

MAXIMIZE YOUR SHOWROOM WEBSITE

&

ONLINE PERFORMANCE

USING PROVEN METHODS THAT GET MORE VISITORS
TO ACT ON YOUR MARKETING & SALES PROMPTS



SHOWROOM
MARKETING

A GUIDE FOR IMPROVING YOUR WEBSITE DESIGN, EARNING MORE, COTROLLING MORE MARKET SHARE & NEVER ACTING IRRESPONSIBLY AGAIN

Use Proven Profitable Methods That Get More High-Probability Buyers To Act On Your Marketing & Sales Prompts

OVERVIEW: Having a professional-looking Website is one thing, but making sure that it has ALL of the elements to compel your Website visitors to take action on your calls-to-action is another.

Is it not the most frustrating thing to have what you believe (and have been told by the “experts”) is an “up-to-snuff” Website only to NOT see enough (or any) leads or sales? Well, if this is your reality thus far in this digitally driven era, we know this “agony of defeat” feeling all too well.

The Showroom Marketing Team at Earn More Do Less is proud to present this National Research Study for businesses just like yours. Today, our team manages millions of unique website views each month from people who visit our 300+ plumbing showroom locations throughout the USA and Canada.

Our intimate industry knowledge and perspective uniquely positions our team to help our clients succeed online and offline. Our goal is to MAKE A MEASURABLE DIFFERENCE in our clients’ marketing, and take our Paid Marketing Programs a step further and go where few other business development firms dare to go. To do so, we seek to validate the overall performance of all of the accumulated metrics and insights necessary for bringing the “right people” to our clients’ online infrastructure.

The ShowroomMarketing.com Method™ is powered by dozens of experts who also help clients to determine whether the Website design and sales process used by each showroom is seeing more people “falling through the cracks” and “bouncing” from their Web experience or if these processes and designs are successful.

In this publication, Showroom Marketing Division at Earn More Do Less has put together the finest collaboration of findings that you’ve likely read to date about what it takes for businesses of all shapes, sizes, and structures – especially showrooms, fabricators and installers, and e-tailers – to earn more inquiries, “win” more business and control more market share in their most profitable and desired geographic locations.

Finally, if your business generates revenue using a “consultative sales” approach and process and if you and your team realizes that a bulk of your products are “sold” and not purchased, then YOU MUST: 1) read this document from cover to cover, 2) take notes (and action) on the things that you are missing or neglecting, and 3) get answers to your questions so that you are NO LONGER a laggard in the market-place(s) you currently serve, and most importantly, act responsibly when it comes to your business proactively pushing back on Build.com, Ferguson, Wayfair, Amazon, the private equity firms buying up everything in our industry right now.



(Left to Right)

Austin Pike & John Gosselin,
online business development
experts and co-founders of
ShowroomMarketing.com

12 HELPFUL THINGS YOU'LL RECEIVE FROM THIS STUDY

- 1. See The Top 10 Pages Viewed By Over 1 Million** Website Visitors At Hundreds Of Showrooms
- 2. Get Maximum Visibility** In The Search Engines And Gain A Better Understanding Of How To Use Google Analytics To Generate More Profits And Control More Market Share
- 3. Understand Why It Is Important** To Have A Unique Value Proposition (And How This Will Help You Make More \$\$\$)
- 4. How Using "Sticky" Contact Info** And Benefit-Based Calls-To-Action Are the Only Ways To Go
- 5. The Finer Points Of Using A Welcome Video** That Will Quickly Build Trust With Visitors
- 6. Why Using Testimonials With Faces** Sit Atop The List Of Metrics That Matter Most Today
- 7. How Using Brand Logos And Local Maps** Adds A Layer of Certainty And Increases Revenue
- 8. Why Phone-Friendly Coding** Will Continue Being A Huge Money Maker In 2022
- 9. Understand Google's Take** On What Is Most Impactful When Optimizing Your Website
- 10. How Using A Digital Catalog** Will Keep Visitors On Your Website 4x Longer
- 11. Best Practices For Using** Call Tracking, Lead Scoring And Ongoing Results Reporting
- 12. How Enabling e-Commerce On Your Website** Will Expand Your Reach And Economic Footprint, BUT These 3 "Buyer Beware" Points Must Be Considered Before You Make The Investment To Sell Online

"Nobody in the DPH Industry Has A More Effective Formula For Turning Browsers Online Into Inquiries And Sales In A More Predictable, Measurable And Proven Way Than John, Austin And Their Talented Team At ShowroomMarketing.com!"



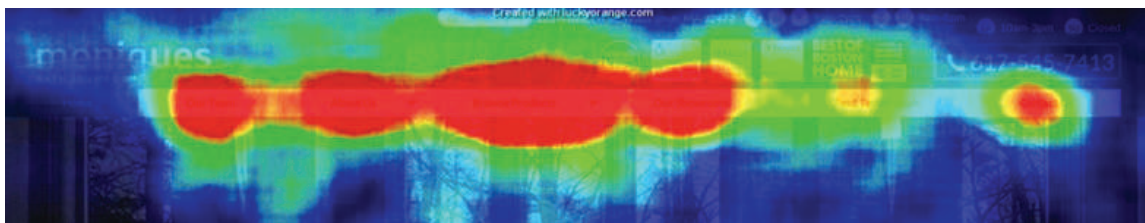
Ace Rosenstein
President, Bravo Business Media

TOP PAGES VIEWED BY OVER 1 MILLION WEBSITE VISITORS EVERY 30 DAYS

OVERVIEW: Some pages are more powerful in terms of catching your Web visitors' attention or keeping them from clicking away (otherwise known as "bouncing"). As you know, if you fail to captivate a Web visitor, you may never get a second chance to "reel" that person (or "big fish") in again.

Knowing which pages get the most attention on your Website isn't enough anymore.

You must know where each visitor goes, what they do once they get there, how deep they scroll on your site, and how your Website pages are arranged. For example, the arrangement of Web pages, such as your pages in the navigation bar, drop-down menus or in the header, sidebar, and footer area, and what images you're using, and where are all examples of where you can optimize your Website.

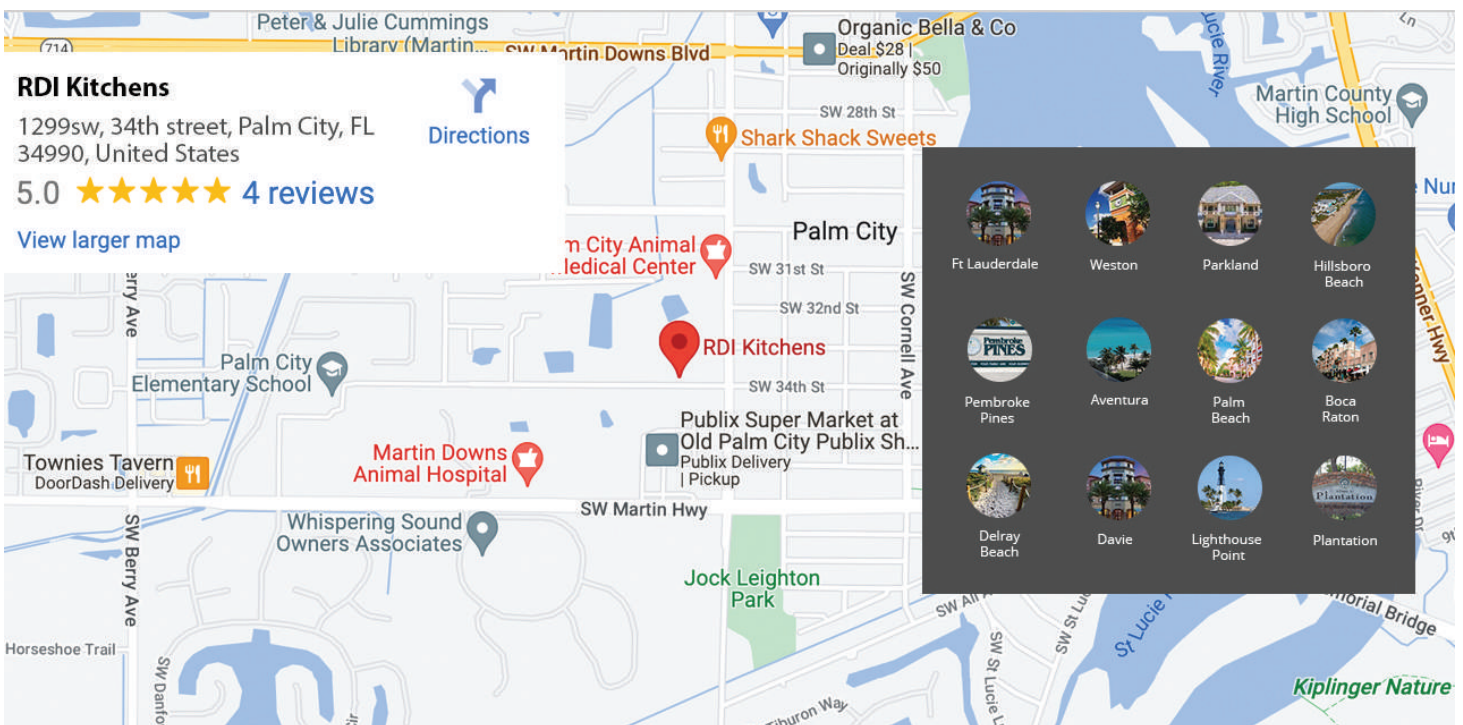


THE TOP 10 WEBSITE PAGES VIEWED DURING THIS RESEARCH STUDY

Homepage:	619,158
Wish List:	43,327
Bathroom Catalog:	38,349
Brands:	21,121
Bathroom Vanities:	21,042
Contact:	20,707
Locations:	16,272
Showers:	14,465
Kitchen Catalog:	13,905
Bathroom Faucets:	12,925

OPTIMIZE YOUR WEBSITE FOR MAXIMUM VISIBILITY IN SEARCH ENGINES BASED ON THE BEST PRACTICES SHARED BY GOOGLE

1. The Location Pages Below Boost SEO In Simple Ways



OVERVIEW: The screenshots above shows how these viewers found value in the location pages. After all was analyzed, it helped these visitors quickly get to the most relevant information they were looking for in their search. In this case, it was finding a specific showroom location and/or knowing the website they were on serviced clients in their location that meets their needs.

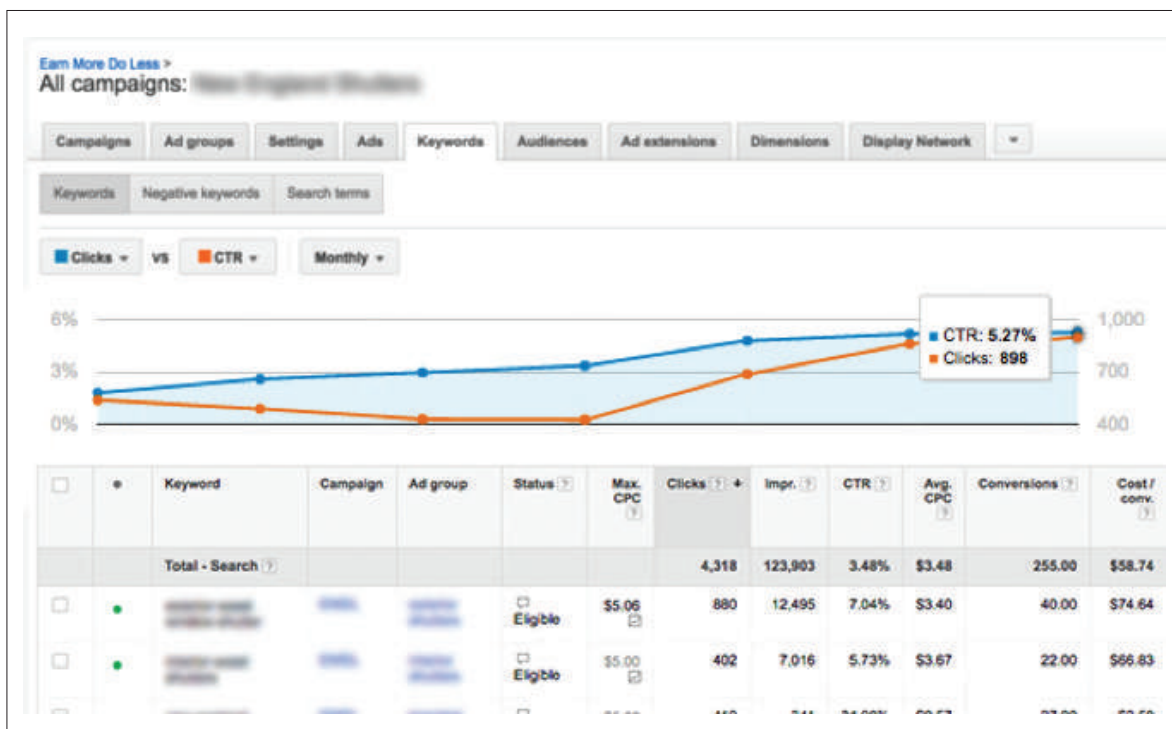
THE MORE VALUE YOU GIVE to your Website viewers, the more likely they are to stay on your Website, which will help reduce your bounce rate and increase the likelihood of making a buying decision. Location pages can help your site gain SEO findability in any zip code.

Remember that merely being found online these days doesn't mean the same thing it did even a 1 year ago. In fact, Web visitors are MUCH MORE experienced than ever and look for specific things when they reach a Website. And YOUR Website, industry, or company is not different.

2. Your Google Analytics Dashboard (FYI, There Is No Keyword Info Displayed On This Image)

<input type="checkbox"/>	Keyword	Visits ?	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
		253 % of Total: 23.02% (1,099)	63.24% Site Avg: 66.52% (-4.92%)	160 % of Total: 21.89% (731)	46.64% Site Avg: 50.32% (-7.31%)	2.65 Site Avg: 2.98 (-10.97%)	00:04:10 Site Avg: 00:04:30 (-7.29%)
<input type="checkbox"/>	1. (not provided)	218	62.84%	137	44.04%	2.77	00:04:23
<input type="checkbox"/>	2. [blurred]	9	44.44%	4	55.56%	2.11	00:04:28
<input type="checkbox"/>	3. [blurred]	4	50.00%	2	50.00%	1.50	00:07:17
<input type="checkbox"/>	4. [blurred]	1	0.00%	0	100.00%	1.00	00:00:00
<input type="checkbox"/>	5. [blurred]	1	100.00%	1	100.00%	1.00	00:00:00
<input type="checkbox"/>	6. [blurred]	1	100.00%	1	100.00%	1.00	00:00:00

Analyzing The Key Performance Indicators From A Google Ad Account Is Key
(It Is Important To Know That Google Ad Clicks Bring Clarity For SEO, Social Media & More)



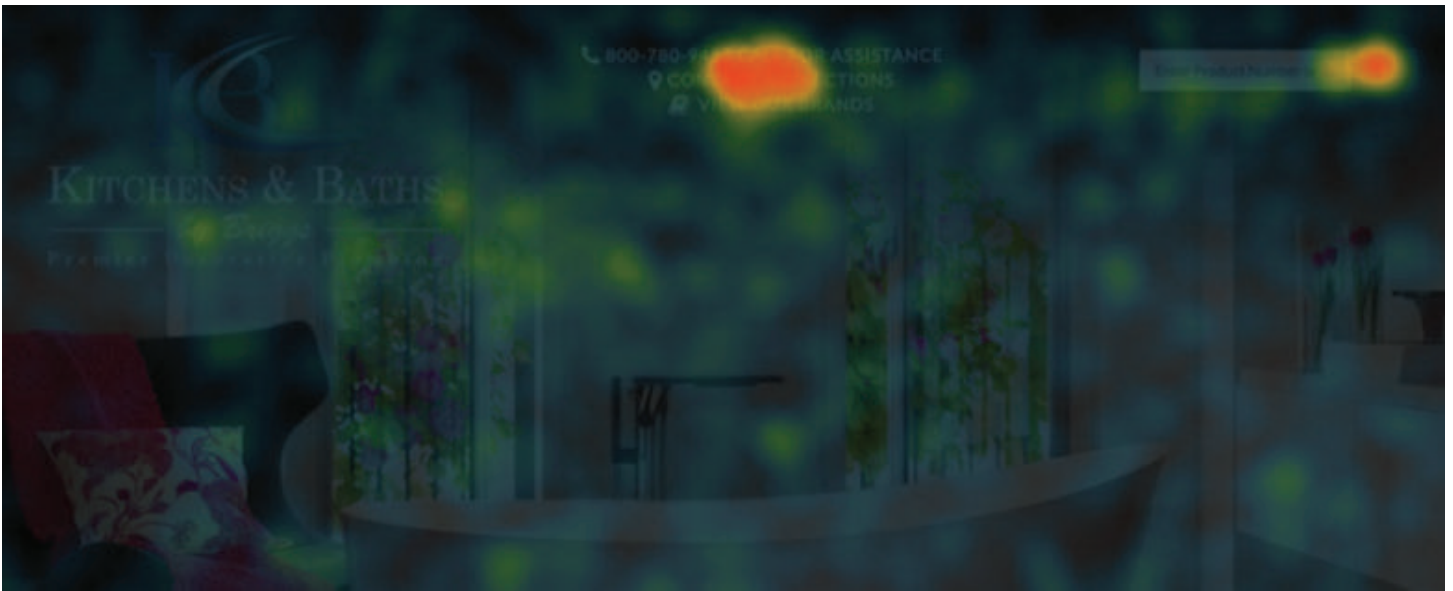
IMAGINE HAVING THE SAME KIND OF POSITIONAL LEVERAGE IN THE MARKETS YOU SERVE AS THE MOST INTERESTING MAN IN THE WORLD



When used properly, this publication should serve as a reference guide for aspiring Gold Standard Showrooms™ to know exactly how to measure the position of your company, and how your company is doing the following:

- **Communicating your unique difference** and why “ideal” buyers and clients should buy from your company and not any other. (FYI, it’s more complex than simple “supply and demand”.)
- **Describe in as much of a high-tech and high-touch** way as possible why homeowners AND specifiers in the design community should buy products or service from you, how you will treat them when they buy, and why choosing your company will be different than anything they’ve experienced.
- **Working your Unique Value Proposition** (UVP) into each marketing channel with brand and message consistency. Bottom line: Without a UVP that is proven to convert browsers to buyers and walk-ins to customers, a company risks becoming lost in a sea of similar businesses (regardless of which industry they serve, the amount of time they’ve been in business, how connected they are in their communities, or how many testimonials or rave reviews they have online).
- **Maximizing the current UVP** by using quantitative statements about the uniqueness of a business based on commonalities. This should depict precisely why customers do business with you and what they can expect for results once a working relationship is established.
- **Using ongoing measurable, data-driven processes** to develop a UVP as well as test the validity of the claims and guarantees you make about your business, products, or services. If something cannot be proven true, it’s not very convincing these days!

USE “STICKY” CONTACT INFO THROUGHOUT YOUR SITE & BE BENEFIT-BASED WITH CALLS-TO-ACTION



OVERVIEW: The heat map images you'll see throughout this study are actual images (taken from videos on our client's websites) we've taken to capture and highlight the most important aspects of the teaching points.

In this particular section, the heat map image provided above is a tell-tale sign of how Web visitors tend to look for a company's contact info.

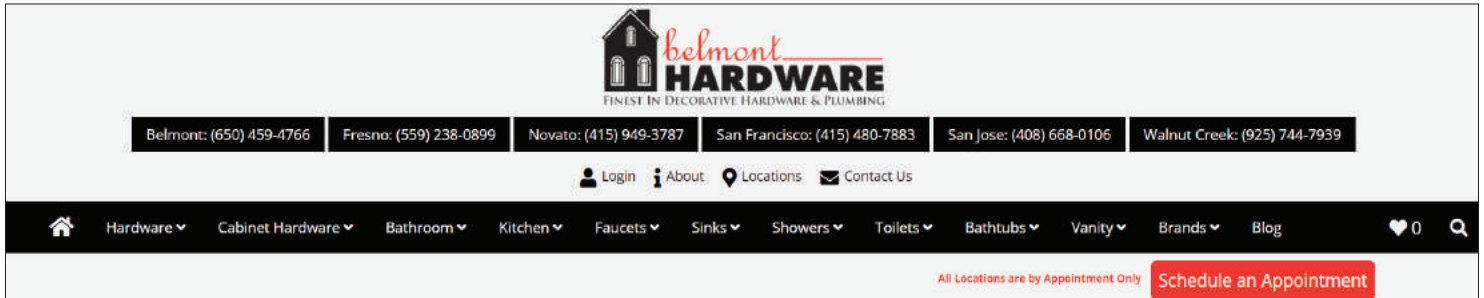
Be careful how and where you're displaying your company's calls-to-action, hours of operation, location phone numbers, and driving directions to your brick-and-mortar showrooms on your Website.

Bottom line: It MAKES A 100% DIFFERENCE where you showcase your contact info.

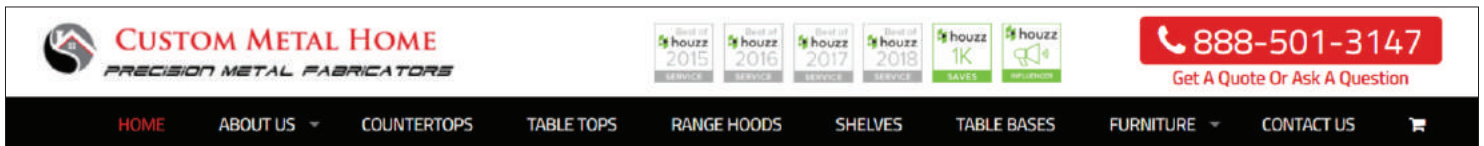
Here are a few suggestions for making your contact info and calls-to-action stand out and convert more successfully.

- 1. Use floating bars and buttons** that display at the top, bottom, and side of your Website. This is important because visitors can access this info at any time during their session.
- 2. Add your contact info** in the footer section of your site or in the "sidebar" section for every page on your Website so you can create more sales and follow-up opportunities. EVERY PAGE on your website should act as its own mini-website.
- 3. Sprinkle your CTAs** and contact info in areas where you've provided massive value.
- 4. Don't be bashful** about using an email inquiry form or "live chat" service in the footer of your Website.

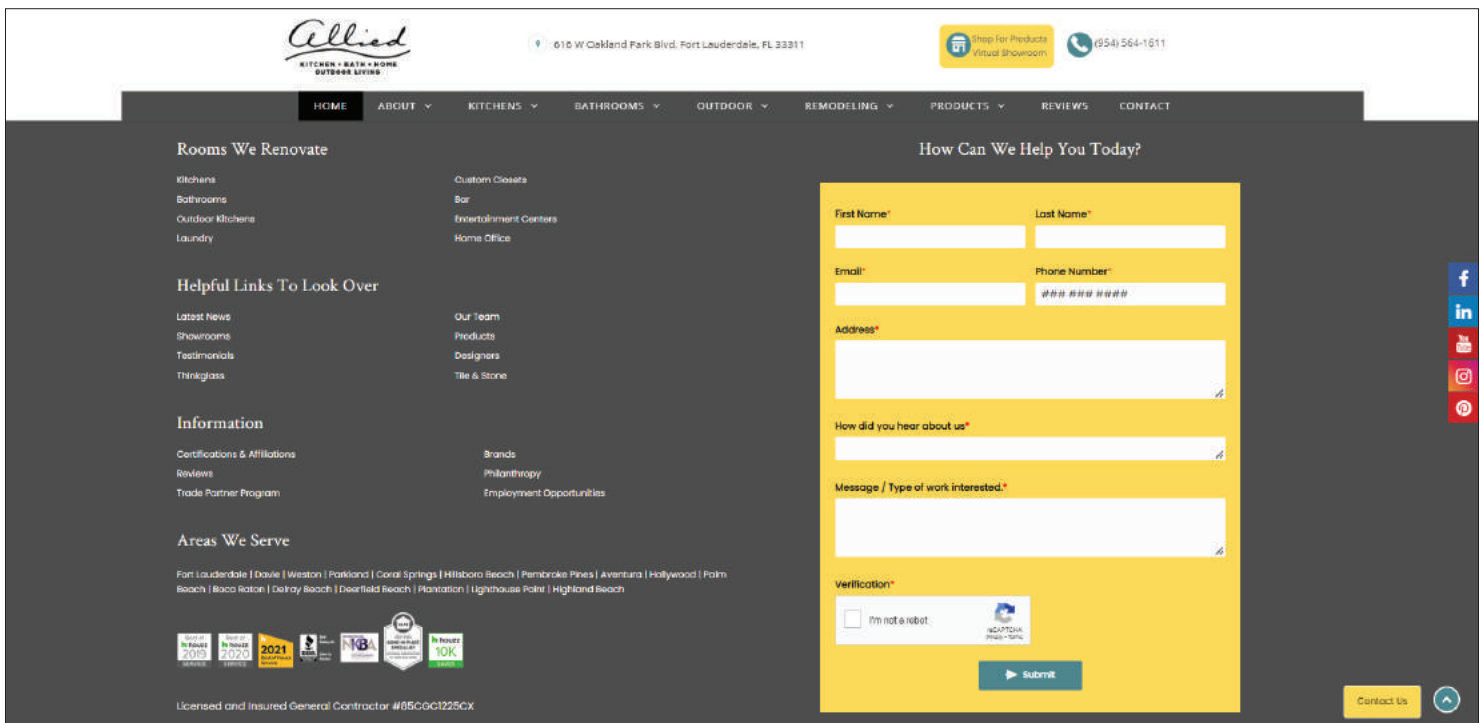
Sticky Header Pic (This Is When A Visitor Has Not Scrolled Down On The Page Yet)



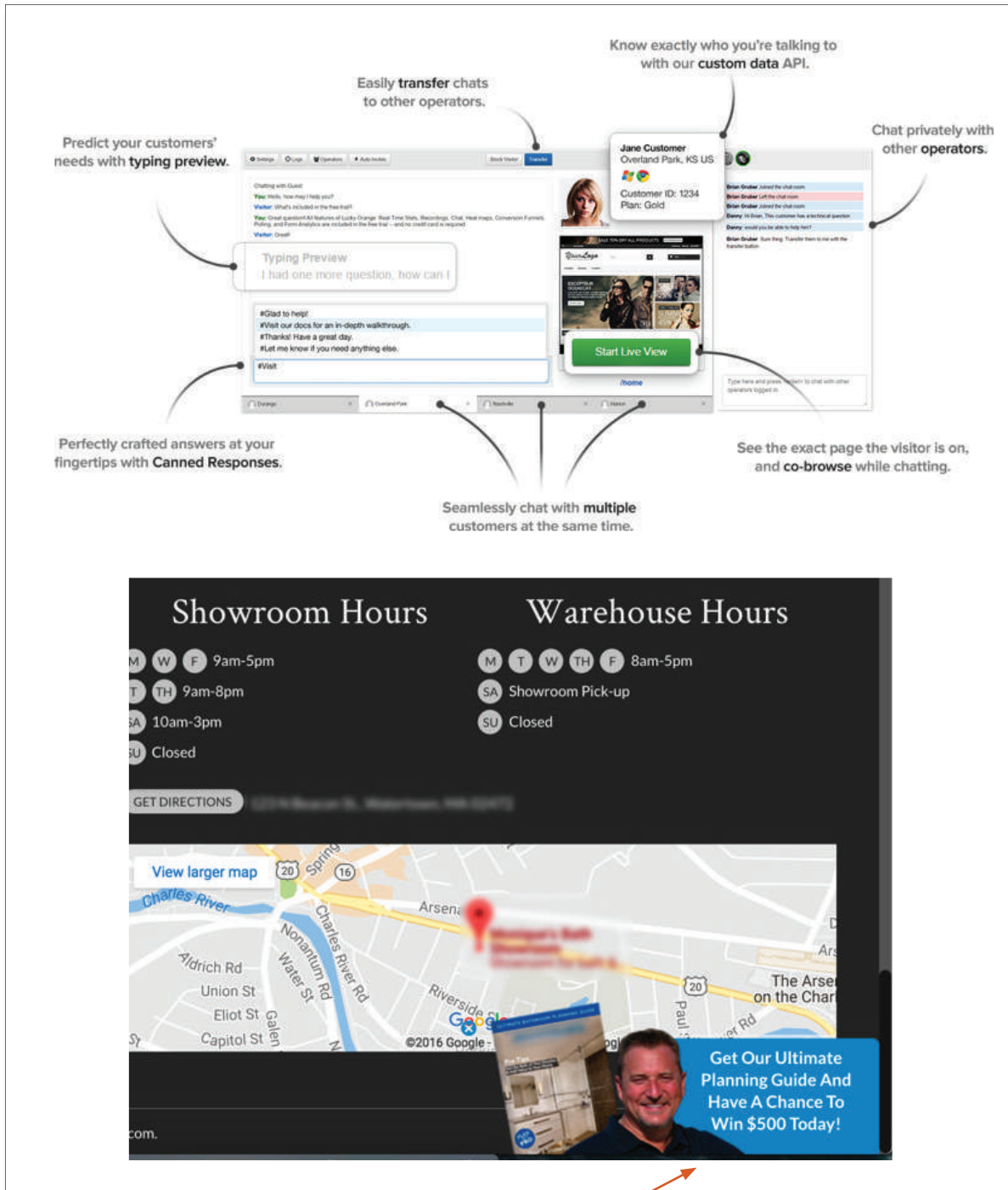
Sticky Header (This Is What Displays When A Visitor Scrolls Down On The Page)



Sticky Footer Pic (This Footer Is On All Pages And Looks Like This Whether The Site Is Scrolled Down On Or Not)



A "Sticky" Live Chat box or email form at the bottom right



The top image is a screenshot of a live chat interface with several annotations:

- Predict your customers' needs with typing preview.** (Points to the 'Typing Preview' box showing 'I had one more question, how can I...')
- Easily transfer chats to other operators.** (Points to the 'Transfer' button in the chat header).
- Know exactly who you're talking to with our custom data API.** (Points to the customer profile box for 'Jane Customer, Overland Park, KS US, Customer ID: 1234, Plan: Gold').
- Chat privately with other operators.** (Points to the 'Transfer' button in the chat header).
- Perfectly crafted answers at your fingertips with Canned Responses.** (Points to the 'Canned Responses' list on the left).
- Seamlessly chat with multiple customers at the same time.** (Points to the 'Multiple' tab in the chat header).
- See the exact page the visitor is on, and co-browse while chatting.** (Points to the 'Start Live View' button).

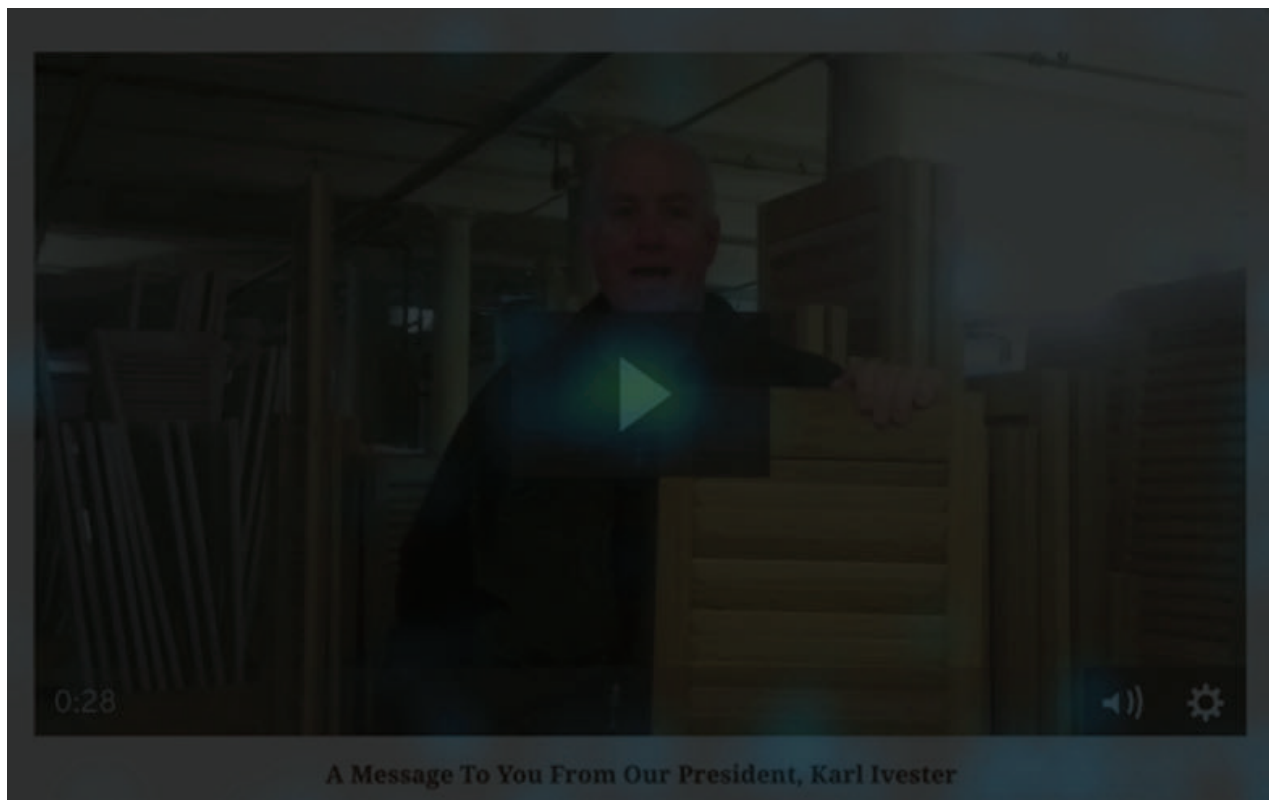
The bottom image shows a website layout with a 'sticky' giveaway banner at the bottom right:

- Showroom Hours:** M, W, F 9am-5pm; T, TH 9am-8pm; SA 10am-3pm; SU Closed.
- Warehouse Hours:** M, T, W, TH, F 8am-5pm; SA Showroom Pick-up; SU Closed.
- GET DIRECTIONS** (button).
- Map:** Shows the location of the showroom/warehouse near the Charles River and various streets.
- Giveaway Banner:** 'Get Our Ultimate Planning Guide And Have A Chance To Win \$500 Today!' (with a photo of a man).

Using a "sticky" giveaway often works great too

WELCOME VIDEOS AND SHOWROOM TOURS BUILD TRUST AND GET IDEAL BUYERS TO PRE-DEFEND WHY YOUR SHOWROOM IS THE BEST FIT FOR THEM

OVERVIEW: This image validates that Web visitors ARE NOT ignoring the Play button.



If you want to convey the strongest message to your audience, adding a video or video library on more than just your home page is one of the best ways to do it. Evidence from most reputable data-sourcing entities supports that it is best to use a multichannel marketing approach (i.e. Web copy, landing pages (personalized or geographically centric are what perform best), emails, videos, blogs, white papers, paid ads, social media, etc.) to deliver messaging aimed to influence prospects and buyers to act on your prompts.

Another point to consider when putting together a video marketing strategy is to have the owner or staff in the video (see the sample video featuring the President of the company above). The reasons this is so impactful are:

- 1. It packs more punch and authority** than a generic “what we do” or explainer video.
- 2. Most owners and staff members convey the message** of how they can best be of service more confidently.
- 3. If a company uses a “consultative sale” process**, then the owners can use their positional leverage to talk about how amazing the sales staff is at the showroom, why they'll help a client avoid some of the “traps” of today's economy, and how top-notch the experience will be in every way when they visit.

Engagement Data For: Welcome to Monique's Bath Showroom - TV Spot

189,449

Total Impressions

171,633

Unique Visitors

1,941

Total Plays

1%

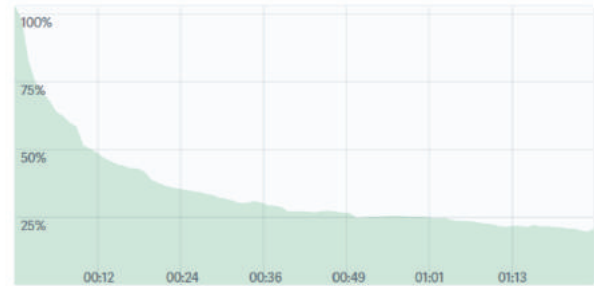
Play Rate

296.7

Total Minutes Watched

35%

Avg. Engagement



Engagement Data For Each Viewing Session

02/23/2022 08:50 AM

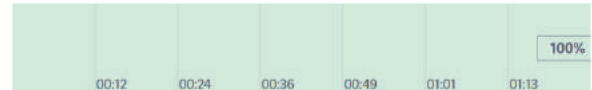
Unknown Viewer

https://



174,192.

CT, United States



02/20/2022 11:21 AM

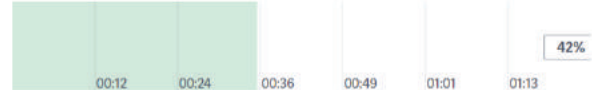
Unknown Viewer

https



108,49.

Winchester, MA



02/18/2022 05:07 AM

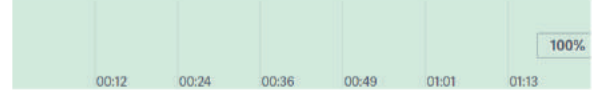
Unknown Viewer

https:



66,94.

Seattle, WA



02/17/2022 12:37 PM

Unknown Viewer

http



76,19.

Dorchester, MA



02/15/2022 07:39 AM

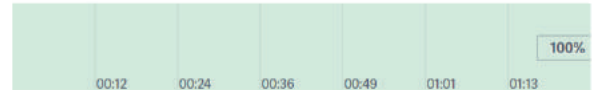
Unknown Viewer

https://



172,58.

Washington, DC



OVERVIEW: Videos are powerful tools to use for audience engagement, but the "metrics that matter most" MUST BE getting measured for the statistics produced to be strongly considered or impactful.

The screenshot above shows a 35% average engagement from Website visitors in one month, and although the watch % compared to total impressions (i.e. eyeballs that have seen the video), those who prefer to learn about Monique's via this video are captivated they hit the play button on the site.

You may be wondering what makes videos so compelling for a Web visitor?

- **Transparency:** Video illuminates your confidence, builds trust, and creates credibility.
- **Search engines love video:** Google owns YouTube -- the second largest search engine online.
- **Videos are memorable, elicit emotion,** and can work in a one-to-one or one-to-many purpose.
- **TikTok, YouTube and Snapchat** are some of the most widely viewed websites on the planet, and if you are choosing to avoid using video in your marketing mix, you're simply being irresponsible.

THE NUMBERS ARE SAYING TESTIMONIALS WITH FACES OUTRANKS MOST WEBSITE PERFORMANCE METRICS

Whatever uncertainty, feelings of frustration, or competition you or your customers are dealing with, none of the 30+ online data-points that we have tested in this research study have been found to be as impactful for a showroom to convert Web visitors to buyers as using testimonials with faces.

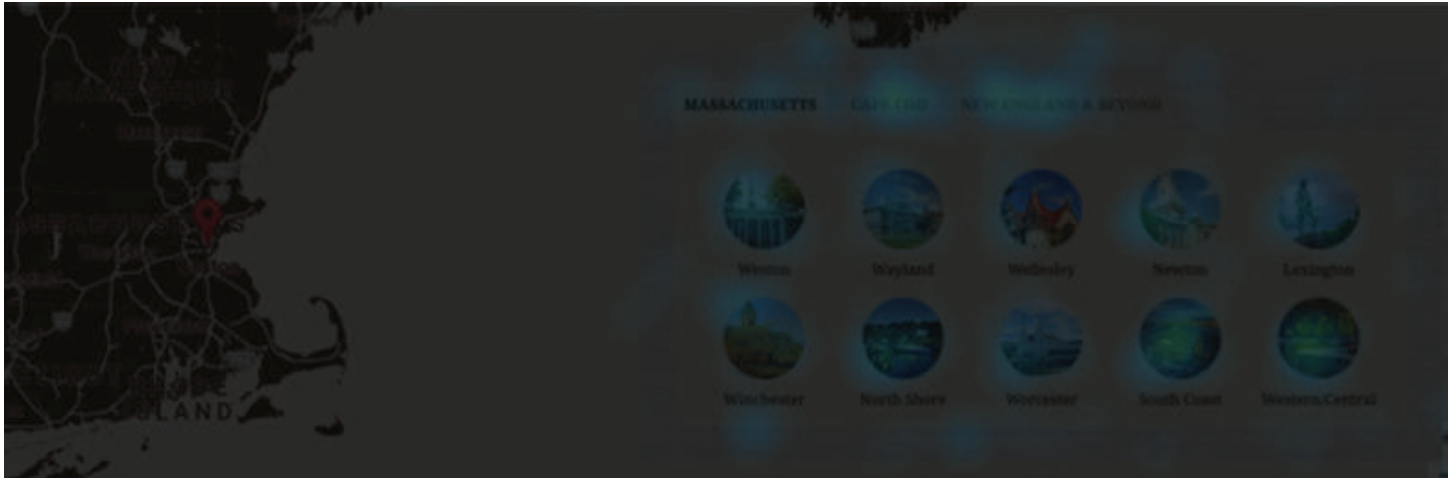
Remember, the key to earning more, doing less, and winning more business online IS NOT found in merely amassing all kinds of “big” data. The key to making more money in a scaled fashion at your showroom location(s) is to know what should happen next for your Web visitors so that you’ll experience more visitors saying, “Ooh... I like this company. Aah... their Website shows that they OBVIOUSLY understand my needs. So, YEAH, I am very comfortable with this company, and I am VERY confident that buying from this showroom and using them as a resource is the right decision for me and my family” – as quickly as possible.



OVERVIEW: Testimonials, client case studies, or review pictures relating to your Web visitors and making people feel relevant are becoming more important by the day. While conducting research for this study, we stumbled across this image showing how 1 million Web visitors focused on the people paying these showrooms praise as much, IF NOT MORE, than the actual text in these reviews.

If you want to use client testimonials on your Website, landing pages, or social media profiles so that you’ll leave the best impression possible with future high-probability buyers, be sure to include a picture of the reviewer’s face, first and last name (or at least initials) of the person, an organizational title, and where each contact is from. If you can use a screenshot of their actual review, that’s even better.

INCORPORATING VISUAL MAPS AND BRAND LOGOS MAKES THE IMAGERY ON YOUR SITE MORE PERSONAL, BELIEVABLE, CREDIBLE AND TRUSTWORTHY



OVERVIEW: Make it easier for your audience to browse through the brands and products you represent in your online AND offline storefront. The icon above leads to landing pages that are specifically created for visitors who are researching more about a brand or particular product. search using a specific category (in this case, the products' brands). As for the images of the various locations this particular business serves, we've seen lots of interesting and useful statistics and usage patterns formed due to this type of functionality.

The heat map shows how Web visitors are keen on using the "next" button on the slider because they want to be able to search using a specific category (in this case, the products' brands). As for the images of the various locations this particular business serves, we've seen lots of interesting and useful statistics and usage patterns formed due to this type of functionality.

Just imagine how much more revenue you'd be making at your showroom(s) if you had a money-making Web design and functionality-enhancing benchmarks set when specific Website performance indicators were triggered.

In the case of the company above, we decided to build a secondary Website to serve the Cape Cod and Islands business sector (a small region in Massachusetts) that this company's main Website was attracting. It is clear that this client has experienced significant growth from a geographic region that they were drastically under-serving -- until this data was brought to their attention, of course.

As a result, since successfully implementing this strategy with several clients, more and more clients ask how they can benefit from strategies of a similar nature for their companies.

PHONE-FRIENDLY CODING CAN MAKE A WORLD OF DIFFERENCE

OVERVIEW: When there are tons of codes added on your Website, it can slow down the load speed — especially when your audience views your Website through a mobile device.

You need to be wary about the load time of your Website(s) as this can drastically affect your bounce rate AND quality score with Google Ads. More research, data, and statistics show how massive the mobile industry is, which means that Website owners can't afford to slack off when optimizing their Websites for all screen sizes and devices.



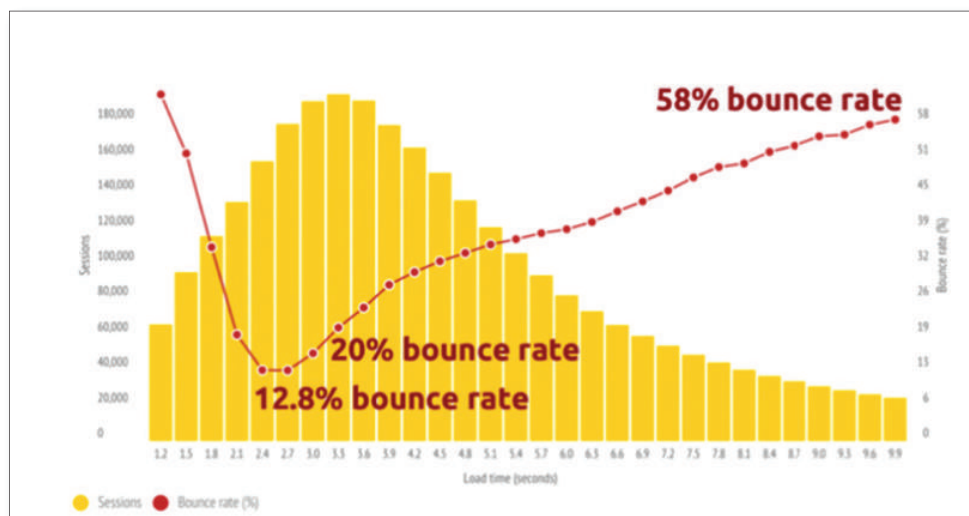
You need to have a modern, simple, clear Website design that looks professional and enables visitors to focus on the content and calls-to-action. To minimize overwhelming viewers, we suggest you use a Wordpress Website that is "responsive" in nature.

According to Wikipedia, Responsive Web Design (RWD) is an approach aimed at crafting sites to provide an optimal viewing experience — easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices (from desktop computer monitors to mobile phones).

SOME CONSIDERATIONS FOR A SMALL TO MIDSIZE BUSINESS WEBSITE:

- **Make sure your theme is clean, professional, and simple.** Strong colors or shapes should be reserved for focus points rather than outlining the design.
- **Support text with relevant, consistent, and professional graphics.** Limit stock photos as much as possible. If you can avoid them altogether, consider doing so — especially on the home page. Pictures of faces matter.
- **Break content up using visuals, dot points, ample paragraph spacing, etc.** The more white space, the better.
- **Don't clutter the pages,** and be sure to limit options so a sales-driven action is the clear path and next step.
- **Make calls-to-action clear with size, shape, and color** to differentiate them and make them stand out from the rest of the page.
- **One page, one purpose.** Don't try to achieve too many things on any given page.
- **Establish a visual hierarchy.** Make it natural for someone to read through the page and arrive at the goal of the page in a seamless fashion.
- **Make your Website legible** (contrast against background, font size, etc.)
- **Make sure elements are aligned.** Small imperfections can hurt a design — especially with specifiers and people in the trades.
- **Make sure colors are coordinated and consistent,** and that strong colors aren't overused.
- **Generally bevels and drop shadows look dated** unless you are working with a great designer. In most cases, simpler, flatter designs are easier and are the way to go.
- **Set performance benchmarks** and update them quarterly for quality control purposes

One Of The Best Ways To Tell You If Your Website Design Is Giving Visitors What They Want Is To Study The “Bounce Rate” And Visitor:Inquiry Ratio At Least Every 90 Days



GOOGLE'S RULES FOR HAVING A TOP-PERFORMING WEBSITE IN 2022

OVERVIEW: The Website administrators or owners for most Websites in the design and build industry are keen on reading guidelines from reputable sources about how to optimize their Website for Google's search engine, yet they often neglect to actually review Google's resources. Again, DO NOT BE irresponsible.

Following the **General Guidelines** below will help Google find, index, and rank your site.

We strongly encourage you to pay very close attention to the **Quality Guidelines** below, which outline some of the illicit practices that may lead to a site being removed entirely from the Google index or otherwise affected by an algorithmic or manual spam action. If a site has been affected by a spam action, it may no longer show up in results on Google.com or on any of Google's partner sites.

General Guidelines

[Help Google find your pages](#)



[Help Google understand your pages](#)



[Help visitors use your pages](#)



[Help visitors use your pages](#)



- Try to use text instead of images to display important names, content, or links. If you must use images for textual content, use the [alt](#) attribute to include a few words of descriptive text.
- Ensure that all links go to live web pages. Use [valid HTML](#).
- Optimize your page loading times. Fast sites make users happy and improve the overall quality of the web (especially for those users with slow Internet connections). Google recommends that you use tools like [PageSpeed Insights](#) and [Webpagetest.org](#) to test the performance of your page.
- Design your site for all device types and sizes, including desktops, tablets, and smartphones. Use the [mobile friendly testing tool](#) to test how well your pages work on mobile devices, and get feedback on what needs to be fixed.
- Ensure that your site [appears correctly in different browsers](#).
- If possible, [secure your site's connections](#) with HTTPS. Encrypting interactions between the user and your website is a good practice for communication on the web.
- Ensure that your pages are useful for readers with visual impairments, for example, by testing usability with a screen-reader.

PAGE SPEED IS NOT CRITICAL... UNTIL A WEB VISITOR BOUNCES OR IT COSTS YOU \$\$\$\$

OVERVIEW: Google can give any Website a comprehensive report on the things they need to tweak in order to improve their Website's loading speed, which increases the site's first page rank-ability.

PageSpeed Insights

http://gsibathshowplace.com/ [ANALYZE](#)

Mobile **Desktop**

53 / 100 Speed

Should Fix:

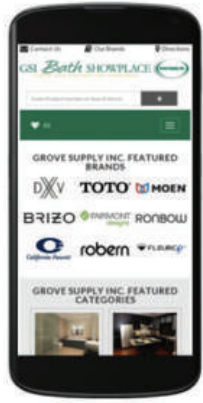
- Leverage browser caching
[Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)

Consider Fixing:

- Optimize images
[Show how to fix](#)
- Minify CSS
[Show how to fix](#)
- Minify HTML
[Show how to fix](#)

5 Passed Rules
[Show details](#)

Download optimized image, JavaScript, and CSS resources for this page.



PageSpeed Insights

http://gsibathshowplace.com/ [ANALYZE](#)

Mobile **Desktop**

67 / 100 Suggestions Summary

Should Fix:


- Leverage browser caching
[Show how to fix](#)
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
[Show how to fix](#)

Consider Fixing:

- Optimize images
[Show how to fix](#)
- Minify CSS
[Show how to fix](#)
- Minify HTML
[Show how to fix](#)

5 Passed Rules
[Show details](#)

Download optimized image, JavaScript, and CSS resources for this page.



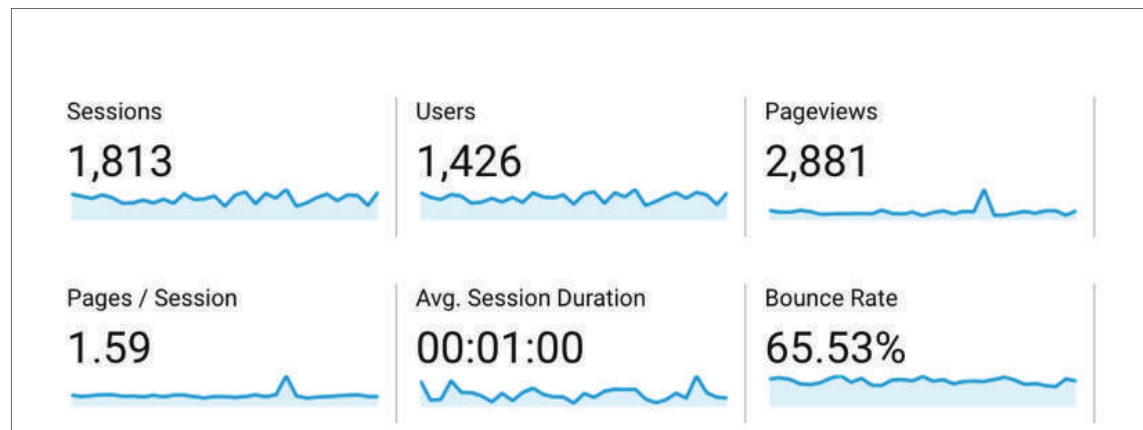
PRODUCT CATALOG PAGES IMPROVE YOUR WEBSITE'S 1ST PAGE FINDABILITY

OVERVIEW: Because we have first-hand access (i.e. we can see all of the search numbers and visitor behavior statistics and insights) for hundreds of bath, kitchen, lighting and design/build showroom locations across North America, we've continuously seen how a Website with a product catalog can improve its performance in terms of increasing page views-per-session. A showroom Website that showcases its available inventory using a digitized company catalog leads to a 4:1 higher time on site by visitors, AND a lesser bounce rate by 20%, 30% — and sometimes 50% — than one that does not include a product catalog.

Although Search Engine Optimization is not an exact science and contains an ever-changing set of best practices, sites such as Google, Yahoo, and Bing absolutely love (AND OFTEN REWARD) Websites that have high page-views and low bounce rates. (FYI, this trend has always existed!)

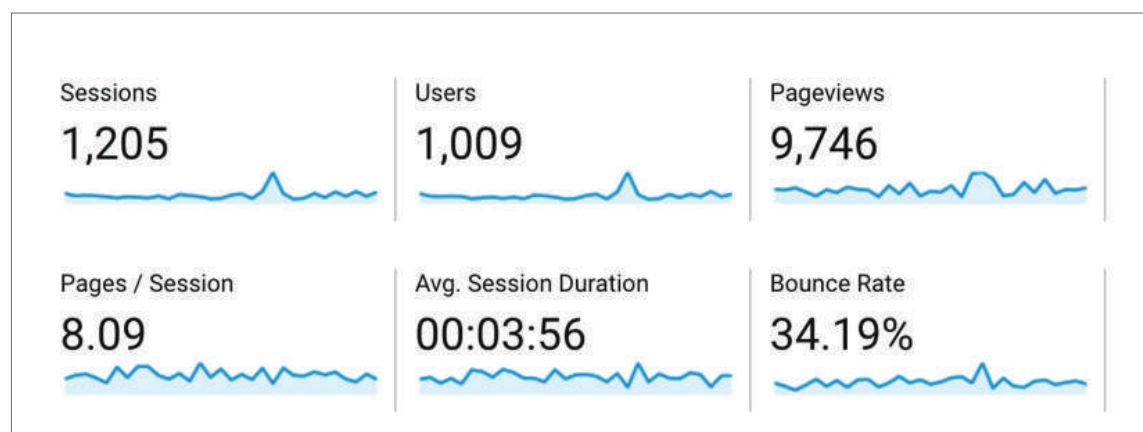


Website **without** a digitized company catalog



Website **with** a digitized company catalog

- 5x more pages per visit
- 3.5x more average visit duration
- 47% lower bounce rate



PHONE CALL, FORM FILL-OUT, DIRECTION CLICKS LEADING TO WALK-IN APPOINTMENTS & LEAD SCORING THAT FEED INTO WORLD-CLASS RESULTS REPORTING TOOLS

OVERVIEW: Receiving real-time email notifications when inquiries come in from your Website and web infrastructure as a whole telling you who the person is, his or her phone number, the page the caller is calling from, with a recording of the phone call, and more.

Every time an inquiry is recorded from a Google Ad campaign, the keyword they searched for prior to finding your Website allows you to know EXACTLY which terms are your "money making" keywords. This "little hinge" in your business development technology stack is a total game-changer because it swings MAJOR money making doors for your business development initiatives.



LEAD SCORING: This easy-to-understand “No Lead Left Behind” spreadsheet connects your marketing campaigns and sales team’s action steps with EVERY contact in the buying pipeline. In short, have no fear, ShowroomMarketing.com’s proprietary Customer Relationship Management tool (the CRM our Paid Marketing Program clients get when they partner with us) will effortlessly integrate with whatever ERP system, Point of Sale software, or digitized product catalog service or eCommerce platform you use.

Master CRM - Portal

File Edit View Insert Format Data Tools Add-ons Help

Comments Share

Details

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Date & Time	Version	Responsible	Call Duration	Details	Medium	Traffic Source	Contact Name	Company	Best Phone	Best Email	Products of Interest	
1													
2	11/20 10:41 AM			Left VM	Left phone number	Phone Call	Google Paid	Jim Smith		801-410-1234 (given by the caller)			
3	11/18 11:10 AM			Missed Call	Waiting for 30s	Phone Call	Google Paid			801-410-1234			
4	11/17 12:21 PM			3m 42s	Waiting if they have longer hours to	Phone Call	Google Paid	Chanel		801-410-1234 (given by the caller)			
5	11/16 10:25 PM			Missed Call	Responded as per 1st	Phone Call	Google Paid			801-410-1234			
6	11/15 11:24 AM			7m 2s	Interested in getting more info for call	Phone Call	Google Organic	Nichole		801-410-1234 (given by the caller)	nichole@showroom.com		
7	11/15 9:37 AM			Missed Call	Waiting for 30s	Phone Call	Google Organic			801-410-1234			
8	11/14 1:11 PM			2m 25s	Responded quickly for regular white sales	Phone Call	Google Paid	Cory		801-410-1234	cory@showroom.com		
9	11/12 11:43 AM			Left VM	Waiting for 30s	Phone Call	Google Organic	Daryl		801-410-1234 (given by the caller)	daryl@showroom.com		
10	11/9 4:25 PM			8m 8s	Getting more info wanted to get more	Phone Call	Direct	Crystal		801-410-1234	crystal@showroom.com		
11	11/8 9:16 AM			Missed Call	Waiting for 30s	Phone Call	Google Paid			801-410-1234			
12	11/7 2:32 PM			Left VM	Waiting 10s regarding their registration	Phone Call	Google Paid	David		801-410-1234 (given by the caller)			
13	11/4 3:34 PM			3m 46s	Responded the email from 11/3, and	Phone Call	Google Organic			801-410-1234			
14	11/4 3:25 PM			Missed Call	Waiting for 30s	Phone Call	Google Organic			801-410-1234			
15	11/4 2:52 PM			2m 19s	Getting about the call portable here	Phone Call	Google Organic	Lance Jackson		801-410-1234	lance@showroom.com		
16	11/3 6:07 PM			Left VM	Waiting to get more info	Phone Call	Google Paid	Kadzia		801-410-1234 (given by the caller)			
17	11/3 2:51 PM			Missed Call	Waiting for 30s	Phone Call	Google Paid			801-410-1234			
18	11/3 2:30 PM			Missed Call	Waiting for 30s	Phone Call	Google Paid			801-410-1234			
19	11/3 1:08 PM			1m 42s	Will be delivering 10 samples to them	Phone Call	Google Paid	Adrea		801-410-1234			
20	11/3 11:18 AM			8m 24s	Would like to know the process on the	Phone Call	Google Paid	Cue		801-410-1234	cue@showroom.com		
21	11/2 2:22 PM			Left VM	Waiting for longer hours to call	Phone Call	Google Paid			801-410-1234 (given by the caller)			

NovemberOctoberSeptemberSheet2 - Populated By Zapier

Explore

RESULTS REPORTING: Measuring, monitoring, adjusting, and controlling the 20% of the online Insights that yield 80% of the revenue through the internet channel is an “artful science” that every Gold Standard Showroom™ must master. Based on lots of feedback from showrooms of all shapes, sizes and structures, OUR TEAM IS the most versed and competent business development firm in the land who can forecast what your Marketing Optimization and Sales Optimization Score is as of right now as well as what it will be when you take action on the proven formula we’ve proven profitable over the past decade called the ShowroomMarketing.com Method.™

**These 10 Luxury Products Group Members Are TOTALLY Dominating
The 1st Page Of Google For The Top 100 Search Terms In Their Marketplace!**

**Click Here To Learn EXACTLY How
They’re Doing It + See The Results**

OUR MONOPOLIZE YOUR MARKETPLACE GAME BOARD WILL HELP YOUR BUSINESS MAKE A BIGGER "SPLASH" & GET YOUR COMPANY EARNING MORE, DOING LESS & CONTROLLING MORE MARKET SHARE ONLINE IN 2022



NEXT STEP

Ready To Experience Repeatable Results & Predictable Revenue?

We will record a custom website review video of your marketing infrastructure to identify where you are wasting spend or losing opportunities and what to do about it. We will also mark-up one of our "Monopolize Your Marketplace" game boards showing how you can become the "big fish" in your market's online ocean in the matter of a few months' time.

GET MY CUSTOM REVIEW VIDEO

Prefer to chat with us directly? Book a time in our calendar [HERE](#).



These Gold Standard Showrooms™ Have Trusted Us & Succeeded



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 **ShowroomMarketing.com/Call**