



Marketing Best Practices

Presented to you by GreenSky®

Some of the best marketing programs involve a large effort from all sides – but that doesn't mean you can't get started with just a handful of tactics that resonate with you. When you partner with GreenSky®, you partner with a company that cares about your success. That's why we're sharing today's best marketing practices.

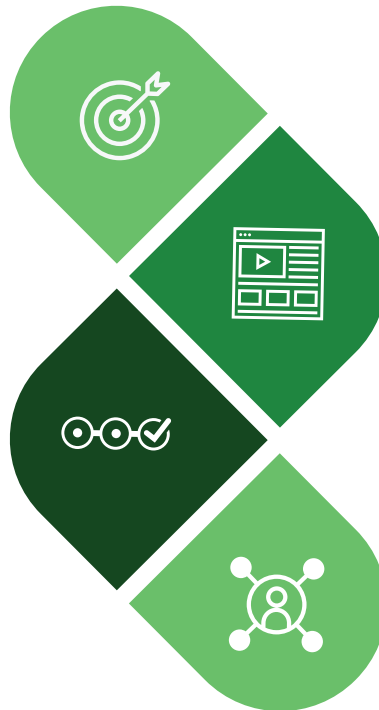
1. Define your target market

You'll have an easier time reaching out to new customers if you know who they are: how old they are, where they live, what their habits are, what kind of home they live in, etc. Figure out who you're trying to sell your services to and then start selling.

3. Set goals

How can you go about measuring your success if you don't know your baseline and where to go from there? Take a look at your current standings, whether it be with website visitors or percentage of "won" leads, and set realistic, achievable goals. If you need a hand, you can always partner with our GreenSky Client Growth Managers.

They can help you develop goals based on what has worked for other businesses in the past.



2. Have a website

You probably have a website, but how often do you maintain it? Digital looks update every few years, and if you're not keeping up with graphic trends, your potential customer base will not take your company seriously. Invest in having a clean website that reflects your brand accurately and helps customers get in touch with you.

4. Use social media

Social media is a great and inexpensive way to get your message out to a large audience. Use Facebook, Instagram, Twitter, Google My Business, and others. Some have advertising platforms as well. Show off pictures of your previous work and customer testimonials, or use your new GreenSky social media graphics to help spread your message. It's impossible to cover the ins and outs of social media in one paragraph, but you can learn more about it [here](#).



5. Email Marketing

Stay at the forefront of your customer base's mind by sending a steady stream of emails. You can start off slowly with just one email per quarter: company updates, deals, business insights, anything you'd like. It's a budget-friendly way to stay in touch with your base who may need your line of work again in the future, or who have friends who need your help. Just make sure you're following [email marketing regulations](#).

7. Reviews, reviews, reviews

The first thing your lead does is read reviews to understand the kind of service or product you offer. For an impressive rating, ask every satisfied customer to leave a review. Remember: Try to leave a response on a review, good or bad. Potential customers like to know that if they experience an issue, your company will try to correct the situation as fairly as possible, and as soon as possible.



6. Offline Marketing

Online marketing is important, but so is old-fashioned marketing: direct mail, signs (billboards, flyers, lawn signs), local advertisement (newspapers, magazines, coupon books). It's important to get your target audience right to avoid overspending. Get your message out to the right people, and don't forget to make it look nice. You don't have to start from scratch – just use our graphics provided in our digital resource kit.

8. Send out surveys

Your business can't survive if people don't like the work you do. Give your customers an opportunity to voice their opinions so you can keep improving upon yourself or your business. There are plenty of free online resources to [create your own surveys](#). Bonus: If unhappy customers can voice their concerns through a survey, they're less likely to post online. Go above and beyond by contacting unhappy customers to see if you can resolve the issue together.

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