

An aerial photograph of a tropical resort. In the center, a woman in a red one-piece swimsuit is floating on her back in a circular swimming pool. The pool is surrounded by lush greenery, including palm trees and other tropical plants. To the right of the pool, there is a thatched-roof structure, possibly a bar or lounge area, with a wooden deck and some furniture. The overall scene is serene and relaxing.

Pools and Spas



Digital Marketing

Resources

Triarchy Agency

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Introduction

This text document is here to give you more clarity on how we operate here at Triarchy. I'll summarize our whole process of getting you more customers, whether it be more pool construction projects or hot tubs/swim spa sales.

It'll take you 5 minutes to go through this document and you'll have a better understanding of how everything works.

1. Meta Ads

1.1. Audience

The real beauty of meta ads is that you can target a specific type of person who'll be able to see your ads. And that's a huge advantage that meta ads have over any other type of marketing. We can do that because companies like Meta have an unlimited amount of data.

Because we know what people who want a pool or want a new hot tub look like, we can go all in on them and don't waste money on people who are unlikely to buy.

You can do whatever you want with their data. The possibilities are endless.

1.2. Facebook Pixel

Facebook Pixel is the backbone of meta ads. It's a powerful tool that revolutionizes digital marketing by providing comprehensive insights and optimizing ad delivery for your business. Acting as a silent observer on your website, the pixel tracks user interactions, allowing businesses to understand customer behavior and tailor their advertising strategies accordingly.

Furthermore, the Facebook Pixel facilitates the creation of targeted and personalized ads, ensuring that you reach the right audience with the right message.

1.3. Ad Copy and Creatives

Ad copy and ad creative are what people will see when they see your ad on their feed. Ad formats and creatives are things where most people make mistakes. Common mistakes that people make when it comes to ad copy are too much text or one line of text. You want to strike curiosity from your potential customers and make them read the whole copy. It should be concise and every piece of that copy needs to be there for a reason.

The first line of your ad copy can make a huge difference and it can get you 10x more leads if you utilize it correctly.

Always prioritize videos over pictures. A decent video will always do better than a really good picture.

Present YOUR best projects, projects that you are most proud of. Pay a professional photographer to take pictures of the project. Find a photographer who has a drone and can take videos of that project.

DON'T post pictures of projects during construction (People do that).

It's not about the pool or hot tub itself. It's about the ambient because you are trying to sell a good time that people are going to experience and not a pool itself.

Always innovate and always split test.
Make sure that you are compliant with Meta Policies.

Meta doesn't like it if you are breaking the rules and will cause you a lot of headaches.

1.4. Budgeting and Bidding Strategies

We can talk about budgeting and bidding strategies for days. I won't talk about bidding strategies because it's an advanced technique, and it's easy to make mistakes and lose money.

Budgeting is different from company to company. Some companies that are more established start sprinting immediately and they invest \$5k-\$10k in the first month, but that's not what most companies do. You want to start small, so you can collect data about your audience. Anything under \$20 a day is not enough. We suggest to start somewhere between \$20-\$30.

You must know that your first month won't be the best one. You need time to test a bunch of different things and when you find that one golden format, you stick with it. Make sure to change and test things every few weeks because your ads will fatigue in no time.

1.5. Call to Action

There are several call-to-action buttons you can choose from. Only use Meta's Instant Forms or your custom landing page. We want to use one of those because we want to track data. In marketing data is everything.

Landing pages are custom forms that are connected to your website. On your landing page, you must have form, obviously, your offer, and reviews. If you exclude any of these, you will lose conversions. We can talk about landing pages for days, but as long as you have a landing page and those 3 on your landing page, you'll be better than 90% of companies that are running ads.

2. Data Tracking and Automations

Once you have leads filling out your forms, you'll need a CRM (Customer Relationship Management). There are many that you can use i.e. Hubspot, Salesforce, goHighLevel... We find goHighLevel to be the best one for what we need.

2.1. goHighLevel

GHL is the most popular CRM in the world. It's practical and easy to use. Once you set up everything, you don't have to worry about it ever again. GHL automates the lead capture process, saving time and minimizing manual efforts. You can use it for a ton of different things and not only lead capturing. A few options that you should consider using are: workflows, real time notifications, integrations...

2.2. Funnel

GoHighLevel's Funnel feature streamlines the customer journey with an intuitive drag-and-drop interface.

Within GoHighLevel, the opportunities tab acts as a centralized hub for managing potential business deals. It enables lead tracking, customizable pipeline stages, task management, communication history, and deal value tracking, fostering a cohesive approach to nurturing leads through the sales pipeline. Seamless integration with the Funnel feature ensures a unified and efficient process from lead generation to deal closure.

The opportunities tab is where you'll spend the most time.

2.3. Workflows

In GHL, workflows are like a set of smart instructions. You tell it what to do when certain things happen. It's like having a helpful assistant that can automatically handle tasks for you. For example, if someone fills out a form, the Workflow can send a thank-you email without you having to do it manually. It's a way to make your tasks easier and more organized with just a few simple directions.

You can automate every little part of the sales process, and the possibilities with this are endless.

Having automation for follow-ups, holidays, and occasional offers are only some of the things that you can implement.

After somebody fills out the form on your landing page, you should immediately send them an email and SMS.

Use every holiday to send an SMS to your client list so you can stay at the back of their mind. And whenever they think about services you offer, you'll be the first one that comes to their mind.

If they don't respond to your messages, automate personalized SMSes and send them every few days.

2.4. Integrations

GoHighLevel's integrations are like linking different tools to work together smoothly. It's similar to connecting puzzle pieces, making everything fit perfectly. This helps businesses save time and effort because information moves easily between different parts of the system. So, whether it's sharing data with emails or social media, GHL's integrations ensure that everything works well together, making it simpler and more effective.

2.5. Save Money

If you are paying for Google Ads, good news. You can make a system that generates 5-star reviews, so you can get on top of the Google search organically without paying. Every time you sell something to your customer, you can use their information and send them a custom form. If they leave you a bad review, you can redirect that review to you, so you can resolve their problem. In case they leave a 4-star or 5-star review, you redirect them to your Google Business page. This system is called reputation management.

It will take 2-3 months to get a significant amount of reviews, but in the end, it'll be worth it.

That's it for now.

I hope you found this information helpful. If you did, there's more to explore. If you want to know more about marketing quickly, read our "The Splash Effect" ebook. It covers a lot of marketing processes briefly. Our goal is to keep things simple and easy for you.

