



Marketing Plan - North Star Cleaning, Kent, UK

Current Status:

Who am I talking to?

People who have stained furniture/dirty homes, can either be a small problem like a hole in the carpet or an emergency that has ruined the furniture. People that require a clean house to feel pride, they know their belongings are dirty. People that don't have the time to deep clean or the knowledge. People that also require help for emergencies, like friends spilling things, pets damaging things etc. People are typically unaware of how dirty their furniture is.

Where are they now?

In the search funnel looking for the best cleaning company to use. I would say my market is level 3/4 solution/product aware, they know the problem (dirty furniture), they know the solution (to clean themselves or use a cleaning company), some may know of this particular cleaning company, some may not. Need to convince my market that my product (the cleaning company) is the best one to use. My market is in the level 4 sophistication phase, I need to figure out what approach to take. I have come up with some new ideas that I haven't seen in the cleaning industry yet that I have included on the website.

What do I want them to do?

I want them to click on the company website and consume the data and book an appointment. I also want them to be able to access social media or external websites easily to gather more information.

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

What does my market want to see?

- *Before and after pictures/videos (satisfying, quick, inviting)*
- *Testimonials/Reviews (huge jobs especially, celebrities etc)*
- *Credibility (Trustatrader, NCAA etc)*
- *Friendly relatable staff (service requires people coming into your home)*
- *Show the company is the 'Rolls Royce' of the cleaning industry without saying it*

Ultimately they need to be convinced that North Star is the best cleaning company to use.

Conversation with Client

How are you getting new customers now?

Leaflet dropping, FB advertising, videos, bark.com, referral scheme via existing customers.

What goals do you have for your growing business?

2nd van on the road by September, increasing turnover by 20%.

What problems are keeping you from getting more new customers?

Lack of time, cost, not knowing how to beat competitors.

If you can solve this problem, how much new business would you earn?

Potentially double our sales within a year.



I have looked at other successful companies and compared my client's website, social media etc and have noticed some major differences. My client has used all of the funnels that I have learned in TRW but not super effectively. I think the biggest issue is the time constraint that the owner has, they are middle aged and spend 9-10 hours in the office all day and they are not being super successful. I recommend converting to a CRM database to help with the lead magnets, email marketing and to not lose any leads. I also recommend updating the website and all social media to help monetise attention.

Roadblock layout:

Current State: big stains on furniture, holes in the carpet etc, could have damage to carpets that lead to other problems like mold, people requiring a clean.

Dream State: clean furniture, clean mind, enjoy being at home, tidy, organized, become more social.

Roadblock: not knowing how to get rid of the stains etc, lack of time, money and knowledge.

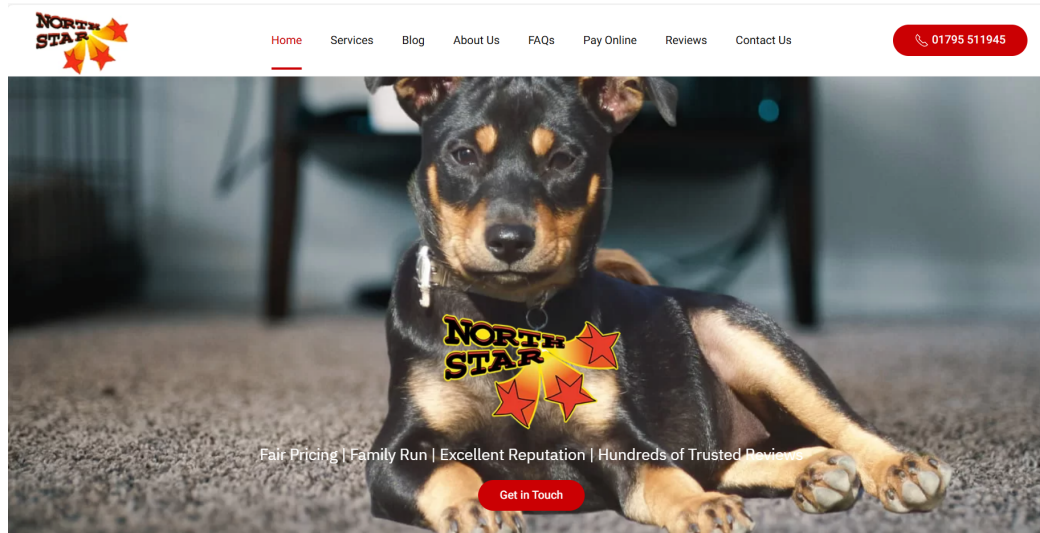
Solution: educating themselves on how to clean, time management, seeking help from friends and family, researching cleaning companies.

Product: Hire North Star to come clean the house. My market will realize the value and convenience of hiring a professional cleaning company. By highlighting the expertise, reliability and quality of your services, you can demonstrate why using a cleaning company is the ideal long-term solution for their dream of having a clean and well-maintained house with spotless furniture.

SOLUTIONS

Search Funnel (Active Attention; customers looking for a cleaning service)

- Need to boost the company higher up the list on google search.
- Update google page - concise all of the information, including more target keywords.
- Update website [Carpet Cleaning | Carpet Repairs | Upholstery Cleaning in Kent](#) (northstarcleaning.co.uk) - make it more client based to what your target market would like to see
 - Ideal website page to compare to: [Carpet Cleaning Co | Kent Carpet Cleaner and Upholstery Cleaning Services](#)



- Change the photo of the dog... you want a picture that grabs your readers attention, that confidently says this is how good we clean.
 - The sub headings on the photo of the dog need to be made bolder, maybe with a background; these headings should instill confidence and desire into your audience straight away to say look North Star is the best cleaning company in Kent. Examples “Family Orientated, Professional Service, Guaranteed Results”
 - Make the “Get in Touch” button more in your face.
- Change subheadings “Home, Services, Reviews, FAQs, Pay Online, Contact Us”
 - The “About Us” section should be briefly summarized on the Home page.
- Home Page:
 - Brief introduction into the company (1):
 - Services (2): I liked the services area on this website. There are clear pictures, a good chance to highlight before and after screenshots. As you hover over each service it gives you a little more information with a CTA button to find more info, I think this would be more effective for you. [Carpet Cleaning Kent](https://www.carpetclean-uk.com) ([carpetclean-uk.com](https://www.carpetclean-uk.com))

OUR PROFESSIONAL CARPET SERVICES



Can I quote you



- Before and After Gallery (3) (some animation, make the website more interesting and dynamic, like a rotating gallery so people can see what you have just said as proof)
- (4) I like this... "8 phase deep clean protocol" details for the customers exactly what is involved in every service. Definitely an option for animation and creativity on the website. We can change the words and make it quick and impactful, emphasizing a professional service.

OUR 8 PHASE DEEP CLEAN PROTOCOL

Our comprehensive process ensures a truly deep clean that removes embedded dirt, tackles stubborn stains, and leaves your carpets and upholstery looking and smelling fresh.

From pre-inspection to final inspection, each step is carefully designed to deliver exceptional results utilising specialized equipment and eco-friendly cleaning solutions. Our attention to detail guarantees a superior clean that extends the life of your carpets and upholstery.

 Pre Inspection We start by walking through and checking the carpet and upholstery for any stains, spots or wear followed by determining the fibre of the carpet/fabric. This will insure we proceed with the best and safest cleaning method to give you exceptional results.	 Pre Vacuuming This is the most important part of the cleaning process that most cleaning companies miss out on! We use a powerful hoover attachment that connects to our machine to remove the dry soils in your carpets or upholstery. This helps aid faster drying times and gives you cleaner carpets.	 Extraction Using our industrial carpet cleaning machines we begin to safely rinse extract your carpets rinsing the dirt and stains out of your carpets.	 Stain Treatment Any stains that have not been removed will be treated using specialist stain removes specific to the individual stain. These will be extracted again to remove any remaining stains
 Pre Conditioning We apply our unique pre spray to your carpet or upholstery that will start to break down any dirt and stains.	 Agitation Using a powerful counter rotating brush we gently agitate your carpets all of the pre conditioning spray is worked into the carpet fibers. Upholstery depends on the fabric but primarily we use a gentle horse haired brush to softly agitate the pre spray into the fabric fibers.	 Speed Drying Carpets will dry in as little as 1 hour! We carry portable air movers to help speed up the process. Your carpets will be left PH neutral and fluffy.	 Final Inspection We take pride in our work so before packing away we do a final inspection to ensure we have done the best job.

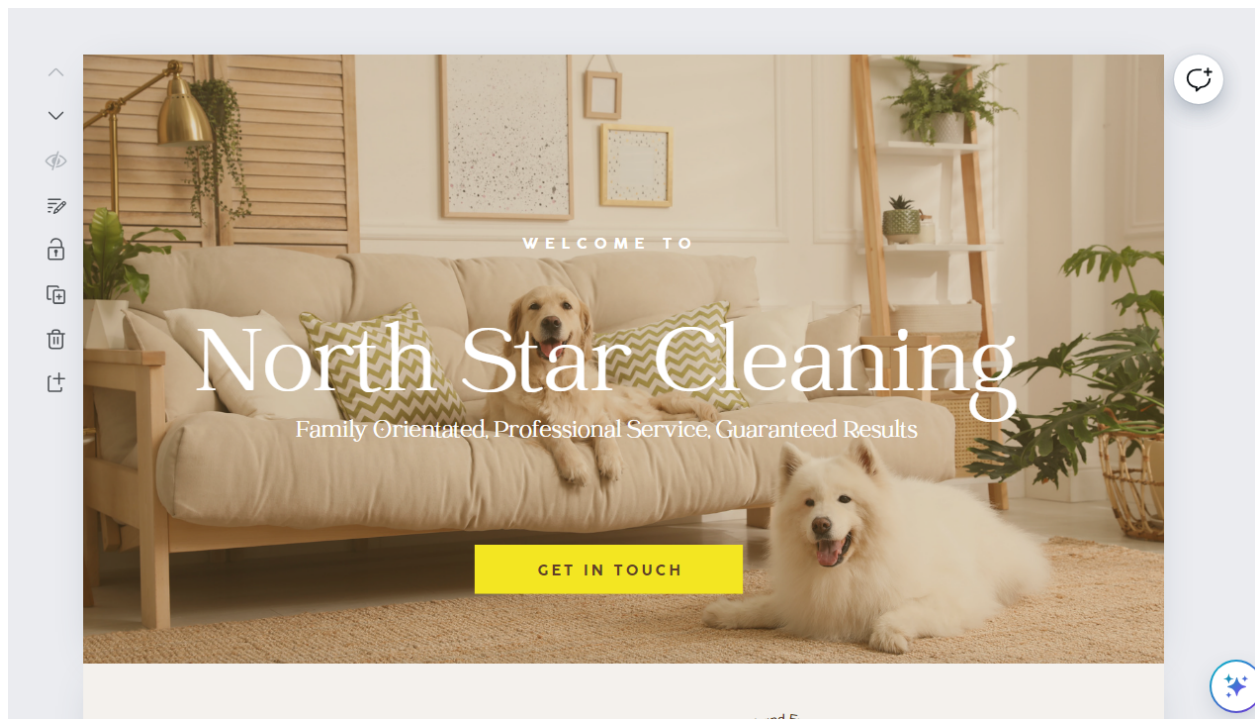
- Meet The Team (5) (a picture of each staff member, this is your chance to get a little creative, it can show a little personality with a very brief description of each member including basic info like name, these strangers will be coming into their homes so it's nice to put a face to a company before an appointment)
- Credibility (6): A chance to show your associations with NCCA, Trustatrader etc, any certification you have.
- Reviews (7): I don't like the current format on your review section on the homepage. The one on this website is way better. [Carpet Cleaning Co | Kent Carpet Cleaner and Upholstery Cleaning Services](#)



- Areas we Cover (8): List the areas but add some life to it, bullet points are boring, people will lose interest.
- I think you should have a CTA button in the bottom right corner of the website, it stays there wherever they go with the headline "Emergency Hotline" and it can be forwarded to whatsapp so people can get in touch quickly.

My updated website so far:

https://www.canva.com/design/DAGLS-XmBgg/eDBBF5a70P_Z32XPJSDR_g/edit?utm_content=DAGLS-XmBgg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton





- **Update social media** - have a more consistent theme. If you want to be the 'Rolls Royce' of the cleaning industry, social media has to reflect this level of sophistication. Organize story highlights, update videos and reels (make them more professional)
- Run Paid Ads
 - More info coming

Social Media (Passive Attention; customers not necessarily looking for urgent cleaning service, aimed at market who have dirty houses but no pressure or urgency to have work done)

- Short Copy Posts
 - **DIC (disrupt, intrigue, click)** (can be solely written or add even more curiosity with pictures)

North Star... The 'Champions' of Cleaning

There are many reasons why North Star holds its superior status. It's not because of our products, our machinery, or our staff members. Instead, we mastered the formula to provide perfect results. If you want to experience what TRUE client satisfaction feels like then, *Click here to make your home makeover dreams... a reality. (CTA)*

- **PAS (pain/desire, amplify, solution)**

How to actually take control your anxiety

Tired of feeling guilty and embarrassed about the state of your house when family and friends visit?
Are you surrounded by stained carpets, tarnished upholstery and grubby windows?
Or do you see a pristine, gleaming and revitalised space?
Bring life back into your home and furniture.
Click here to say goodbye to those awkward apologies and hello to a home that shines with pride! (CTA)

Example (it is an animation so the sparkles keep going)



- **HSO (hook, story, offer) (story time!)**

True magic really does exist

Holding back those happy tears was more exhausting than any 4am diaper change. Never in my ordinary life, between school runs, my 9 to 5 and daily errands, did I ever feel like life was getting away from me. At one point I had strength. I had structure. I had stability. I became numb to the stains, exhaustion and stress that coexisted in my home. That 'glass' of wine was starting to taste like juice.



Luckily I was contacted by my guardian angels who swooped in and showed me that magic is real.

My home was brought to life. Stains, exhaustion, stress. GONE.

Spotless, energized, and tranquil. Words I haven't been associated with in a long time.

Everywhere I looked, the more speechless I became.

I am grateful to my good friends at North Star Cleaning for teaching me that a clean home = a clean mind.

Discover how North Star made me believe in FairyTales again. (CTA)

- 3 sentence copy BAB (before, after, bridge)

Before: If you're like Jennifer, a household owner, you know the struggles of trying to maintain a clean home. You also know that you don't have time or the knowledge to tackle your stained furniture leaving you frustrated.

After: Jennifer now lives in a stainless-free household, happier than she has ever been before. Coming home after a long day is now something Jennifer looks forward to. She made all of her frustration disappear without lifting a finger.

Bridge: All it took was one quick visit from the professionals at North Star Cleaning. Affiliated members of Trustatrade and the National Carpet Cleaners Association with over 25 years of experience. Be like Jennifer, take away the pain exploring home remedies and give the specialists a call today!

- Long Copy Posts (perform major persuasion and selling, primarily in blogs, client spotlights/testimonials)
 - Lead (hook attention, resonate with their pains/desire/situation, positive copy of vehicle, establish baseline trust)
 - Body (show the pain, roadblock, solution/mechanism relationship, boost trust, amplify pain and desire)
 - Close (intro product, CTA, risk reversal, FAQs, objection handling)

I have attempted rebuilding a new website that is tailored to my market in the search funnel looking for the best cleaning company to use. I have tried to make it look sophisticated, fresh, stylish with a more neutral colour scheme whilst trying to incorporate some of the colour of the company logo. I plan to take the company from level 4 to level 3 in the sophistication model by remodeling the website. I also have plans to introduce a gift card, based on what they use at coffee shops for example (every 3rd visit 50% off). I have also made a monthly newsletter that will be sent out to a subscription list that has special information, discounts, and other information the general public wouldn't have access to free of charge. Once everything is live and I have had a chance to make an impact in the company, maybe in a month or two I would like to contact bigger clients like schools, movie theaters etc to see if I can get them to use the company.

Newsletter:

https://www.canva.com/design/DAGMOzf-q/3lobk6vkfXxudoip5LGvZQ/watch?utm_content=DAGMOzf-q&utm_campaign=designshare&utm_medium=link&utm_source=editor



Gift Card for Loyalty Program:

https://www.canva.com/design/DAGMgovauFo/I3S7P8dOkQOYbhLZWBvcoQ/view?utm_content=DAGMgovauFo&utm_campaign=designshare&utm_medium=link&utm_source=editor

I have made some short form copy for social media (text and picture examples) using the different formats. Based on where my market is, I would say the most effective would be PAS or HSO and the 3 sentence bridge. I'm not entirely sure yet how I would use a long form copy for a cleaning company.

I have edited the words and pictures various times and now I am at the point where I am seeking outside help to see if my copy and analysis is on the right lines before touching base with my client again. I also would like thoughts and opinions on my website design so far.

I have not yet tested my copy.