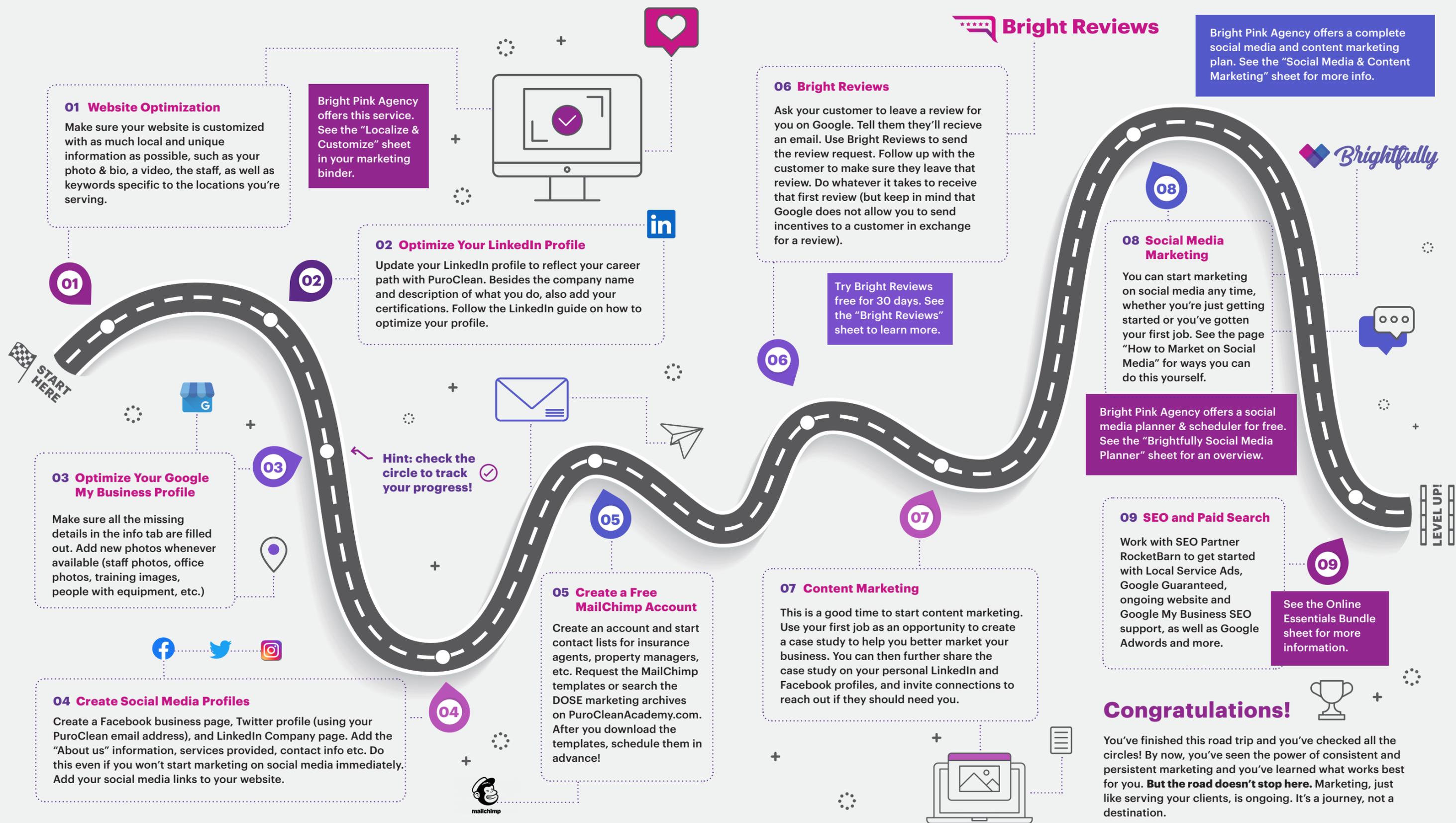


Just Getting Started?

Now You're Up and Running!



01 Website Optimization

Make sure your website is customized with as much local and unique information as possible, such as your photo & bio, a video, the staff, as well as keywords specific to the locations you're serving.

Bright Pink Agency offers this service. See the "Localize & Customize" sheet in your marketing binder.

02 Optimize Your LinkedIn Profile

Update your LinkedIn profile to reflect your career path with PuroClean. Besides the company name and description of what you do, also add your certifications. Follow the LinkedIn guide on how to optimize your profile.

01

02

03

03 Optimize Your Google My Business Profile

Make sure all the missing details in the info tab are filled out. Add new photos whenever available (staff photos, office photos, training images, people with equipment, etc.)

Hint: check the circle to track your progress!

04 Create Social Media Profiles

Create a Facebook business page, Twitter profile (using your PuroClean email address), and LinkedIn Company page. Add the "About us" information, services provided, contact info etc. Do this even if you won't start marketing on social media immediately. Add your social media links to your website.

04

05 Create a Free MailChimp Account

Create an account and start contact lists for insurance agents, property managers, etc. Request the MailChimp templates or search the DOSE marketing archives on PuroCleanAcademy.com. After you download the templates, schedule them in advance!

05

06

06 Bright Reviews

Ask your customer to leave a review for you on Google. Tell them they'll receive an email. Use Bright Reviews to send the review request. Follow up with the customer to make sure they leave that review. Do whatever it takes to receive that first review (but keep in mind that Google does not allow you to send incentives to a customer in exchange for a review).

Try Bright Reviews free for 30 days. See the "Bright Reviews" sheet to learn more.

07

07 Content Marketing

This is a good time to start content marketing. Use your first job as an opportunity to create a case study to help you better market your business. You can then further share the case study on your personal LinkedIn and Facebook profiles, and invite connections to reach out if they should need you.

Bright Reviews

Bright Pink Agency offers a complete social media and content marketing plan. See the "Social Media & Content Marketing" sheet for more info.

08

08 Social Media Marketing

You can start marketing on social media any time, whether you're just getting started or you've gotten your first job. See the page "How to Market on Social Media" for ways you can do this yourself.

Bright Pink Agency offers a social media planner & scheduler for free. See the "Brightfully Social Media Planner" sheet for an overview.

09 SEO and Paid Search

Work with SEO Partner RocketBarn to get started with Local Service Ads, Google Guaranteed, ongoing website and Google My Business SEO support, as well as Google Adwords and more.

09

See the Online Essentials Bundle sheet for more information.

Congratulations!

You've finished this road trip and you've checked all the circles! By now, you've seen the power of consistent and persistent marketing and you've learned what works best for you. **But the road doesn't stop here.** Marketing, just like serving your clients, is ongoing. It's a journey, not a destination.

LEVEL UP!

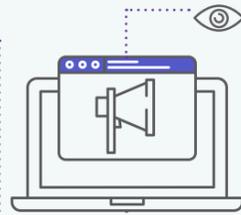
On the Road & Ready for More?

10 Email Marketing

Put that list of contacts to work with Email Marketing! Sending regular email communications to your contacts keeps you top-of-mind and maintains that personal connection you started.

10

Bright Pink Agency offers an Email Marketing plan, see the "Email Marketing" flyer in your binder for more information.



11 Look into a Managed Live Chat Service

Our live chat service can provide a consistent personal connection on your website when you need it! Research your options and see which solution makes sense for your customer service goals.

Convert more qualified leads 24//7 with our optimized customer service solution, answered by a live person - not a bot. Check out the "Managed Live Chat" sheet in your binder for more information.

11

Other Ways to Market Your Business

Try everything and be everywhere!

- Reach out to insurance agents in person;
- When you get an email address, add it to your MailChimp list;
- Connect with them on LinkedIn;
- Bring co-branded 411 prints into insurance offices or email them directly;
- Join your local Chamber of Commerce, have your info & link added to their online directory;
- Join a referral group (often found through the Chamber) and attend the weekly / monthly meetings and events;
- Find out if there are any local events you can sponsor (sponsorships are often available for as low as \$150);
- Reach out to local schools and charter schools or PTA's to see if you can sponsor their newsletter- you can often do that for as little as \$100 for a whole year and they put your logo or business card in every newsletter, as well as on the website;
- Give CE classes for insurance agents at your location.



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Our clients understand that the key to growth is marketing. And this is what we do! We create and implement a marketing plan that leads to their goals. Backed by 12+ years of experience and a series of fancy awards from branding to web design, as well as oodles of happy clients, we are their trusted partner that helps them take their business to the next level.

Your Marketing Roadmap

Take your marketing adventure from overwhelming to exciting! Simply follow our visual roadmap that will lead you down the path of success.

