

# Make Your Business Known with a Good Marketing Strategy

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## SPEAKERS

Sam Riegsecker, Halie Morris

- H** Halie Morris 00:32  
Hello, everyone and welcome back to the Business of Cleaning. My name is Halie, I'm sure you're probably familiar with me if you've listened to some other episodes. And with me today, I have our co host, Sam, Sam Riegsecker is the Marketing Manager for Janitorial Manager. And he is also one of our final editors for a lot of the content that we send out on our marketing side. And, of course, one of the supporting elements and people behind this entire show. So Sam, I'm gonna go ahead and let you introduce the topic that we're going to address today.
- S** Sam Riegsecker 01:06  
Yeah, so Halie and I were talking back and forth about what we want to really address as we come to the closing of season two, and we're seeing some more and more stuff come up within Facebook groups and within other marketing channels, emails, etc, that we really want to touch on marketing strategy, and how to, like, you know, really spend time and invest money into the marketing, I guess funnel, you could say, and how to get started with it. So that's gonna kind of be the topic of today's podcast. And obviously, with that all being said, we are going to have it all documented and stuff in a blog post for y'all to look at if you know, you want to reference something down down the road here. So yeah, that's

gonna be our topic today.

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Halie Morris 02:04

Thanks, Sam, I have to say, like working on the show, officially, this is our last episode of season two, by the way, so get ready for a really great mini season on an introduction to our season three, and I'll leave that to come. But as far as right now, I have to say, from my perspective, from Sam's perspective, what he means by seen the marketing thing is we have seen an interest from businesses and how to grow and how to reach that next level. And what we're seeing too, from our side, working really closely with the cleaning industry is that there's not enough talk about marketing strategy, how to establish and budget accordingly, have do things like that. And so we're gonna do a really great introduction into how to start establishing your marketing strategy, why you need to do it, and just really, the the basics of what makes a really well rounded, affordable marketing strategy, because none of us are really going to put crazy budgets in there. I know being on the marketing side, our side, it's never you're never getting like, all this crazy budget and all this crazy stuff, you tend to want to work on a smaller budget, you tend to want to work quick, and you want to be very smart about what you're posting, because you don't have, you know, hours and hours and hours every day to spend trying to create and target content, reaching into your demographic and understanding them as deeply as you want to. So that's where we're gonna start. And I think it's a really great opportunity for you to take your cleaning business and really show it off to your community and take it up a level.

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Sam Riegsecker 03:40

Yeah, so the first kind of, you know, one of our really big talking points we're gonna talk about is we're gonna factor in location. So a lot of, you know, a lot of you guys are in cities. You know, there's probably some small town people too. But keep that in mind, too. I know, in previous episodes, we've talked about using, you know, the Facebook groups. I know people use Google ads, local targeted ads, you know, word of mouth, but remember, your location is everything. So if you're in a great location, there's good and going to continue to be opportunities. It's just how much time you invest in each channel to drive your inbound traffic. And I think it's really cool to focus in on, you know, perfecting one area. You know, really learning the language of that industry. And then once you nail it, let's move on to next industry. So you're kind of you're focused on this target demographic, you're doing what you need to do. You kind of nail your messaging, you are getting your inbound leads and inbound traffic opportunities and you're closing out opportunities. So once that funnel gets rolling, you can implement that over here, for this industry, and really focus on that industry too. So you kind of continually build that out in your location,

and you're gonna find opportunities, they'll be right in front of you at that point.

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Halie Morris 05:17

Yeah, the largest thing when it comes to location is, who is your demographic? Who is your desired customer? And who is the customer most likely to find interest in your business? They're not always the same thing for one, but you want them to be? And so with this, think about who is your customer? Who is your potential customer? Where are they at? What are their interests? How do they communicate, and then the communication is the big key, because you're not going to breach that opportunity if you don't know how to communicate with your potential customer. So really think about, like Sam said, location, where are you at, for a lot of our cleaning companies, that means literally, what is your physical region you're in, if you're a different type of company, a supplier might be reaching significantly farther, depending on how easily they're able to ship and move project products. So really, you think about your customers think about your market, a smaller town is going to communicate a lot more in person and through billboards and through physical materials, because they value that in person interaction more than in a city, actually, having a virtual presence is going to be a lot stronger, because there's so much going in the physical world, that people tend to find their information online. So think about that, too, as you start to really consider who your target demographic is and where you want to be as a brand.

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Sam Riegsecker 06:43

And I think that, you know, flows well into the next. The next bullet point that we have is building an online presence. 46% of small businesses do not have a website, do you have a website? are you managing your website? I am seeing a couple of different cleaning industry, Facebook groups that more people are asking questions about website. If you don't have the skills, to build a website, there's a bunch of educational stuff on YouTube, at least to get the framework in or talk to, you know, network. I know we've talked a lot about networking, this season, talk network with other, you know, business leaders in your area, and they might know somebody who does website development. So it might be investing in online presence. Which isn't just social media, it's, you know, Google reviews, it's getting your Google My Business set up, it's getting a website set up, it's getting online reviews, really pushing online reviews, I more the more and more I visit places, the more they're really stressing online reviews, which, as a marketer, it's cool to see because I can tell you right now, that's one of the first things I do when I'm looking for a restaurant, or looking to give business to a business is I look at the reviews. I hey, Haley, I you probably do the same, how often are you going to Google and searching where you're going to go? Whether it be as a tourist or just finding someplace to eat, to sit down and eat? You know?

Are you going to Google to find online reviews? I know it's a little bit different for some companies, but I know I am. Especially if I'm making a big decision.

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Halie Morris 08:19

I was gonna say to it's one of the first things you think logically, when you're going to your friends, and you're asking, Who do they recommend, you're looking for that reputation, you're looking for reliability and see what other people think. So when you go online to find somewhere, whether you're residential, or commercial cleaning are anything, when you go online to validate the choices that you want to make, or to find a cleaning company, you're going to look and see what people think. Because ultimately, they might have a pretty website. But are they doing a good job. And this is the best way to validate how well you're doing is by other people who are interacting with you actually being able to speak up for you. And so that's what online reviews do.

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Sam Riegsecker 09:00

And I think that plays hand in hand with the whole idea of the Google Ads stuff that we had talked about previously was that all ties together. So you got your Google My Business, you got your website, you have inbound lead forms, you have opportunities with Google ads, and Facebook ads and LinkedIn ads, and you have opportunity to invest in a bunch of different online mediums, but I think it's really important to focus on website, your Google profile, my business profile, if you have the funds, potentially run some AdWords campaigns. But, you know, that might be something that you consult with somebody else through your networking, but really, you know, between social media profiles and a website, I think are really critical to start making headway in the marketing space, especially now and I know there's some people who don't want to invest in a website because it's too much work. To me, and this is me personally because I've been in marketing for You know, 10 years or whatever. If a business doesn't have a website, I don't think it's real. I have, you know, and that is just my opinion is if you don't have a business, or if you don't have a website, to me, you're not technically a valid business, it's worth that investment in that validity, to really set yourself apart from potentially other people in your area, which I don't, you know, that's good all differ based on your area, like New York City is going to have a different group of people than we are in Toledo. But not having a website really is I don't know, I think it's critical for most businesses to invest the money in building a website, because it can separate you from other people.

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Halie Morris 10:46

Well, and I have to say, I've watched small business owners in whatever industry, they

might be in, start off and say, I don't need a website, we're only doing social media presence. And we're only doing like foot traffic and word of mouth. And as a really great idea. And actually, that's how many small businesses get their start. But they reach a point, whether it's during a pandemic, or it's just our next wave of growth that they want to hit, where somebody will come along and say, we need a website, people are looking for our website, they want to know more. And to be honest, a lot of people don't ask you up front the questions they have, they go online, and they Google you and what they want to see when they Google you isn't just Google reviews and things like that, yes, they want to see that. But they really want to click on your website first, and then go do the rest. And if they can't find a website, or if they find a website, and it's just like the solid color page with what looks like coding text on it. And it's very flat and and dynamic. It's like you said like Sam said, they're not going to feel it's a valid company, they're going to feel like, Oh, these people don't have money for a website, and they don't have money for me, like they can't invest in doing a good job with my, my company or whatever you're cleaning. So even a really simple scaled back website with a couple different pages, that allows them to get to know what you do, what you've been involved in, what kind of services you offer, how to reach you in contact, making sure you're contactable through your website is hugely important. biggest pet peeve of mine, if I go to a web site, and I'm like, I just want to give you a call, where's your day number? There's no number. It'll drive you crazy. And you have to think of it from your consumer stand up, like point of view, what do they need to connect to your business and website is a huge part of that your online presence usually starts with your website, even if they're coming from social media, they want to eventually get to your website if they want to know about you.

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Sam Riegsecker 12:40

Right. And I think you know, you hit on the next point that talks about the advantages of your services and laying them out. A lot of that stuff lives on our website. And it could be as simple as a one pager, think of it as a PDF that you hand out when you go visit a place. Potentially clean their facility. Think about it in that way. If you think about it, okay, what what do my prospects Want to see? For one, but also the community? What would the community Want to see? So I know laughter a couple weeks ago, we talked to a cleaning for a reason was a couple episodes ago. And she, you know, establish it an opportunity to clean for reason. So that if I was involved with that, that would be on their page. Right? Right, the front page, because it's a good opportunity for not only you to network, but you to show off that you're investing in your community. So what are you doing to set yourself apart from others in the community and how you're How do your services set stuff apart, or set you apart from your competitors. And I think the advantages to your services is the next section. Especially now, you know, the next normal one, as we kind of open everything up, there's going to be a lot more tasks in the list of stuff to do in locations,

whether it be sanitizing stuff, wiping stuff down a little extra throughout everything. And I think it's good to lay those out so people understand and they know what is going on. And I think business owners really want to see that too, because they want to know that their facility is safe. Moving forward. I know. This is specifically for JM stuff, but the QR codes are coming here. I was at a restaurant last week, and the menu was qR. So you scan the QR code, you're looking at your phone, you order off your phone. So it's it's cool to see the evolution of all the technology stuff. But that could be listed as an advantage or your service is you're not you don't leave stuff and stuff isn't being touched in a physical facility and people can report rooms dirty. There's there's a lot of cool stuff that's coming out of the The you could say post COVID world. But I think it's important to really explain how thorough you are in your cleaning what you're doing to set yourself apart. You know, having pictures and videos to back your pack your services up is important. But I think now more than ever, it's, you know, critical for continued growth, to really list out how you are different than Joe Schmo on the street,

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Halie Morris 15:30

I would agree, I'd say to if you're, maybe as a cleaning business, there might be a saturation of cleaning businesses in your area. And you might not be able to differentiate your service and your products that you use as much as you want. But if you get on to your website, or the other places, where you're explaining these, you could differentiate them by customer reviews, like video reviews, and talking about the quality of what you provide. Things like that, your communication with your customer. So if you're putting your customers on the face of your website, for example, and they're talking about your services, and what you provide, as another way to kind of preach and elevate and differentiate yourself, it shows that community engagement, it shows things like that. And just overall, these are all efforts, your online presence, starting all this marketing stuff in general, and really showcasing what you do, hey, we are our business. But here is what we do as a business. That's important. It all leads into our next topic, which is that brand. And I think this is sometimes overlooked by some companies, but your brand is your face, you could actually have somebody who represents your company, like I tend to have taken over our podcasting sphere, you see my face, probably more than you want to buy, your actual face is, when you think of a brand, when you think of a company, you tend to associate certain colors, certain logo shapes, and different things like that with it unconsciously. So you start to build that. And that's like, our next topic is if you don't have a brand, then who are you as a business? Who are you communicating yourself to be.

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Sam Riegsecker 17:11

So this is my favorite part of the whole thing. I'm a huge brand person. It takes a lot of

time and effort and money in not more. So just an investment, investment of time investment of your mental resources. building a brand doesn't happen overnight. You know, it's a lot. It's more of that long term play. But it plays into how you message your website, how you layout your services. Any marketing related has to follow that brand guide. And you know that styling that's different imagery, that's logo logos huge, especially as you're trying to market locally, people will need to recognize that logo and say, hey, I've seen that. I've seen that on Facebook, I've seen that on TV, if you're advertising on TV, local stations, I've seen that, you know, those colors look really familiar. I'm not sure where they're, you know, who's using those colors, but I've seen them before, it happens to me all the time. And I see a lot of marketing messages. But you know, building a brand for your business is absolutely critical. And this isn't just on a local perspective, too. I know, we've kind of talked a little more on the local stuff. And we I've been on talking about Facebook groups too. But it's more nationwide, you know, if you're active in those Facebook groups, and I talked to again, I talked about this during our episode previously, people recognize your face your name, and they automatically put it with a company. How cool is it to network with another cleaning company who's facing the same issues you are who's working to build their brand, and their across the country. And you know, you can reach out to them via call via text via email via Facebook message etc. that you can give advice, advice back and forth on how to continue to build your brand. And I think that's critical. As you know, you continue to grow your business and I think a lot of it is one of those Growing Pains where you sometimes it just it's hard because of the time and investment and I know for commercial cleaners, sometimes you just don't have the time to sit in front of a computer. You almost have to make time, you know that might be an hour before bed, when you're when you put the kids down to sleep or you know, I was gonna say in your commute, but don't be on your phone while you're driving. But like, you know that you go into the office an hour early and you spend that time scrolling through making different social media posts, scheduling them to go out there's platforms that do that. Etc, etc. And I think I think that don't overlook building the brand for your business and how much have an impact it has on everything you do as a company

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Halie Morris 20:03

it doesn't have to be that complicated i don't see him talking about this time you can allocate and things like that but if you're struggling to find the time that you want to or you think you should be dedicating remember you have a purpose within your own organization as a leader and your purpose is not going to be full time marketing so realizing you're outsourcing your marketing efforts to either another member on your team if you're big enough to support a marketing person or you're going to be outsourcing that to a different whether it's a marketing agency or it's an independent person who does it you can actually outsource and then you can say hey i want to talk

about what my brand means to me i want to talk about like the colors and the feelings i get from my brand and literally it is an emotional it's i think what is that if i can't remember all the different it's an emotional appeal to people your brand is an emotional appeal so actually when you're thinking of establishing and thinking about what your company wants to portray and pick and choose colors and shapes and things like that around your logo and your branding that's going to emote those emotions and connect with those consumers that you want to do we see this a lot and clothing brands and other things like that that do a lot of b2c work and you see it a lot they have large social media presences but it's no less true for you your brand is so important because even the logo creates emotion and i mean okay so for this red is a very bold color right red is very strong and bold and i can bet you if i say think of red and think of a brand something's going to pop into your head and i can think of one right off the top of my head that immediately pops in sam can you yeah exactly so whatever brand and i could probably guess which one you picture they're doing a very very good job you don't have to do it on that scale that brand is probably an international brand if i'm right about the one you're thinking about it's a very very large brand it's been around for ages and it's consumer market is huge yours is local so you only have to have a presence in your local market and it's a lot easier to identify what kind of colors and what kind of shapes and what kind of things emote with them and how they communicate so where you need to establish your branding presence so is it more online

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Sam Riegsecker 22:18

yeah so you know piggybacking off of that i think it's important to realize that colors can you can dictate colors based on your target demographic to there is a bazillion different studies i know you talked about red there haley red tends to be red red tends to grab males attentions because i don't know what it is even me i read is not i do not like red vehicles i told myself back when i bought my car and i told my wife this too i am never going to buy a red car

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Halie Morris 22:52

remember has that you get pulled over more if you have a red car

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Sam Riegsecker 22:55

yeah well that hasn't happened to me knock on wood but i ended up buying a dang red car like i don't know why but you know it just tends to be a more male dominated color but think about that when do some digging on branding about colors and shapes and kind of think about your target demographic what industry you're looking to get into to



clean and you know also so take that into consideration but also what makes what makes you tick my favorite color is green a lot of personal people haley you know this is my absolute favorite color and everything i do is basically green so to me building a logo that's green if i were to send a logo to haley and be like a bright like lime green she would know that it came from me because that is my favorite color so there's a lot that goes into that but it needs to be something that you're passionate about too you don't want to just throw down colors because like i said if your target demographics a male a year just want to make your logo red because it wants to be red no how does it relate to your business and yourself as a as a business owner you want to be passionate about your business you want people to recognize it you want to be proud to wear it on your chest you want to be proud to put social media branded content out you want to be proud to put email campaigns out you want to be proud to do all that stuff website development and i think it's it's critical for you to know that it's kind of that you have to include both women in order for you to really see success and be passionate about it

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Halie Morris 24:32

yeah put some thought because i have to say that i've seen people rebrand people completely change their logos the way they look and stuff like that i can tell you your consumer or whoever your target client is is not going to see you as the same brand they will see you as a completely different company if you have to change your logo so as to be something that you are sold on something that you can commit to and you're going to realize however goofy that name is that you picked or however simple it is that is an identity that you're creating and then the flip side of your brand is not just the physical or visual representation of your company it's also what does your name connote when you go out to the public and somebody says your name and now they know your name what feelings is that embody are you the organization that gives back and connects to its consumers are you one of frustration is your customer service up to the standards you wait so another part of brand goes beyond marketing it's what you're doing as a company does everybody in your company represent your vision your purpose and your why if they don't you really need to make sure that again you've established that not just on your marketing inside but across the board and that the people you bring on and you work with are in alignment with it that's a huge part of your brand it's not just the physical marketing world that you're creating for your customers it's also just literally your reputation

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Sam Riegsecker 25:55

right and the next thing on our list kind of really ties into that is the building your reputation locally it's starting a blog and this is really intimidating for a lot of people i can

tell you that because it would be for me i'm not a super great long writer you know haley knows this based on the emails i send her back and forth i sometimes can be short let's cuz i'm a busy like we're all busy you can outsource some blog content but to me you know writing our are you spring clean you know why spring cleaning is important why sanitisation is important just stuff like that that you can share you know via email via newsletter social media there's a lot of stuff you can do with it but actually setting the stopwatch for say a half hour writing down some content and posting it on your website could you know not only validate your business but also could lead to some lead growth and opportunities for you to scale your business because people are looking for hey who can help me clean certain areas of my facility you know it's springtime i want to get everything open back up you know in the winter in the midwest here where we're at spring is coming actually it's here already whoo but you know i want to know who can i contact it can help me open my facility backup you know or maybe if you do some maintenance stuff to who can help me with some office fixes that i need done so spending that time and writing content haley i know you're you love writing so i don't know if you want to hit on a little more of that blog content style

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Halie Morris 27:50

think about it blogs are great because blogs are a really great opportunity to expand your search ability like sam mentioned and validate your expertise and then it's just a really great way to provide additional value to your consumers at little cost to you and no cost to them and that's one thing that people are really looking for is before they commit to a company is finding somebody that's already provided value to them so this is a really easy way to provide value upfront that lures them in the door you know we do free quoting and other things like that to get people interest and to get the conversation going this is another way to do that and it works for you when you're not working which is really cool but also i think sam can attest to this you might write a blog for example if you write a blog on some of the products you use and you're focusing more on enzyme based products because you know that the dwell time is significantly less and the surfaces are safer for contacts a lot safer for interaction and this is a lot more organic way to clean surfaces versus some of the harsher kenick chemicals okay so you write a really great blog post or two about those and they hit and they do okay but maybe in six months a year or a year and a half all of a sudden the chemicals that people are clean with comes up again and now your post is just blowing up all you've never had to take it down you didn't plan for that but all of a sudden your marketing has had another period of growth and it's an additional benefit that you didn't have to put more cost into you didn't have to put more effort into it working for you when you're not working so that's

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Sam Riegsecker 29:24

the blog post thing is more of a long term play anyway we have those you know different marketing channels whether it be social media which is going to be our next thing obviously but you know sending out newsletters sending out printed material mailers all that stuff is more instant that is stuff that you send out and it's like okay you get instant gratification quote unquote instant gratification for that blog posting is more of a long term play you could see a blog post two years from now that just gets in the right search in google and it searched Driving inbound traffic, inbound traffic to your site, but also inbound leads. You know, you can see double the leads off of one blog post. And I know you know us in house personally, we've seen some blog posts that really drive the point home and drive inbound leads. But we also see other ones who that kind of flop. But they might have, they might, quote unquote flop right now. But like you said, a year from now, that search topic might get a ton more traffic, or Google might put it in a different bucket, you could say, for the SEO stuff, and you know, it could launch to where the one is now just down the road. So think about think about blog posting as more of a long term play, it's more of the the long term play more like a branding perspective where people recognize your brand, and people recognize who you are as a company. So think about it in that perspective. But again, they're still critical. And the more the Think about it, content is king. So the more you put out, the there's more potential for you for somebody, some eyes to see it, which could be a sale, or long term sale, too. So just think about it in that that way.

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Halie Morris 31:15

I think I'm gonna hit on something that you said really quick, because I think that's a really big thing is you have to think with your business, it's not going to be instant gratification. In fact, the most successful, most impactful things you do aren't going to work immediately, they take time to build up. And I know, as people naturally we want instant gratification. But one thing that you have to really consider branding, online presence, blogging, all of these other things that you're going to do as a business aren't going to immediately drive in leads, it does not make them less important. In fact, the most successful brands in the world that you can think of whatever industry, they might be in whatsoever, the first thing you think of is actually their brand and who they are. And the first thing that you think of is going to be the content that's created from their marketing. So marketing is literally who you're going to be. And it's how long you're going to last. It's really like, yeah, you might be able to, you know, survive at the manpower level and just get by, you're more likely to run into financial troubles. When a hard time hits like it did the past year, you're going to be one of those business that's going to struggle and probably not have the support that you wish you did. And that's a great place to start. But really, as a business, you need to think long term. And that's where marketing comes into play. So

really consider what you're doing just take, like we've expressed an investment, it's not so much the financial side as it is the time and the effort that you're going to put it into really establishing who you are, why you're there, and connecting to your consumer your desired market.

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Sam Riegsecker 32:48

That ties into our last point here today. And that social media marketing and social media could be the exact opposite of what Haley just said, here's the long term play you could hit. I know when we were preparing for the podcast today, we're talking a little bit about cleaning videos on Tick Tock and how satisfying videos tend to really, you know, get a ton a ton of face value, they get a ton of eyes on them, they get a ton of interaction. And again, that that's that instant gratification, the world that we live in today versus a long term play. But you know, as we talked about building the brand, getting involved locally, website traffic, blog post, social media isn't far behind and it's just another avenue to really get your name out there. Get involved locally, and really express yourself express your company and what they stand for basically on social so it's, it's more of the instant gratification stuff, but there's a ton of opportunity. Whether that be ads, videos, you know, hey, that's good. I want to talk about video stuff because she's one that brought it up on the whole Tick Tock stuff which is fine. You know, that's it. Yeah, it you can there's a again it is what you put into it and like I talked about earlier. This is social media is how I built the company that I built before coming and working here. I went from being a hardly enough income to pay anything to really validating the brand and becoming more of a thought leader at the time. in that industry in I was doing a lot of online sales stuff. But all 100% I did not pay for any marketing at the time. It was all investment on my phone. I probably went through three phones. I went through a phone a year I think when I was just the batteries just would die. But I went through a phone a year. Probably for the three to four years, I was working on my own company, because I was taking the time and I was investing time in groups and different. I was networking with Instagram, so and that was right in Instagram first came out. So it's been a while, but just investing that time in my target audience and, you know, networking and messaging and speaking with other people in the industry, and it's, it's a constant. It's a constant time investment. But if you use it wisely, you can really see your business grow.

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Halie Morris 35:34

I have to say, it is probably one of the worst things to hear, especially within this particular industry, where you guys are focused on so many other things. But social media is one of the ruling kings right now, when we think of search engines, we think of Google. But it's not just Google, it's Google, YouTube. I mean, even Pinterest is a huge search engine.

Instagram is a huge search. And one of the biggest kings of all is Facebook. So as far as search ability, and making sure that you have an established presence. Social media is a ruling entity right now, because they kind of want to see pictures, they want to see imagery, they want to see what you're doing. You can't put all of that on your website, the way that sometimes we wish we could. Social media is how you connect to your desired market without having to do it constantly. It's your customer service tool. When you're asleep, it is another additional way to connect. And the thing with social media to is you don't have to be everywhere, it's nice if you can go ahead and establish your domain and grab it and your handles and have it account on there. Even if it's not super active. But maybe one or two platforms you should be active on you should have posts going out, you frequently you should have groups that you're engaged and you should have connections that you can rely on. You also want to get to a point where you can start to be mentioned on certain pages. And what's great is a lot of our listeners are probably coming from smaller companies. So with that being said, you're really looking at a local demographic, your social media following isn't going to be several 100,000 people, which means it's going to be smaller, and that's going to be okay, because you're looking at local people, you're looking at local things. But the best thing about that is you get to know who your followers are and where they might be, you get to go to those Facebook groups, or those LinkedIn pages where they might already be and you get to start interacting with them there and pulling them in. And it's a lot more manageable than if you're suddenly viral, which is a possibility. Because as Sam mentioned, one of my favorite things online are those viral videos of cleaning, cleaning thing. So like whether Sam probably knows I am fascinated with car dealers healing videos, they're very satisfied rug cleaning videos for cleaning, I watched a whole video of somebody going into a medical facility and cleaning their floors. And it was my favorite thing I watched all day. So you have a really cool opportunity in this industry that those videos easily pick up their own traction just because they're extremely satisfying to watch to use those. For example, I highly recommend Instagram. I know, people like Twitter and all these other platforms. I love Instagram, I'm a visual person. A lot of people today are visual people, because that's the majority of what we absorb. Instagram is great because now it's incorporated videos that are like tic tocs, which none of us want to broach that tic Tock landmine even though that's where a good portion of the population is drifting. It allows you to incorporate short videos, the attention grab, they also share to your stories a lot easier, they're autoplay, they tend to have their own algorithms that are a little bit easier to figure out than Instagram post. And you have to think you can measure the impressions you make on like Instagram or Facebook, you can say how many people are looking at your stuff. And the cool thing about social media is you might only get 150 views on that Instagram reel and nobody likes it, or only one or two people like it. But if you think 150 people came and asked what you were doing today, with your business, how impressive that would be that's 150 people who at least glanced your content and had an opportunity to absorb either

unconsciously or not your brand. Which means the more that happens, the more you're in the back of their mind. And that's where you want to be.

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Sam Riegsecker 39:19

Yeah, no, I, I think social media is critical. Like I said, it helped me take my business from zero to, you know, a good chunk before I sold it. So I'm a big believer in social media. It's changed a lot but I'm a big believer in Facebook for business. You know, Facebook groups getting involved in their getting acclimated in your industry, but also like Haley said Instagram, there's opportunities there, especially from a branding perspective. You can really punch your brand home on platforms like Instagram and that might be posting. I know Haley is a big proponent and posting a bunch of times a day which I think is critical and I know again Yeah, that's time consuming. Right? You know, that's something you really have to make emphasis in doing tic tocs the same way you know how, when you're cleaning floors, are you pulling out your phone to videotape the before and after? Are you spending the time to take pictures before and after, make those images and get them out there. Because not only does that validate your, your company, it shows like Haley said, the customer service tool, it shows other people what you can do, and how you might be different than, like I said, Joe Schmo the competitor. And I think having not only a website presence, but a social media presence, I think kind of pair hand in hand, in order for you to really, really, really grow and scale your business. And it really, I think of it more as a foundational, I think both of those are more of a foundational aspect, that how if you think about as a house, your business as a house, I think website, and branding is part of that foundation, but I think social media is like the next, the next step above the foundation. As you continue to build that house, build those tears. You know, some would argue, oh, I think that's foundational. Well, it's a little bit easier than a website. But I think your website, getting your domain, getting something established getting a blog started, I think that that core should be the foundation of any business, whether that be cleaning, or software or really anything. You know, I think it's critical for that foundation of the bill. And then social media is kind of that next tear. And it might be the top of the foundation or the first floor like I'm there, they play hand in hand, but I think it's critical. For any business really see any growth is in their marketing in general is through those two.

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Halie Morris 41:57

As I say it's like your hardwood floors. Like, people always see them and compliment them. They're the first thing you see when you walk into a house. But there are only like one surface aspect of it. And sometimes that's what your social media is, is that it's that nice glamorous top coat on top nation and everything. Yeah.

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Sam Riegsecker 42:12

And I think in then people don't really look what's underneath. Right? You know, you walk into a house, you come up with hardwood floors, but what what's the foundation underneath that look like? And I think that's actually a really good analogy. I'm glad you brought that up. Because social media is kind of the glamour makes you look good as a company. But what's the foundation look like? How much time are you investing in your brand or your website or your blog? Have you laid that foundation strong enough to make your your hardwood floors be straight and not worked? You know what I mean? So like you that's like a phenomenon? algae. I'm glad you brought that up, Haley.

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Halie Morris 42:50

Yeah, I can. I can hear people saying, Well, I don't need to be glamorous or pretty. I'm a cleaning business. Like I make other people's stuff glamorous, I'm pretty, right. But it's come to a point where sometimes your services aren't enough to set you apart. Or sometimes your ability to drive personal connections is not enough to set you apart. Sometimes you have to go that little extra actually, I'd say all the time now, just with the way the world works, is you have to be present online, because even older generations who said we're never getting on social media, we don't like this are starting to hop on ridiculous platforms like Tick tock, I'm on Tick Tock to do I know what the heck I'm doing. No, in my mind. I'm still like I was raised by my grandma and my great grandma, I have that mentality. I'm going to stick with that mentality for the rest of my life. Probably. Do I understand tik tok and Instagram completely? No. But are they pretty? And do I get to look at them and laugh at things? Yes. And that is like, what is happening is for entertainment purposes, people are starting to drift to platforms they never thought they'd ever get on. And even if your future customer is not on those platforms, their friends are or their family is and you could reach them indirectly without ever knowing it. And maybe you can't track all that stuff as much as you wish. But the opportunity you could be missing out by not being in the room is very strong if you don't have social media.

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Sam Riegsecker 44:17

And, you know, I know you talked about referrals and stuff that's big for me, like, I will see brand and I if it's the aesthetics are good, even if I'm not like lawncare I'm not like I like lawns, but I will follow lawn care people because their posts are satisfying, seeing striped yards, seeing all that stuff. And I'd be more apt if somebody asked me Hey, what lawn more should I get? I would go to those pages as a reference. And I would say well, this person and I would send them the link. So even if somebody isn't really your target, it's good to put out content because you just honestly you just never know It could be like, like, we talked about the blog post a year from now, you could really see some live from a

post because it was sent to somebody who has a big business who was looking for an opportunity who was looking for a new cleaner, who was looking, or had their eyes looking for the next record. I mean, there's there's a ton of opportunities with social so contents King again, I'm gonna say that again, because you really can't say that enough. And it's critical for your business to continue to grow and scale is you got to spend the time on the platforms and put out content and put out good content.

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Halie Morris 45:37

And sometimes it's just fluff. It doesn't have to be the one thing is yes, you're going to have direct marketing. Don't overthink it.

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Sam Riegsecker 45:44

Don't overthink it. And I know Sorry to interrupt Haley, but I think that's critical too is I know Facebook, or I know link. Wow, I know, Instagram is very fluff and glamour and this than the other but don't overthink your content, post it post more than what you think, you know, oh, I don't want to annoy my, my followers, you're not going to because they're not gonna see every post.

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Halie Morris 46:10

They, um, Instagram and other platforms, more and more is being discovered about their algorithm. So if you're on Instagram, for example, they are really learning to pride, original content, so they don't like reshares off of tik tok anymore, they're starting to push those down. Text posts that are copied over from other social media as those are starting to get pushed down to the and these there's a lot of accounts that are like funny things that are reshared. And these pictures pulled that aren't original content, they're reshared content, all these themed accounts, those are actually starting to be pushed down. And people are like finding new and creative ways to send themselves back up the pipeline. But again, what it boils down to is that Google is like the king of a search engine that just exists to be a search engine. It is what you typically think of. But as far as where people are actually actively searching. It's not just Google, it is Instagram, its Facebook, its Twitter, its tik tok, even its Pinterest. I mean, think about how many people are out there on Pinterest searching for things and stuff like that. They're all search engines. And again, you want to be present, and searchable wherever you can be, especially locally, because that is the first place people go when they need something as they look it up.





Sam Riegsecker 47:25

Yep, perfect. Let's, let's hit the nail on the head, I, you know, I think we can continue to be that topic. Because I think it is critical, I think being able to be searchable and being able to be found. Having an easy to use business name on social too. And getting your handles i think is critical too. Because even if you don't post content every day, or every week, you have the handles, you know, you'll see a pop, right in search. So



Halie Morris 47:53

a lot of marketing is being there for opportunity when it arises. And, you know, the difference between having a marketing strategy and not have any marketing strategies, are you in the rooms where conversation is going? marketing is really great, because you can be in a million different places at once. And you don't even have to lift a finger, you just have to do the initial effort to get there. And it will happen for you. versus if you don't have a marketing strategy. It's almost like you never left your building.



Sam Riegsecker 48:22

Or, or you're just throwing stuff at a wall and hoping it sticks. You know, and I think implementing a strategy sitting down with a notepad and paper and saying okay, here, here are the platforms I want to focus on, I got to get a website built. So really start taking that baby step forward in your business and say, okay, I've established business. I like my branding. I like my logo. Great job. By the way, if if all that stuff you got nailed, Okay, now let's take the next step. Let's get a website framed. You know, what do you want your website to look, go look at 50 million, there's a bazillion websites out there. Even if they're not in your niche, go to them. What sections Do you like on the website? What sections would you take and say, Okay, well, I like the way this is laid out, write it down, bookmark it. That's the kind of stuff that you need as to give to either a marketing agency who's going to build your website, or if you're going to build it in house, you're going to need to know that. Remember that information, get your website started, potentially get a blog started, get your social media going. It all takes effort and time, and it's not gonna happen overnight. You know, take those little baby steps forward in your business and you're really good to kind of see you grow locally, but also establish yourself on a national scale too. So I go ahead,



Halie Morris 49:44

as I say, and if you're halfway there, you've got the stuff started but you just can't seem to manage it or nail it down yourself. Really do consider the fact that a lot of small

businesses probably the majority out there do outsource the majority of their marketing and that is perfectly respectable thing to do. You are not in business to market, you were in business to do what you started to do. So there are companies that that's what they've started to do they know that their grand talent is marketing. And it is perfectly alright to pair up with somebody whose vision and ability to create what you want exist right where you need it. So it doesn't have to be hard. It takes the time and an effort initially, it takes that relationship building if you're going to establish an outside, you know, a brand with an outside person or company. But don't know I mean, I think we said before, don't overcomplicate it, just like the social media, just realize you need to be there, whatever means you need to get there, whether it's doing it internally in house, or if it's outsourcing, like, learn what makes get it done. Yeah, yes. Just do it. Or wait, oh, that's a brand. Oh, wait. Speaking of brands, again, most of the brands that you probably buy from and no one and internationally level, they exist, because they're marketing. So just remember, you might think you can't take on more work. But part of your recruitment effort, part of your branding, everything that exists in your business is easier if you have an established presence, both internally and externally. So I think that's Yeah, I think that wraps it up, I

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Sam Riegsecker 51:24

think, you know, you nailed it. So just remember, spend the time develop a marketing strategy, insight now. And, you know, you can even get your team's opinions on different strategies to on how you can get better as a company, but just invest the time in doing it, especially as we start a new year. I know, we're about through the first quarter already, which is really hard to believe. But just invested time in it. And I and I think you know, if you invest that time now, by the end of the year, by the end of the year, you should really see some growth.

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Halie Morris 51:58

And I would have to say if you don't if you really are just like, Oh my gosh, okay, I know, I know, I know. But you you can't seem to figure out how to make that first step. Just reach out to somebody like even the Business of Cleaning podcast, if you reach out to our team, we can even just say, Hey, have you thought of this and give you that initial jumpstart, or reach out on a Facebook group that you're connected on? That's a great reason to get involved in a Facebook group, JM community. But like, ask, you know, that is one thing that I think people are afraid to do. And one thing that, you know, anonline presence will enable you to do more of is just ask the questions, and get the ball rolling, be decisive, and just go for it. So all right. That's it for this week. And for season two, it's crazy, but we're already wrapping up our second season. Next week, we're gonna be hitting our mini season and I'm excited to announce our guests at that time. And I'll announce not just a

mini season topic, but what we're launching into for season three, you're gonna want to be there. So see you next season.