

Marketing to Grow Your Service & Maintenance Business

How to Create a Foundation for Long-Term Sales Success



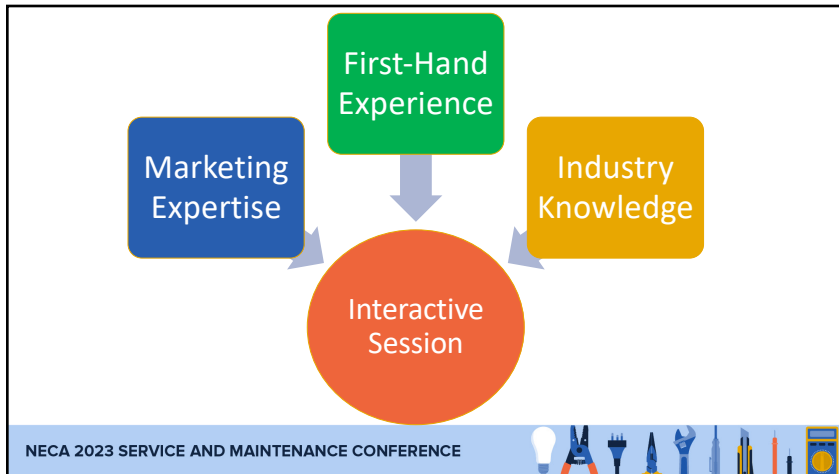
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1

Marketing: Myth or Magic Bullet?




2



3

Speak Truth to Power



Budget

Bandwidth

Consistency

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4



5



6



7



8



9

What Are You Marketing? To Whom?

- Services – break, fix, repair, re-energize in both residential and non-residential properties & facilities
- Services – small to prestige projects in mostly non-residential projects & facilities
- Maintenance – prevention programs in mostly non-residential facilities

10

What's Your Marketing Challenge?

1. You want to win the service & maintenance contract on projects you build from the ground up; you need a process to sell to the owner during and after the project is complete
2. You want to take on more high-margin residential service & maintenance work because you have the infrastructure and 24/7 staffing in place
3. You want more repeat business and referrals
4. What's your marketing challenge?

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Buyer & Referrer Types

Homeowner	Landlord	Property Manager	Developer	General Contractor
Facility/Plant Manager	Office Manager	Building Supervisor	Real Estate Broker	Leasing Agent

12

Buyer
Demographics
& Personas

The five main demographic segments are age, gender, occupation, cultural background, and family status.

In addition to demographics, marketers use psychographics, behavioral, and geographic questions to categorize people.

13

What is your age? _____

What is your household income? _____

What is your highest level of education? _____

How many members are in your household? _____

What is your gender preference? _____

Do you own or rent your home? _____

In what zip code is your primary residence? _____

Are you married/divorced/single? _____

What is your ethnicity/race? _____

How many children do you have? _____

14

NAICS Segmentation

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

Marketing by 4- or 6-digit NAICS code makes segmentation more manageable.

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Search Results

2022 NAICS Definition
T = Canadian, Mexican, and United States industries are comparable.

Search results for: 23
Number of records found: 73

- 23 **Construction^T**
- 236 **Construction of Buildings^T**
- 2361 **Residential Building Construction^T**
- 23611 Residential Building Construction^T
- 236115 New Single-Family Housing Construction (except For-Sale Builders)
- 236116 New Multifamily Housing Construction (except For-Sale Builders)
- 236117 New Housing For-Sale Builders

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Message to Their Unique Pain Points

1. Start with your ideal buyer. (80% rule)
2. What exactly do they need? (be specific)
3. Why do they need it? To what end?
4. Why are you the best provider for the job? (competition)
5. Create messaging that solves *their* challenges.
6. Be hyper-specific. (type, duration, cost, your wheelhouse)
7. Track inbound leads and create a referral strategy. (CRM)

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17



18

Position to the Buyer's Pain (USP)

- How are you different than your competition – what extra value can you charge a premium for? (branding)
- What is your unique sales proposition?

Safety	Expertise	Prior success
Speed	Coverage area	Certifications
Lower TCO	Awards	Technicians
- Do you need to conduct a Communications Audit?
- Can you combine with STRATEGIC discounting for repeat or increased work?

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19



20

Brand Visibility → Conversation

Offline

- Truck decals
- Breaker panel stickers
- Door hangers & direct mail
- Associations & community
- Trade shows
- Partnerships & COIs
- Public relations
- Telemarketing
- Print/Radio/TV Advertising

Online

- Website
- SEO & PPC
- LinkedIn networking
- Social media / Facebook ads
- Email newsletter
- Blog & similar content
- Angie & Yelp Reviews
- Google Local Services Ads
- Digital Advertising

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21

22

85% of consumers don't trust reviews more than three months old, and **40% only look at reviews** from the last two weeks



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Let's Talk Websites

75% of people have judged a company's credibility based on its website design and 48% say it's the top factor in assessing credibility.

Not only that, but a single bad experience on a website also makes users 88% less likely to visit the website again.

24

97% of consumers go online to find and research local products and services



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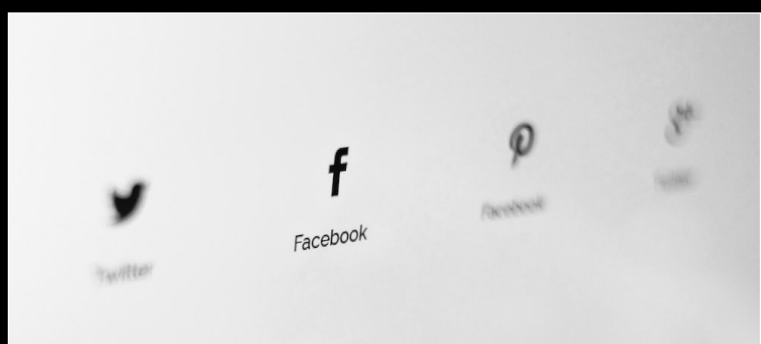
25



Website Fundamentals

1. Visually appealing
2. Easy to navigate
3. Fast access to contact info/forms
4. Clear and on-brand messaging
5. High quality copy and content
6. Photography, bonus for video
7. SEO-optimized
8. Mobile-friendly
9. Back-end analytics

26



What Didn't I Say You Must Have?

27



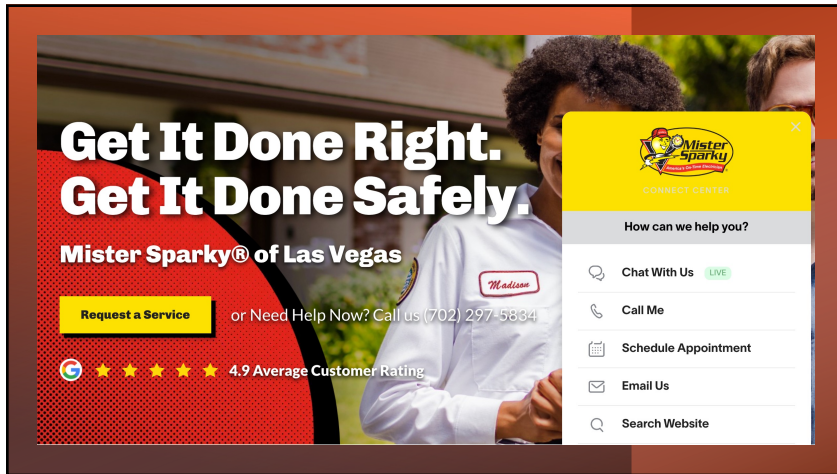
Residential Electrical Services

- Indoor & Outdoor Home Lighting
- Safety/Fire Prevention Inspections
- Electrical Outlets & Circuits
- Breakers & Fuses
- Service Panel Upgrades
- Electric Vehicle Charging Equipment
- Track, Accent, Recessed Lighting
- Appliance Wiring
- Ceiling Fan Installation
- Emergency Stand-By Generators
- Dimmer Switches
- Arc Fault Protection
- Under Counter Kitchen Lighting
- Low Voltage Lighting Systems
- Smoke Detectors
- Fire Alarms
- Security System Lighting
- Water Heater Electric Timers
- Handicapped Lift Wiring
- Outdoor/Pool Area Wiring
- Electric Water Heaters
- Custom Lighting Designs
- Basement Lighting
- GFCI Outlets

Industrial Electrical Services

- Electrical Safety Inspections
- Code Corrections & Updates
- Specialty Receptacles
- Panel & Sub-panel Troubleshooting
- Facility/Plant Design & Maintenance
- Commercial Properties
- Electrical Maintenance Contracts
- Data/Communication Lines
- Power Distribution
- Ballast/Lamp Replacement
- Exhaust Fans
- Stand-By Power Generators
- Restaurants Wiring
- Power Upgrades
- Base Buildings
- Underground Cable Break Locator
- PLC Controls
- Transformers
- Surge Protection
- Custom Lighting Designs

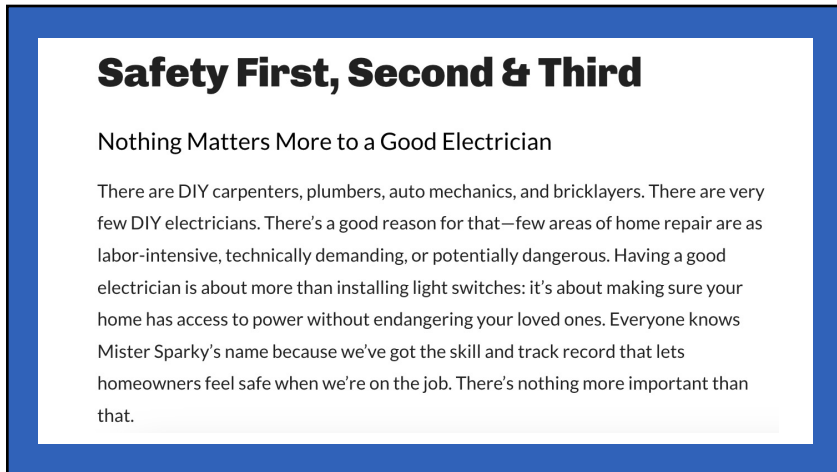
28



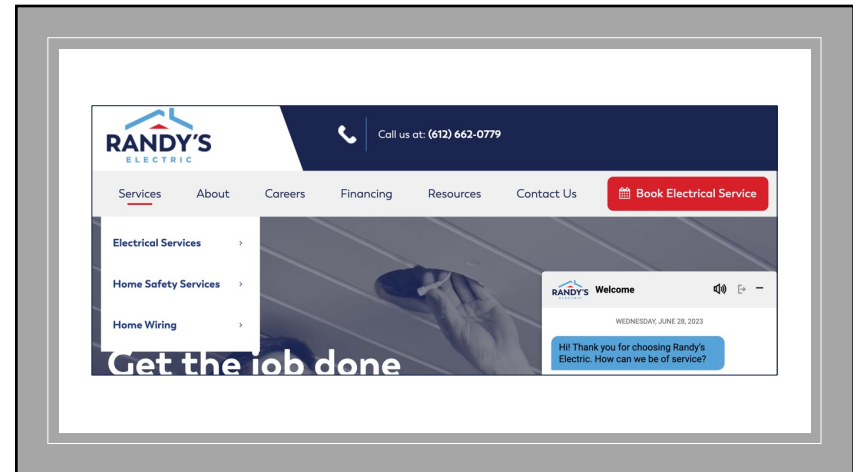
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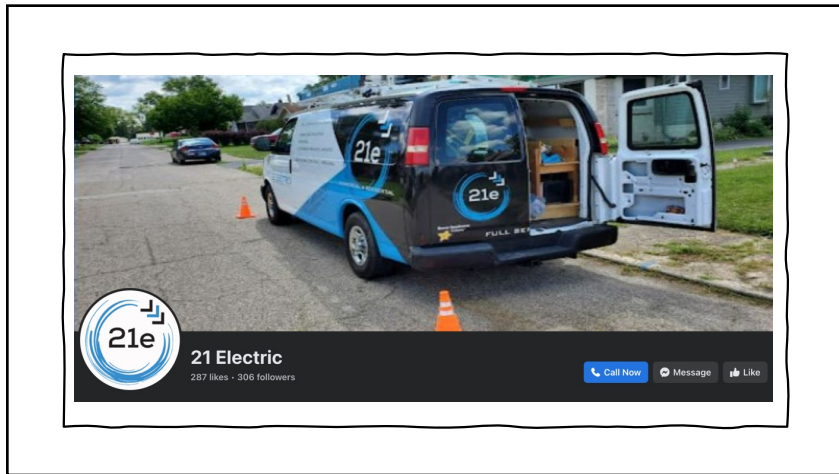
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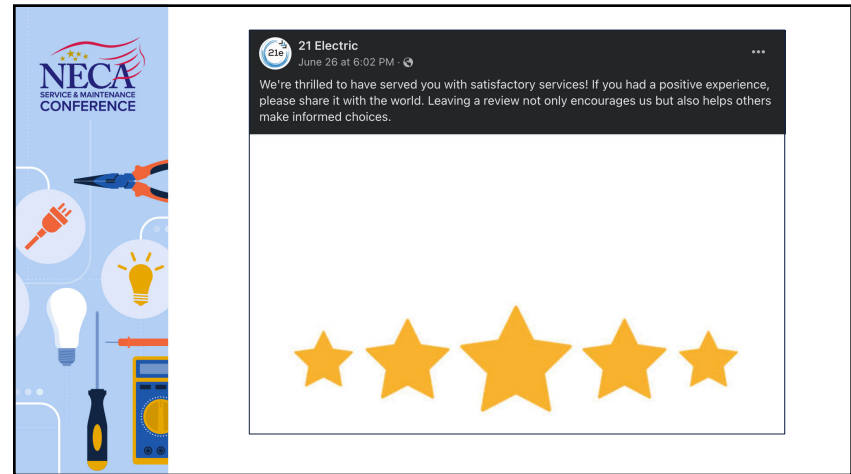
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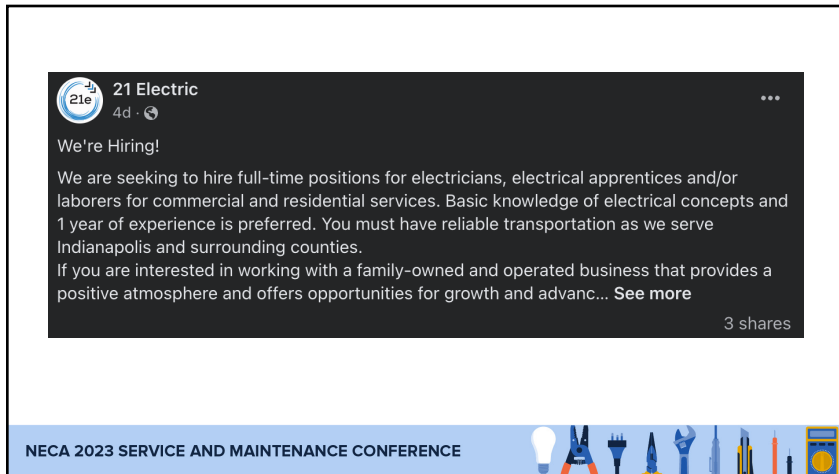
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34



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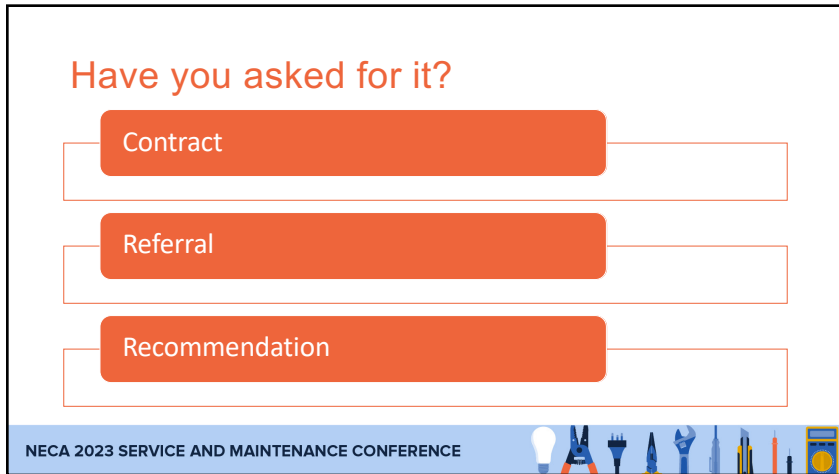


36

Have you asked for it?

- Contract
- Referral
- Recommendation

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37

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38