

5 Ways to
Double Your
Kitchen Sales
in 90 Days...

Right now, most kitchen companies are experiencing major sales and cash flow problems in their business.

According to the National Kitchen and Bath Association, over 80% of kitchen companies are selling less than 5 kitchens a month.

This is due to a multitude of factors. First, kitchen businesses rely on a constant stream of new prospects coming into their showroom. Second, there's lots of competition. Third, the sales process takes 8-12 weeks.

If you're like the majority of kitchen companies then you'll know how hard it is to make enough sales to make it worthwhile. The problem is that trusted sources of advertising have stopped working. Most kitchen companies relied on yellow pages, magazine and newspaper ads in the past, and in recent years have noticed that more and more people are looking online.

But a recent survey by flying solo showed that 'finding customers' still presents the biggest challenge for 44% of businesses.

These statistics suggest that the majority of kitchen companies are struggling to find customers and generate adequate cash flows.

But Some Kitchen Companies Are Flourishing...

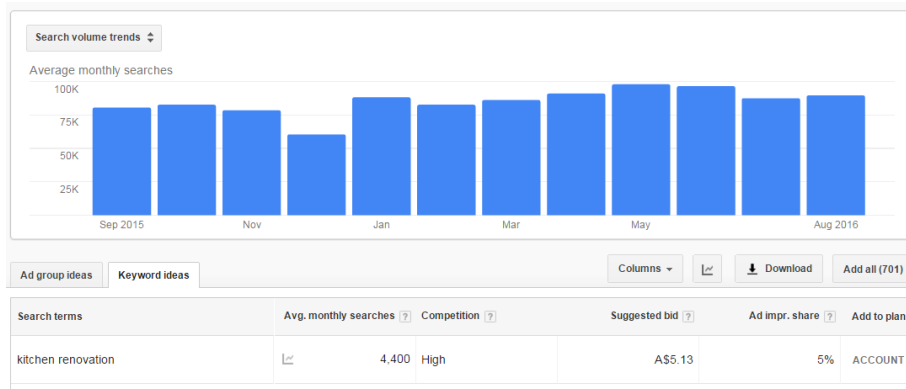
But despite these setbacks across the industry, some kitchen companies are earning more profits than ever - while spending less time at the office.

No matter where your showroom is located, nor the condition it's in, you can attract high paying customers in droves, using the combination of techniques I share in this document.

Imagine what your kitchen business would look like if you doubled the average sales from 5 to 10... and you're hiring designers to sell the kitchens for you.

That's exactly what happened to Ed Hough when he took his struggling showroom from 4 sales per month to a hefty 12 sales per month in just 6 months.

And Ed isn't the only one doing this. Did you know that every month, over 4,400 people search for kitchen renovation information in Australia?



And did you know that according to HIA Kitchen and Bathrooms report, the kitchen renovations industry in Australia is forecast to grow at 11% and is a \$3.52 billion industry.

That's right according to the 2015 Houzz & Home report, there's a sweet spot of potential clients over the age of 45 that are more likely to seek out and spend money on kitchen renovations.

The people in this sweet spot are typically baby boomers that finally have both the financial resources and time to invest in a new kitchen. On average they spend between \$45,600 and \$55,500 on a large kitchen renovation.

What would your kitchen company achieve if you had LOTS of these types of people visiting your showroom?

Here are 5 ways you can start finding these people immediately:

1. Improve Your Website

a. Improve Page load speed

According to econsultancy, 40% of people will abandon a web page if it takes more than three seconds to load.

Check how fast your website loads at <https://gtmetrix.com/>

Do you think more website visitors will contact you if you can optimise your website to load in 3 seconds or less?

b. Improve Design and Aesthetics

According to Iron paper, 94% of people cited web design as the reason they mistrusted or rejected a website.

Get your family and friends to provide honest feedback about your website.

Do you think you can improve the perception of your business, if you improve the usability and design of your website?

c. Prominent CTA's

According to KoMarketing, 44% of website visitors will leave a company's website if there's no contact information or phone number.

Check your website to see whether your phone number is prominently displayed.

Do you think more people will contact you if your contact details are more prominently displayed?

d. Optimise for Mobile

According to Smart Insights, Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%).

This is further corroborated by a report by ExactTarget, estimating that 27% of consumers will leave a site if it is not mobile-optimized.

Check whether your site is mobile friendly at:

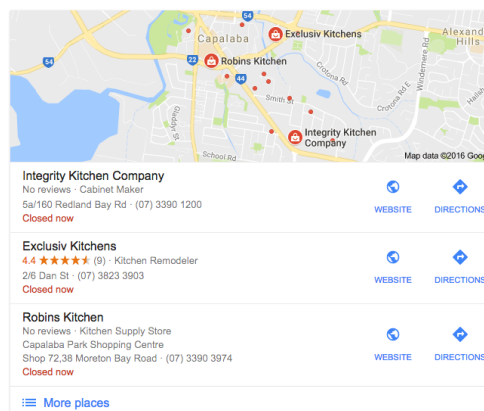
<https://www.google.com/webmasters/tools/mobile-friendly/>

Do you think more of your website visitors will contact you if you optimise your website for mobile devices?

2. Optimise Your Google My Business Listing

According to the Search Engine Journal, google search interest in “near me” has increased 34X since 2011 and has nearly doubled since last year.

The “3 pack” is the 3 results that show below the map in Google's search results:



To show up in these search results, businesses need to claim and optimise their google my business listings:

Here are the steps to follow:

1. Claim your business if you haven't done so already
2. Verify your business if you haven't done so already
3. Ensure the Name, Address and Phone number that you use in your Google My Business Listing is exactly the same as displayed on your website
4. Complete your business hours
5. Choose your service area (20 km radius around your showroom)
6. Make sure you're listed in the right category (kitchen renovator for kitchen companies)
7. Add as many photos as possible to the 5 categories

Once you've optimised your Google My Business Listing, the next steps are:

1. Perform an audit of your business citations
2. Fix inconsistent instances of your name, address and phone number

According to Bright Local, 88% of Consumers Trust Online Reviews As Much As Personal Recommendations.

Once your Google My Business Listing is optimised, it's important to start asking customers to leave reviews on your Google listing.

Do you agree that the more reviews you have, the easier it will be to sell kitchens?

3. Enhance Your Brand

Marketing Land reported 72% of ad agencies think online video advertising is just as effective as—if not more than—television advertising.

According to Digital Marketer, marketing is about moving people from a “Before” state to a desired “After” state.

Marketing kitchens is easier than other products and services. This is because your marketing can simply show pictures of a cramped, outdated and ugly kitchens (Before state) being transformed into a modern, elegant and functional kitchen (after State).

Here's how to create a simple video that builds brand recognition:

- Start off with an intro of your brand
- Transition into a an image of an old, outdated kitchen
- Transition into a new image of a modern and elegant kitchen
- Finish with a call to search for your brand on Google

According to Quora the average cost of a video view on Facebook is between 1-5 cents.

Do you think that you could sell more kitchens if your ad was being displayed to a demographic of thousands of people aged 45 and over in your local area?

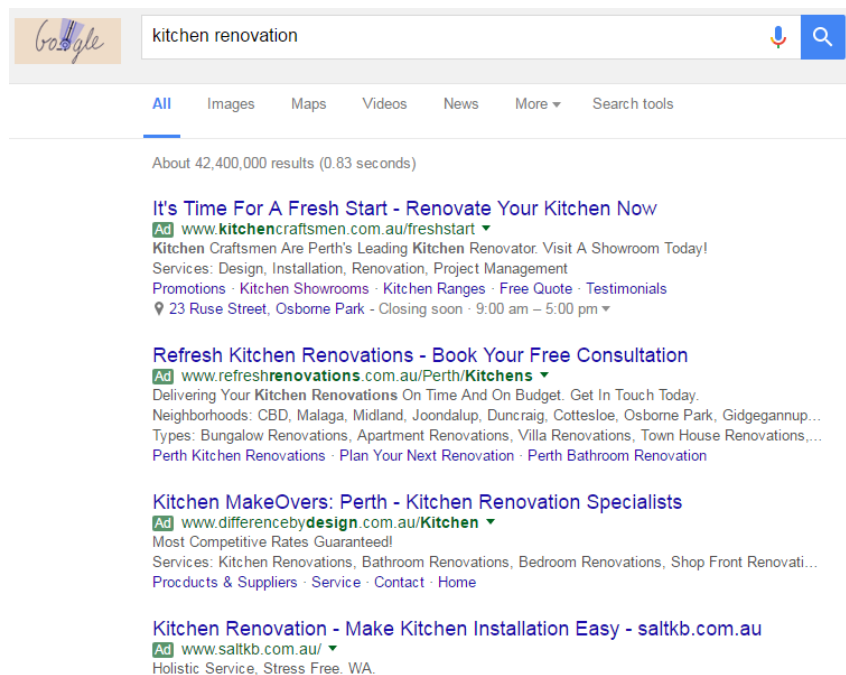
4. Advertise on Google

According to Biznology, 89% of customers begin their buying process with a search engine.

If you could put an ad in front of people searching for “kitchen renovation”, do you think you could sell some of them a new kitchen?

Here’s what you need to do to setup a profitable Google AdWords campaign:

- Determine the objectives of your ads (i.e. phone calls, email subscribers etc)
- Find buyer keywords
- Write effective ads
- Match keywords, ads and landing pages
- Understand and monitor keyword matching and negative keywords
- Monitor results and adjust as required



5. Repeat Your Message

According to the Financial Brand, research proves messages are more effective when repeated.

Marketers have a rule of 7 stating that consumers need to see your marketing message 7 times before they start to recognise your brand.

Digital marketer define a lead magnet as an irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information.

Here are some ideas for lead magnets for a kitchen company:

- Kitchen pricing guide
- Kitchen design guide
- Kitchen catalogue
- Renovation guide for Investors

Do you think you could sell more kitchens if you capture prospects email addresses and then email promotions, discounts and other offers?

According to Adready, retargeting can boost ad response up to 400 percent.

Retargeting is a cookie-based technology that uses a simple Javascript code to anonymously 'follow' your audience all over the Web.

Both Facebook and Google allow retargeting ads to people that have visited your website.

Do you think that showing ads to people that have already shown an interest in kitchen renovations and your brand would lead to more kitchen sales?

What do you think your business would look like if you actually did all this stuff? Do you want to find out? [Click here](#).