



Hello, Heaven's Best Team,

February 2022 has arrived, and it is our hope that your business is picking up and you are getting ready for the busy season. As a service business owner, you need to promote your business in many different ways. Read a few of these ideas and see if you can incorporate them into your marketing strategy. The time and investment you put into your business will pay off. Read the top tips from <https://www.financebuzz.net/business/top-tips-for-marketing-a-new-service/>. If you are not sure where to start or would like assistance with marketing, please be sure and contact us. We are here to support you!

1. Think: exclusivity

You might be thinking that exclusivity is an 'endgame' when it comes to marketing your new service. And that's true: you want the service itself to be as inclusive and inviting to your demographic as possible.

However, the clients you have already banked need some rewards every now and then to keep them interested and, crucially, recommend your services to their circle of friends, family, and colleagues. Why not give them an exclusive sneak preview or even a discount to hype up your service?

Exclusive offers are a foolproof way of increasing customer engagement and building a loyal customer base – crucial for growth across your entire business model.

2. Make it a bargain that's too tempting to resist

A top tip that is often overlooked in many marketing strategies is how to tap into consumers' psyche– I.e., by reeling them in through a good old-fashioned bargain!

There are few people in the world who are opposed to a discounted offer of good quality service. And you don't need to lower the price of the service for the foreseeable, either.

You can:

- Offer an introductory discount that is time-sensitive (ideal for generating hype)
- Create a package deal for a bundle of services
- Reward customers with a loyalty scheme like points or a discount on their next purchase
- Offer a 'buy one, get one free deal
- Throw in a complimentary gift (small spotter bottle)

Just be sure to stress that there is a time limit on this deal as this will make the offer too tempting to resist.

3. Get creative with motion graphic video

[Motion graphic videos](#) are all the rage. Just look at the success of TikTok and YouTube – especially when compared to Facebook which only this week suffered its biggest ever stock market loss for the first time in its 18-year lifespan.

Consumers are eating up fast, easily digestible, and, most importantly, fun content more than ever before.

Motion graphic videos are an excellent way to attract your desired consumer base. It combines innovative graphic design with 2D animations to bring your

service to life in a way that transcends most other forms of video, blog content, and Tweets. Finding your very own [motion graphic agency](#) will enable you to produce top-quality memorable video content.

That's not to say that they're not important too – but you might find your blog and social media feed will become ignited with organic traffic with just a sprinkle of motion graphic video here and there.

4. Grind away with marketing campaigns

There's a reason why email marketing, social media campaigns, and online platforms like Google My Business remain a staple in most marketing strategies: they work.

Within your campaign, you could:

- Create an event and invite your customers, employees, and even like-minded businesses (hello, partnerships?!)
- Conduct outreach to offer guest posts that subtly link (and promote) your service
- Write press releases and regular inviting email newsletters about your brand, business, and its services as a whole
- Blog, blog, and blog some more! Get at least 50 blog posts prepared ahead and then post them on a schedule with your chosen keywords

5. Turn to social media

There's no question about it: you simply have to be marketing your new service on social media.

Which platform to operate from is entirely your choice, and it may boil down to where your demographic typically hangs out the most.

But the possibilities with social media really are endless. And you don't even need to go viral to bring in new leads.

To name just a few strategies, you could:

- Run a 'contest' about your new service (and maybe the winner gets a prize?)
-

- Go LIVE on social media with a Q&A of the product or Livestream an event

Follow these top tips and your calendar will be booked far and wide in no time!

New Heaven's Best Franchise Owners

We are excited to introduce you to our newest franchise owners! Claudia, Jose, and Ana Rosal have purchased the Wheaton, Illinois, and surrounding cities. In addition, Christian Villela has purchased the Elk Grove, CA territory. Heaven's Best continues to grow due to the successful current franchisees we have. We look forward to seeing our newest franchisees' accomplishments in the months ahead!

Insurance Education Webinar Tuesday, February 8th, or Thursday, February 10th

***We have heard many stories of franchisees losing hard-earned money that could have been avoided if they had the proper coverage! Take the time and be sure your investment is safe.**

Invitation: Heaven's Best Insurance education webinar

You have been cordially invited to attend an insurance webinar with our new preferred franchise insurance consultant - Rikor. They have kindly offered to personally host a brief educational webinar and will answer any of your questions in detail.

After Rikors' thorough review of our collective coverage, the evidence is clear that some basic franchise insurance education is needed. These consultants have expertise in protecting your franchise investment with proper coverage. I am confident that this training will be a valuable use of your time.

Please register to one of the two options below:

02/08/2022

9 AM PST

[Registration Link](#)

OR

02/10/2022

4 PM PST

[Registration Link](#)

Vendors We Partner With

We have researched to bring you the best support available, and we were able to negotiate lower prices for all Heaven's Best owners. Please take a moment to read more about their services below.

Support from our Heaven's Best Corporate Office

Please be sure to utilize our team if you need any assistance from us. We are here to help regarding products, cleaning, advertising, and assistance in growing your business. If you have suggestions or concerns also please feel free to reach out to the management team. We value your input and hope to hear from you.

**Wishing You All the Best,
Your Heaven's Best Team**

Contact Information

Management

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EZ Local

Call History in Google Business Profile

Google has been testing a new free feature in Google My Business called “call history” that is designed to help you see and respond to missed calls that originate from your Google Business Profile. It’s an experimental feature and available to a select group of businesses in the US and Canada since May 2021, but we’re now starting to see it available to many of the Heaven’s Best listings we manage.

By opting in and turning call history on, you can more easily keep track of phone calls from customers. These calls may make it easier for you to connect with customers who found your business through Google. Calls that come from your business profile start with a short message that lets you know they’re calling from your Google listing.

How Google Call History Works

When a customer uses the “Call” button on your Google Business Profile, the call shows on your profile's “Calls” tab. From this tab, you can find recent calls, missed calls, and more.

After you turn call history on, customers connect to you through a forwarding number, instead of the number on your profile. The technology uses call forwarding, and does not track text messages.

If you’re interested in turning on this free feature, please

let us know!

We truly enjoyed serving you.
The EZlocal Team

Customer Lobby

Stop Wasting Marketing Money

Customer Lobby gets you more business from your existing customer base.

Did you know that it cost **5X as much** to get a new customer as it does to keep an existing one? We focus on what works, so your marketing dollars aren't wasted and you make more money

Austin Matthews | Sales Manager
510.330.5439 | [Customer Lobby](#)

[More Repeat Business for Heaven's Best Carpet Cleaning](#)
More Repeat Business for Heaven's Best Carpet Cleaning
try.customerlobby.com



FittleBug Real-Time Booking

FittleBug Real-Time Booking!



MINUTES TO PERFORM THE CUSTOMERS JOB	HOURS YOU WORK PER DAY	MINUTES IN YOUR BLOCK OF TIME OPTION	LOST MINUTES PER HOUR	LOST HOURS PER DAY	ESTIMATED HOURLY GROSS	PER DAY ECONOMIC LOSS	AVERAGE WORK DAY A MONTH	PER MONTH ECONOMIC LOSS	ANNUALIZED ECONOMIC LOSS
60	8	120	60	4.00	\$125.00	\$500.00	22	\$11,000.00	\$132,000.00
70	8	120	50	3.33	\$125.00	\$416.67	22	\$9,166.67	\$110,000.00
80	8	120	40	2.67	\$125.00	\$333.33	22	\$7,333.33	\$88,000.00
90	8	120	30	2.00	\$125.00	\$250.00	22	\$5,500.00	\$66,000.00
100	8	120	20	1.33	\$125.00	\$166.67	22	\$3,666.67	\$44,000.00

Have you ever visualized just how much time of economic opportunity is lost by offering your clients a form for scheduling you that offers "blocks of time" and not actually the time that it takes? I did... Yes, time gaps can be filled by offering call-ins, but that costs you the service provider time away from cleaning and time is money! Sure you could pay someone but that's your money as well. The above is purely an economic example of assumed times and financial goals, but please feel free to change the numbers to reflect more what you believe.

I'll start at the top: If a customer only requires 60 minutes of your time, you work an 8 hour day and you offer a form option of every two hours (120 minutes), then you are sitting in your van for 60 minutes waiting on the next appointment 4 times a day. If you try to get \$125 per hour gross dollars then you are losing \$500 a day of booked working opportunity each day or \$11,000 per month or \$132,000 per year you could have made instead of wasting time!

Find out why people choose FittleBug Real-time Booking NOW! 630-444-2000 www.fittlebug.com

Steve Mastio

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so you connect faster & win jobs.

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We help over 1,400 businesses nationwide reach their leads more
effectively.

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ADP Payroll Services & HR Support

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solutions with ADP®, Heaven's Best Carpet Cleaning®
Newest National Supplier**

**SPECIAL OFFER
UP TO 6 MONTHS FREE PAYROLL**

Grow Stronger with ADP

From simple payroll to HR support, recruiting, and employee handbooks, ADP has you covered. In a snap, easily connect with your favorite accounting, POS,

HR, and business software. As your needs change, effortlessly add other ADP services, like timekeeping and benefits.

Payroll with easy upload of time data

Recruiting & Electronic Onboarding

Integrations with Points of Sale Systems

Flexible Pay options including early access to earned pay

HR Management

Most Complete Solution

ADP is the most complete payroll and HR partner that gets it right from the start and keeps you ahead. With ADP's affordable payroll and a flexible suite of HR products, you only pay for the options you need.

Get this deal by contacting your dedicated ADP representative

Contact Jeremy Dyer at (952) 814-5845 or Jeremy.Dyer@adp.com to see how ADP can best support your franchise business.

* 6 months free service applies to new Run Powered by ADP clients with 1-49 payees. Free payroll is for months 11-1 from company code/module start date. Copyright © 2021 ADP, Inc. ALL RIGHTS RESERVED. ADP, the ADP Logo, Always Designing for People, are trademarks of ADP, Inc.

Service Monster

Take advantage of the support you need from the SM staff.

My name is Mary and I'm a member of the onboarding team here at ServiceMonster.

I'm reaching out to check in and make sure you are aware of the trainings we offer for the system. These trainings are available as interactive webinars through the website BigMarker.

[Click Here To Sign Up For Our Webinars](#)

The Basics

The 101 Basics webinar covers the basics of using ServiceMonster, covering the workflow, scheduling, appointment color coding, using the QuickAdd, finishing jobs, and creating appointment Reminders.

The Mobile App

This training covers the ServiceMonster mobile app and how you can easily handle work on the go! Through this webinar we cover how different security roles appear on the mobile app, looking in depth at the Admin and Tech roles, and how to handle creating new accounts, appointments, and finishing orders on the go!

Marketing Tools

Our Marketing training covers the marketing tools in ServiceMonster, including creating and running phone, email, and letter campaigns, editing templates, using account tags, and creating and using drip campaigns.

[Click Here To View The ServiceMonster Help Site](#)

One on Ones

If you are not available for one of the live trainings above, or would like to schedule a one-on-one training instead please email us your availability, or give us a call at 888-901-3300 and let them know you want to schedule a one on one training.

Please feel free to respond with any questions you have about trainings or ServiceMonster in general I am very happy to help.

Learning a new system takes time and patience so don't hesitate to reach out with questions. We promise to keep the life preserver cast, just make sure you reach out and grab it!

Thank you,

Mary Cribb

Online Technical Trainer

| **ServiceMonster LLC**

888-901-3300 | (206) 905-7796

Signpost

Get a Free Guide to help you Capture Leads & Close More Business

January is a great time to work on your business and put into place those plans to capture more leads and close more business. Download the free guide from Signpost to learn more about how you can respond instantly to leads and customer requests so that customers feel valued and have a positive experience.

<https://signup.signpost.com/partner/heavensbest/>

FREE GUIDE LINK BELOW

[https://try.signpost.com/hubfs/Guides/Guide -
Capturing Leads & Closing Business.pdf](https://try.signpost.com/hubfs/Guides/Guide-_Capturing_Leads_&_Closing_Business.pdf)



Shipping Update

This Month Special is Large Spotters (10 Per Case) Buy 1 Get 1 FREE

DON'T LEAVE MONEY ON THE TABLE UPSSELL A LARGE SPOTTER BOTTLE OR GIVE THEM AS A PROMOTION! THEY WON'T FORGET WHO TO CALL.



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