

# Electric contractors: TAO of Marketing Breakdown

BUSINESS OBJECTIVE: Get more clients by getting them to book a call

POTENTIAL MARKETING ASSET/MECHANISM: SEO optimisation + organic and paid content

## WINNERS WRITING PROCESS

1. Who am I talking to?
  - a. Young couples that are looking to pull off their electrical wirings on their new house
  - b. Elder people that are unable to fix their electric wirings themselves and need a professional
  - c. Men from around and from Zagreb
  - d. Aged from 25-50
2. Where are they now?
  - a. They're looking for an electrical contractor by searching on Google or Facebook
    - i. They're skimming through the website
  - b. They are level 3 market sophisticated → They know about the problem and the solution
    - i. They don't know about your specific product
  - c. They are stage 3 market aware where they've seen a lot of claims
    - i. The best is to provide a unique mechanism
  - d. Current state:
    - i. They think that the job won't be done on time
    - ii. That it will break their budget
    - iii. That the job won't be done professionally or the way they've imagined it
    - iv. They're scared they might pay a lot more for electricity than they have to
    - v. They care if the electricity will work and if it will not go out
  - e. Dreamstate:
    - i. They care about having their electricity done on time and as it was set up in the initial deal

- ii. They care about the price they'll pay for the electricity
    - iii. Having an electrical contractor with experience that won't fuck them over with the deadline and the price
    - iv. They want a trusted firm that is the best in what they do
    - v. profesionalni majstori sa kojima se lako sve iskomunicira
    - vi. Ono što je dogovoreno napravljeno je brzo, kvalitetno i uredno
    - vii. Napokon firma koja se drži dogovora i rokova
    - viii. advice and recommendations on what and how it would be best to do it
    - ix. ponudili su mi neke bolje opcije kako uštedjeti na potrošnji el.energije
  - f. Solution: get the electrical contractor that seems the most trustworthy
  - g. Product: electrical contractor; electrical wiring in the house
  - h. Current desire: 10/10
  - i. Belief in idea/solution: 5/10
  - j. Trust in the company: 2.5/10
3. What do I want them to do?
- a. We want them to click on the page
  - b. We want them to stay on the page
  - c. We want them to book a call
4. What do they need to feel/experience/think to do those things?
- a. We want them to click on the page
    - i. The best and the most Google reviews
    - ii. Good SEO/Paid Google Ad
  - b. We want them to stay on the page
    - i. Attractive landing page
    - ii. Clean design
    - iii. Dynamic loading bar
    - iv. Image slide
    - v. Credibility stamp
  - c. We want them to book a call
    - i. We want to connect with their current desires
    - ii. Boost trust in the company
    - iii. Boost trust in the system
      - 1. Giving them what they want - Napokon firma koja se drži dogovora i rokova → And also boosts the trust in the company by presenting the exact thing they want based on the market awareness where we offer the electrical wiring job getting done in the EXACT time that the deal is based on initially

2. Boost credibility with by giving them the DREAM STATE + Why we're better
3. Give them a quick overview of the team and how they're professional and that
  - a. F.e. you won't have to clean after we leave the house
4. Hit the market with the CTA → book a call
5. Why us? Section where flat rate prices, experience, social proof from projects from earlier and relationship with the clients are emphasized + can also include how the team is in an intimate relationship with their clients when it comes to creating a deal and what they need so you can get exactly what you want
6. Project portfolio, cool images of how they've put up the wiring tidy and neat
7. If you can find a familiar stamp/production/person/established brand (like HGTV for Interior designer) that vouches for the brand, you're done → that's the money shot
  - a. Adds extra sauce

## DRAFT

Električne instalacije na kući ne smiju probijati 3 stvari:

1. dogovoreni rok 
2. budžet 
3. zidove 

Jer o električnim instalacijama ovise svi daljnji radovi na kući - od maljanja stropova i zidova te naručivanja namještaja do postavljanja rasvjete i useljenja.

A na kraju krajeva, ovisno o cijeni električnih instalacija ćete prilagoditi svoj budžet za sve što slijedi nakon njih.

Ugradnja električnih instalacija Vas ne mora spriječiti da unutar budžeta i na vrijeme

uselite u svoj novi dom.

Nazovite i besplatno ćemo procijeniti točan rok i cijenu za ugradnju električnih instalacija prema Vašim potrebama do najsitnijeg detalja.

CTA → NAZOVI

## TRANSLATION:

If you're planning to get electrical installations in your new home be alert of the 3 things they shouldn't breach:

1. deadline 
2. budget 
3. walls 

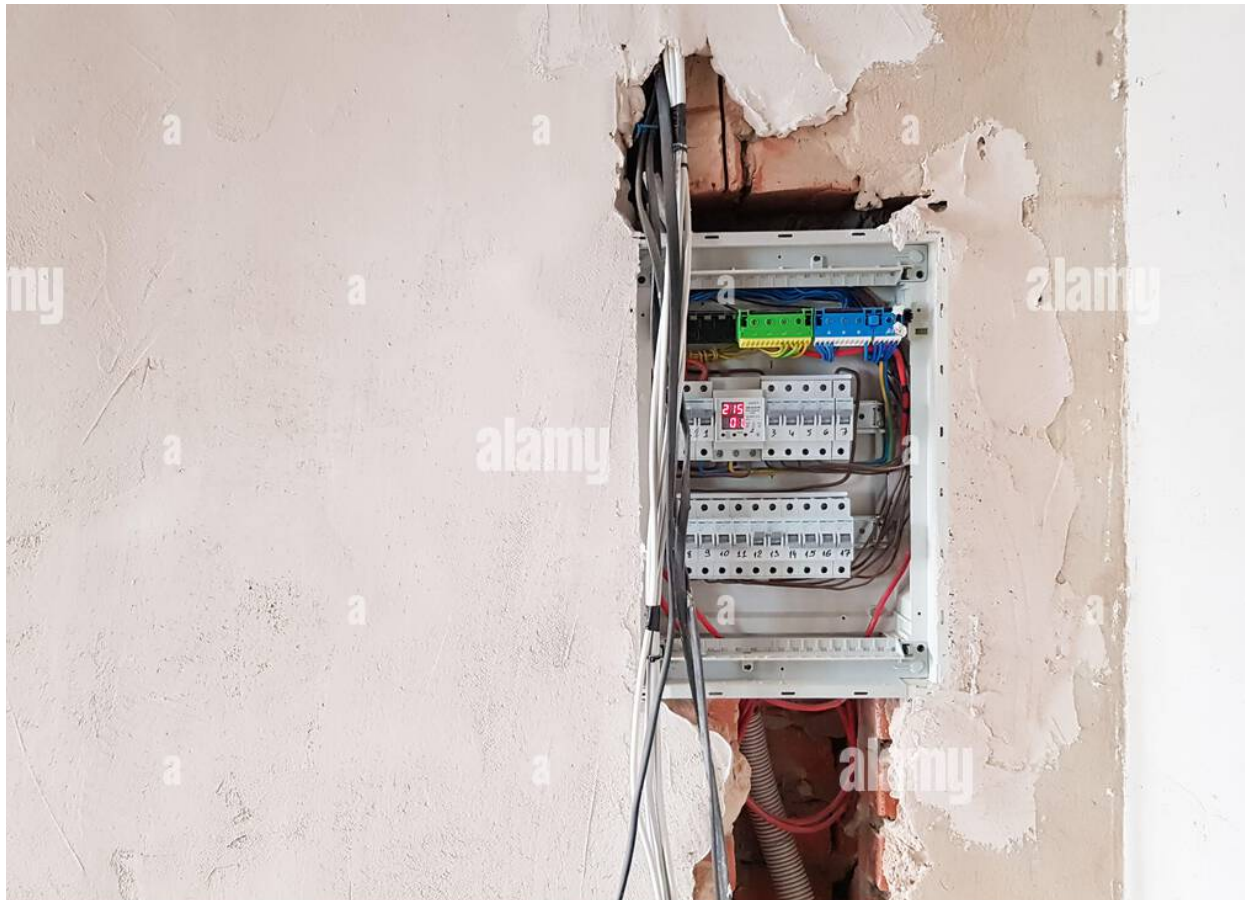
All further work on the house depends on the electrical installations - from painting ceilings and walls, ordering furniture, installing lighting, and moving in.

And after all, depending on the price of electrical installations, you will adjust your budget for everything that follows them.

The installation of electrical installations does not have to prevent you from moving into your new home on time and within budget.

Get to know the exact deadline and price for the installation of electrical installations according to your home's needs down to the smallest detail.

CTA → CALL



What tactics are you familiar with to get more reviews on Google for a client?

F.e. for an electrical contractor.

What I had in mind is to educate workers who do the physical work in their clients' homes and tell them that they get a X% discount on the work they've done.

This aligns with Tate's lesson where he says that people love to get their money back.

You're the only electrical contractor that gives money to the clients that pay him (assuming their clients paid for the installaton before they conducted work.

If not, it's still a discount of X%).

The workers can just say that our guy will get back to you on some platform the clients prefer.

Then I get into the game where I send their client a message and talk with them about what they liked and what they think could've been done better.

Maybe even ask questions like "Would they recommend their friend to hire their firm", and so on a.k.a.

- upsell them
- get a referral
- a good review the way we want it to look like so we can have the best SEO on Google Maps and the reviews that sell (possibly video testimonials for a bigger discount).

Or in best case, all of the above.

This would be the golden mine because if you have all the contacts you can upsell them on all you want -> get them to follow social media, newsletter, referral, review

Do you think that this is convenient?

Is there a better way?