



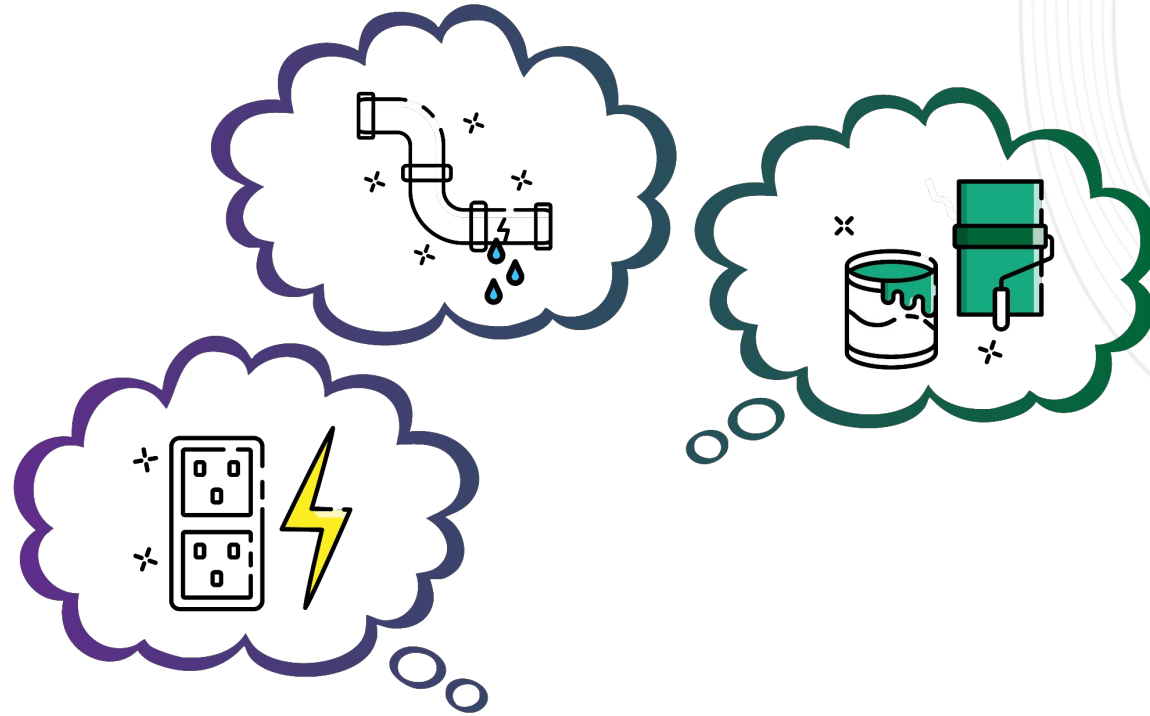
NOV. 12, 2025

MARKETING SUMMIT

Home Services

ELEVATING LOCAL BUSINESSES

Helping local businesses scale new heights with smart marketing and research.



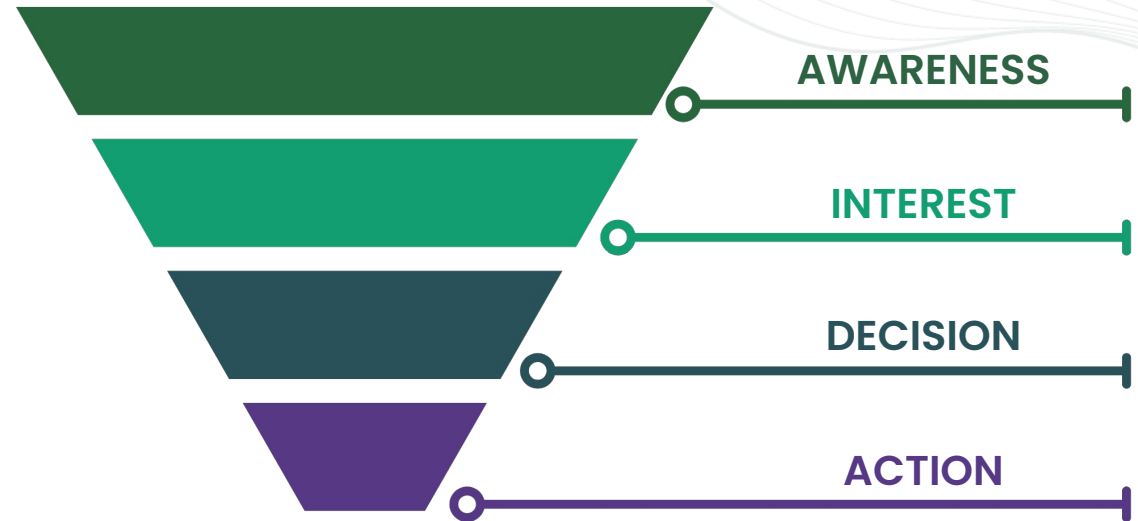
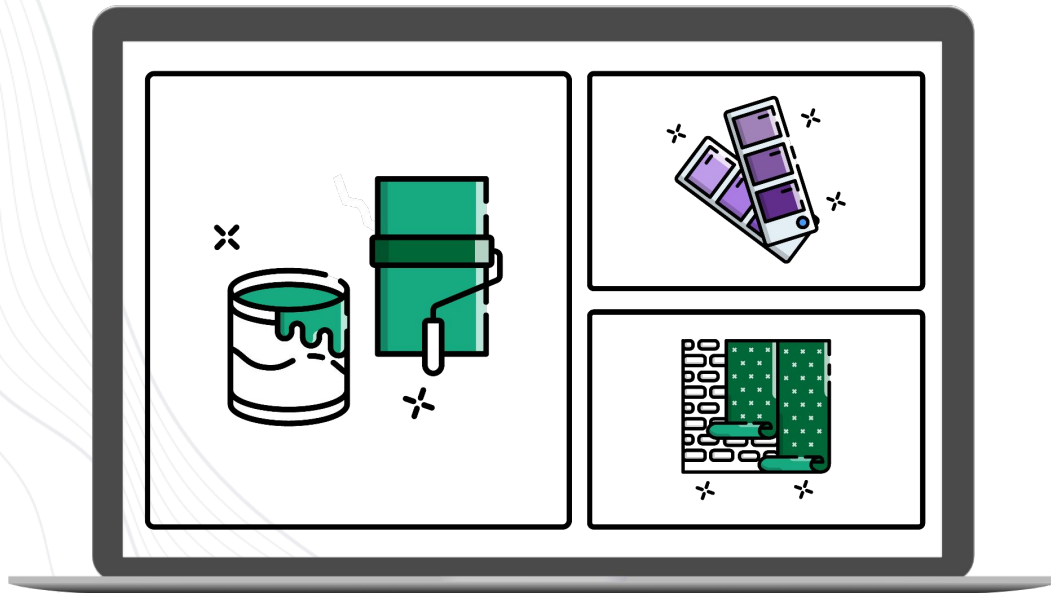
The Consumer Journey

How Homeowners Choose Who to Hire



The Trigger Moment

The Buying Journey Starts Long Before They Need You



How Consumers Decide

- Do they trust your company?
- Can you solve their problem quickly and fairly?
- What do your reviews and website say about you?
- Are you easy to contact or request a quote from?



Research and Elimination

They Know You Exist – Now They Compare



- Reading reviews
- Comparing pricing
- Visiting websites or showrooms
- Watching videos and scrolling social feeds



Influencing the Decision

Be Visible, Be Reassuring, Be Everywhere They Look



Taking Action

When They're Ready — You Must Be Too

- **Lead capture on your website**
- **Live chat or click-to-call**
- **Retargeting ads**
- **Google Pay-Per-Click**



The Full Consumer Journey



Marketing Lingo Simplified

→ **SEO** – Search Engine Optimization

→ **Bottom of the Funnel Digital**

SEM – Search Engine Marketing
(Google ads, pay-per-click)



MARKETING WITH VIDEO

[Click To Watch](#)



MARKETING WITH AUDIO

[Click To Watch](#)



**Be
Found.**

**Be
Chosen.**

**Be
Trusted.**

How AI, Google, and Reviews Shape Your Business Today

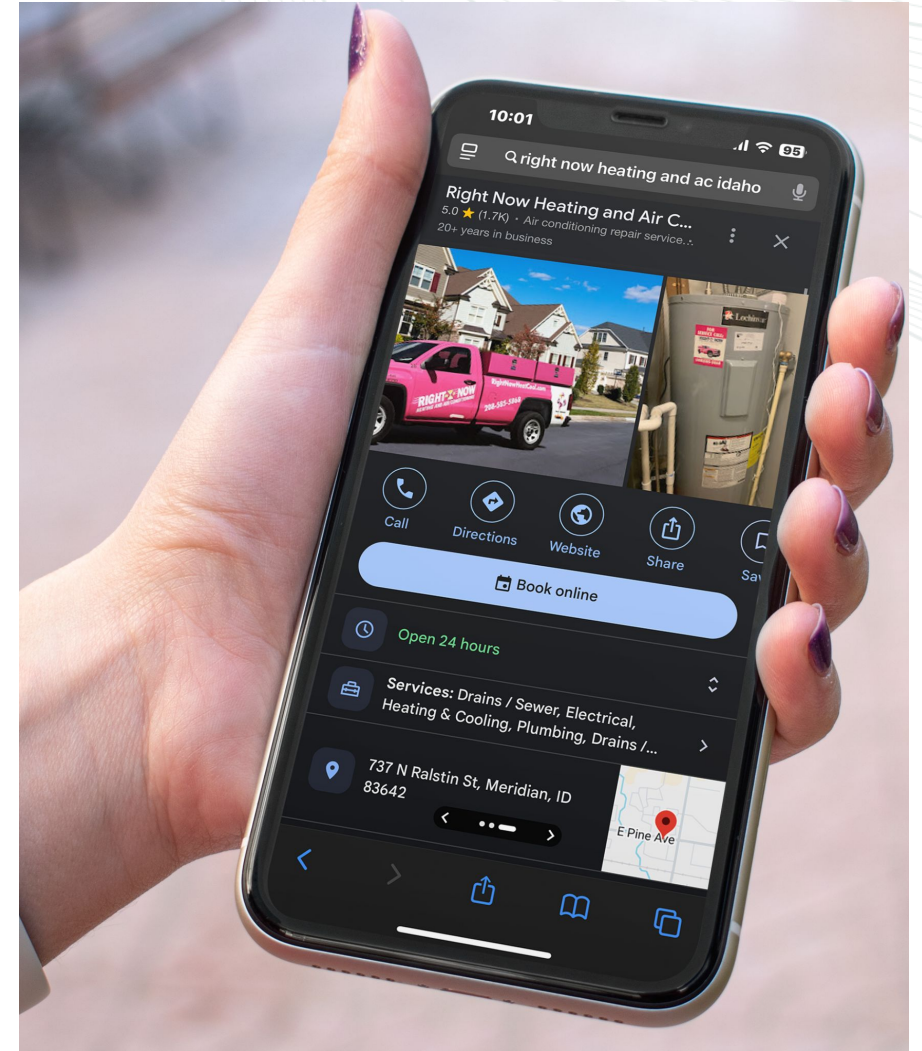
The New Way Customers Find You

- Homeowners don't "look you up in the phone book" anymore.
- Most start online — and AI tools are now part of that search.
- Your online visibility and reviews determine who gets the call.



AI, Google & 'Zero-Click' Searches

- More homeowners now get answers right in search — no website click needed.
- Google shows your business info, photos, hours, and reviews instantly.
- Your Google Business Profile may be the only thing they see before calling.
- Updated info + good photos + great reviews = more calls and messages.



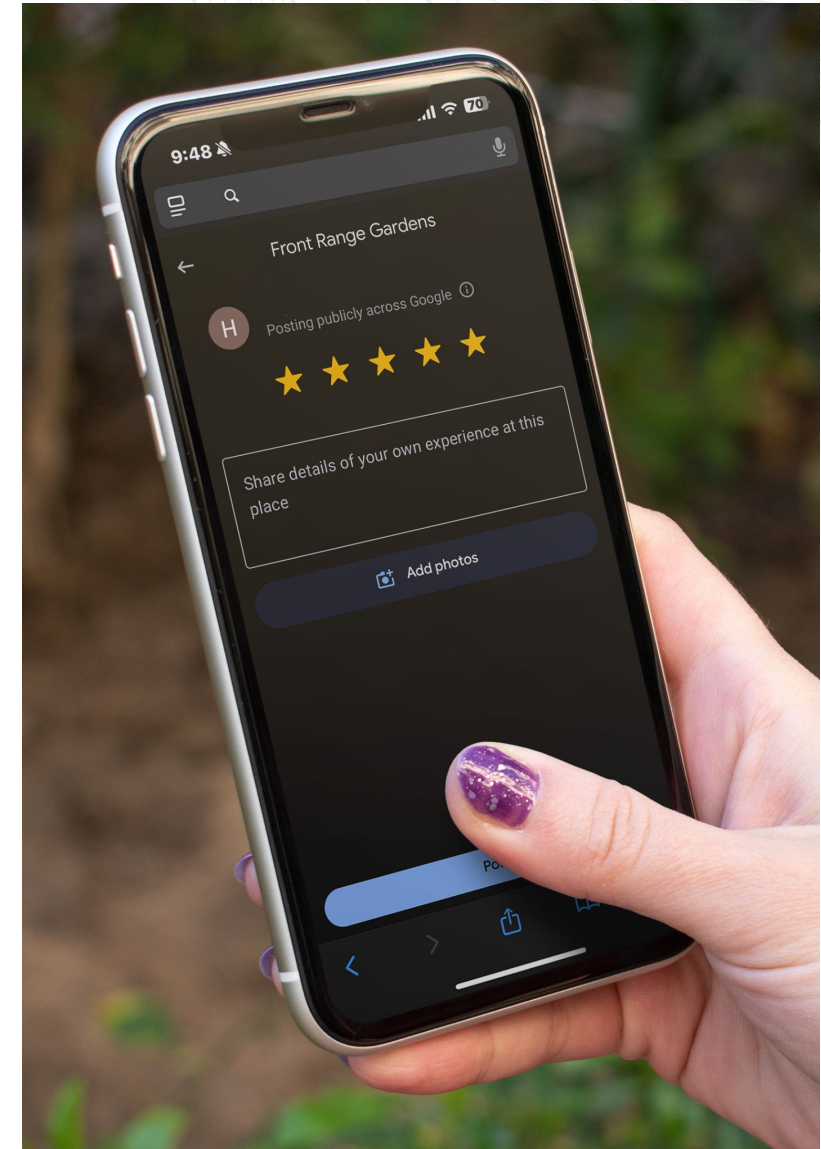
Why Reviews Matter So Much

- 9 out of 10 homeowners read reviews before calling a contractor.
- 8 out of 10 avoid companies rated under 4 stars.
- Reviews build trust and improve your spot in Google's results.



How to Get More Good Reviews

- Ask every happy customer — right after the job is done.
- Make it easy
 - ◆ Text or email them your Google review link.
- Don't be afraid to remind them
 - ◆ People often mean to but forget.
- The more recent, real reviews you have, the better you look.



How to Handle Negative Reviews

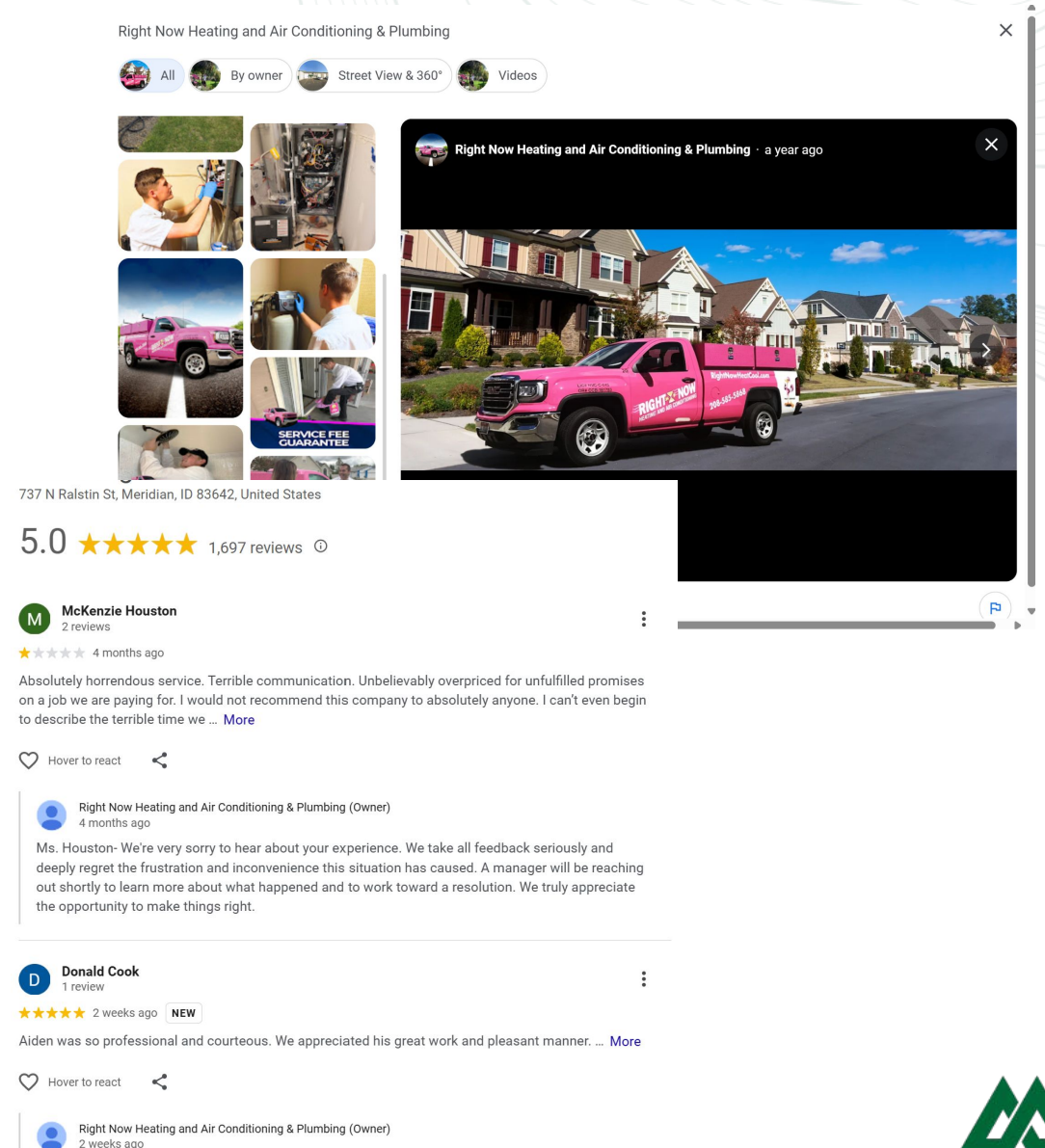


1. Don't panic — every business gets a few bad ones.
2. Respond quickly and professionally.
3. Say thank you, apologize if needed, and offer to fix it.
4. People notice how you respond more than the rating itself.



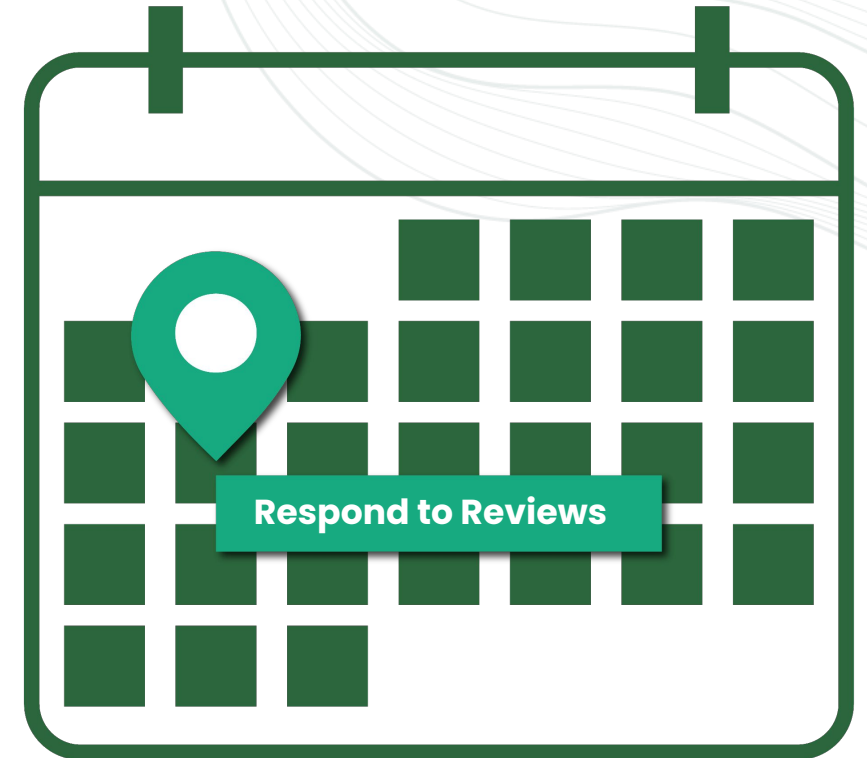
Your Website and Google Profile Still Matter

- Keep your business info the same everywhere (name, address, phone).
- Add photos of your work and team
 - ◆ People trust what they can see.
- Make sure your website clearly says what you do and where you do it.
- A strong Google profile helps you show up before competitors.



Simple Ways to Stay Visible in the AI + Search Era

- Post updates or tips on your website once a month.
- Keep adding photos of recent jobs — AI loves fresh, real content.
- Ask for reviews regularly, not just once a year.
- Respond to every review — it shows activity and care.



Your Action Plan



1. Look yourself up on Google — what do customers see first?
2. Fix or update your profile and website info.
3. Start asking every happy customer for a review.
4. Respond to every review you get.
5. Keep sharing photos and updates to stay visible.



CASE STUDY: ROTO ROOTER

[Click To Watch](#)



Budgeting Your Marketing Plan

The Home Services Marketing Budget Blueprint

- How much should I spend on marketing?
- What form of advertising should I do?
- When should I be advertising?
- How will I know if my advertising is working?

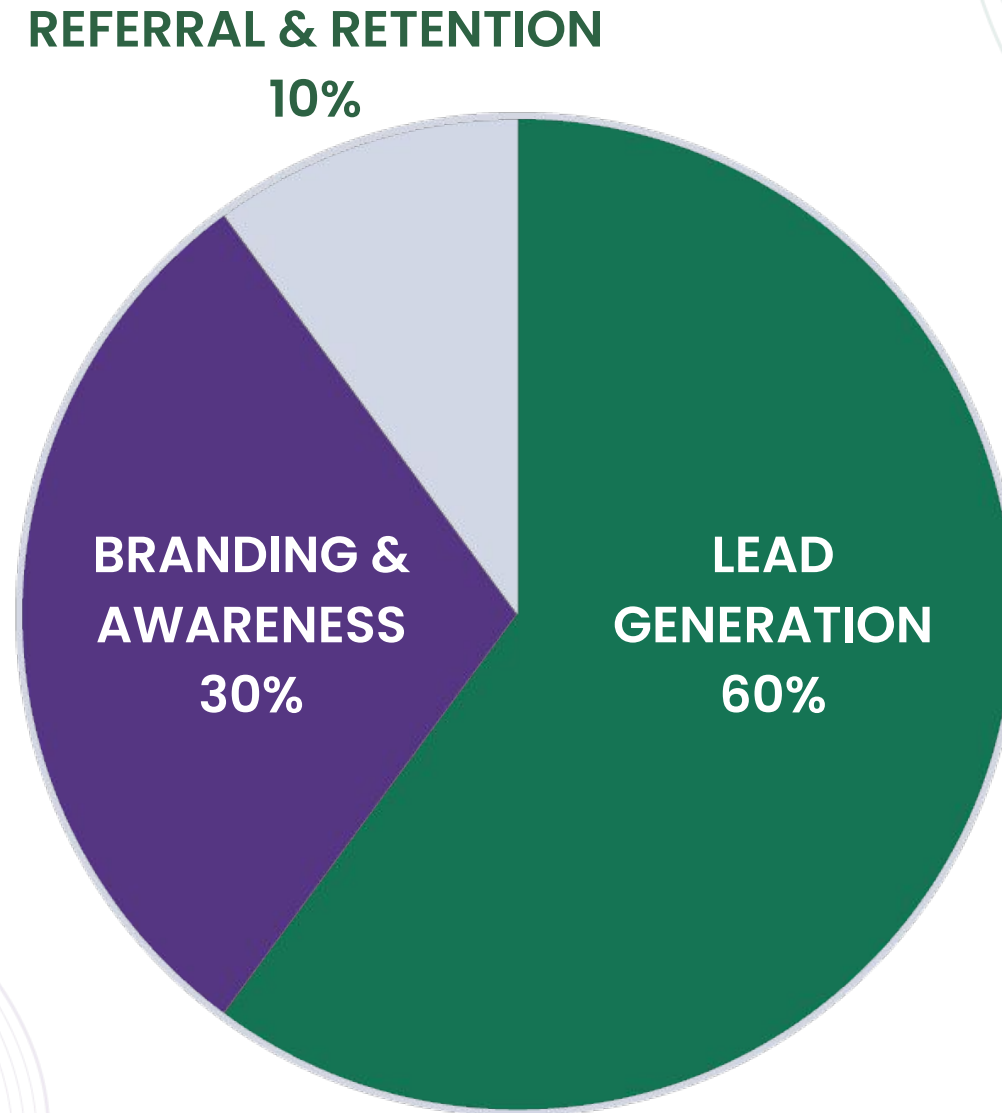


The Rule of 5–10%

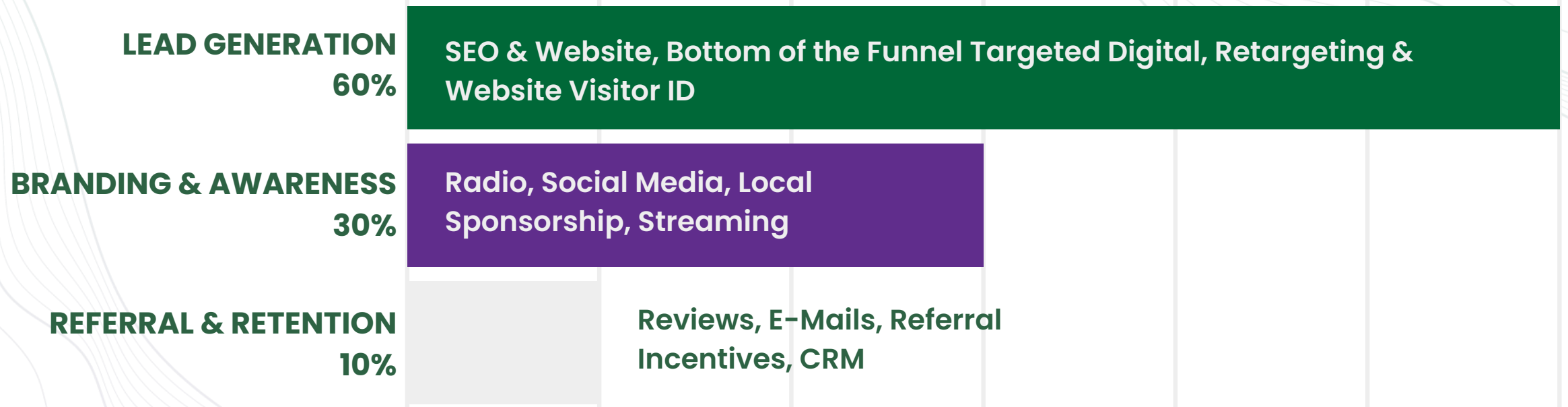
COMPANY GOAL	% OF GROSS REVENUE	EXAMPLE (\$1M COMPANY)
Maintain/Replace Lost Customers	3 – 5%	\$30 – \$50k
Moderate Growth	5 – 8%	\$50 – \$80k
Aggressive Growth	8 – 12%	\$80 – \$120k



The 60/30/10 Marketing Mix Rule



The 60/30/10 Marketing Mix Rule



The 3-Tier Marketing Framework

Retention Marketing

Post-Projects & Off Season
Email, Review Requests, Thank-You Mailers

Growth Marketing

Peak Seasons
Bottom Funnel Digital, Radio, Direct Mail

Base Marketing

Year-Round
SEO, Reviews, Google Business Profile, Paid/Organic Social



Sample \$1M Marketing Budget

CHANNEL	%	\$ (ON \$50K BUDGET)
Bottom of the Funnel Digital	30%	\$15,000
SEO & Website	10%	\$5,000
Social Ads	10%	\$5,000
Local Radio / Streaming	25%	\$12,500
Creative / Video / Graphic	10%	\$5,000
Sponsorships / Events	5%	\$2,500
CRM / Email / Reviews	10%	\$5,000



The 4-Quarter Marketing Plan



Q1 Winter

GOAL:
Prep & Position

SEO tune-up, campaign
setup, brand refresh



Q2 Spring

GOAL:
Lead Surge

Paid search, social,
radio blitz, mailers



Q3 Summer

GOAL:
Showcase Work

Share project photos,
client reviews



Q4 Fall

GOAL:
Retain & Rebook

Thank-you mailers,
referrals, pre-booking
offers



How to Know Your Marketing Blend Is Working

If these numbers are rising — your marketing mix is doing its job

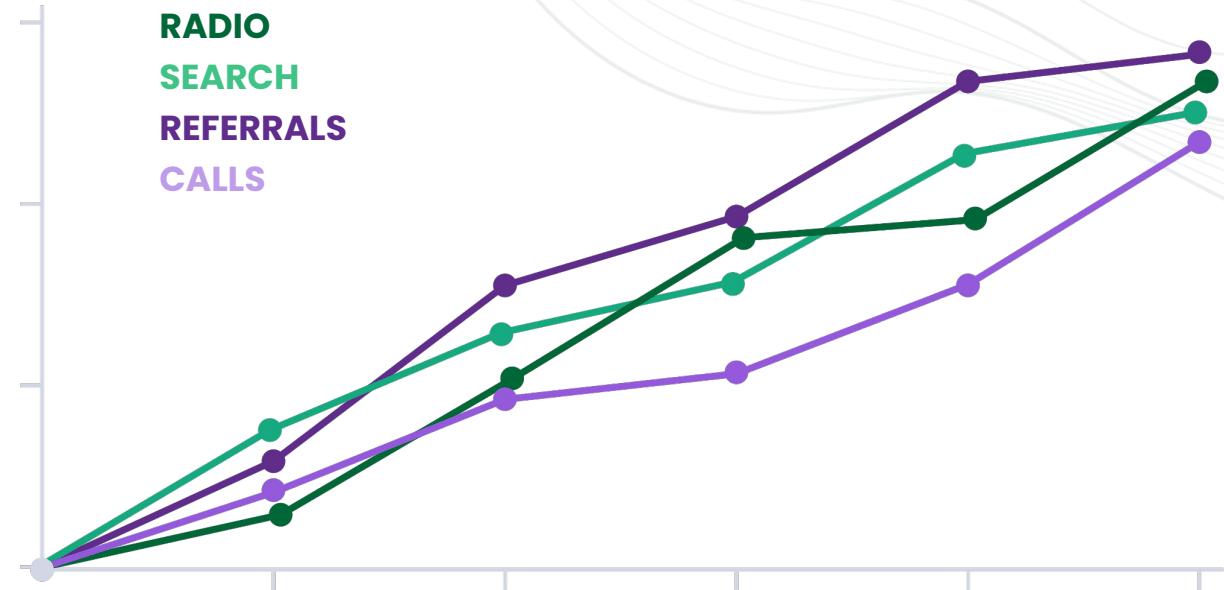
- ✓ Monthly call volume from Google Business Profile is increasing.
- ✓ More form fills or quote requests (even if the site isn't perfect).
- ✓ More branded search traffic (people Googling your business name).
- ✓ More reviews and referrals.
- ✓ Year-over-year growth in booked jobs or revenue.



Trust the Trend, Not Just the Tracking Source

You don't need perfect tracking — you need consistent growth

- Ask “How did you hear about us?” – but don't rely on it exclusively.
- Track simple metrics monthly: calls, reviews, referrals, total jobs.
- Evaluate overall trends quarterly – not week-to-week.
- Marketing is a long game – if your visibility and phone calls are up, the blend is working.



Your Marketing Budget Blueprint Summary

- ✓ Spend **5–10%** of annual revenue
- ✓ Split **60/30/10** between lead gen, branding, and retention
- ✓ Plan in **3 tiers**: Always-On, Growth, Retention
- ✓ Evaluate Trends Quarterly – look for upward trends
- ✓ Reinvest in what works





How Seven Mountains Media Can Help Your Business



LIVE CHAT



DISPLAY



ONLINE
AUDIO



RADIO
SCHEDULING



SPONSORSHIPS



SEO & REP.
MGMT



PAY PER
CLICK



COMMUNITY
EVENTS



FACEBOOK &
INSTAGRAM
TARGETING



NATIVE
ADS



MOBILE
CONQUESTING



VIDEO
PRE-ROLL



PHOTOGRAPHY
& VIDEOGRAPHY



AMAZON
TARGETING
ADS



SOCIAL
MIRROR



WEB
DEVELOPMENT



GRAPHIC
DESIGN

Radio Marketing Products & Services

- Radio Advertising Schedules
- In-Vehicle Visual Advertising With Radio Schedule
- Radio Station Mobile App Advertising Using Radio NOVO
- Public Service Announcements
- Live Action Broadcast
- Local Talent Endorsement
- On-Air Interview
- On-Air Promotions & Giveaways
- Local Event Vendor & Sponsorship Opportunities
- Radio Station Sponsorships
- Podcast Sponsorships
- Social Media Promotions

Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Likes and reactions ⓘ	Comments ⓘ
9,230	10,291	170	145	25



Digital Marketing Products

- Display Advertising
- Video CTV & Pre-Roll
- Online Audio
- SEO & Reputation Management
- Mobile Conquesting
- Google Pay-Per-Click
- LIVE Chat Virtual Assistant
- Social Media Advertising
- & More

Branding & Awareness



Interest & Decision



Action & Lead Capture



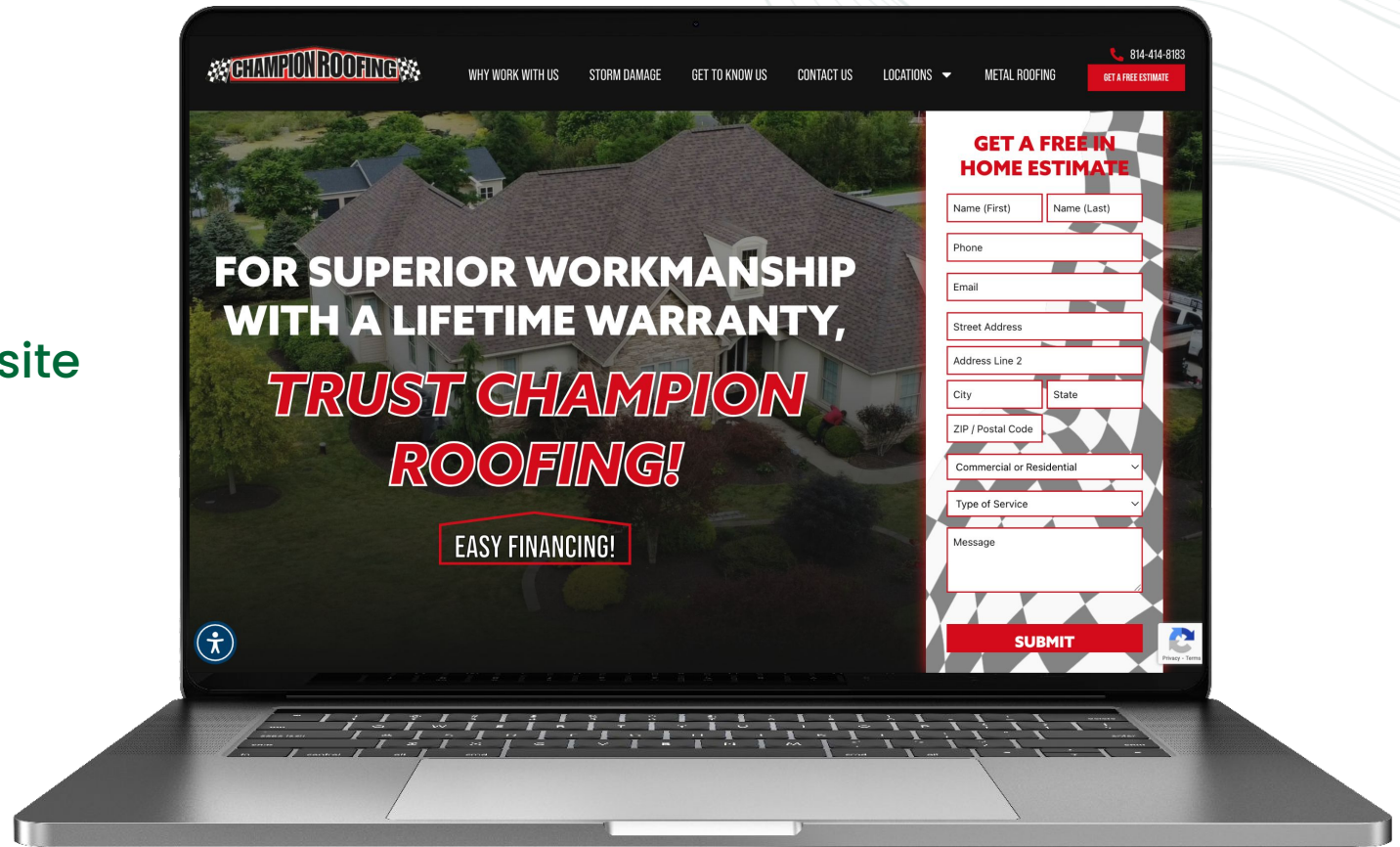
Digital Marketing Capabilities



Creative Marketing Capabilities

Website Development

- Single Landing Page Sites
- The Essential Multi-Page Website
- E-Commerce Website



Creative Marketing Capabilities

Photography & Video Production

- Landscape & Architectural Photography
- Portrait Photography
- Product Photography
- Video Branding/Brand Documentary
- Video Commercials
- Short Form Videos (Social Shorts & Reels)



Creative Marketing Capabilities

Graphic Design

→ Corporate Branding & Identity

- Logo Design
- Brand Kit
- Marketing Materials
- Vehicle Wraps

→ Digital Advertisements

→ Website Graphics

→ Social Media Materials

→ & More!

