



BREAKOUT SESSION

Say I Do

How to Marry Your Marketing Mediums in 2021

IT'S NOT ABOUT **CLICKS**, IT'S ABOUT **RESULTS**

www.seominteractive.com // 215-675-8200

MARKETING CHANNELS

SEOM STRATEGIES

Today we'll talk about the opportunities and results of connecting your marketing channels and being "FLEX" with your content across all verticals.



**SEARCH ENGINE
OPTIMIZATION (SEO)**



**PAY PER CLICK
(PPC)**



**SOCIAL MEDIA
MARKETING**



**PUBLIC RELATIONS
(PR)**



**EMAIL
MARKETING**

AGENDA

| | |
|----|----------------------------|
| :1 | Marketing Channels |
| :3 | Strategic Promotion Timing |
| :3 | Content Development |
| :2 | The Why |



STRATEGIC PROMOTIONAL TIMING & CONSISTENCY

STRATEGIC PROMOTIONAL TIMING

COHESIVE PROMOTION ROLL-OUT

Direct Mail

Website Promotions Page

Email Newsletter

Social Media Blast

Paid Search



www.seominteractive.com // 215-675-8200

CertaPro Painters®
★★★★★

SCHEDULE NOW!



10000

Janet, beautiful homes, inside and out, begin with a FREE ESTIMATE AND NO SURPRISES!

Dear Janet,

When it comes to choosing the right painting company for your home this spring, your decision should be based on overall value, not just the lowest price. That means asking yourself questions like:

Who will give me a **firm in-home estimate** right from the start and honor that estimate no matter what?

Who will provide a proven process—from arriving on time and completing my work on schedule to offering daily progress updates and a final inspection?

Who will back their work with skilled painters and a limited multi-year warranty** that covers both workmanship and quality painting?

The answer is CertaPro Painters® of Franchise, your neighborhood painting company with a national reputation. We give you value and certainty that lesser-known painters are unlikely to match. **And it all starts with a free estimate.**

Get a jumpstart on the spring painting rush by securing your spot now. Visit certapro.com/franchise or call 555-555-5555 to get started and schedule your estimate today.

Sincerely,

CertaPro Painters® of Franchise

SCHEDULE NOW!

📞 555-555-5555

🌐 certapro.com/franchise

\$300 OFF
Your Painting Project*

Expires 1/31/2020



P.S. Avoid the spring rush and book your free estimate now. You can even save with \$300 off* your painting project when you schedule no later than

STRATEGIC PROMOTIONAL TIMING

COHESIVE PROMOTION ROLL-OUT

Direct Mail

Website Promotions Page

Email Newsletter

Social Media Blast

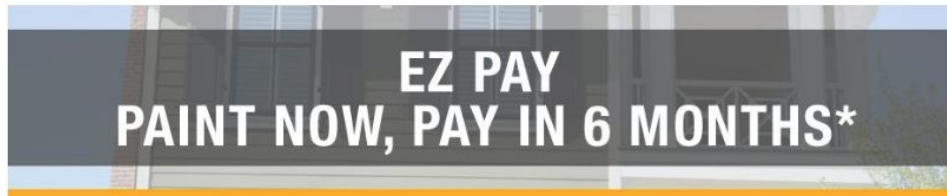
Paid Search



Exclusive Savings

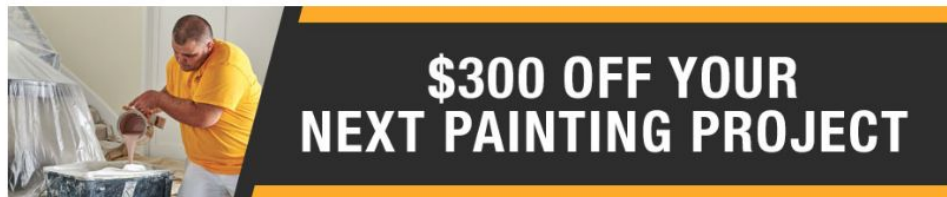
We enjoy offering our customers peace of mind knowing that your home or business is in excellent hands. Get the **CertaPro Painters®** experience with these local painting promotions. Explore our current offers below.

EZ Pay



Paint Now, Pay in 6 months. Interest-free financing for qualified customers. Please call our office for more information.

TERMS: Loans provided by EnerBank USA (1245 E. Brickyard Rd., Ste. 640, Salt Lake City, UT 84106) on approved credit for a limited time. Fixed APR 16.39% 16.55% subject to change.



\$300 Off Any Painting Project

Between now and January 1, 2021, receive \$200 off all interior painting projects. Call our office to redeem this exclusive, limited time offer:

*Coupon is not valid on current estimates or proposals. Not to be combined with other offers or EZ Pay. Residential painting projects only. This offer is only valid for CertaPro Painters® of [Franchise Name] Offer expires January 1, 2021.

STRATEGIC PROMOTIONAL TIMING

COHESIVE PROMOTION ROLL-OUT

Direct Mail

Website Promotions Page

Email Newsletter

Social Media Blast

Paid Search



Save On Your Next Interior or Exterior Painting Project

Between now and January 31, 2021, receive \$300 off all painting projects. Call our office to redeem this exclusive, limited time offer.

*Coupon is not valid on current estimates or proposals. Not to be combined with other offers or EZ Pay. Residential painting projects only. This offer is only valid for CertaPro Painters® of [Franchise Name]
Offer expires January 1, 2021

SCHEDULE YOUR FREE ESTIMATE >

STRATEGIC PROMOTIONAL TIMING

COHESIVE PROMOTION ROLL-OUT

Direct Mail

Website Promotions Page

Email Newsletter

Social Media Blast

Paid Search



www.seominteractive.com // 215-675-8200

CertaPro Painters of [Location]
Sponsored

First responders, medical professionals and educators make a positive impact on the world around us. We'd like to show our appreciation for our community heroes by offering a 10% discount on their projects.

To get your free estimate: visit [link].

**COMMUNITY
HEROES
DISCOUNT**

20 Likes 3 Comments 1 Shares

Like Comment Share

CertaPro Painters of [Location]
Sponsored

An interior paint refresh could make all the difference for the energy of your home. Take advantage of our latest special and transform your home!

*Restrictions apply. For more information visit: [link]

**\$300 OFF
PAINTING
PROJECTS!**

CertaPro Painters®
★★★★★

3 Comments 1 Shares

Comment Share

STRATEGIC PROMOTIONAL TIMING

COHESIVE PROMOTION ROLL-OUT

Direct Mail

Website Promotions Page

Email Newsletter

Social Media Blast

Paid Search

Promotion >

Preview

Ad · www.certapro.com/house/painters

CertaPro Painters® Is Open | On-Site or Remote Estimates

We'll Be There On Time and We'll Work Until the Job is Done to Your Satisfaction

\$200 off Painting Projects
On orders over \$2,000

\$200 off Painting Projects
On orders over \$2,000

\$300 off Painting Projects

2 extensions

Preview

Ad · www.certapro.com

CertaPro Painters® Is Open | On-Site or Remote Estimates

We Deliver Extraordinary Experiences. You'll love how new paint transforms your home. CertaPro Painters strives to deliver on our promise of care and quality.

5% off Interior Painting
On orders over \$1,500

5% off For First Responders

\$200 off Painting Projects
On orders over \$2,000

3 extensions

The background is a solid red color. In the center, the words "CONTENT DEVELOPMENT" are written in a bold, white, sans-serif font. Above the text, there is a thin, white vertical line that extends from the top edge of the image down to the level of the text. The background also features a faint, semi-transparent image of a hand holding a pen, poised to write on a laptop keyboard.

CONTENT DEVELOPMENT

CONTENT DEVELOPMENT

PAINT IT PINK

SOCIAL



CertaPro Painters of [Location]

Sponsored

At CertaPro Painters of [Location], we're proud to partner with The Breast Cancer Research Foundation to help raise money to save lives. Visit our website for more details: [link].



LET'S WORK TOGETHER TO SAVE LIVES!

20

3 Comments 1 Shares

Like Comment Share



www.seominteractive.com // 215-675-8200

Franchising USA

CertaPro Painters® Raises Over \$100K for Breast Cancer Research Foundation



During its second annual Paint it Pink campaign, CertaPro Painters® raised \$108,835 for the Breast Cancer Research Foundation (BCRF). This donation will help fund 2,177 hours of research towards finding a cure for breast cancer. Participating franchisees donated \$10 from every painting project completed in October and November to achieve this goal. Donations were also accepted online, and CertaPro Painters® hosted its first virtual 5k Walk/Run in October, which raised \$6,825.

PR

EMAIL

SITE CONTENT

CertaPro Painters Raises \$4,000 for Breast Cancer Research

CertaPro Painters of [Franchise Name] were happy to be a part of the 2019 Making Strides Against Breast Cancer fundraiser this past weekend in St Louis. We were proud to contribute \$4,000 to the cause this year. Below are some of our favorite photos from the day!



CertaPro Painters®



CERTAPRO PAINTERS® OF [FRANCHISE NAME]

Residential | Commercial | Interior | Exterior



LET'S WORK TOGETHER TO SAVE LIVES

CERTAPRO PAINTERS® IS PROUD TO DONATE \$10 FROM EACH PAINTING PROJECT TO BCRF!



Let's Work Together to Save Lives!

CertaPro Painters® has partnered with Breast Cancer Research Foundation (BCRF) to Paint It Pink. Collectively, our goal is to donate \$50K this fall to help fund breast cancer research and support BCRF in their continued fight against this disease. To do our part, CertaPro Painters® of [Franchise Name] will donate \$10 from every painting project we complete between October 1st and November 30th.

JOIN THE FIGHT >

A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily stylized with a solid red overlay. A thin white vertical line runs down the center of the frame, starting from the top edge and ending just above the text. The text 'THE WHY:' is centered horizontally and vertically in a white, bold, serif font.

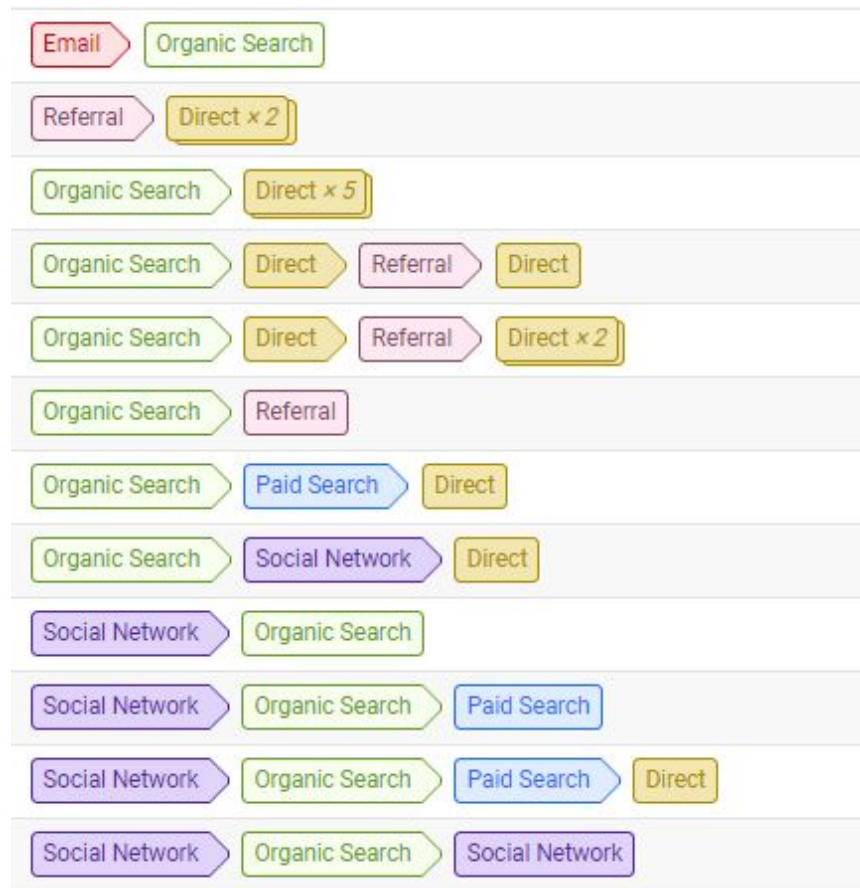
THE WHY:

THE WHY

CONTENT COLLAB

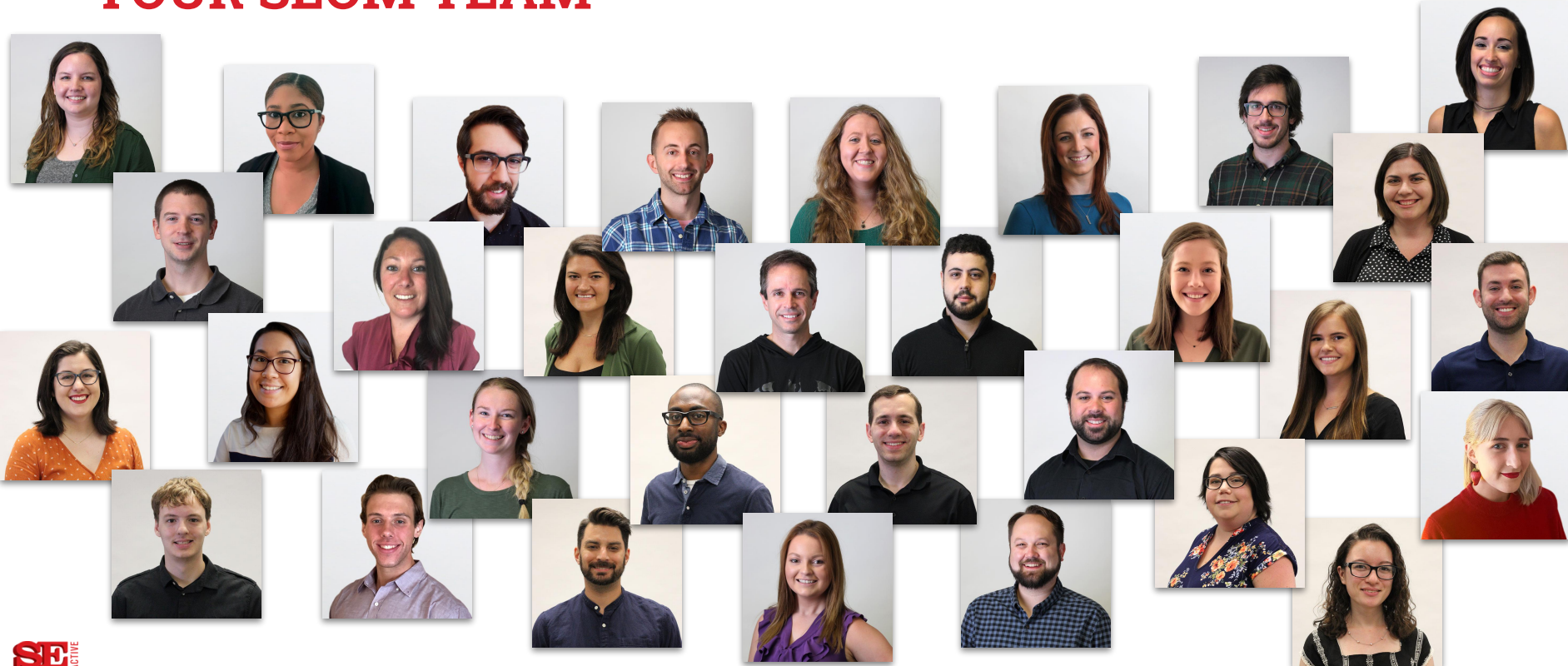
TOUCHPOINTS

Turning a *Potential Customer* into an *Actual Customer*



TEAM INTRODUCTIONS

YOUR SEOM TEAM





END
SESSION

IT'S NOT ABOUT **CLICKS**, IT'S ABOUT **RESULTS**

www.seominteractive.com // 215-675-8200