

Heated Portable Carpet Extractors:



March Marketing Tip Of the Month

U.S. Products strives to provide our customers with tools that they can use to become more effective and successful. We like to extend these tools to not only include our industry leading cleaning equipment, but also supply our customers with marketing and cleaning tips that can help them grow their business and expand their knowledge of effective cleaning techniques and programs. Likewise, if you have a tip that you have found to be valuable, replay to this email with your technique or tip that you would like to share with your colleagues.

Top Ten Hot Marketing Tips

National (Carpet) Cleaning Week:

March 27 through April 2:

National Carpet Cleaning Week is fast approaching, and there are still ways carpet cleaning technicians can take advantage of this special time.

The following Top Ten Hot Tips should help you make this week busy and profitable:

Dual Surface Machines:



1. Send out an e-mail blast offering clients a 10 percent discount if they have their carpets cleaned during National (Carpet) Cleaning Week.

2. Send your referrals an e-mail blast thanking them once again for their business and offering them a special discount during National (Carpet) Cleaning Week to show your appreciation.



3. Offer to donate a certain percentage of every invoice to a charity during this special week.

4. Offer additional services, such as upholstery cleaning, at little or no extra cost during National (Carpet) Cleaning Week.

Restoration Equipment:



Self Contained Extractors:



Wands & Tools:



5. Post information about this week on your Web site along with any promotional discounts you are offering. Also, if you have a Facebook or Twitter account for your

6. business, post your promotional material there as well.

7. Send out a press release about National (Carpet) Cleaning Week to your local newspapers. One may be [downloaded](#) from the U.S. Products Web site. Your local press association can help distribute it at a moderate cost.



8. Never underestimate the power of the telephone; each day call at least 10 previous or prospective clients home owners as well as commercial facilities offering them a discount in honor of the week; if you get voice mail, leave a message.

9. Use this time to target the neighborhoods you want to work in, offering them special introductory offers in honor of National (Carpet) Cleaning Week.

10. Send an e-mail to your customers' pets telling them how much you miss them.

11. Instead of focusing on short-term gains, use this week to evaluate your marketing plan. Determine what is working and what is not, where you are getting your customers, and who your customers are. Understanding this data and making changes where appropriate can turn time spent this week into long-term success for your business.

IMPORTANT NOTE:

We want you to take full advantage of National (Carpet) Cleaning Week, so here's a way to do it. Clicking on the link below you can download a fill-in-the-blank press release. Instructions are at the top of the press release. Make any changes you want. Be sure to add an "About" section to the end, which tells editors who you are, how long you have been in business, what you do, and how you can be reached. Once you have completed the document in Microsoft Word format, e-mail it to your local newspapers, television and radio stations, and other media to promote your involvement with National (Carpet) Cleaning Week.

Another option, if you really want a lot of coverage, is to have it



distributed by BusinessWire or your local Press Association. Rates can vary from approximately \$100 to \$300.

[Click here to download the press release template](#)

Good luck and make some money on this!

Thinking about upgrading to a truckmount carpet extractor? I bet you didn't know, but U.S. Products and HydraMaster are sister companies. [Contact our sales team](#) for more info.

Cleaning Chemicals:



Innovative Cleaning Solutions