



Leveraging the Web to **Grow Your Septic Business**

[a 3-step guide]





Customers are online looking for you
and your competitor.

Help them make the right decision.

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Introduction

The Internet has revolutionized human behavior, especially when it comes to how we make purchasing decisions. Homeowners, home builders, and property managers alike consult Google and other online sources when they need septic service.

Have your company's marketing efforts shifted with the times?

Are you making the most of the opportunity to generate sales leads through your website?

This guide serves as a roadmap to digital marketing, exploring how you can use buyer behavior to grow your business by attracting new customers with the web.

Case #1: Van Delden Wastewater Systems

Seventy-year-old Van Delden Wastewater Systems is a family-owned company specializing in the design, installation, maintenance, and inspection of standard and aerobic septic systems in South Texas. They have attributed much of their past success to a satisfied customer base and referrals.

When Van Delden initially approached Digett their investment in web marketing was minimal, but they understood the need to expand their online presence. They asked for help driving more traffic to their website, and after a brief assessment we knew that driving traffic alone would not be enough.

While driving more traffic to the site was a worthwhile (and realistic) goal, we believed too many of those visitors would end up calling a competitor. Van Delden's website was simply not designed to make it easy for customers to connect with the business.

In 12 short months, following the launch of a new, Digett-designed website and strategic online marketing campaign, Van Delden saw a 175% increase in website conversions--from phone calls alone.

By 2014, Van Delden received an average of 80 conversions per month from website form inquiries and phone calls. Today, Van Delden has a social media presence on Facebook and Twitter, produces regular blogs on septic system maintenance, and encourages testimonials on review sites like Yelp and Google. They continue to experience a high volume of calls and website inquiries, with measureable growth almost every month.



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Your business can benefit by using the same process and tactics.




Like Van Delden, you have a tremendous opportunity to grow your business by implementing a digital marketing plan.

What is Digital Marketing? Why Do I Need It?

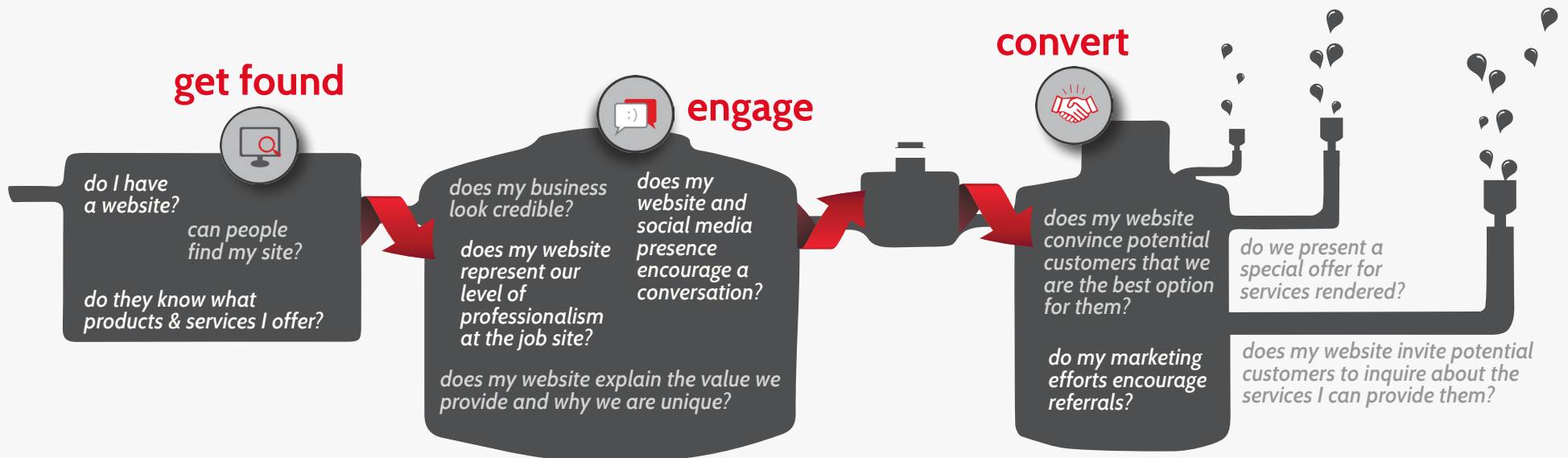
We know that digital marketing may seem daunting. We equate it to us learning how to conduct a septic system inspection! The good news is, we are here to make developing and executing a digital marketing strategy easy and effective.

Digital marketing uses different online tactics (like email marketing, advertising, blogging and social media) to attract potential customers for your business.

At Digett, we follow our own digital marketing philosophy that is centered around three main principles:

- get found 
- engage 
- convert 

Let's put this in septic terms.



1. Get Found



The great news is that you're in the business of providing a service that many people need. Most likely, you have identified your primary service area and know where a majority of your business comes from. The next question is: ***How do potential customers find you?***

Are they stumbling upon your website through organic search (appearing in a search results because of relevant search terms), or is it the result of paid online advertising through services like Facebook or Google?

The opportunities to direct people to your website are endless. Here are a few sure-fire ways to get found:

- **Choose relevant keywords** for website titles and text that users will be searching for in Google and other web search utilities.
- **Include your company's URL** on all print advertisements, direct mail pieces, email marketing, invoices, and other business correspondence.
- Claim your business location, and add your site to business directories for **location-based marketing** including Google Places, Yahoo!, Bing, Yelp, YellowPages, and MapQuest.
- Establish a **social media presence on networking sites** like Facebook, LinkedIn and Twitter, and link your website to these profiles.
- Online, **targeted paid advertising** through a service like Google AdWords can drive traffic to your site by reaching people as they search for keywords or phrases related to your business.

2. Engage



Think of your website as an employee that works 24 hours a day, 7 days a week to promote your business. It's important that your website is inviting, friendly, knowledgeable and clearly communicates who you are and what you do.

There are tons of ways to engage with site visitors. Engagement is about creating and promoting quality content. Content is more than just the words on your website. It is the cohesive message about your company that educates the public.

Deciding the **kind of content** you produce, as well as **where and how you promote it**, should be guided by your understanding of the customers you'd like to reach. Engagement starts with that understanding, which drives a massively effective strategy. Here's a few tips on how to get started:

- Promote your content by reaching your target audience when and where they spend time online. Social media sites like **LinkedIn, Twitter, Facebook and Pinterest** are just a few to start with.
- **Industry blogs and online forums** can also be excellent venues to interact with potential customers and to link back to your content.
- **Search engine marketing** (like Google Adwords) should not be overlooked, either. Even traditional trade journals can be effective in some situations.
- **Educational guides** (like this one) can also provide valuable information that can be promoted through your blog, social media and advertising.
- Online review sites like **Yelp, Google and Yellowpages** have changed the way people choose which businesses to give their patronage.

3. Convert



Conversions are key. Your website should give prospects the opportunity to ask questions, make a purchase, schedule an appointment or subscribe to your newsletter online. **It should explicitly encourage site visitors to take specific action.** Picking up the phone and dialing a number shouldn't be the only way for customers to reach you. Incorporating a number of conversion opportunities on your website makes it easier for prospects to connect with you and gets you one step closer to making a sale.

Start by incorporating elements that make it easier for prospects to contact you online. For example, the addition of a **contact form** gives visitors an alternate way to schedule an appointment, request a quote or ask questions about your services. Adding a contact form to your website's most visited pages and blog articles makes it easier for prospects to contact you without having to navigate to the main contact page.

Do you have a coupon you would like to offer your customers? Maybe you offer free phone consultations? These are just a few examples of existing conversion opportunities we can leverage.

Results on the Way

A digital marketing strategy takes time to develop and grow. There are many ways to measure and improve your website's performance, including Google Analytics, social media metrics and others. By measuring performance over time, you can adjust current strategies or introduce new tactics that can continuously improve performance.

The goal should always be to not only reach more leads, but to reach more qualified leads--good, solid prospects who will turn into customers.

Next Steps

We admit that building a sound digital marketing strategy is a never-ending journey that takes experimentation and patience. At Diggett, we have been helping our clients benefit from digital marketing technology and trends for 14 years.

If you are having trouble developing and executing a digital strategy that helps prospects find your business online, we get it. We can help you understand the power of digital marketing, enhance your online presence, craft a killer content or brand strategy, and give you other valuable tools to bring your business more success.

Your business is to provide quality septic service. Our business is to make sure customers can find you. Let our team create a one-of-a-kind plan just for you and your business. **Contact us today.**