Organic Marketing Strategy

The steps below are guidelines to help you develop a plan of action to take in your business to begin to drive in new business organically through your "boots on the ground" efforts.

NOTE: It is up to you to prioritize and execute these plans. My recommendation is that you allocate specific time to each task to ensure you're being intentional and making headway on each item listed below. I.E. Dedicate 30 minutes each day to cold calling realtors. Dedicated 1 hour each day to printing and mailing letters to property management groups etc.

Whatever you choose, be sure it is attainable and sets you up to meet the goals you set for yourself week to week. What I mean is if you dedicate an hour to mailing letters, you should print and mail 50 letters in that hour. Be sure you meet this goal each week.

Remember, "Consistency is what transforms average into excellence"

STEPS TO GAIN TRACTION BELOW ↓

Go to https://www.vistaprint.com/ and create / order door hangers with an offer. For example (10% discount when you mention this door hanger). Then for every single job you do, place 5 door hangers on the houses to the left, right, and across the street of the job you are performing service for. This gives you 15 touch points per job and you'd be surprised at the number of calls you get from these hangers. Here's an example:

Order 50 yard signs. Take 25 yard signs and place them in high traffic areas within your service area. Keep the other 25. For each job you complete, ask if you can place a yard sign on their property. Leave the yard sign in place for 2 weeks and then return to retrieve it. Here's an example:

Pick 3-5 zip codes and focus on saturating them with your marketing efforts. You don't need a 40 mile service radius to be successful. Focus on 3-5 zip codes until you hit at least $100,000k in annual gross income

Apartment complexes... what's the deal. Most apartment complexes are managed by national companies. There are 3 steps to take to target complexes. 1) Send them a letter (SAMPLE LETTER BELOW), email them with (ATTN: Property Manager) in the email title, 2) Call them and ask to speak with the property manager and finally 3) Sign up with NetVendor and your local apartment associations.

Select 5-10 Facebook groups in your market. For example community groups, buy/sell/trade groups etc. Read the rules of these groups and post at least once per week according to their rules. Do not post more than 2 times per week. Be sure to join at least 5 groups.

Visit realtors offices….. If you can, buy 6 donuts per office. Take these donuts to 6 offices per week with a flyer and business card.

Mail letters to storage complex managers, email storage complex managers, call storage complex managers. On this call explain your service and how you can clear out abandoned storage units. SAMPLE LETTER BELOW

Mail letters to property managers. Google "Property management companies {insert city}". Build a list and consistently send them letters. If you don't have our letter template….. Let me know.

Post regularly on your business social media. Ask yourself "How bad do you want it?" If you want it bad enough you will take the time to capture your work and post you work to you social media accounts. Once on your business account, share to your personal social media page and encourage friends to share. Do this twice per week.

As uncomfortable as it may be…. Videos are important. You don't have to make videos talking about "How much money you make" but rather things like " Shed removal {insert city} OR junk removal {insert city} and then post those videos to your social media accounts. Do this once per week.

Get creative and think to yourself "How can I give back through my business?". Partner with local non-profits and use your equipment during slow times to transport goods for them, assist the in picking up items, etc. The first step in doin this is to call non-profits in your area that match what you believe in and ask then how you can help. My recommendation is that after the second time you assist them, you ask if they can add a link to their website that links back to your site as a "local resource"

Join the chambers of commerce in your market. If you are in a large metro area… join all of the chambers in your market. Attend at least 1 meeting per chamber, per month.

Join real estate investment groups. Look for real estate investment groups in your market. I.E. {insert city} real estate investment. If they have a formal group, pay the dues and join it. Also join their social media group and post at least once per week.

NETWORK. Join local contractor groups on social media. Meet other business owners in your market. Join BNI groups…. Do whatever it takes to network. Shout it from the rooftops!

I hope this is helpful to you and my hope is that it brings you value and gets that phone ringing. The last thing to do is ask yourself… How badly do you want to succeed? Just like anything…. You'll get out what you put in.

Don't forget to take me up on my free offer…. It could be a game changer for you!

Now…… GET TO WORK!

DON'T FORGET TO SAVE THE SAMPLE LETTER ↓↓↓↓

Insert Logo Here

To Whom It May Concern,

My name is _____. I am the owner of _____. We are a locally owned junk removal company located here in _____! I'm writing to introduce myself and offer our services to you.

_____ is a fully licensed and insured company. We've served many residents and businesses in the _____ area. We conduct free / no obligation estimates and always provide a fast, fair, and professional service.

Our services include one-time, weekly, and bi-weekly junk removal and bulky item pickups. We also provide full clean-outs and carpet removal for tenant turnover. We have very quick turnaround times and can generally provide service within 72 hours.

I would be grateful for the opportunity to speak with you and explain the benefits of using our service and how we could best serve you. Please feel free to reach me directly at the number below. Thank you for your time and your consideration!

Kind Regards,
Name: _____
Phone: _____
Email: _____
Business Name: _____