

Commercial Marketing Plan

21 Cheap or FREE Marketing
Tactics You Can Use Right Now

By HitMan
Advertising



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Introduction:

This report isn't just theory. It's full of stuff that works to get you in front of the commercial decision maker.

It's an entire marketing plan on how to get the commercial accounts that you really want. It's not about sitting in your office and waiting for them to call you. It's about you targeting the exact clients you want.

This entire campaign can be done for less than \$5 per lead for the marketing. We can help you get the best commercial list...and now we're working with a mail house that can do your **mailing DONE FOR YOU.**

Sometimes getting business can be tough. But I'm here to help.

To get marketing strategies, templates and coaching for cleaners go to...

<https://www.Hitmanadvertising.com/coaching>

*****Right NOW for a limited time, you'll access the Commercial Marketing Course FREE (\$397 value) as a member of the Ad Coaching Club.*****



21 Commercial Marketing Tactics You Can Use Now!

This is about massive action.

Print this report out.

Then commit to doing all these things until you have all the commercial work you want.

Do it now!

See the next page...



Outline for How it's Done

Commercial Marketing

Buy a list or compile a list online

Find out who is in charge of hiring a cleaning company

Go visit the person, bring treats and literature

Follow up with a sales letter sequence and offer

Repeat the process

Send the person a 3 sequence letter

Call or visit the person, bring treats and literature

Repeat the process

Carpet & Floor Cleaning So Perfect, It's a No Brainer!

I'll Show You How to Get the CLEANEST OFFICE CARPET & FLOORS in Pensacola and Do it So Easily You'd Be Crazy Not To Call Me!

Dear Client name,

Why did I send you a small brain in this letter?

First, to draw your attention to this short message.

Second, I know what its like to have a 'sure-thing' staring you in the face; a "No-Brainer." I've been there. I've passed up on other opportunities or advice that I wish I had taken.

I don't want you make the same mistakes I've made!

I can help you in one of three ways:

1. You'll get our best special offers for cleaning since you're a commercial facility in a neighborhood we often service. Call now for a special offer you're going to LOVE.
2. **FAST service** since you're in an area we often service, we can often get to you FAST and EFFICIENTLY (also because you're our neighbor).
3. **FREE** follow up spot cleaning! Once you're our client, we want to offer you ONE **FREE spot removal** any time over the next year.

If Any Of Those Above Reasons Sound Like a 'No-Brainer,' Continue Reading!

Attention getting letters to warm up your prospect!

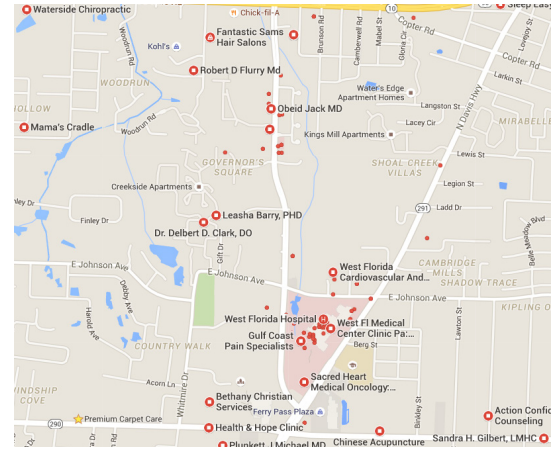


Follow up the letter with an attention getting postcard!



Here's the Commercial Marketing Plan...

❑ **Set up a commercial route to visit offices that regularly hire a cleaning service.** Some of these offices may include apartment complexes, large industrial complexes, private schools, attorney offices, doctor offices, and churches. Restaurants and hotels are worth mentioning too, but they are often saturated with calls from cleaners soliciting business. Pick two or three types of businesses to go after and look up 10 – 30 businesses to pursue. Print out a Google map and mark your businesses. Then schedule an afternoon each week to visit these places.



❑ **Set up a commercial referral route to visit offices that are in a position to refer your cleaning services.** Some examples would be realtors, carpet retailers, flooring retailers, maid services, plumbers, and interior designers. See this video where I explain what I do to target realtors at <https://www.youtube.com/watch?v=389-Sk-l-bM>

❑ **Send an ATTENTION GRABBING sales letter to your list of commercial prospects.** This may include apartments, private schools, industrial complexes, law firms, doctor offices, churches, and other businesses you want to target. First, call to ask, “Who is the person in charge of hiring a cleaning service?” Send that person a sequence of three or four mailers with a killer offer. Mail one letter each week. At the end of the sequence, call that person. You’ll be surprised at how many are receptive to you after you have sent them the mailers. For as little as \$1.65 for each business (55 cent

Who Else Wants Their Office to Always Look Like a MILLION BUCKS?

Dear Name,

Okay, you're probably wondering why I've attached a crisp MILLION Dollar Bill to the top of this letter. I have done this for two important reasons:

1. First, I have something VERY important to tell you and wanted to get your attention.
2. Since you have employees and clients, I know your office gets dirty and ugly over time. I want to give you a FREE trial of our services to make your building look great.

When you call right now (before Friday, July 15, 2014,)
You get these FREE Gifts below!



\$100 Gift Certificate toward your first cleaning. Call and mention the color-coded letter and we'll do \$100 of cleaning for you FREE. No obligation or risk. We'll show you what a great job we do and if you're happy, we'll do more...but there's no obligation.



FREE Bottle of Professional Spot Remover With LIFETIME REFILLS
You'll also get a 12 ounce bottle of great spot remover to use between cleanings. Any time you need a refill, stop by our shop and we'll refill it at no charge.
Suggested Retail Price: \$29.00

I have included a NO OBLIGATION \$100 gift certificate for you. Have us come in and clean any area you like. We'll make your office, carpet and floors sparkling clean. And if you're happy with what we



stamp times three), you can be at top of mind awareness if you use a good sales letter. Our mail house provides mailing lists.

❑ **Pass out the sales letters/flyers during or after business hours.**

If you don't want to spend the \$1.50 for three stamps, you can tape the letters to doors after business hours. Or you can pass them during business hours. However, there are a few drawbacks to this method. First, it may likely cost you more than \$1.50 in vehicle usage and time to deliver this to each of your prospects. Secondly, it may not make as much impact if you are merely passing out a flyer or letter.

❑ **Pass out packages with gifts to commercial prospects.**

This follows along the same concept as passing out a gift bag, but in a bigger way. You can hire an employee or courier to pass out a wrapped up package. The package may consist of a pre-paid cell phone, can of coke, baggie of dirt, or something else to catch attention and involve your prospect. Include a message that explains the gift and tell them what to do next. EVERYONE likes drama. Involve your prospect.



❑ **When you visit the businesses on your route, offer them a \$25, \$50, or even \$100 gift card to give to use or to give their clients. You can get these printed up for as little as \$45 per 1000. It's super cheap and super effective!**



❑ **Make them an offer they can't refuse.** Think out of the box here. Gift cards are a great offer that everyone understands, but don't stop there. Do something interesting. For example, a FREE trial offer with 3 FREE gifts consisting of \$50 in FREE carpet cleaning, \$50 in FREE upholstery cleaning and \$50 in FREE tile cleaning so they can try out all three of your services. You don't want to give away this much to every prospect, but to the right commercial prospect, this could be a great offer that gets you a big account. If possible, use a specific offer that appeals to their business. For example, with realtors, use an offer that appeals to move-ins and move-outs like, "\$50 off for any move-in or move-out cleaning." Put an expiration date on your offer.



Professional, educational literature. Use brochures, booklets, and handouts to educate your commercial prospect about various topics and to tell more about your service. Your average cleaner doesn't do this and using this tactic will set your company up as more valuable. For several examples see www.Cleaningbrochures.com

Develop your referral program. When you talk with business people who can refer you, give them a 15-second pitch about your referral program. As well, hand them a business card or brochure that outlines the program. It may go something like, "Refer us to your clients and you'll get 10% of what they spend back to you in a referral certificate. You can use that certificate to redeem as cash, future cleaning, or a donation to your favorite charity.

Bring food. When you go visit referral sources or prospective commercial clients, bring edible treats. Pre-packaged cookies, donuts, and candies work GREAT. Put them in a small gift bag along with your other company literature. When you walk in, you'll be a welcomed guest who has come with gifts. It works very well.

Send all the people you visit a letter or a postcard. You spent the effort and cost of going to see them. Now WOW them with a great letter or postcard that echoes the same statements and offer you gave when you visited them. This is a reminder about you in a non-annoying way. It will GREATLY help them not forget you and you'll get response.

Target commercial prospects on Facebook. Don't do ads! Join a local business networking group on Facebook. Interact with helpful advice. When the subject arises, tell the members about your company. Friend some of the members who may be a good fit for your company.

Target commercial prospects on LinkedIn. Connect with facility managers, property manager, realtors, and other people who can use or

How You'll Get
Consistent,
Reliable Janitorial
Services
...Guaranteed

PREMIUM
Janitorial
Service

800-888-8888

Your Employees will be impressed and
your Clients will be delighted to visit
you! **GUARANTEED***



refer your service. Message them with your special offer. If you can get their physical mailing address, mail them a letter sequence.

Send an email newsletter to all your commercial prospects. You can either set up an email newsletter exclusively for commercial prospects or you can simply add them to your residential email newsletter list. In the email, restate your offer and remind them of your visit or the letter you sent. Email is cheap. Make sure you're emailing your commercial prospects at least twice each month.

Run a Google Ads campaign to specifically target people looking for commercial cleaning. Some keywords to use are "Commercial Carpet Cleaning", "Commercial Tile Cleaning", "Janitorial Service", and "Commercial Cleaning Service."

Put SEO strategies in place to target specific commercial keywords. The longer the keyword, the more likely you will show up in the searches.

Create a YouTube video that shows how you clean a commercial facility. It doesn't have to be anything fancy. Just let your prospect see you, your equipment, and how you clean.

Speak with other cleaning companies in your area that do NOT do the same services you do. Examples may include maid services, chimney sweeps, air duct cleaners, or other home service businesses in your area. Let them know of your referral program. Go visit them after the mailing (and yes, bring them donuts, chocolates or other goodies). See how you can refer each other.

Do a voice blast to all the prospects you've visited or sent letters. There are voice blast services that go straight to voice mail and don't ring a phone line to bother your prospect.



How to Avoid Unscrupulous Commercial Cleaners



Learn to identify criminals and unethical service providers

A rugged man walked into my office and asked if he could give an estimate to clean my carpet. The man looked the job over and quoted me an attractive price. I replied, "Okay, that sounds good. Do you have insurance?" He said, "I had insurance, but it got too expensive. I dropped it to keep my prices down."

No insurance? If the price is several hundred dollars cheaper, it may sound like an



❑ **Add your commercial prospects to your client mailing list.** Every time you send out a client newsletter or postcard, send the same mailer to your commercial prospects. It's an easy way to touch base with them and it will show them your professionalism.

Gift Voucher

This voucher entitles holder to \$100 in FREE Cleaning

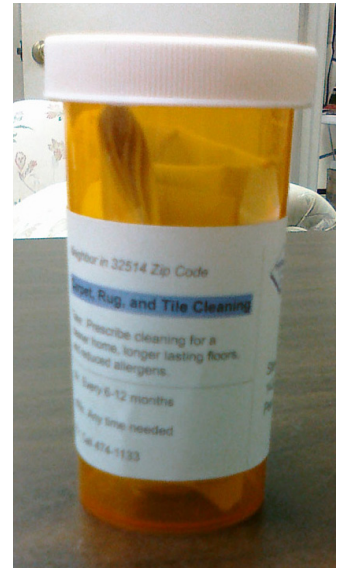
Expires 7 days from delivery

From: John Braun, Premium Carpet Care owner

This voucher can be used on any area of cleaning. The office decision maker must be present at time of cleaning. For commercial use only. Call us at 474-1133 now.

\$100

❑ **If you have given them a killer offer, mailed them reminders about the offer, and they still haven't called to take advantage of the offer, GO BIGGER.** At this point, send them one last chance mailer. This could be a huge poster that you have printed up for a couple dollars and mailed in a large tube. It could be a \$10 pre-paid cell phone. Or it could be a prescription bottle with a letter inside. If you've done the steps above and you're talking to the decision maker, it's well worth spending a \$2 or \$3 more dollars to get the prospect's attention.



This is usually NOT a one shot hit.

The first time around you will likely pick up a client or two. But do NOT stop.

Do all this consistently and thoroughly.

Repeat...And then do it again.



Want help implementing this marketing plan?

Get ready-made proven ads, have us do the graphic design and printing for you...plus get my coaching.

This is packed full of stuff that works to get you in front of the commercial decision maker.

It's an entire marketing plan on how to get the commercial accounts that you really want. It's not about sitting in your office and waiting for them to call you. It's about you targeting the exact clients you want.

This entire campaign can be done for less than \$5 per lead for the marketing. We can help you get the best commercial list...and now we're working with a mail house that can do your **mailing DONE FOR YOU.**

Being in business alone can be tough. And the slow season can be even tougher. Join me. I'm here to help.

For training on these strategies and help getting this done go to...

<https://www.Hitmanadvertising.com/coaching>

P.S. In the Ad Club, we not only coach you, but we do your advertising for you. **You get postcards, EDDMs, gift certificates, and more designed** and customized to your cleaning biz.

P.P.S. Right now Ad Club members get the **Commercial Marketing Course FREE** with all the letters, postcards, and training to get more commercial.

Plus you get over \$1100 more in bonuses! See the link above for details.

