

Final Training Project: White River Chem Dry



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Objective 1: Needs Assessment (for instructor only):

1.) A discussion of the goals and aims of the client:

- When Thad came into our class he made it clear that he wanted to better communicate to his clientele and audience, grow White River Chem-Dry's social media, reach more clients, and better or more effectively advertise.

2.) A discussion of the target audience of this business.

- Thad's target audience is clients that will continue to routinely get their carpets cleaned by him. He said that most of those clients are people that are concerned about the cleanliness of their homes. He is not opposed to doing commercial work, but most of his clients are private homeowners.

3.) A discussion of the research process that leads you to identify needs.

(1) Did you interview the client?

Yes, we interviewed the client and learned that he feels very confident in the quality of his business, he just needs assistance marketing his service. We

learned that the main areas he'd like to improve are his social media presence, outreach of clients, and possibly make some changes to the website and logo.

(2) Did you look at their social media presence?

Yes, Thad uses social media, but only Facebook. We noticed that most of his posts were pictures that did not have any type of logo for his business on them to make him stand out. We think some unity in his posts that stay consistent with the brand will be beneficial for his social media presence.

(3) Did you analyze their website?

The white river chem-dry website is fairly plain and simple, but it gets the messages across well.

4.) A list of 3-5 needs the client has, and why addressing these needs will benefit the client.

- Needs better communication with clients.
- Needs better promotion, marketing, and advertising.
- Interested in a new logo for the company
- Seasonal advertising*

5.) Identification of 1 need that you will focus on for your training manual.

→ We will be focusing on how Thad will promote his seasonal advertising through social media, emails, postcards, or other ads.

Objective 2: Training Manual:

“Direct Email Campaigns” - (with Seasonal Advertising)

1.) A detailed discussion of the process that led you to the identification of two needs.

→ White River Chem Dry is a very strong business, Thad explained that once he gets a client, they are always happy with the results. His main issue seems to be getting his business out to the public and reaching new customers. He also expressed his need for past clients to continue to come back regularly. After learning about Thad's needs for his business, we determined that seasonal advertising as well as email campaigns will help reach new customers and maintain previous customers. Email marketing has many benefits, we have listed them below:

- ◆ *Collecting feedback and surveys*
- ◆ *Maintaining communication with your audience*
- ◆ *Generating more traffic to your website*
- ◆ *Reaching the right people at the right time*

→ Many business owners use email campaigns and attribute most of their company's success to their marketing emails. In fact, according to The Hub Spot, (a company focused on helping business owners grow their brand) marketers who use segmented campaigns saw as much as a 760% increase in revenue. This number varies of course, and a lot of it has to do with the nature of the company. Because carpet cleaning is something that lots of people forget about and put on hold, email campaigns will benefit White River Chem Dry because it will help

remind people to get their carpets cleaned. Additionally, if there are any deals advertised in the email, that will give more incentive for customers to return.

→ In addition to email marketing, we also wanted to focus on seasonal advertising for White River Chem Dry. When we researched Thad's business, we found that he posts seasonal advertising on his Facebook, but we decided that they needed a little more unity with his business. One suggestion we had for this was including the company's logo on each image, or even trying to create a color scheme in posts that matches the photo. Seasonal advertising does not just have to be social media posts. We have included seasonal advertisements in a few of our email campaign examples as well.

2.) A discussion of why meeting these needs would be beneficial to the client.

This section should include some information from outside sources.

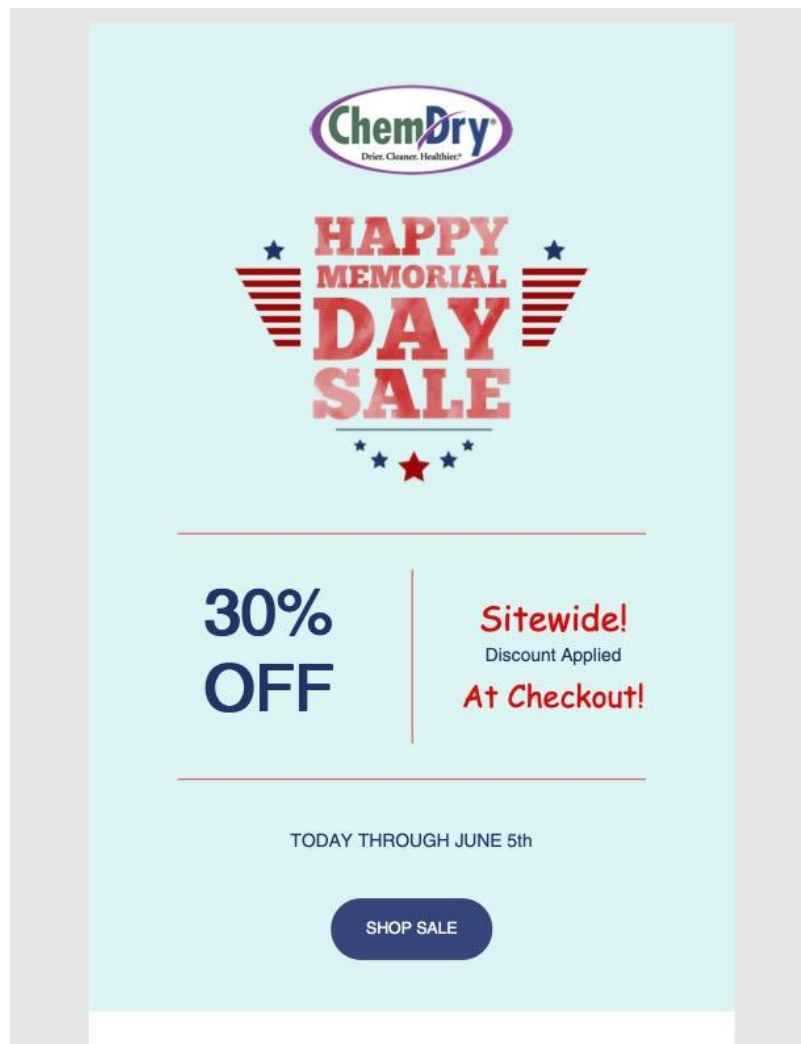
→ Gaining a focus on seasonal advertising will not only increase clientele, but it will also gain interaction and insight on Chem Dry. Email promotions are a great way for the older, most common demographic of Chem Dry to get more clients and customers. Seasonal advertising, especially by email is a meaningful way to show the personal family side of Chem Dry. This shows Chem Dry's customers that they are valued and appreciated and goes a very long way for small businesses. Email promotions that are seasonal, grab the clients attention and enhance customer loyalty. "Email marketing allows you to regularly stay in touch with customers and website visitors. Proven buyers also appreciate being kept up-to-date with the latest products and promos. Studies show it costs five times more to acquire a new customer compared to retaining an existing customer."

→ (<https://www.arcalea.com/blog/the-importance-of-email-marketing#:~:text=Enhance%20customer%20loyalty,to%20retaining%20an%20existing%20customer.>)

3.) A minimum of six (6) samples the client can use.

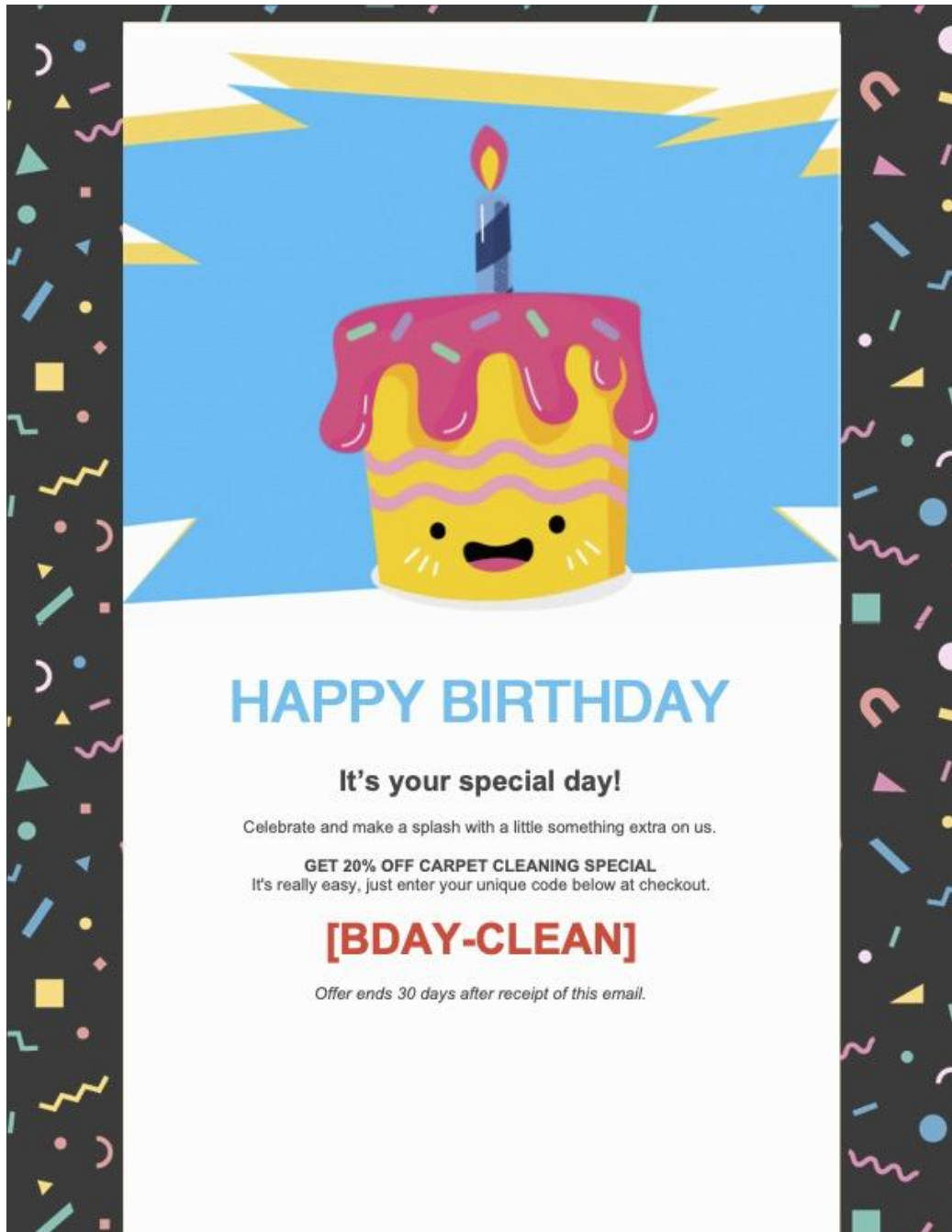
Example 1: *Memorial Day Sale Email*

→ Send to customer memorial day weekend, 30% off entire purchase



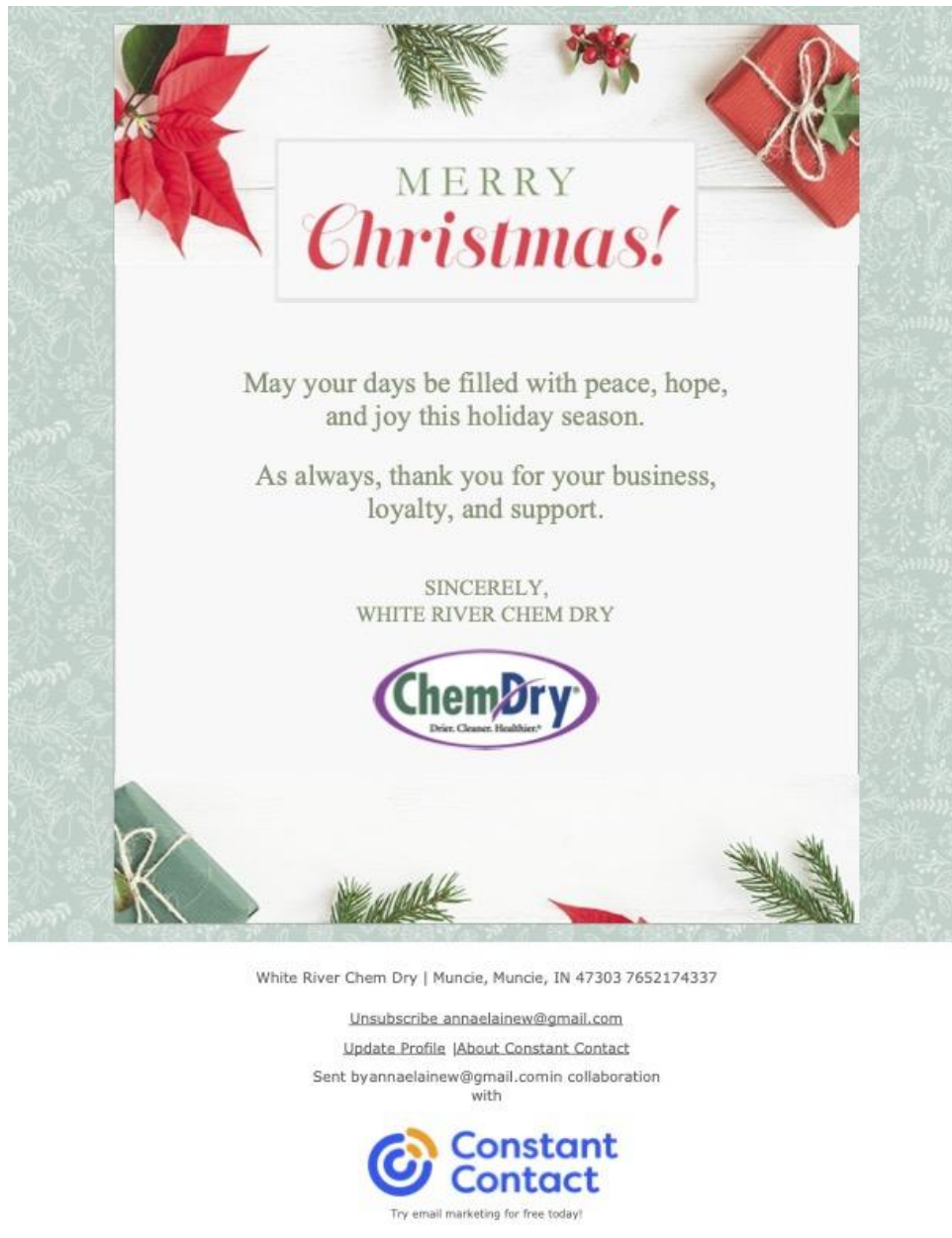
Example 2: *Birthday Sale Email*

→ Send on customer's Birthday, 20% off carpet cleaning



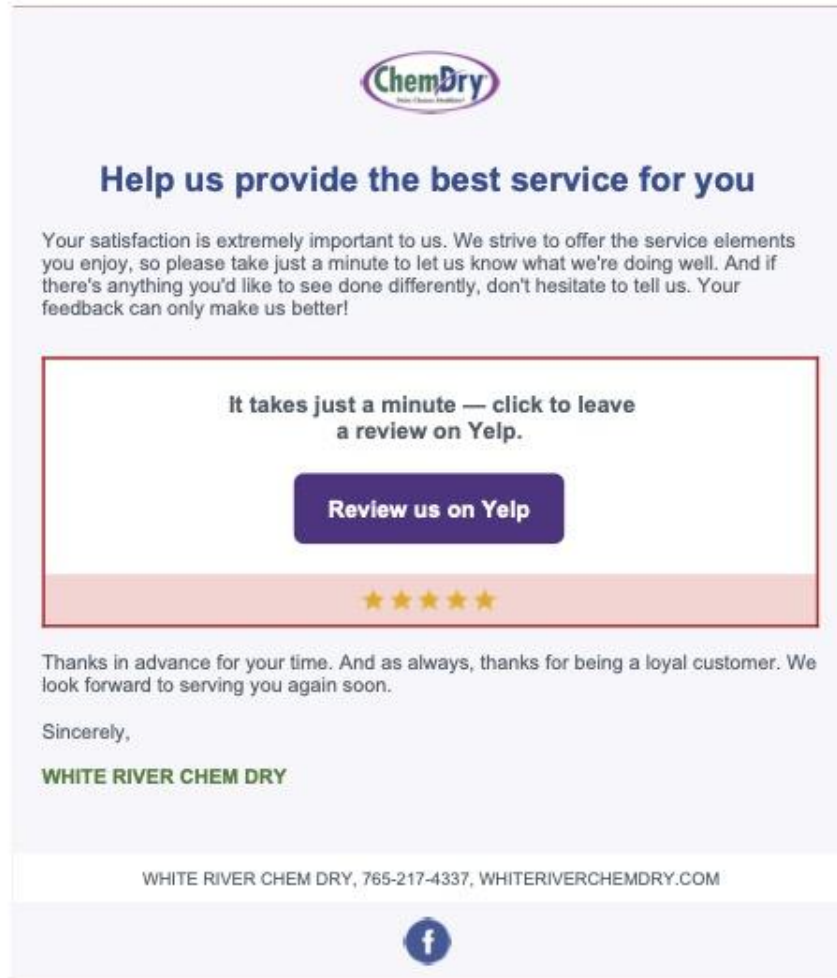
Example 3: *Christmas Email*

→ Send mid-December, acknowledging customers during the Christmas season



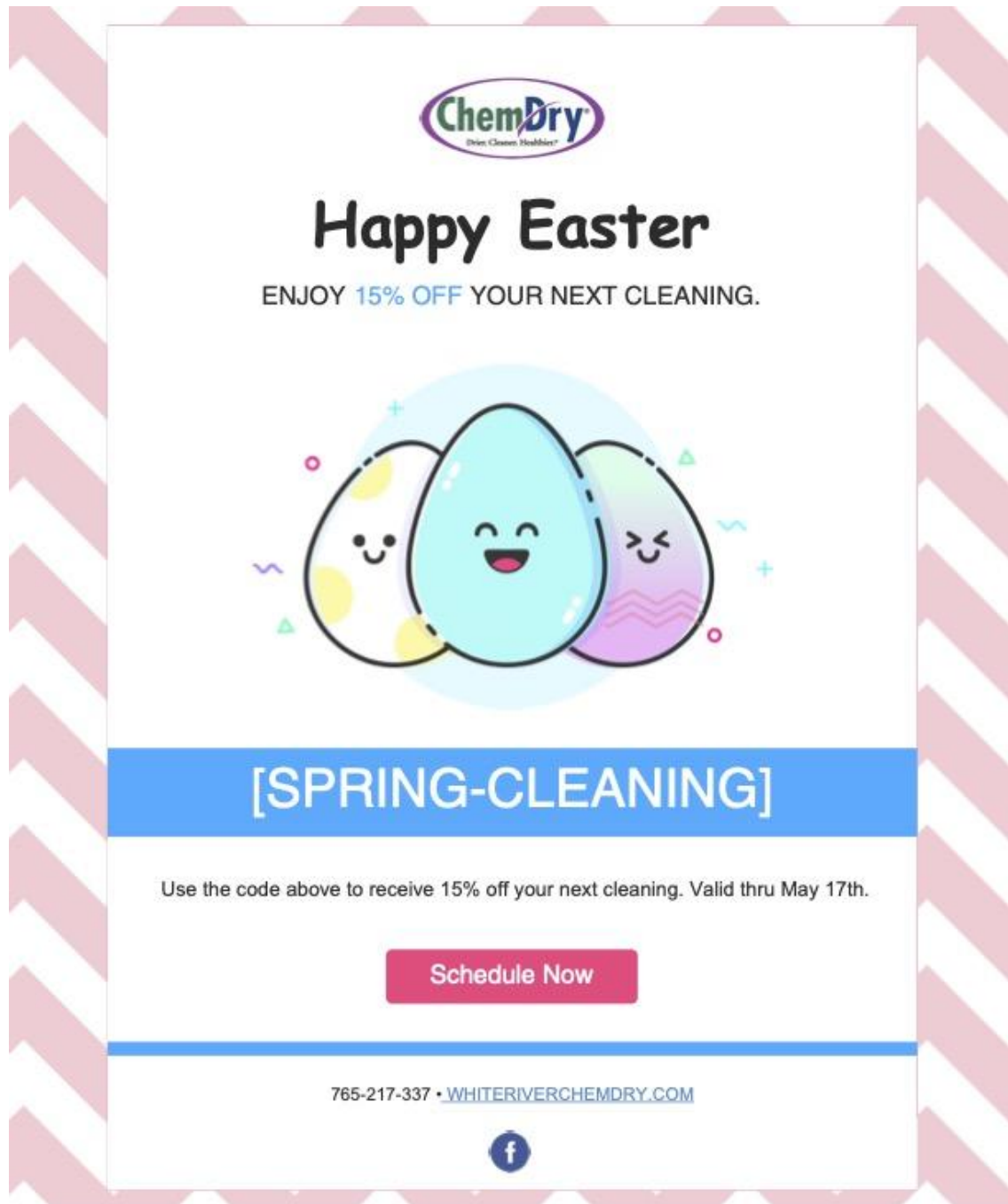
Example 4: *Yelp Review Email*

→ Send after service, encourages customer to review ChemDry



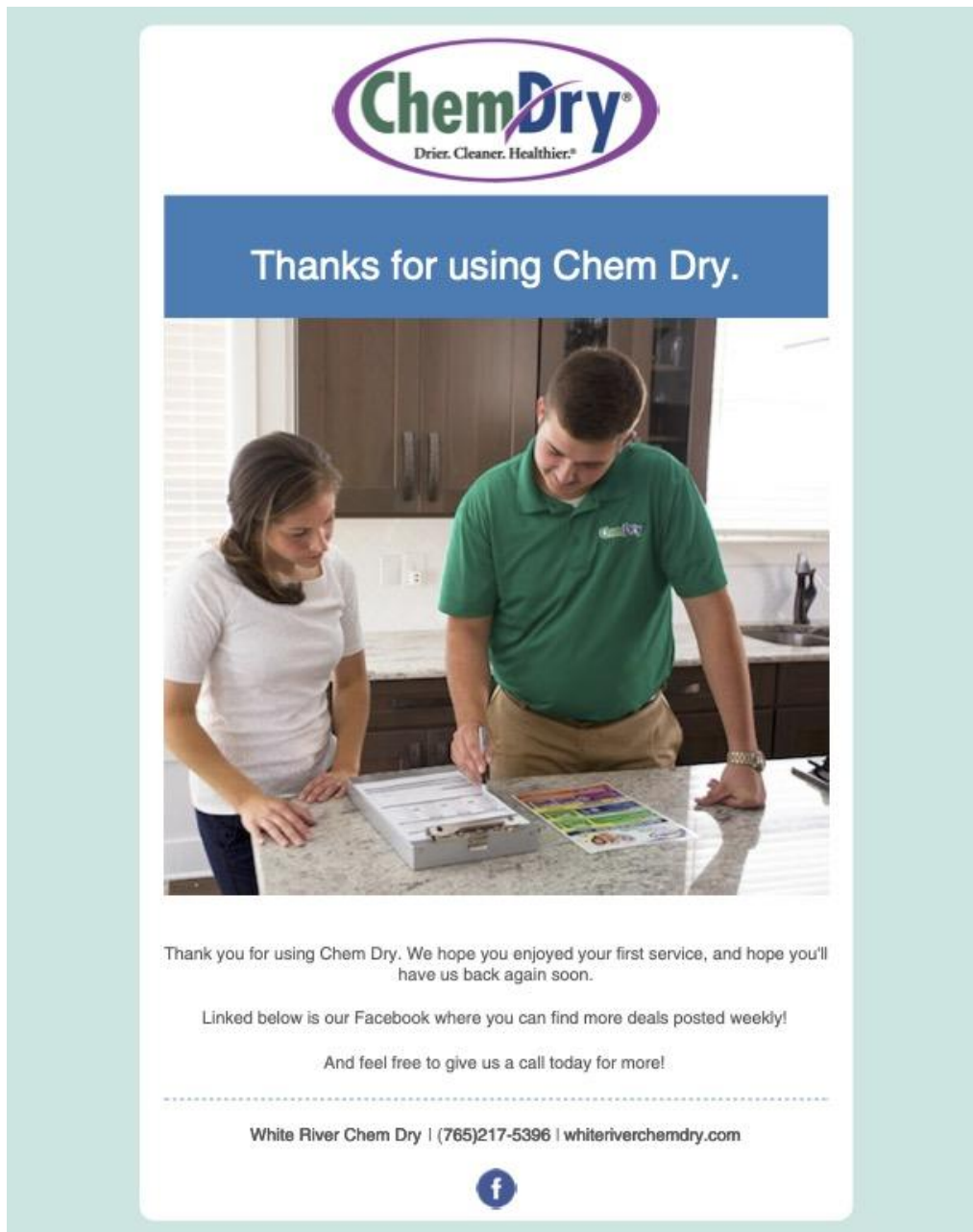
Example 5: *Easter Sale Email*

→ Send to customer weekend of Easter, 15% off next cleaning



Example 6: *Thank You Email*

→ Send to new customer after their 1st service



4.) A discussion of why the samples you provided are in the best interest of the client to use.

- Each of these examples implicate customer care and appreciation, especially with the dates being considered to send out these emails. Specifically, each of the holiday emails give customers a nice message and a gift or incentive for being a good customer and using Chem Dry.
- "Email marketing has greater chances of being seen, compared to social media updates where they can miss out announcements and just scroll up their news feeds. With a few clicks, emails can be sent to thousands of users. Those users are free to read at their own convenience- whether online or offline."
- Email marketing is cost-effective and is relatively easier and cheaper to maintain. There is a simplified process, allowing for greater automation and customization.

5.) How you created the samples.

For our examples, we used the website www.Constantcontact.com. First we created an account, linked it to the chem dry website and facebook, attached a few photos from Chem Dry, and chose the templates we wanted to use. The rest was fairly self explanatory and it was very easy to plug everything in compared to other email creating websites. After that, our templates were ready to be used. All you would have to do in the next steps is log in your customers information or link it to a document with that information, and boom, everything can be sent out and controlled from your constant contact profile.