

# A Conversion Marketing Story

Clockwork Home Services



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The leading franchisor of contractor home services  
in North America



# OBJECTIVES

- ❖ Find more targeted sales opportunities for hvac, plumbing and electrical franchises.
- ❖ Make more efficient use of small internal and external sales force.
- ❖ Educate contractors about the benefits of owning a Clockwork franchise.
- ❖ Make franchise marketing efforts more relevant to target contractors.
- ❖ Focus on established contractors and get of them to Clockwork events.



# Strategic Outline

- ❖ **Attain** more sales leads using media, webinars, direct mail, e-mail and database mining.
- ❖ **Maintain** contact with prospects based on their purchase probability.
- ❖ **Engage** their interest and allow them to choose the marketing path they want to follow.
  - ❖ Use automated e-mail program to build selling story based on the interests of individual prospects.
  - ❖ Continually re-score every prospect's interest according to actions they take.
- ❖ **Accelerate** their interest in meeting with a salesperson. When a prospect's desire to buy matches Clockwork's desire to sell, turn lead over to sales with full history.
- ❖ Get 'Hot Leads' to salesforce at the right time and with full contact history to make sales activities more efficient.



Clockwork had a database of over 85,000 HVAC contractors, plumbers and electricians generated from events across North America, purchased lists, webinars, media advertising and trade shows. Portions of this list had been regularly mailed to with an average response of less than .0015%.



Our Conversion Marketing program started with a telemarketing effort to clean the list. Over 30% of the list turned out to be outdated and useless.

Savings in postage costs, alone, paid for the telemarketing in only 2 mailings. This telemarketing effort resulted in 22,000 e-mail contacts who opted into future informational mailings.



# Development of Marketing Paths

*Based on research into the most common motivations to buy franchises*

- ❖ Desire for an Exit Strategy
- ❖ Desire for better business practices
- ❖ Need for professional marketing guidance and materials
- ❖ Difficulties competing with larger contractors





A series of information-based **RESPONSE MAGNETS** were developed to draw prospects along each marketing path.





A special whitepaper for HVAC contractors, plumbers, electricians, roofers, and owners of similar businesses who want to know how much their business is really worth.

- Learn how changes in your Gross Profit Margin affect your retirement plans.
- Find out the key drivers that can improve the value of your business
- 5 Things you can do to make it easier to sell your business when the time is right
- How improving your business value will also improve your cash flow

## EXIT STRATEGY MAGNETS

- Business Valuation Article
- Business Valuation Webinar
- BizValCal - Quick valuation calculator
- Retirement Dream Calculator
- "Talk to a Retiree" Flipbook
- Franchisee Videos
- "Hot Topic" Video on web



## Do You Know How Much Your Business Is Worth?

If you're like most small business people, over 70% of your net worth is tied up in your business ... and you have no idea how much your business is worth. Knowing makes a lot of decisions much easier. How soon to retire? How much debt can you take on? Should you buy and outfit another truck? There are just as many business valuation theories flying around the internet as there are businesses to sell. Is it 2.5 times sales or 4.5 times net profits? The real answer depends on a series of business "drivers" unique to every market, and the amount of profit your company shows after deducting a salary for someone to replace you. To get a better idea of how much your company may actually be worth, visit our Biz Val Cal, a business valuation calculator expressly designed for owners of home service businesses. It's a great place to start.

go to  
**QUICK VAL CAL**  
an easy to use business valuation  
chart for home service contractors

The business valuations shown by the Biz Val Cal are not definitive and will be subject to local modifiers. You may be able to make more or less value from your business when the time comes to sell. There is no substitute for a thorough valuation study prepared by business valuation experts in your area.



## ONE HOUR Webinar

GET ON TOP OF YOUR BUSINESS  
(Before it gets on top of you!)



An OHC® contracting business can tell you what it takes to get on top of your business. The "One Hour" Webinar will show you how to take your business into a new re-charge system that gives everything right. You'll learn how to set up your business so that you can get on top of your business from the start, and you'll be able to do it.

One Hour™ Heating & Air Conditioning has developed an operating system that is the way of the future. It's not just a system, it's a way of life. It's a way to be on top of your business, and you'll be able to do it.

You should attend this webinar if:

- Your business isn't growing without you. This is not good.
- You are feeling/looking for a good company.
- You want to grow a long-lasting business.
- You are tired of working from one state to another.

**REGISTER**

### WEBINAR DETAILS

Date: Tues. Dec. 1, 2014  
Time: 1pm EST  
Location: 1 hour with OHC  
Attendance is limited to first 500  
registrants. To sign up,  
register now.

Nationwide Toll-Free Number 1.800.574.1725



The OHC® Heating & Air Conditioning is a franchise system that is the way of the future. It's not just a system, it's a way of life. It's a way to be on top of your business, and you'll be able to do it.



## HOT TOPIC: Earning More Profit



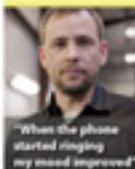
## BETTER BUSINESS OPERATIONS MAGNETS

- Business Maze Game
- Business Process Article
- Contractors "To Do List" a smart phone and web app
- The General Manager Game
- One Hour™ Webinar
- Franchisee Videos
- "Hot Topic" Video on web





**ONE HOUR**  
HEATING & AIR CONDITIONING  
Always On Time...Or You Don't Pay A Dime!



## Is Your Advertising Worth it?

It was once said, "I know half my advertising is working, I just don't know which half." Today we have tools to prove him wrong. You should know how much return you are getting from your investment and which tools are providing the most response. This, in turn, as well as innovations like tracking phone numbers and web addresses make it possible to evaluate everything. Long ago, when Yellow Pages were critical to a home service contractor's success, you could judge the effectiveness of your ads by how calls you received. Today, with so many good, innovative options, it is important to track every tool you use and to judge them against previously established benchmarks.

### WEBINAR

Tracking advertising results for fun & profit

CLICK HERE  
An on-demand webinar that will show you how to measure the return you are getting on your advertising investment.

If you'd like to learn more details, attend our upcoming webinar.



GET YOUR FREE KEEPING SCORE FORM



## Marketing 101 For Home Service Contractors

**ONE HOUR**  
HEATING & AIR CONDITIONING  
Always On Time...Or You Don't Pay A Dime!



## MARKETING MAGNETS

- "Contractor Marketing 101 article"
- "Proven Marketing Ideas" webinar
- Contractor's Marketing Toolbox
- "The 7 Marketing Sins" e-book
- Franchisee Videos
- "Hot Topic" Video on web





## ONE HOUR Webinar

**JUMP TO THE FRONT OF YOUR MARKET**  
(The lead dog never gets mud in his eye!)



Increasing your going-to-get rate of winning the 2010 contest from your peers and customers, simultaneously and fairly is actually the one thing you have to go from the back of the pack to the front in no time at all. It's called Market Transformation and the company I'm writing about here and finally doing business right: The One Hour®. What you will learn you have to do is One Hour®. Meeting & the Conditioning you developed for the national market in the fitness industry, you will do it in 1 hour and not 10. It's the One Hour One Hour, you appear the results.

**REGISTER**

REGISTER

**The official journal of the American Society of Human Genetics**

- You are starting self-employment in your local area.
- You would like to leave or leave your current business life.
- You want to be able to hire the best employees in your area.
- You want your business to grow and run more smoothly.

**NEGATIVE**

and the  $\beta$  parameter is

Environ. Toxicol. Chem. 14, 2095-9

March 1997

Duration: 1 hour with 20 min break

Additional information is available on the Web site: <http://www.elsevier.com/locate/locate/locate>.

**Abstract**

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Nationwide Toll-Free Number **1.800.574.1725**



**Abstract**—The authors examined the relationship between the use of a computer-based decision support system (DSS) and the quality of decision making in a complex, ill-structured task. The results showed that the use of a DSS significantly improved the quality of decision making in a complex, ill-structured task. The authors also found that the use of a DSS significantly improved the quality of decision making in a complex, ill-structured task. The authors also found that the use of a DSS significantly improved the quality of decision making in a complex, ill-structured task.

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## MARKET DOMINANCE MAGNETS

- "Home Contracting Today" Video
- SNAP Study Offer
- Market Domination Powerpoint
- Market Domination webinar
- Franchisee Videos
- "Hot Topic" Video on web





## **Development of Automated e-Mail Program**

*Whenever a magnet tool was downloaded an e-mail series on that topic was automatically deployed on a pre-determined schedule*





EXIT  
STRATEGY  
PATH

BUSINESS  
PROCESS  
PATH

Prospect  
Database  
Promotion

MARKETING  
PATH

MARKET  
DOMINANCE  
PATH



# RESULTS

- ❖ Lead Generation increased 11 fold by including magnets in ads, mailers and e-mailers.
- ❖ 3.2 times more leads rated as “hot” sent to sales force for closing.
- ❖ A steadier stream of qualified leads and more effective sales performance





**SPANER**

[ The Storytellers ]



conversion  
Marketing

For information call: 330.452.5594 x203