

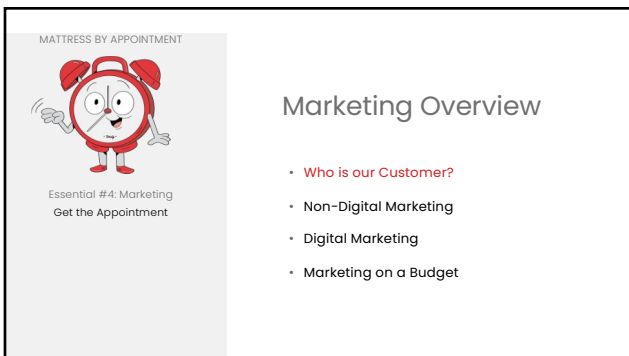


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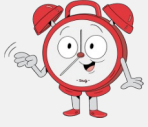
Marketing

Essential 4 : *Get the Appointment*

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MATTRESS BY APPOINTMENT



Essential #4: Marketing
Get the Appointment

Marketing Overview

- Who is our Customer?
- Non-Digital Marketing
- Digital Marketing
- Marketing on a Budget

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Who is our customer?

Who is in the market for a mattress?

- 1 in 10 people are in need of a new mattress
- In the market 3-5 days
- Shop at 1.5 Stores

We only need to sell 1 mattress a day to be extremely successful in this business!

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Who is our customer?

Think about it

With your population how many people are in the market?



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Marketing:
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Who is our customer?

Target Market

- Who is OUR customer?
 - Value: 50-80% off, Queens start at \$150
 - Payment Plan: \$25 Initial Payment
 - Urgency: Desperate for the mattress today, Limited Supply
- Who we don't market to
 - People in multi-million dollar homes
 - People who want to pay more for a Retail experience

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Who is our customer?

Create Urgency

- Our messaging MUST create urgency and a fear of loss.
 - The more they are afraid to lose - the more they will act quickly
- 60-80% will buy today
- Phrases to create urgency:
 - "Left in stock"
 - "Currently in stock"
 - "We are running out, so act fast"

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Who is our customer?

ANTI-RETAIL: It's how we save you MONEY!

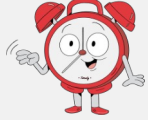
WE ARE NOT A RETAIL STORE. AVOID EVERYTHING A RETAIL STORE WOULD DO.

- No Store Hours, No Fancy Space, No Employees, No High-Cost Marketing.
- Showroom should look simple and unfinished. If it looks too nice and expensive, it will feel retail.
- Stacks of Mattress, Boxes of Protectors, Sold Signs, Delivery Slips
- Our showroom should scream URGENCY and GOOD DEALS!

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Essential #4: Marketing
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Marketing Overview

- Who is our Customer?
- **Non-Digital Marketing**
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Non-Digital Marketing

Types of Non-Digital Marking

- Road Signs
- Flyers
- Door Hangers
- Business Cards/Referral Program

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Non-Digital Marketing

Road Signs

- Handwritten Signs (Use Magnum Sharpies)
- Locations:
 - Apartment complexes, trailer parks, shopping centers, Walmart, Dollar General, drive throughs
 - Put them on private property. Public property may be against ordinances.
- Every delivery you do, put out 5 signs

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Non-Digital Marketing

Road Signs Examples

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Non-Digital Marketing

Flyers

- Keep them in your car. Hang up anytime you see a good place.
- Local cork boards, coffee shops, grocery stores, gas stations, laundromats
- Apartment complexes
 - Drop at office to be in the welcome packet.
 - By Dumpster in a plastic sleeve sheet protector

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Non-Digital Marketing

Flyer Examples

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Non-Digital Marketing

Door Hangers

- Walk Neighborhoods and get them out!
- True Guerilla Marketing!
- Get your kids involved!
- Be Creative!

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Non-Digital Marketing

Business Cards/Referral Program


- Have them on hand to give to people in the community
- Referral Program on the back (\$25 Cash/Vemno)
- Ask every customer to take some.
- Ask customers where they work, have them put in breakroom!

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Digital Marketing

Types of Digital Marketing

- Facebook Marketplace
- Facebook Buy/Sell/Trade Groups
- Facebook Business Page
- Google My Business
- Craigslist
- Offer Up
- NextDoor

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Digital Marketing

FACEBOOK MARKETPLACE

- Frequency:
 - 1-2 per day (one at AM and one at PM)
- Sections of the ad:
 - Picture
 - Title
 - Description
 - Price
- Pro tip:
 - If your spouse has a Facebook account, post there as well.
 - That means 4 ads per day are absolutely free!

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Digital Marketing

FACEBOOK MARKETPLACE

- Use Combination of Pictures (Images available in Facebook Group)
 - Glamour Shots
 - Back of Truck
 - Stack of Mattresses
 - DO NOT USE CUSTOMER PHOTOS ON MARKETPLACE
 - Do not put phone number in listing
- Simple Wording
 - Queens Start at \$150, \$10 can take one home (ask me how), first come first served


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Digital Marketing

FACEBOOK MARKETPLACE Boosting

- You can boost your marketplace listing to get more exposure
 - More easily done on computer
 - Set up your ad account correctly (see Facebook Masterclass)
 - Boost listings for low budget to start \$3-5/day

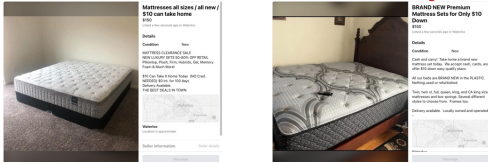


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Digital Marketing

FACEBOOK MARKETPLACE Examples



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Digital Marketing

FACEBOOK GROUPS

- Search the name of your town or area
 - Every town has ~50 buy/sell/trade groups where you can post for free
 - Search Region/Town/County and then rummage sale, b/s/t, for sale
 - Don't just think of the groups as selling something.
 - Example: Moms group, Running groups, etc.
- Join ~3 day.
 - If you join more, Facebook will think you are spam or a robot.
 - It may have you do a quiz to show you live in this town.
- Can also share business page postings to groups!
- Don't overuse groups as "admin" may ban you for spamming too much.

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Digital Marketing

FACEBOOK GROUPS

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Digital Marketing

FACEBOOK BUSINESS PAGE

- You establish yourself as a local small business
- Build a network of likes/followers
- Social Credibility-Pictures of your showroom, happy customers and videos of yourself introducing your shop concept.
- Content Driven: Post regularly!
- Main Source of PAID Advertising: Boosted Posts and Advertising

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Digital Marketing

FACEBOOK BUSINESS PAGE ADS

- Boosted Post- You post an Ad Copy and Image to your page and then boost it. Suggested starting budget is \$20/day.
- Advertisement-Set up separately in Ads Manager. Can use multiple images/ad copy with the same budget. Consider it an "upgraded" version of Facebook advertising. Budget \$30+/Day

See **Facebook Masterclass** for additional training.

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Digital Marketing

FACEBOOK BUSINESS PAGE ADS


Mattress By Appointment Quad Cities
Sponsored

📍 Quad Cities • Boost/Post mattress ad to 10-15M
\$200K budget starting @ \$200. Quoted starting @ \$100
\$400/Week Ad Cost

All being sold off on a FIRST COME, FIRST SERVE basis

Don't wait! \$1.1B can take you home!

📞 Call 800-888-8888, to send us a message or call us at 319-338-3388 and claim this deal before it runs out per mattress ad!




Mattress By Appointment Goldsboro, NC
Sponsored

📍 Goldsboro, NC • Boost/Post mattress ad to 10-15M
\$200K budget starting @ \$200. Quoted starting @ \$100
\$400/Week Ad Cost

All being sold off on a FIRST COME, FIRST SERVE basis

Don't wait! \$1.1B can take you home!

📞 Call 800-888-8888, to send us a message or call us at 319-338-3388 and claim this deal before it runs out per mattress ad!



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Digital Marketing

GOOGLE BUSINESS PAGE

- Post something every day to show that you are an active business.
 - They only want to refer to businesses that are active.
 - The more content you post the better your organic ranking!
 - The higher your ranking, the better number of referrals.

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Digital Marketing

GOOGLE BUSINESS PAGE

- Get reviews with every sale!
 - This will get you ranked higher.
 - Always comment with a response.
- Include keywords in every comment.
 - "I am so happy I was able to help you find the queen hybrid mattress when you searched for a mattress near me."

See [Google Masterclass](#) for further training

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Digital Marketing

CRAIGSLIST

- Varies by town.
- Consistency is the key to success.
 - It may feel old-school, but the success will surprise you.
- \$3 to post an ad as a Dealer.
- You want to be in the top 8 of the ads
 - The last person to put up the ad is the first to appear on screen.
 - Some towns may only need once/week.
 - Some markets are twice/day.

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Digital Marketing

OFFERUP

- May only be one customer month but it's worth it.
- Do the free ones every day.
- Use what you did in marketplace
 - Picture
 - Title
 - Description
 - Price

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Digital Marketing


NEXT DOOR

- You can post ads on this app for free.
 - Do the free stuff. Hustle. It eventually is worth it.
- It's not huge, but it can add up.
- Do the neighborhoods that are around your store!

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Essential #4: Marketing
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Marketing Overview

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Marketing On A Budget

Growing Your Marketing Budget

- Grow your Marketing Budget the way you
- Grow your Inventory - Reinvest!
- Learning to do it yourself will save you LOTS of money


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Marketing On A Budget

Paid Services

- ATM- Full CRM and Automation Software, Marketing, and Website. See ATM Tab in Portal. *MBA Exclusive Partner
- Dealership IDS- Automated Marketplace, Offer up and Craigslist Posting
- Sell More Mattresses- Posts and Monitors Business Page Ads, CRM Software

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Marketing On A Budget

Marketing for your Goals
Begin with the End in Mind!
Take Home Goal = \$5000

Net Income= \$6500 (30% to Taxes) +
Expenses = \$4000 (Rent, Marketing, Utilities)
Gross Profit = \$10,500 (At 50% Profit Margin*)
Total Revenue would be **\$21,000**

*New Dealers usually run 40-45% Profit Margin

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Marketing On A Budget

Marketing by the Numbers

\$10,000 in sales = **20** or so customers.
20 sales = **40** appointments to show
40 appointments show up = set **80** appointments
80 appointments = **160** leads
\$8 Leads x **160** Leads = **\$1,280**
\$10,000 x 50% Margin = \$5,000 Gross Profit
\$1280 in Marketing = \$5000 Gross Profit (or \$10K in Revenue)

*These are just examples- results may vary

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Marketing On A Budget

Marketing by the Numbers

\$50/day and you make 1 sale at \$500 profit

Put out 10 signs (\$30 material + 1 hour) and you make 1 sale at \$500 profit

DO BOTH and make \$1000!

Getting Excited yet?

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Marketing On A Budget

Timely Tip:

- New Dealers-you must be conscious of cash flow!
- Start your marketing budget slow and grow it over time.
- Use as much Free/Cheap Marketing as possible!
- Do All of the Marketing Consistently! Daily and Weekly!
- As you make money reinvest in INVENTORY and MARKETING to grow your business!

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Marketing On A Budget


Wheel of Success

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Marketing:
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Essential #4: Marketing
Get the Appointment

Up Next:
Essential #5
Communication:
Get the Trust
How to Convert Leads into Appointments
