



THE ULTIMATE 2024

**WEB MARKETING PLAN FOR
GENERATOR LEADS**

power source
generator marketing

Our Mission is **to help 100** Generator Dealers **DOUBLE** their revenue!

- Custom Web Design
- Website SEO
- Local Google Marketing
- Email Marketing
- Social Media
- Print Marketing
- Pay Per Click Campaigns
- And More!



**OUR
TEAM**

If we fail to plan...then we are planning to fail.

Benjamin Franklin

Objective:

- ☐ Set Clear Goals & Targets for the Year
- ☐ Realign KPIs & Tracking to achieve outcomes
- ☐ Map out our PLAN for accomplishment
 - Budget
 - Channels
 - Important Trends
- ☐ Set you up for massive success in the 2024 & Beyond

Accelerated Growth Model

01



Drive Leads

- Organic SEO
- Paid Search
- Database

02



Maximize Conversion

- Website
- Reputation
- Automation

03



Optimize Results

- ROI
- Average Cost Per Lead
- Total Spend

2024 Plan

Current Snapshot

- Average Monthly Revenue -
 -
- Typical # of installs run per month
 -
- Other Key Metrics -
 - Average Ticket - \$
 - Average Conversion in field -
 - Number of Trucks -

2025 Goal / Future Vision (December 31, 2025)

- Annual Revenue -
- Number of Trucks -
- **Why?**
 -

KEY TARGETS

[Click Here To Open Up Worksheet](#)



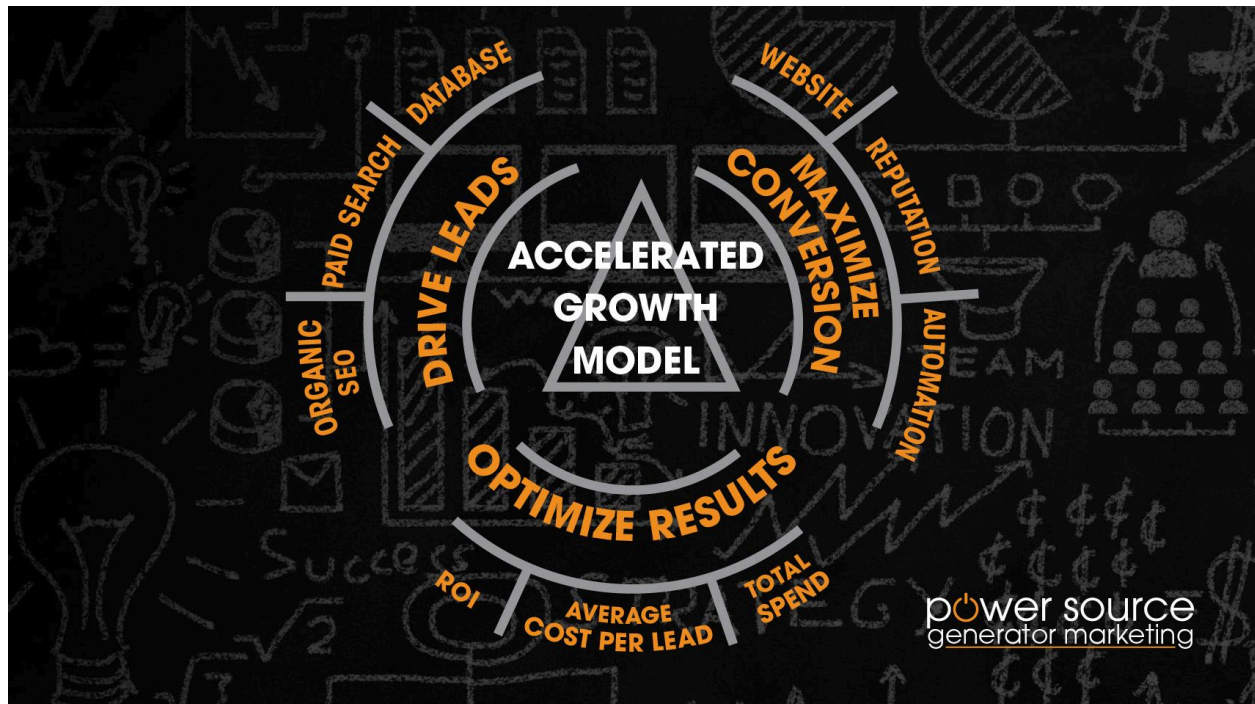
Lead Generation Target Planner

Step 1: Revenue & Booked Jobs Target	
Annual Revenue Goal / Target	\$1,500,000.00
Monthly Revenue Target	\$125,000.00
What is your average ticket value?	\$750
How many service calls would be required to hit your monthly goal?	167
Step 2: # of leads required to hit target	
What is your average conversion rate from caller/lead to booked job?	55%
# of leads needed per month to hit target	303

YEAR END TARGET

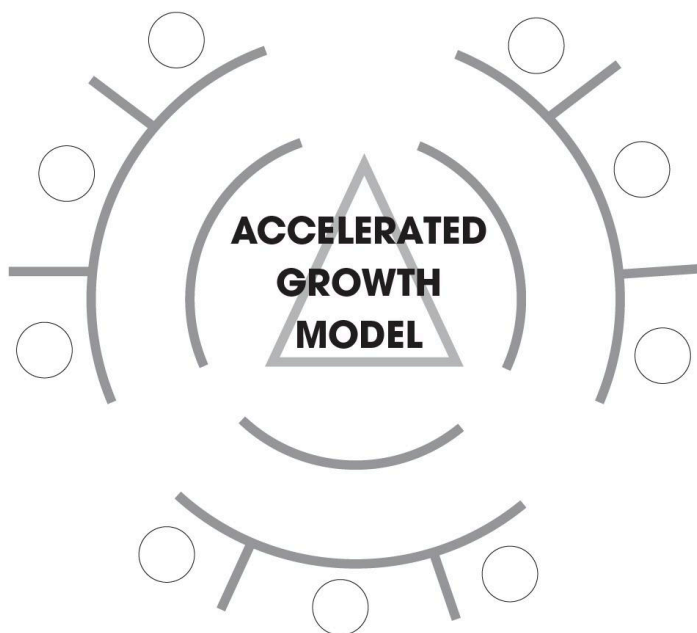
- Revenue -
- # of Jobs per month -
- # of Leads per month -

Your Digital Marketing Strategy



Use the traffic light concept to rate your position on the model.

Example: if your website is old and outdated, give it **RED**.



Drive Leads

Organic SEO: (ex. red)

Paid Search:

Database:

Maximize Conversion

Website:

Reputation

Automation:

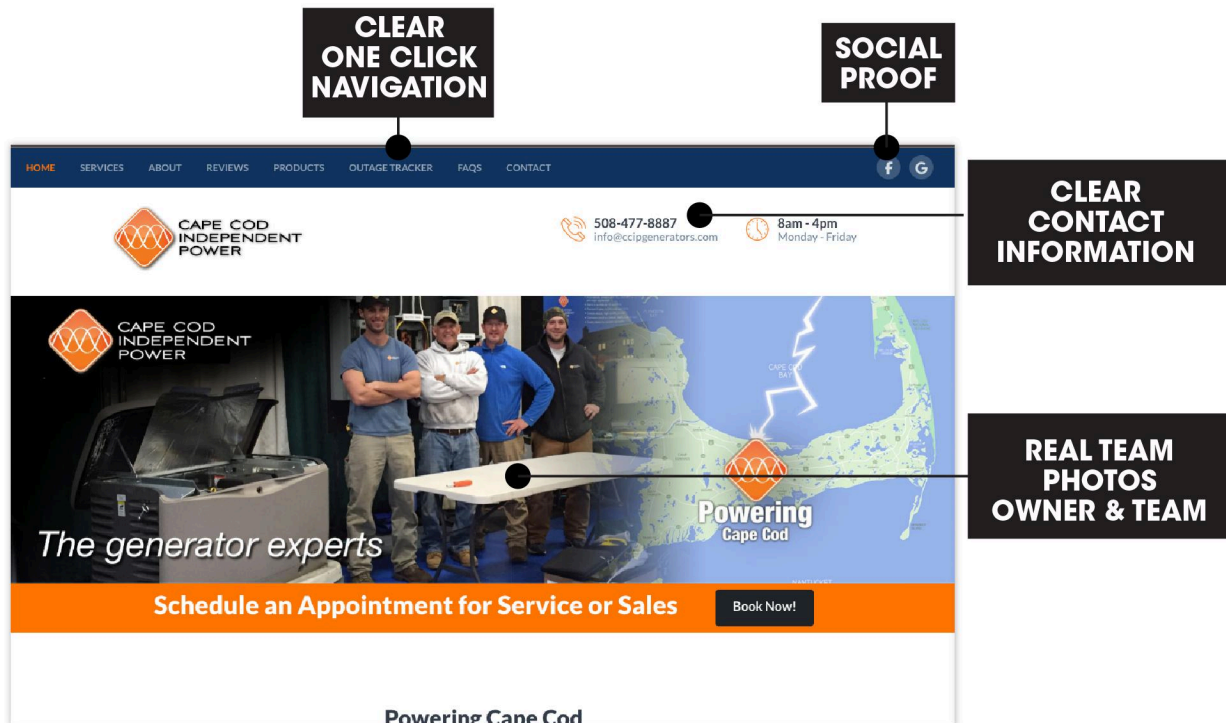
Optimize Results

ROI:

Average Cost Per Lead:

Total Spend:





Website Review

- ☐ Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?
- ☐ Does it have authentic images of your team to the home page & throughout the website
- ☐ Does it include video elements to your website
- ☐ Website welcome video
- ☐ Videos for each of your services
- ☐ Video explaining why someone should contact you vs. the competition
- ☐ Does it showcase your online reviews more prominently on the home page with a tool like BirdEye or ReviewBuzz
- ☐ Does it make it easy for them to take action and get in contact with your company?

Solid Example - <https://www.mohrmannelectric.com/>

Solid Example HVAC - <https://klaselectric.com/>

Get the basics in order

- ☐ Phone number in to right hand corner or big on top?
- ☐ Ensure that there is a web form that customers can fill out

- ☐ Are there Calls to Action on each page to speak to your customer Avatar & tell them exactly what to do next
- ☐ Are you giving them the opportunity to engage via Chat?
- ☐ Are you leveraging marketing automation & SMS to maximize your lead conversion rates

Primary KPI -

- ☐ Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?

SEO Review

- ☐ Do you have your main keyword in the Title Tag on every page of your website? e.g. Authorized Kohler Dealer | Your Company Name
- ☐ Do you have pages for each of your core services?
- ☐ Do you have pages for each of the sub-cities that you service?
- ☐ Do you have pages for the brands that you service/install?
- ☐ Do you have unique content on every page of your website?
- ☐ Does your website come up for the most important keywords? e.g. "your city Home Standby Generators", "your city generator service", "your city generator repair" and other similar keywords?
- ☐ Are you consistently creating new content, blogging and creating new inbound links back to your website?

Next Action

- ☐ Get a custom list of the most important keywords in your service area & report showing where you rank currently (<https://generatormarketingsolutions.com/schedule>)

GOOGLE MAPS

- ☐ Have you claimed & verified your Google My Business listing? Do you have the login?
- ☐ Have you properly optimized your Google My Business listing?
- ☐ Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- ☐ How many online reviews do you have?
- ☐ Do you have a proactive strategy for getting new online reviews every day?
- ☐ Are you posting to Google My Business weekly & responding to questions?

Paid Search / Marketing Review

- ☐ Are you running Google Local Service Ads with a maxed out budget?
- ☐ Are you running retargeting ads to your unconverted leads?
- ☐ Are you running Google Ads?
- ☐ Are you strategically targeting specific ad groups, text ads & landing pages?
- ☐ Do you have conversion tracking in place to track leads back to the ad group/keyword?
- ☐ Are you running targeted Facebooks ads to your ideal prospect base?
- ☐ Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- ☐ Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?

Social Media Review

- ☐ Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- ☐ Are you getting engagement on Facebook?
- ☐ Are you updating your social profiles on a consistent basis?

Lead Conversion / Marketing Automation Review

- ☐ Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- ☐ Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- ☐ Do you have a database with your customers' email addresses?
- ☐ Are you sending out a monthly email newsletter?
- ☐ Are you leveraging email to get online reviews & to draw customers into your social media profiles?

Tracking Review

- ☐ Google Analytics
- ☐ Keyword ranking tracking
- ☐ Call tracking
- ☐ Dashboard showing cost per lead, total spend & projected ROI
- ☐ CRM/dispatch system to track leads to the source & revenue (ServiceTitan)

ACTION PLAN

WEBSITE	SEO	PPC	LEAD CONVERSION

NEXT STEPS

Schedule An Leadflow Acceleration Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.



power source
generator marketing

talk

**Schedule Your
Leadflow Acceleration
Session Now**