

Lead Sources - Traditional

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| <ul style="list-style-type: none"> • Direct market to Existing Customer base <ul style="list-style-type: none"> ▪ Phone, snail mail (letters, postcards) <ul style="list-style-type: none"> ◦ Tune-ups ◦ Upgrades ◦ Service/Maintenance plans ◦ Loyalty offers ◦ Salt specials ◦ Filter change outs • Friends & Relatives (Direct Referrals) • Direct Mail new customers/specific demographics • Home Shows/Fairs • Customer Call-ins • Walk-ins (retail) • Walk-ups (Point-of-sale displays) • Public Records <ul style="list-style-type: none"> ▪ Real Estate ▪ Permits ▪ New Births • Purchased Lists • Neighbors of your customers • Yard Signs • Door Hangers • Bottle Drops | <ul style="list-style-type: none"> • Water Testing Programs • Door Knocking • Developmental & Community Groups <ul style="list-style-type: none"> ▪ Builder Associations ▪ Charitable organizations ▪ Community Events ▪ Kiwanis & Lions Clubs ▪ Rotary • Sponsorships • Public Relation Opportunities • B2B Relationships <ul style="list-style-type: none"> ▪ Builders, Contractors, Project Supers ▪ Realtors ▪ Plumbers ▪ Home Inspectors ▪ Hardware & Appliance stores • Billboards • Vehicle Wraps • Building Signage • Branded Uniforms • Radio • TV • Newspaper/Magazine publications • Tradeshow giveaways |
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Lead Sources - Digital

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| <ul style="list-style-type: none"> • Email, social media campaigns to existing customer base/followers <ul style="list-style-type: none"> ▪ Similar types of offers as direct traditional methods to the left • Website • Enhanced Website <ul style="list-style-type: none"> ▪ Mobile optimized ▪ Multiple contact methods ▪ Links to social media ▪ Pay Invoice ▪ Physical address/location ▪ Schedule an appt ▪ Educate - Beyond just product ▪ Social media feed ▪ Testimonials • Blogs • Video content (promotional & educational) • Reviews (Digital Referrals) • Company Facebook page • Regular Facebook Posts & Activity <ul style="list-style-type: none"> ▪ Giveaways/Contests/Special Offers ▪ New installs <ul style="list-style-type: none"> ◦ Before/After ◦ Happy Customers | <ul style="list-style-type: none"> ▪ Educational Articles ▪ Testimonials/Reviews ▪ Charitable activities ▪ Fun water related things • Follow other lead source businesses on Facebook • Digital advertisements on 3rd party sites • Facebook ads • Boosting Facebook posts • Facebook Groups (private & public) • Retargeting Campaigns • Google Ads • Pay Per Click/AdWords • Local online forums (people looking for recommendations) • Yelp! • Angie's List • Home Advisor • Other Social Media <ul style="list-style-type: none"> ◦ Nextdoor ◦ Instagram ◦ Pinterest |
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