

Holiday Marketing Idea

Do you find yourself with more downtime than usual over the holiday season? Why not use that time to try out a different marketing idea this holiday; email marketing.

You don't need a fancy email system or even a server to send mailers. You just need some time, your email account and a list of contacts both of past and future clients.

(Don't have a list of contacts? Time to start! Create an excel spreadsheet with all of your clients and potential clients. Include their name, phone number, email address, address (or location of project), project status, work completed or requested. Do this for all clients, even those you didn't get the job from. Include other details to help you remember them such as likes or dislikes they had, if you have before or after photos, and other details that will help you remember and connect with them. This will demonstrate to them that you never forget a face and you focus on service, not the sale).

The objective of emailing your contact list this holiday season is twofold. One is to touch base with past clients, ensure they are satisfied, and remind them of your services. The other is to sell *yourself* to potential clients (not your services). Please do not copy all the email addresses you have into a single email and send it off with a simple "Happy Holidays!" That will get no results. As a service provider, you need to continue to provide a *service* for your clients. Stay personalized and focused on who they are and the job you completed or they wanted completed.

For your past clients you want to mention who you are and send best wishes for the holiday of your choice. Then personalize further based on the project and the experience you share with them. If you haven't already so, send photos of their project. Ask them how satisfied they are with the work. If you get a response back, you now have a written referral to put on your website and other promotional material! Make sure to conclude that you are ready to assist if they should encounter any issues or anything else they may need this New Year.

When mailing to potential clients, chances are they do not remember who you are. Therefore be sure to note when you last spoke to them and what the project was about as well as details about yourself and your business. Ask them if they ever did get the job completed and if it was to their satisfaction. If possible, send them a link to samples of your related work from other clients. Remind them that you are there for them in the upcoming year.

Need to add something more? Don't offer them a discount or push a promotion; instead offer them content (e.g. an article, that ideally YOU have written) about the best care or maintenance tips for floors

or cabinets or piping... etc. Think about what else you can offer for free that will make you stand out and will add cheer to their lives. Remember service is the name of your game.

If you can be creative and different from your competition as well as personalized; you will ensure that your company is in their minds (and inboxes) and will build loyalty (as well as referrals). Make sure to include links to your website and social media pages after your "signature". Good luck with your email marketing strategy!

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