation through crafting a before and after grid.
3. Develop a plan to help the customer get from their current situation to their desired future transformation through a series of steps.

These steps will guide them from being a stranger who is unaware of your company to an avid fan who promotes you to all their peers.

When owning and running a service business in an industry with a long sales cycle it can be a challenge to keep people engaged. With the fast-paced changes and new technologies coming out, it can be difficult to keep up with the latest trends. This makes it hard to stay top of mind and first in line for potential customers.

It can also be challenging to keep people interested in your company and products. By using content marketing and building a cadence powered by marketing automation, you can stay engaged with your customers and keep them interested in what you have to offer.

If you find yourself getting bogged down or left feeling uncertain with what to do when building a Marketing system, we offer a free consultation session that shows how establishing a marketing growth triad coupled with content and cadence can build more awareness in your market, acquire more commercial contracts, and turn those long cycle prospects into raving fans more frequently.

Click Here To Schedule A Value In Advance Session