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***The Perfect Internet Marketing System  
for Remodelers: Cheat Sheet***

# The Tools You Need

1. Content Management System
2. Blogging Platform
3. Search Engine Optimization Tools
4. Social Media Monitoring and Publishing Tools
5. Email Marketing Tool
6. Landing Page Tool
7. Analytics Tool
8. CRM

## Recommended Options for these Tools:

1. HubSpot (all in one) – gets you all 8 tools and they work together.
2. Wordpress Website + HubSpot – gets you all 8 tools on 2 platforms – easily work together.
3. Wordpress + Moz Tools + Hootsuite + Mail Chimp + Lead Pages + Google Analytics + Salesforce (tough to get all tools talking to each other).

## Estimated Costs for Technology:

1. Option 1 Above: \$400+ per month
2. Option 2 Above: \$200+ per month
3. Option 3 Above: \$337 per month

# The Skills and Knowledge Needed

1. Writing
2. Design
3. Communication
4. Organization/Planning
5. Search Engine Optimization
6. Technology Use
7. Analysis/Data Chops

Options: Hire the skills in-house or outsource

## Estimated Costs for Skills and Knowledge:

1. Hire Talent In-House: \$120,000 - \$180,000 + soft costs.
2. Outsource to an Agency: \$40,000 - \$90,000

## Set Up Process

1. Technology Phase (1-4 months)
2. Set Up Phase (1-4 months. Overlaps with technology phase)
3. Monthly Activity
4. Analyze, Modify and Continue

# Monthly Activity Recipe for Success

- 12 Monthly Blog Posts
  - Each blog post is targeting a specific keyword you want to rank for (example: Dallas Kitchen Remodeling)
  - Each blog post should contain at least one optimized photo
  - Each blog post should be at least 400-800 words long
  - Each blog post should contain a "call to action".
  - Each blog post should have social media promotion schedule to attract more visitors.
- 4 Content Pages
  - Content pages are static website pages. These can be anything from building out a "Our Team" page to specific service pages such as "Dallas Kitchen Remodeling" or "Dallas Bathroom Remodeling" or "Dallas Basement Remodeling". Changes are you service multiple cities, so you may need to create a "Dallas Kitchen Remodeling" page as well as an "Austin Kitchen Remodeling" page.
  - Each page should be optimized for a specific keyword you want to rank for.
  - Each page should contain 1 or more optimized photos.
  - Each page should be at least 500+ words of content.
  - Your pages should not contain duplicate information.
- Social Media Activity
  - You should be posting to social media daily.
  - Utilize the networks that matter most to remodelers: Facebook, Twitter, Google+, Houzz, and Pinterest.
    - Add photos
    - Share blog posts
    - Share testimonials
    - Share design ideas
    - Ask questions
    - Run contents

- Email Marketing (Newsletter + 1 or more email blasts)
  - Send a monthly email newsletter
  - Email blasts
    - Send a monthly email blast promoting new premium content like e-books
    - Send emails prior to open houses
    - Hold events and send emails promoting those events
  - Less than monthly, send emails to customers asking for referrals
- Pay Per Click (Google/Facebook)
  - This is optional, but can drive extra leads, especially to websites that get very low traffic.
- Create downloads and e-books (1 every quarter)
  - e-books like a Kitchen Design Guide work for you 24/7 on your website to capture leads.
  - Each e-book should come with the following:
    - Landing Page (conversion page)
    - Thank You Page (sucess page)
    - Follow Up Email
    - Email Lead Nurturing campaign (5-7 emails)
    - Call to Action Buttons
- Monthly Reporting
  - Each month, you should be measuring the following (at a minimum!)
    - Website Traffic
    - Organic Website Traffic
    - Number of Leads Generated
    - Lead Conversion Rate
    - New Customers
  - After multiple months, you will start to see trends in where your best leads and customers are coming from. Is it Google? Social media? Once you know this, you can double down your investment in those areas providing you the best results.

## Next Steps

Not sure where to start? We can help.



Our president, Wes Powell, worked in the building industry for over 15 years. He knows your business and he knows marketing. Let Wes take you through an [internet marketing audit for free](#).

### About Builder Funnel

We help remodelers generate more leads from their websites.

We're the only Top Tier HubSpot Partner that specializes in this industry and we've been at it for more than 4 years. [Need help with your internet marketing system or your website? Click here.](#)

