
THE GARAGE DOOR MARKETING PLAYBOOK

**BUILD BETTER SYSTEMS.
GENERATE MORE LEADS.
GROW WITH CONFIDENCE.**



GARAGE DOOR MARKETING PLAYBOOK



ABOUT THE AUTHOR

Hi, I'm Rebecca Hannett.

Over the past several years, I led marketing for a multi-market residential garage door company, working across 26+ markets in 14 states. During that time, I gained hands-on experience in nearly every aspect of home service marketing, from Google Business Profiles and Google Ads to SEO, branding, acquisitions, ServiceTitan, technician review programs, and new market launches.

Like most marketers, I didn't learn everything overnight. I learned by solving problems, testing ideas, making mistakes, measuring results, and continuously improving along the way.

This playbook reflects the knowledge and perspective I've gained throughout my career. Every framework, checklist, worksheet, and planning tool has been created by me to help garage door companies make more informed marketing decisions and build stronger marketing systems.

Thank you for trusting me to be part of your business. I hope these resources save you time, provide clarity, and help you focus on what matters most.

Rebecca

LET'S DO IT!



HOW TO USE THIS OPERATING SYSTEM

Start with the modules that solve your biggest business challenge today. Focus on revenue-impacting issues first, then growth opportunities, and finally expansion initiatives.

Revenue (Modules 1-3)

- GBP issues
- LSA issues
- Reviews
- Tracking problems

Growth (Modules 4-6)

- Google Ads
- SEO Content
- Landing Pages
- A/B Testing
- Automation
- Lead Response

Expansion (Modules 7-9)

- New Markets
- Acquisitions
- New Advertising Channels



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09 **NEW MARKET LAUNCH CHECKLIST**

MODULE 1

MARKETING FOUNDATION

The Marketing Numbers and Priorities Every
Garage Door Owner Should Know



Why Should I Care?

MARKETING ONLY MATTERS IF IT GENERATES *PROFITABLE JOBS.*

If you are not tracking revenue, leads, and reviews, you have no way to know:

- Which marketing channels are generating profit
- Which campaigns are wasting money
- Where your next growth opportunities are
- What deserves your attention first

This module gives you a simple framework to prioritize your marketing and measure what matters.



PRO TIP

**TRACK
REVENUE,
NOT JUST
LEAD VOLUME**

EVERY MONTH, REVIEW THESE *FIVE NUMBERS*



01

MARKETING REVENUE

Revenue generated from marketing.

- Is revenue increasing?
- Which campaigns produce the most revenue?
- Which markets are growing?



02

ADVERTISING SPEND

Total marketing spend.

- Where is the budget going?
- Are the results worth the investment?



03

TOTAL LEADS

Total opportunities generated.

- Calls, Forms, Texts, Chats
- Are leads increasing?
- Which channels generate the most?



04

COST PER LEAD (CPL)

Advertising Spend ÷ Total Leads

- Is CPL improving?
- Which channels are most efficient?
- Are the leads profitable?



05

RETURN ON AD SPEND (ROAS)

Marketing Revenue ÷ Advertising Spend

- *10x+ = Excellent*
- *5x-10x = Strong*
- *Under 5x = Review performance*
- Which campaigns deserve more budget?
- Which campaigns should be improved?

MARKETING *PRIORITIES*

Tier 1 – Revenue (Critical- Handle Immediately)

Directly impacts lead flow and revenue:



- ☐ GBP suspension
- ☐ LSA issues
- ☐ Broken tracking numbers
- ☐ Low review volume
- ☐ Website outage
- ☐ Google Ads disapproval
- ☐ Lead response delays
- ☐ Verification issues

Tier 2 – Growth

Improve performance and efficiency:



- ☐ SEO content
- ☐ A/B testing
- ☐ Email automation
- ☐ Landing page optimization
- ☐ Review response process
- ☐ Technician review training
- ☐ New service pages
- ☐ Market expansion planning

Tier 3 – Branding

Build long-term awareness, trust and community presence:



- ☐ Nextdoor
- ☐ Sponsorships
- ☐ Social media
- ☐ Community involvement
- ☐ Truck wraps
- ☐ Yard signs
- ☐ Local partnerships
- ☐ Public relations

ACTIONS TO COMPLETE *TODAY*

01

CREATE A MARKETING DASHBOARD

Track:

- Marketing Revenue
- Advertising Spend
- Total Leads
- CPL
- ROAS

Optional:

- ROAS by channel
- ROAS by market
- Reviews by technician
- Lead booking rates
- MoM and YoY trends

02

GATHER REVENUE DATA

Export revenue by marketing source. Examples include ServiceTitan, HousecallPro, Jobber, or Quickbooks.

03

GATHER ADVERTISING SPEND

Record how much you spent on:

- Google / LSA Ads
- Meta Ads
- Website updates / SEO
- Other paid channels and marketing platforms or agencies

04

IDENTIFY YOUR TOP THREE PRIORITIES

Decide what needs the most attention this month.

Examples:

- Increase review volume
- Improve lead tracking
- Fix Google issues
- Reduce wasted ad spend
- Expand into a new market

WHAT ARE SOME *QUICK WINS*?



Build a dashboard this week



Track ROAS by market



Review leads weekly



Monitor review trends

RULE OF THUMB

**IF IT AFFECTS
LEADS, REVENUE,
GOOGLE VISIBILITY,
OR REVIEWS
*HANDLE IT BEFORE
BRANDING PROJECTS.***



MARKETING FOUNDATION *SCORECARD*

Rate each area 1-10

Marketing Dashboard _____

Lead Tracking _____

Revenue Tracking _____

ROAS Tracking _____

Review Tracking _____

Monthly Reporting _____

Overall Marketing Score ____ / 60

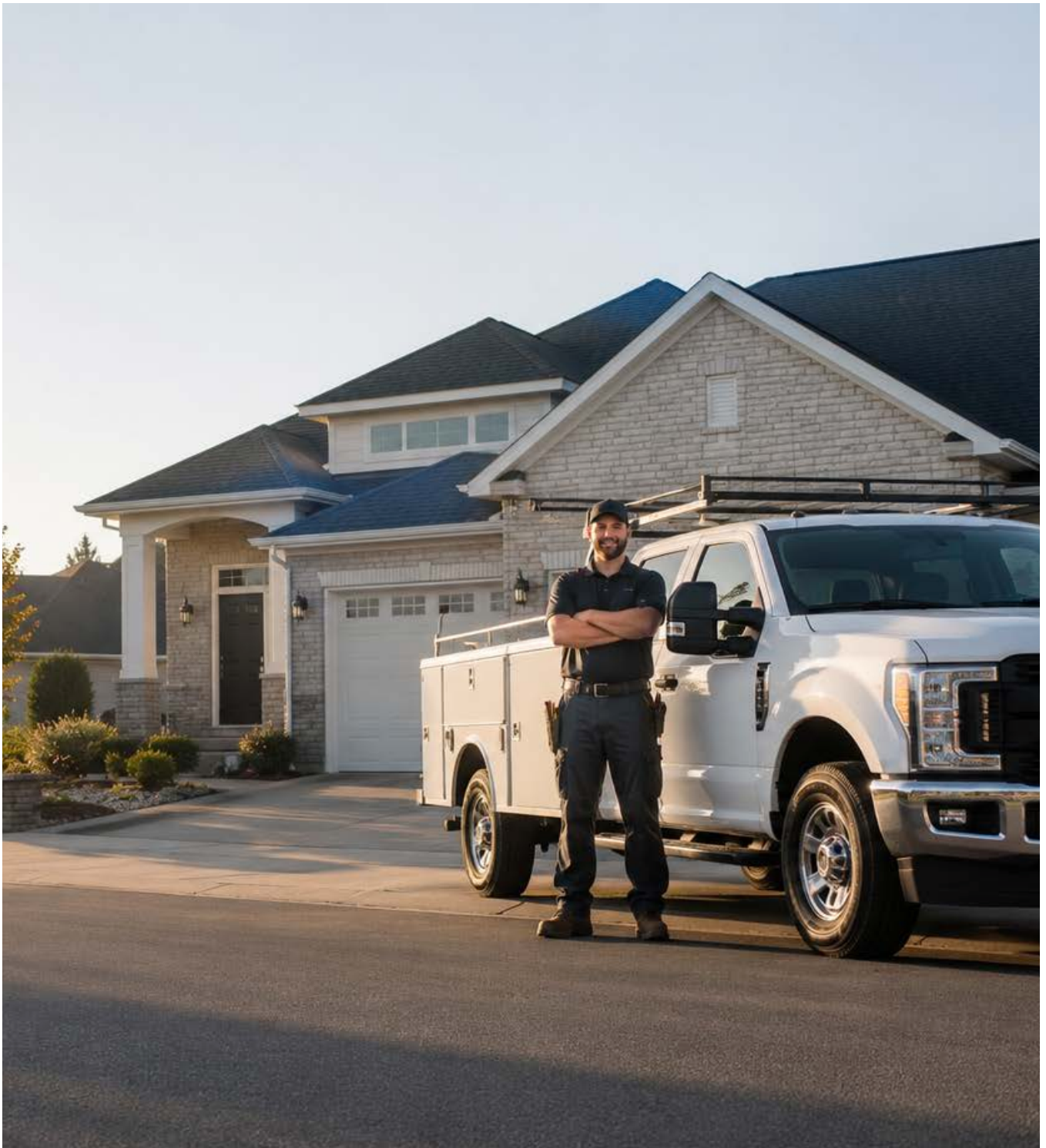
Top 3 Weaknesses:

1. _____
2. _____
3. _____

MODULE 2

GOOGLE GROWTH SYSTEM

How to Set Up and Protect Your
Most Important Lead Source



Why Should I Care?

**FOR MANY GARAGE DOOR COMPANIES,
GOOGLE IS THE #1 SOURCE OF *NEW CUSTOMERS*.**

If your Google assets are not set up correctly, you can lose:

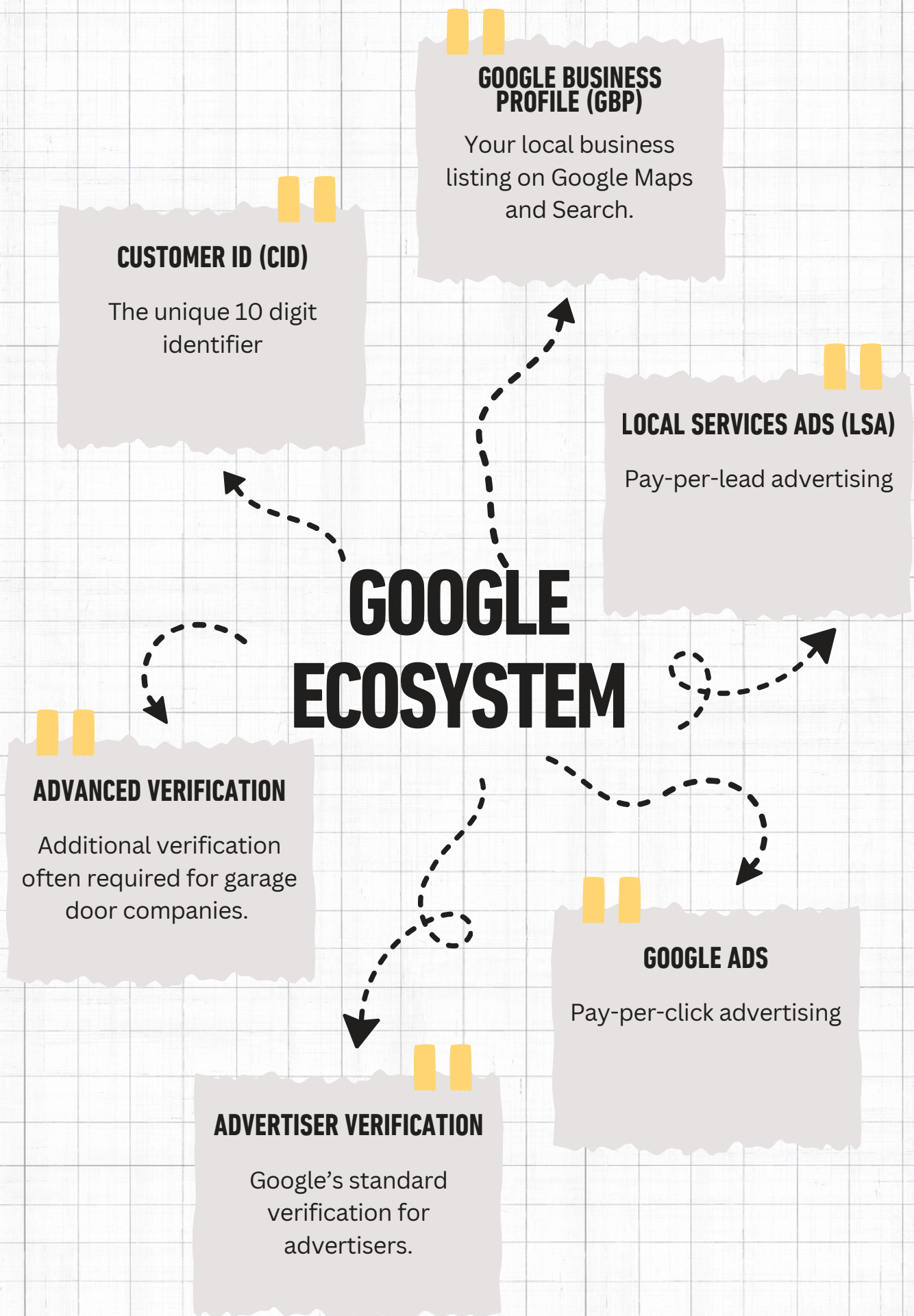
- Local Services Ads leads
- Google Ads traffic
- Google Business Profile visibility
- Customer trust

This module shows you how to launch and maintain a complete Google marketing system.

A background image of a laptop screen showing the Google search homepage. The Google logo is visible in its multi-colored font. Overlaid on the left side of the screen is a white rectangular box containing the text 'AI SEARCH OFTEN DEPENDS ON STRONG GOOGLE SIGNALS.' Above this box is a smaller orange box with the text 'PRO TIP' in white.

PRO TIP

***AI SEARCH OFTEN
DEPENDS ON
STRONG GOOGLE
SIGNALS.***



GOOGLE *LAUNCH* PROCESS



01

SECURE A GOOGLE-FRIENDLY LOCATION

Sign a lease that meets Google's requirements, install exterior signage, and update your insurance to reflect the new address.



02

SET UP YOUR BUSINESS INFORMATION

Create or verify your Google Business Profile, and add the new address and tracking phone number to your website so all business information matches.



03

CREATE YOUR GOOGLE ADVERTISING ACCOUNTS

Set up Google Ads and Local Services Ads, then complete Advertiser Verification and all required LSA business verification steps.



04

BUILD TRUST SIGNALS

Collect at least three customer reviews to be able to link your Google Business Profile to your Local Services Ads account.



05

COMPLETE ADVANCED VERIFICATION AND MONITOR APPROVAL

Submit any Advanced Verification documents requested by Google and monitor all accounts until they are fully approved and generating leads.

COMMON GOOGLE ISSUES



GOOGLE BUSINESS PROFILE SUSPENSIONS

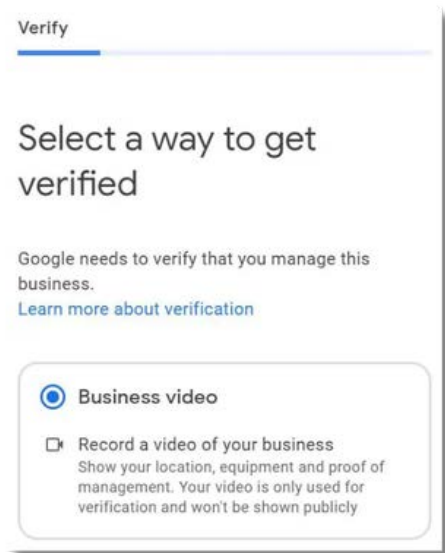
Changes to your Google Business Profile can sometimes trigger a **suspension** or **temporary loss of visibility**.

Examples include:

- Address changes
- Phone number changes
- Business name edits
- Category changes

If this happens:

1. Do not panic.
2. Gather all supporting documents.
3. Be prepared to submit an appeal.
4. Be prepared for a video verification request.
5. Continue following up until reinstated.



GOOD RESOURCE: STEADY DEMAND

COMMON GOOGLE ISSUES



“LIMITED BY POLICY”

In the garage door industry, Google Ads may display a status of “**Limited by Policy.**” *This is common and does not automatically mean your ads are blocked or underperforming.*

If your campaigns are:

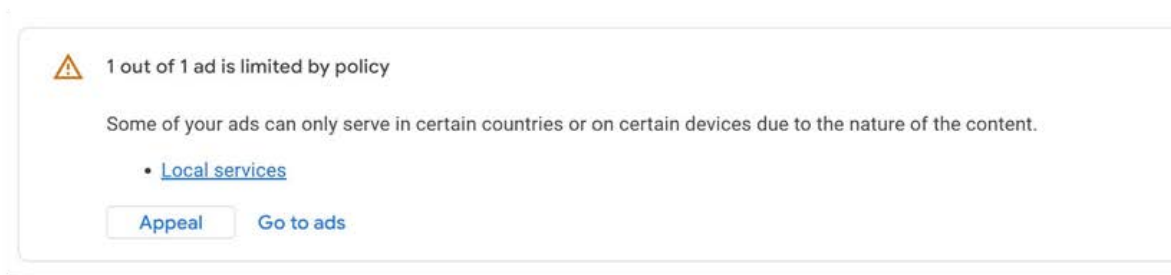
- Spending budget
- Receiving clicks
- Generating leads
- Producing revenue

then the account is generally operating normally.

Focus on:

- Lead quality
- Revenue
- ROAS
- Conversion volume

—not the policy label alone.



ADVANCED VERIFICATION *ISSUES*

Advanced Verification can be frustrating and often requires multiple submissions.

Google may:

- Request the same documents again
- Ask for additional photos
- Deny submissions without clear explanations
- Continue requesting clarification through email

This is normal.

The key is:

- Respond quickly
- Stay organized
- Continue submitting what they request
- Keep communication active
- Do not give up after a denial

Persistence is often required to complete verification successfully.

KEEP THESE DOCUMENTS READY

- ☐ Lease
- ☐ Recent Utility bill
- ☐ Insurance certificate
- ☐ Business license
- ☐ Vehicle registration
- ☐ Exterior signage photos
- ☐ Truck photos
- ☐ Office photos

All business information should match exactly across every document.

PERSONAL NOTE

Advanced Verification often takes multiple submissions. I've seen perfectly valid documentation rejected more than once. Stay organized, respond quickly, and don't assume the first denial is final.

GOOGLE VERIFICATION *CHECKLIST*

IDEAL LEASE REQUIREMENTS

- ☐ Exterior entrance
- ☐ Exterior Signage allowed
- ☐ Utility bill in company name
- ☐ Mail receiving or forwarding
- ☐ Separate suite number
- ☐ No sublease

WORK VEHICLE REQUIREMENTS

- ☐ Logo
- ☐ Company Name
- ☐ Phone number
- ☐ Website
- ☐ In state license plate
- ☐ Vehicle registration with matching address

EXTERIOR SIGNAGE REQUIREMENTS

- ☐ Logo
- ☐ Company Name
- ☐ Phone number
- ☐ Website
- ☐ Full Address & Suite #

YOUR BUSINESS INFORMATION (NAME AND ADDRESS)

MUST MATCH ACROSS:

- ☐ Lease
- ☐ Utility bill
- ☐ Insurance certificate
- ☐ Business license
- ☐ Google Business Profile
- ☐ Local Services Ads
- ☐ Google Ads
- ☐ Website
- ☐ Vehicle Registration
- ☐ Exterior Signage

PRO TIP

**GOOGLE
WANTS
*CONSISTENCY***



GOOGLE ISSUE RESPONSE PLAN

Which Google asset needs attention?

- ☐ Google Business Profile Suspension
- ☐ Local Services Ads Approval Issue
- ☐ Google Ads
- ☐ Advertiser Verification
- ☐ Advanced Verification

What changed before the issue started?

Address / phone / name / category
website / account access / other

Which document(s) am I missing?

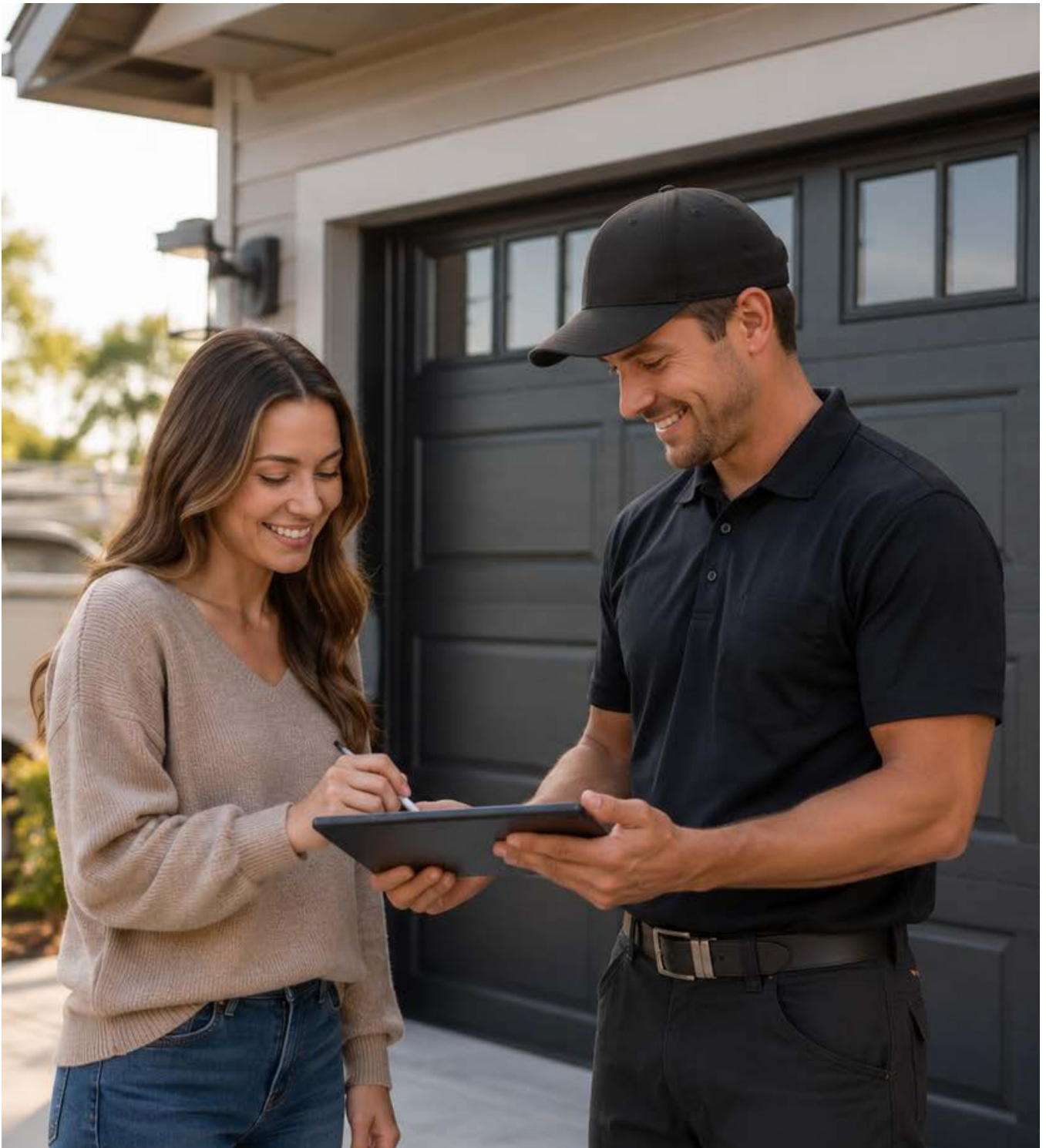
What will I complete this week?

Notes

MODULE 3

REVIEW GENERATION SYSTEM

How to Train Technicians to Generate
More 5-Star Reviews



Why Should I Care?

REVIEWS ARE ONE OF THE MOST *POWERFUL DRIVERS OF:*

- Google rankings
- Local Services Ads performance
- Customer trust
- Conversion rates

If your technicians consistently ask for reviews, you can generate a steady stream of social proof without increasing advertising spend.



PRO TIP

**ASK EVERY
CUSTOMER —
*CONSISTENCY
BEATS
PERFECTION.***



WHY REVIEWS MATTER

Reviews help garage door companies increase trust, improve Google visibility, and generate more local leads.

REVIEWS BUILD TRUST

Customers trust reviews more than advertising, especially when inviting a company into their home.

REVIEWS IMPROVE GOOGLE VISIBILITY

Consistent reviews help improve your rankings on Google and Local Services Ads.

REVIEWS INCREASE CONVERSION RATES

More positive reviews make customers more likely to call, book, and trust your company.

PHOTO REVIEWS ARE MORE PERSUASIVE

Reviews with job photos (or videos) build credibility and help your business appear more legitimate.

SERVICE KEYWORDS HELP RANKINGS

Reviews mentioning services performed such as broken springs or same-day repairs help Google better understand your business.

LOCAL KEYWORDS STRENGTHEN LOCAL RANKINGS

Reviews mentioning cities, neighborhoods, and service areas help improve visibility in those locations.





WHEN CUSTOMERS ARE MOST LIKELY TO LEAVE A REVIEW

- The job went well.
- The technician asks personally.
- The request is made immediately after service.
- The customer understands that feedback helps the technician and company.



RESPONDING TO *REVIEWS*

RESPOND QUICKLY

Try to respond within 24–48 hours whenever possible.



THANK THE CUSTOMER

Mentioning the customer's name and a simple thank-you helps build trust and professionalism.



MENTION THE SERVICE

Reference the work performed. This helps reinforce relevance for Google.



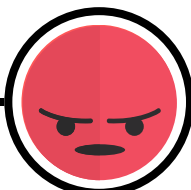
MENTION THE LOCATION

Include city, neighborhood, service area. This strengthens local search visibility.



NEGATIVE REVIEWS

When responding to negative reviews, remain calm and professional. Acknowledge the customer's concerns, avoid becoming defensive, and invite them to contact your office so you can help resolve the issue.



REMINDER

*FUTURE
CUSTOMERS
READ YOUR
RESPONSES
TOO.*

GOOD REVIEW EXAMPLE



“Great experience with Quality Garage Door. Todd replaced our broken spring, arrived on time, and had the door working again quickly. Highly recommend for garage door repair in Tampa.”

- ✓ Mentions service performed
- ✓ Mentions technician
- ✓ Mentions location
- ✓ Mentions company name
- ✓ Helps future customers
- ✓ Helps Google understand

WEAK REVIEW EXAMPLE



“Great company. Fast service. Highly recommend.”

- ✗ No service mentioned
- ✗ No technician mentioned
- ✗ No location mentioned
- ✗ No details
- ✗ Less helpful for customers
- ✗ Provides limited SEO value

EXAMPLE OF A RESPONSE TO A *NEGATIVE REVIEW*

“Hi John, we’re sorry to hear that your broken spring repair experience in Saratoga Springs did not meet your expectations. We understand how frustrating a garage door problem can be and would appreciate the opportunity to make things right. Please contact us so we can help resolve your concerns.”

PERSONAL NOTE

Some of the strongest customer relationships I've seen started with a negative review. A quick, professional response often turned frustrated customers into repeat customers and referrals.



TECHNICIAN REVIEW TRAINING PROCESS



1.

EXPLAIN THE "WHY"

Help technicians understand how marketing, reviews, and reputation generate more jobs.

2.

TRAIN THE REVIEW ASK

Teach technicians:

- when to ask
- how to ask
- how to ask confidently



3.

EXPLAIN THE BONUS PROGRAM

Example Bonus Structure

- \$25 review with technician name
- +\$5 review with customer photo

4.

ENCOURAGE CUSTOMER PHOTOS

Best review photos:

- completed repair
- installed garage door
- technician beside the job
- company truck
- happy customer (permission)



5.

CREATE TECHNICIAN MATERIALS

Take technician photo for:

- business cards
- badges
- marketing materials

Provide technicians with:

- digital business card which includes links to review sites

6.

SUBMIT REVIEWS FOR PAYROLL

1. Screenshot the review
2. Email to payroll
3. Bonus added to next paycheck



7.

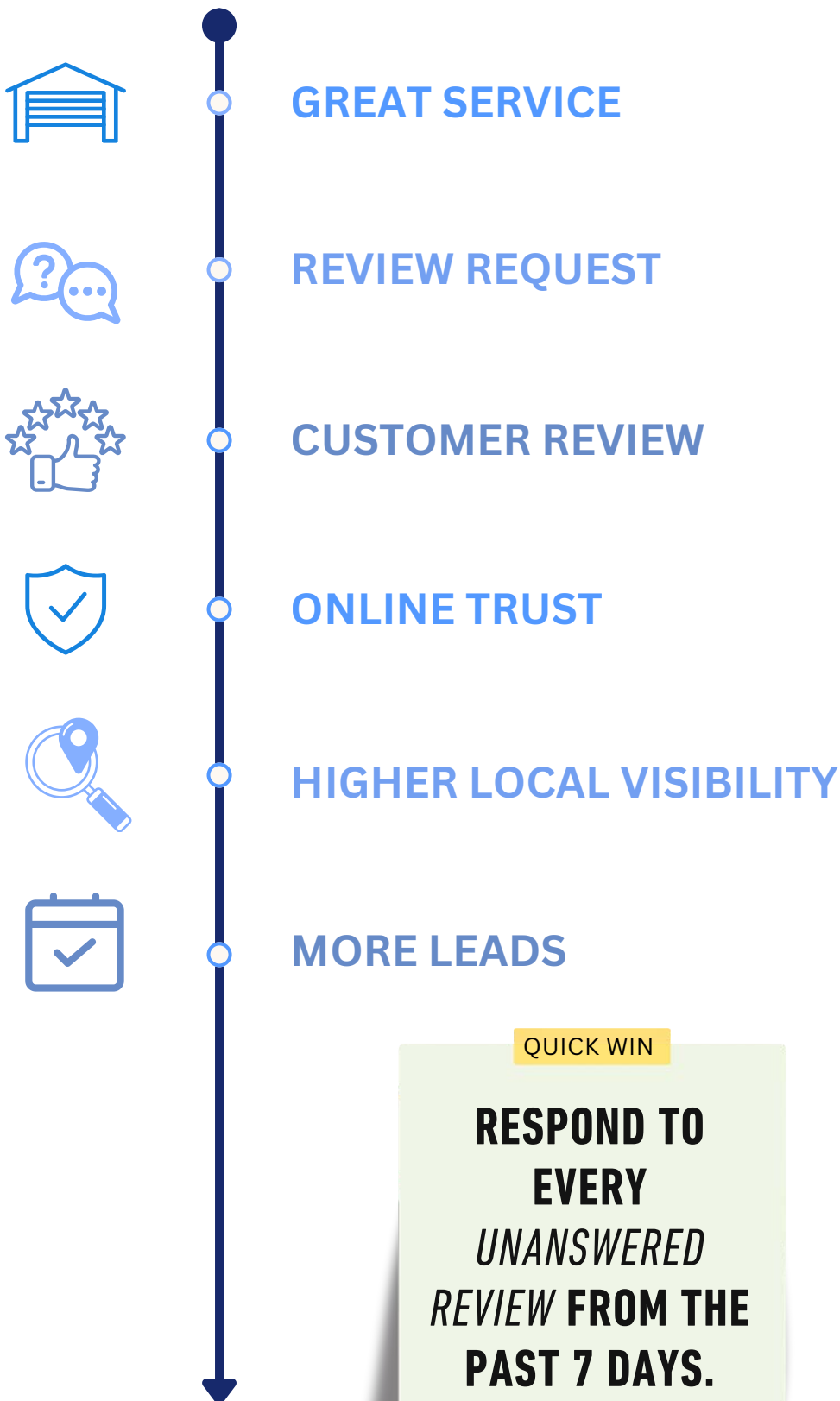
TRACK PERFORMANCE

Monitor:

- total reviews
- photo reviews
- technician mentions
- review quality



REVIEW GENERATION SYSTEM SUMMARY



REVIEW GENERATION ACTION PLAN:

Current Google reviews: _____

Review Goal (Next 90 Days): _____

Quarterly Review Goal: _____

Current Review Program Status

- ☐ Technicians trained
- ☐ Review bonus program active
- ☐ Collecting reviews with photos
- ☐ Reviews mention neighborhood and service completed
- ☐ QR Code / Business cards created / Automated text
- ☐ Review request process documented
- ☐ Review responses completed weekly

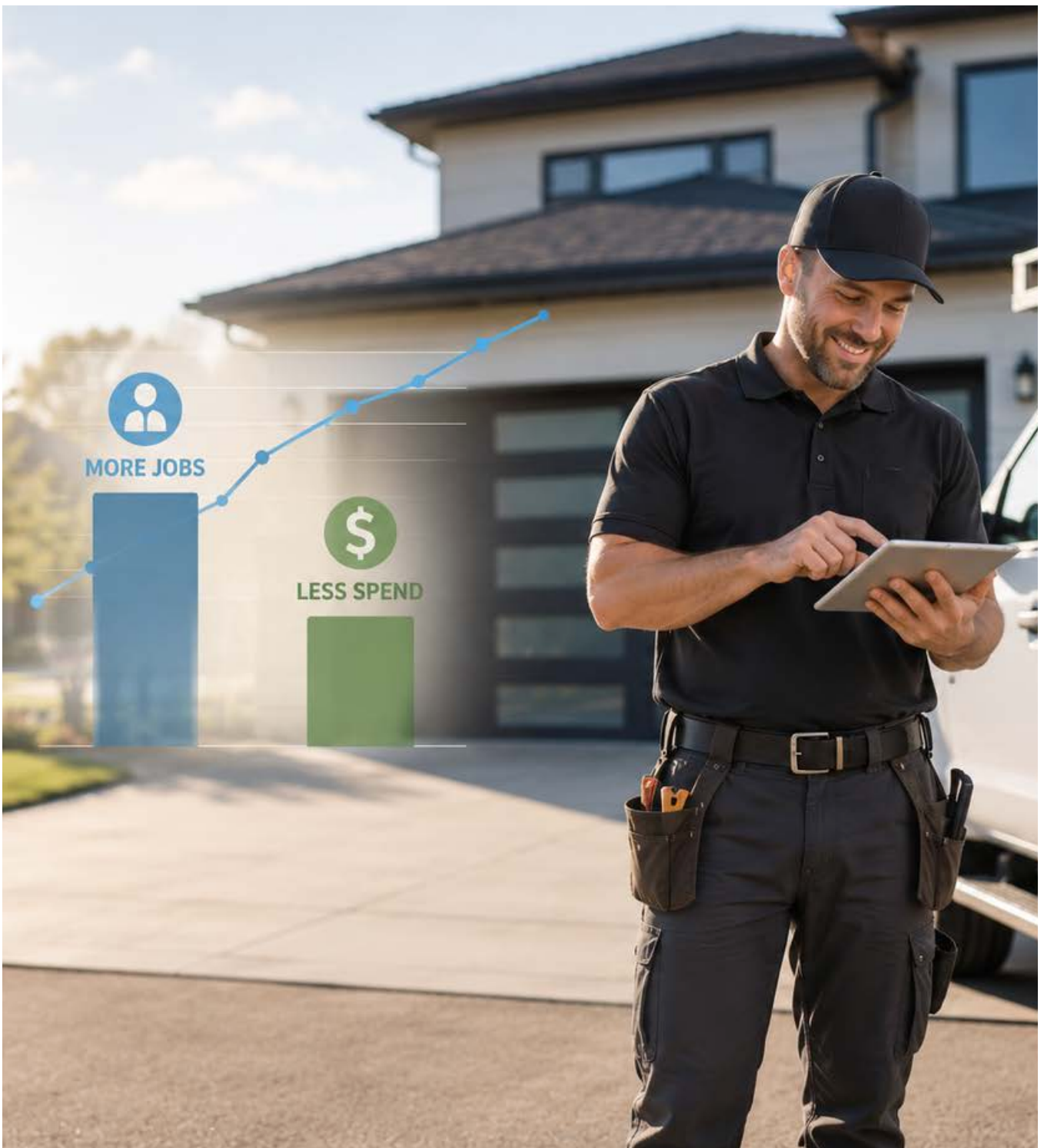
Action to complete this week:

Goal for this quarter:

MODULE 4

GOOGLE ADS OPTIMIZATION

How to Improve Google Ads Performance
and Reduce Wasted Spend



Why Should I Care?

Google Ads (Pay-Per-Click) can be one of the most profitable lead sources for a garage door company, but only if you continuously optimize your campaigns.

Optimization helps you:

- Lower cost per lead
- Increase conversion volume
- Improve lead quality
- Reduce wasted spend
- Increase return on ad spend (ROAS)

PRO TIP

RECOMMENDED TOOLS & RESOURCES

- *GOOGLE ADS*
- *OPTMYZR*



CORE GOOGLE ADS *KNOWLEDGE*



01

A/B TESTING

Testing different ads, copy, assets, keywords, and landing pages to improve performance.



02

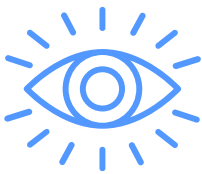
KEYWORDS & SEARCH TERMS

Keywords control when your ads appear, while *search terms* are the actual phrases customers type into Google.

Match types:

- Broad = widest reach
- Phrase = more targeted
- Exact = most controlled

Negative Keywords are terms you exclude to prevent irrelevant clicks.



03

IMPRESSION SHARE

How often your ads appear when customers search. Low impression share can mean:

- limited budget
- weak ad rankings
- strong competition



04

CONVERSION TRACKING

Tracking which ads, keywords, and campaigns generate actual leads or revenue. *Conversion Rate* is the percentage of visitors who contact your business after clicking your ad.



05

QUALITY SCORE

Google grades each keyword on a scale of 1–10 based on:

- expected click-through rate
- ad relevance
- landing page experience

SEARCH TERM *EXAMPLES*

GOOD SEARCHES:

- ✓ garage door spring repair
- ✓ broken garage door spring
- ✓ garage door opener repair
- ✓ garage door company near me

BAD SEARCHES:

- ✗ garage door screens
- ✗ front door repair
- ✗ front door installation
- ✗ parking garage gate
- ✗ parking garage repair
- ✗ 24/7 parking garage
- ✗ garage door paint colors
- ✗ garage door decorating ideas
- ✗ garage door DIY repair
- ✗ garage door parts wholesale

PERSONAL NOTE

One of the biggest opportunities I consistently found was in the search terms report. Regular reviews often uncovered wasted spend and easy optimization wins.

Negative keywords prevent your ads from showing for searches that are unlikely to become customers, such as:

- ✗ front
- ✗ parking
- ✗ DIY
- ✗ wholesale

Google Ads Checklist

GOOGLE ADS *OPTIMIZATION* PROCESS

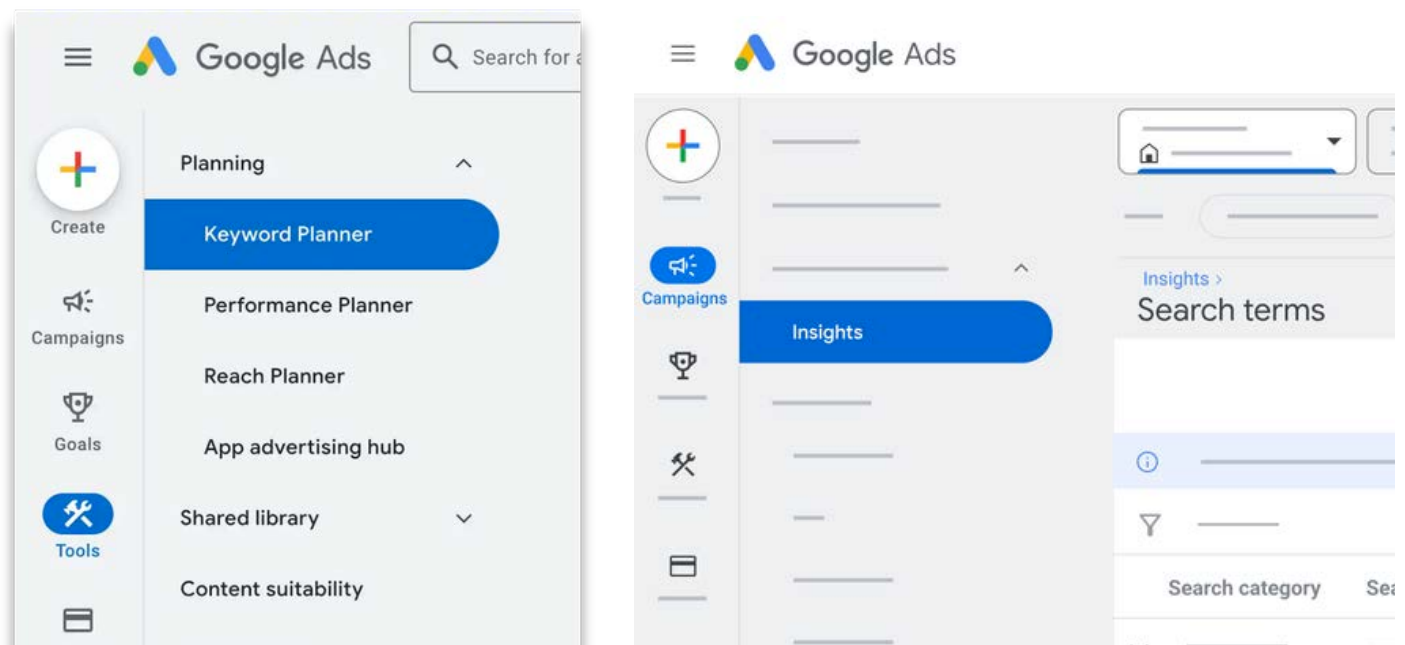
WEEKLY OPTIMIZATION PROCESS	✓
Review spend, lead quality, and cost per lead.	
Check search terms and add new converting keywords.	
Add irrelevant terms as negative keywords.	
Review expensive keywords and low-converting campaigns.	
Improve ad copy and landing pages where needed.	
Test new headlines, descriptions, offers and promotions	
Monitor high-value ZIP codes & cities, then adjust targeting	
Monitor impression share on profitable campaigns.	

MONTHLY OPTIMIZATION PROCESS	✓
Compare revenue by campaign.	
Adjust budgets based on performance.	
Update seasonal messaging and promotions.	
Review landing page performance and conversion rates.	
Launch new ad, landing page, and offer tests.	

KEY TAKEAWAY

The **biggest wins** in Google Ads usually come from:

- Better ad copy
- Better keyword targeting
- Strong negative keyword management
- Shifting budget to profitable campaigns
- Review your account weekly and optimize based on revenue, not just clicks.



WHAT ARE SOME *QUICK WINS*?



- ☐ **Review search terms from the past 30 days**
- ☐ **Add converting search terms as keywords**
- ☐ **Add irrelevant terms as negatives**
- ☐ **Create one new ad variation**
- ☐ **Identify keywords with high spend and no conversions**
- ☐ **Reallocate budget to top-performing campaigns**



GOOGLE ADS HEALTH *SCORECARD*

Rate each area 1-10

Tracking Accuracy _____

Keyword Structure _____

Negative Keywords _____

Ad Testing _____

Landing Pages _____

Budget Allocation _____

ROAS Performance _____

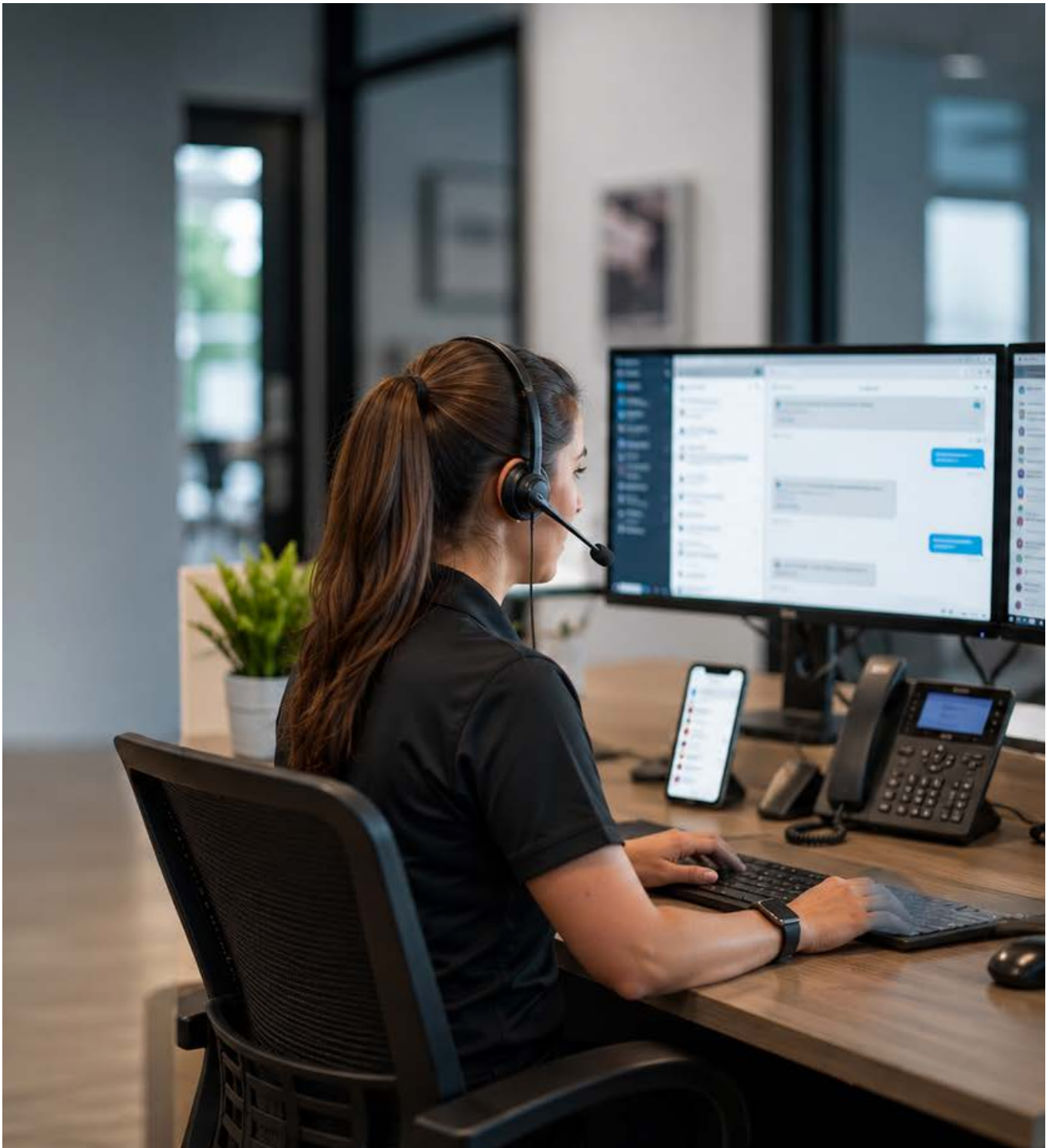
Total Score ____ / 70

Priority Fix:

MODULE 5

CUSTOMER MESSAGING

How to Respond Faster, Build Trust,
and Convert More Leads



Why Should I Care?

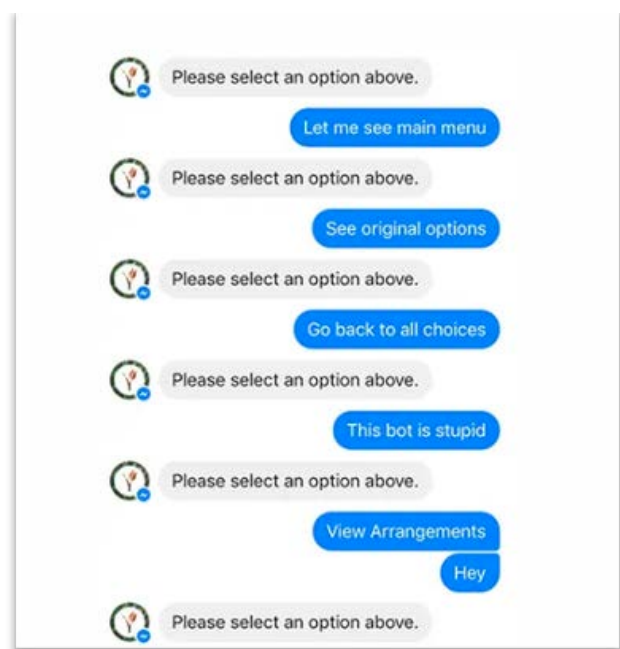
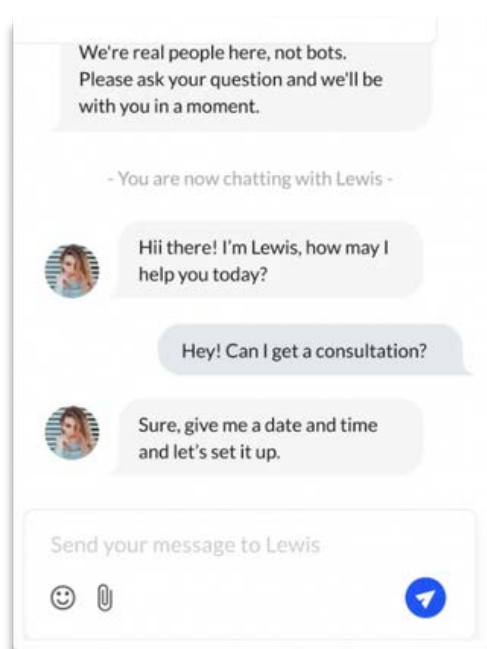
Most customers contact multiple companies before booking. The company that responds first, sounds the most trustworthy, and communicates clearly often wins the job.

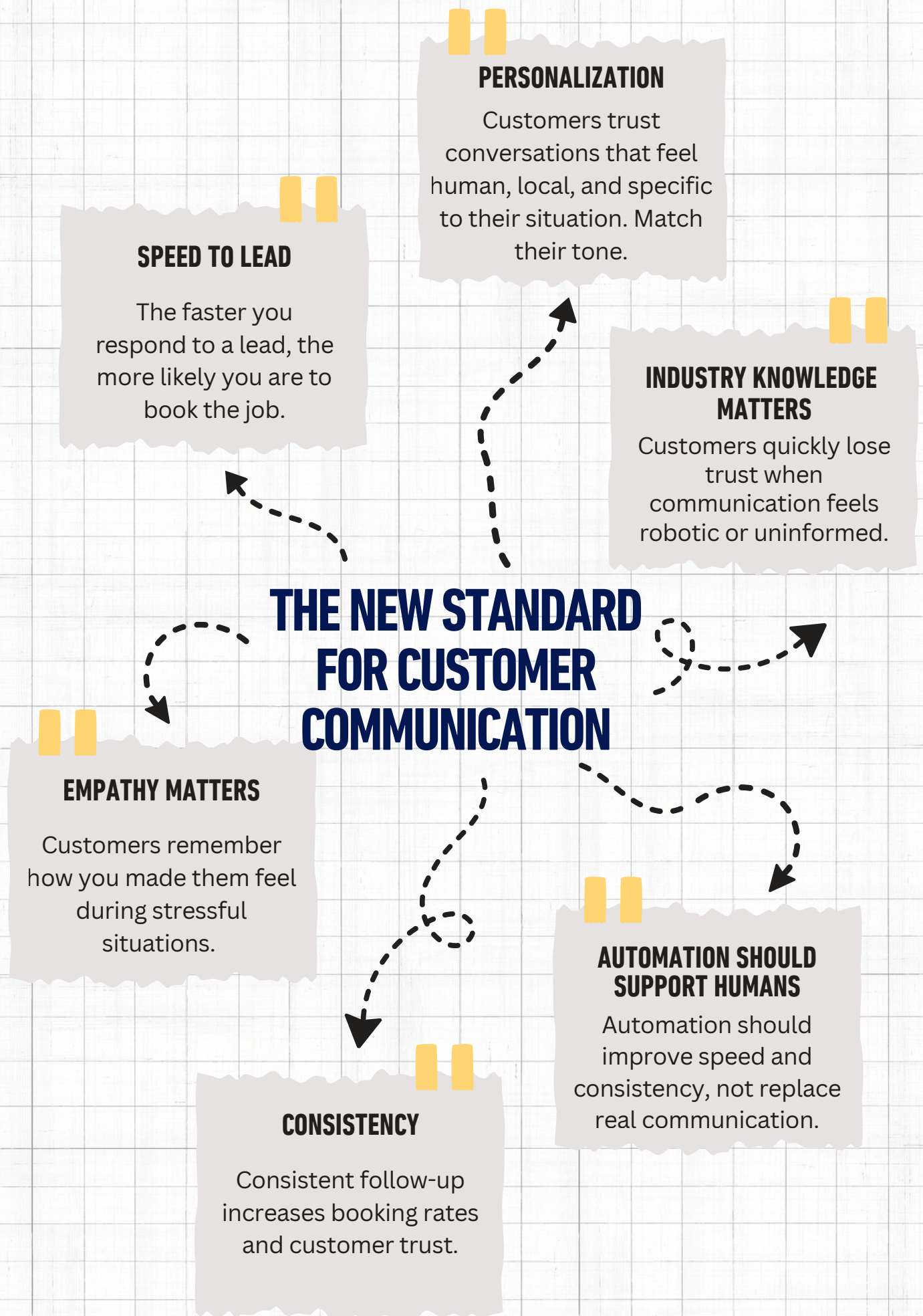
Speed and quality of communication directly impact:

- booking rates
- close rates
- customer trust
- review generation
- repeat business

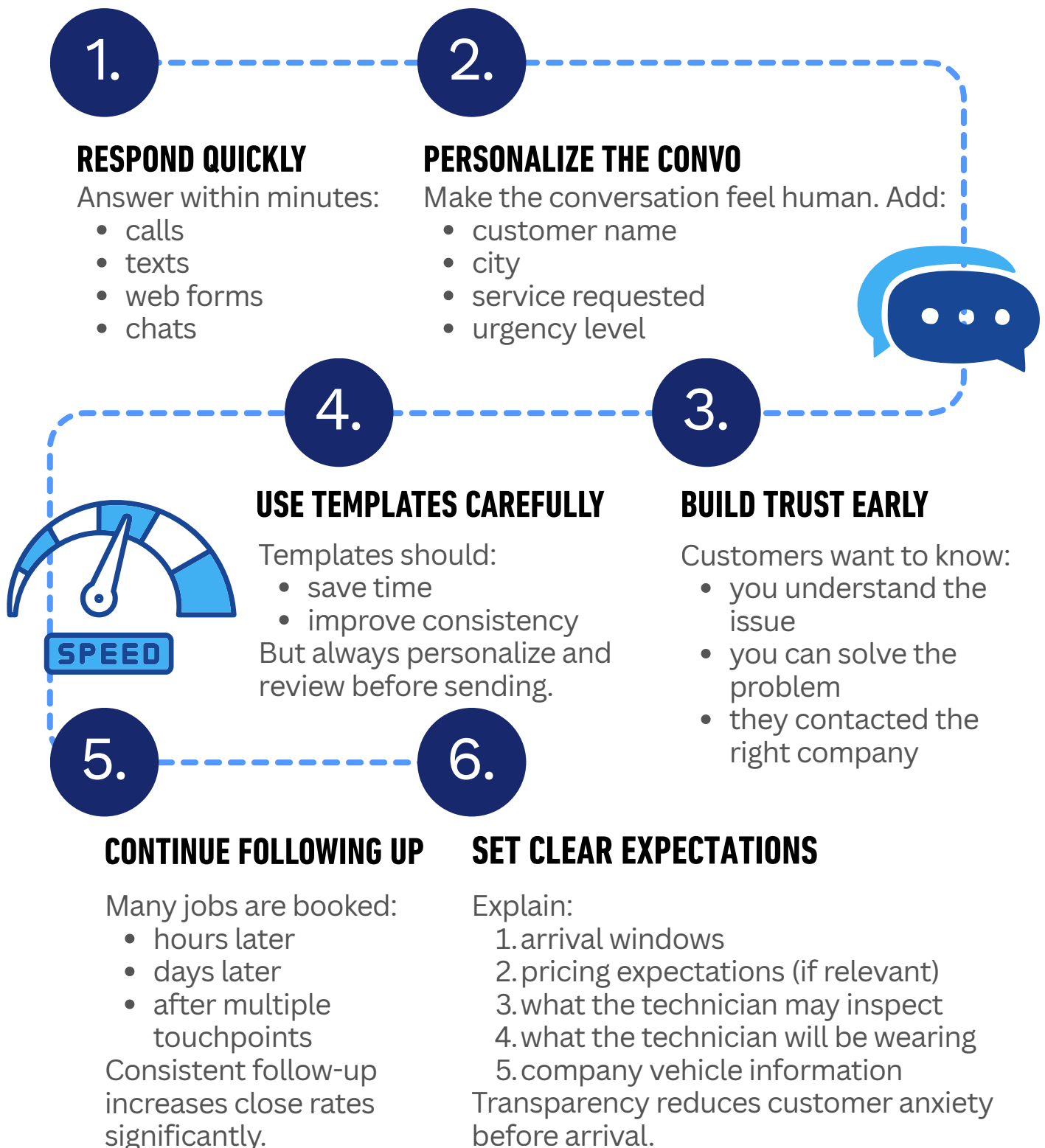


Which company would you book with?





PRE-ARRIVAL CUSTOMER COMMUNICATION PROCESS



WHAT ARE SOME *QUICK WINS*?



- ☐ **Audit your current lead response time**
- ☐ **Review missed calls & unanswered messages**
- ☐ **Create standard response templates**
- ☐ **Personalize your most-used templates**
- ☐ **Build follow-up sequences for unsold estimates**
- ☐ **Train staff on conversational communication**



LEAD RESPONSE AUDIT

Where are leads being missed?

- ☐ Phone calls
- ☐ Web forms
- ☐ Texts
- ☐ Chats
- ☐ After-hours
- ☐ Unsold estimates
- ☐ Follow-ups

What is our current average response time?

_____ minutes

What is our lead response goal?

_____ minutes

What is our biggest communication problem?

MODULE 5

CONTENT & SEO

(SEARCH ENGINE OPTIMIZATION)

How to Create Content That
Generates Organic Leads



Why Should I Care?

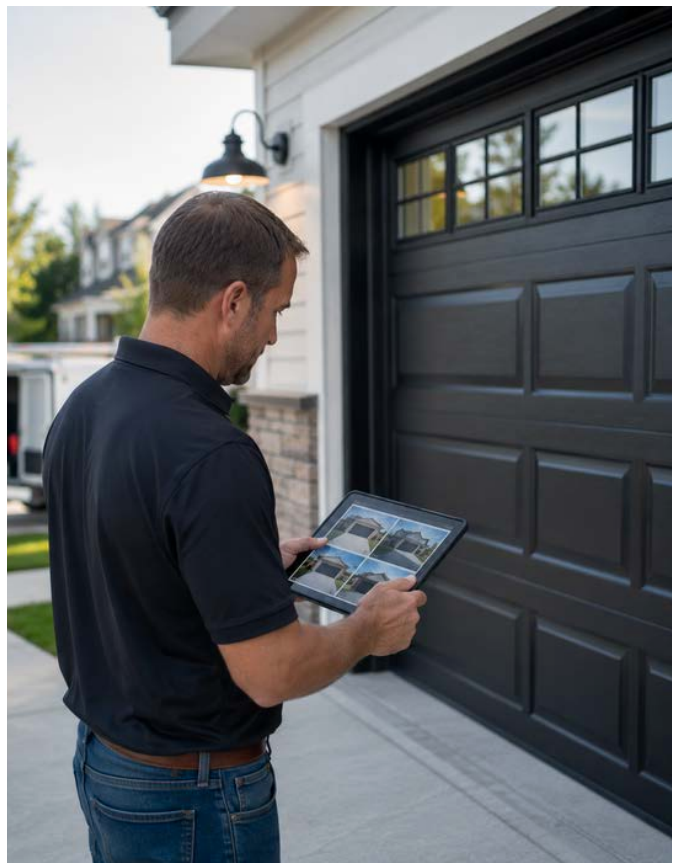
Content helps your website rank for the questions homeowners are already searching on Google and AI-powered search platforms.

Well-written pages can:

- Increase organic traffic
- Generate free leads
- Improve Google Ads landing page quality
- Build trust before customers call
- Improve visibility in AI-powered search results

PRO TIP

**HELPFUL CONTENT
BUILDS TRUST
BEFORE THE FIRST
CONVERSATION**



WHAT TO WRITE FOR SEO & AI SEARCH

FAQ CONTENT

Answer questions such as:

- Why won't my garage door open?
- How much does spring replacement cost?
- How often should I perform maintenance?

CUSTOMER LANGUAGE

Customers often use different terms than technicians.

Examples:

- Springs = coils
- Rollers = wheels
- Cables = wires
- Torsion tube = bar or pole

GARAGE DOOR ANATOMY

Understanding parts and terminology helps you:

- Write better content
- Improve ad targeting
- Train call center staff

LOCAL SEO

Content should reference:

- Service types
- Cities served
- Customer concerns

What Content Do I Make?

CUSTOMER SEARCHES → CONTENT OPPORTUNITIES

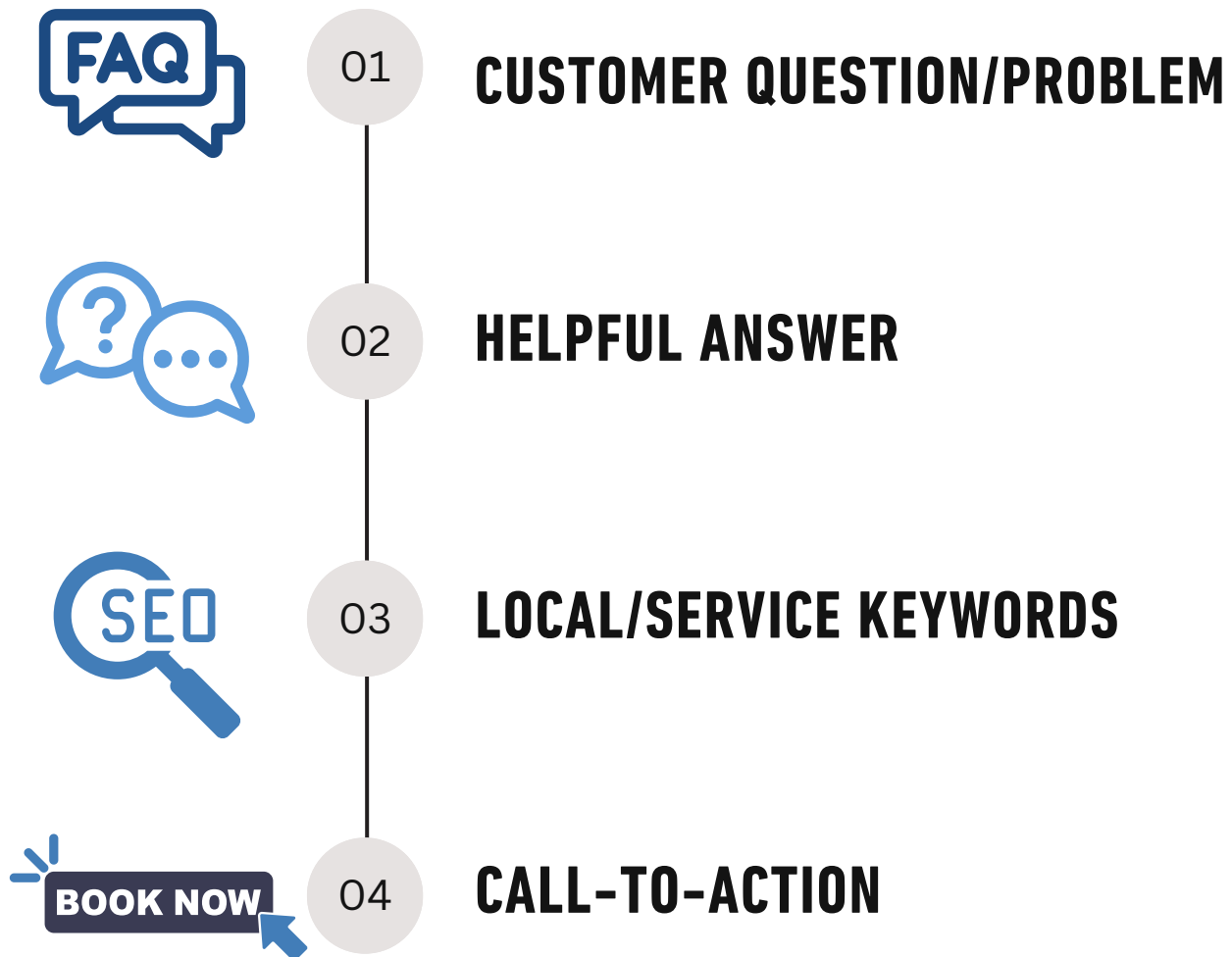
CUSTOMER SEARCH	RECOMMENDED CONTENT
Garage door won't open	Repair service content
Broken garage door spring	Spring repair content
Garage door making noise	Troubleshooting content
Garage door tune-up	Maintenance content
Garage door opener installation	Opener service content
Garage door repair near me	Local city content
Garage door off track	Emergency service content
New garage door cost	New garage door comparison content

CONTENT CAN BE PUBLISHED AS:

- website pages
- FAQ sections
- Google Business Profile updates
- blog posts
- landing pages
- social posts
- videos
- email campaigns

What Do I Do?

***SIMPLE* CONTENT FORMULA**



REMINDER:

*Customers search problems,
not industry terminology.*

WHAT ARE SOME *QUICK WINS*?



- ☐ **Identify your top 10 customer searches**
- ☐ **Choose one service or topic to focus on**
- ☐ **Create one helpful piece of content answering that search**
- ☐ **Use customer language, local terms, and service keyword**
- ☐ **Publish it on at least one platform**
- ☐ **Answer one customer question publicly every week**



CONTENT & SEO QUARTERLY PLAN

Top 3 Service Pages Needed:

1. _____
2. _____
3. _____

Top 3 FAQ Articles Needed:

1. _____
2. _____
3. _____

Top 3 Markets / City pages to target:

1. _____
2. _____
3. _____

SEO is long-term planning. Plan every quarter.

Due Date:

MODULE 7

PRINT & OFFLINE ADVERTISING

How to Evaluate and Track Traditional
Marketing Channels



Why Should I Care?

Digital marketing generates most modern garage door leads, but offline advertising can still strengthen local awareness in the right markets.

Offline advertising often works best when:

- your Google presence is already strong
- your branding is consistent
- customers repeatedly see your company over time

These channels are usually designed to support long-term visibility and brand recognition, not immediate lead generation.

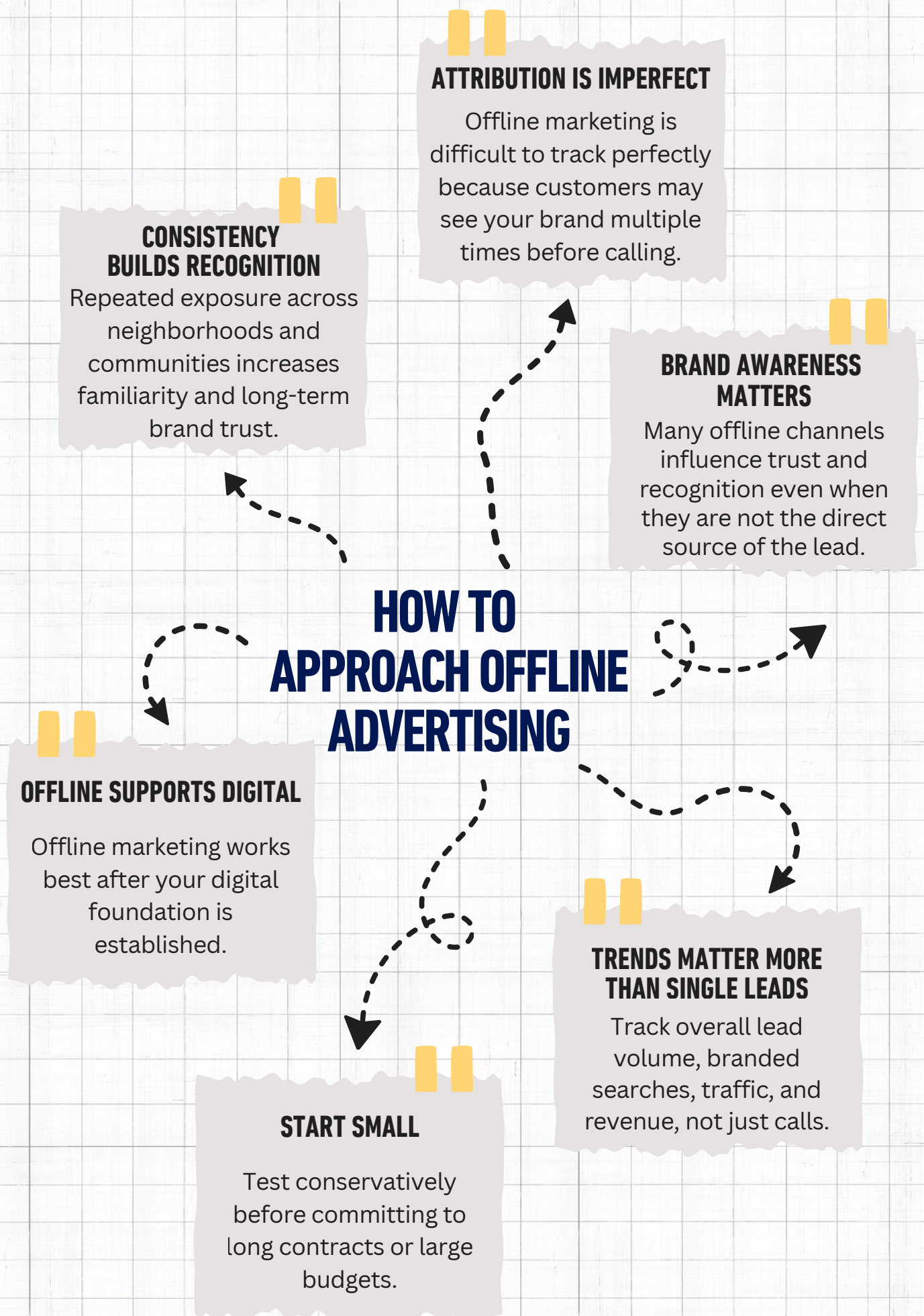
The collage features several types of offline ads:

- Real Estate Listings:** Multiple ads for houses for sale, including 'LAKE VIEW 1 BEDROOM', 'EXCELLENT INVESTMENT' (2 Family Duplex), and '3BR - Single Family'.
- Business Services:** Ads for 'MORTGAGE SOLUTIONS!', 'FREE PROPERTY SEMINAR', and 'GARDEN MAINTENANCE'.
- Community Notices:** A 'PRO TIP' banner and a 'BUSINESS' section.
- Other:** A 'RENT TO OWN' ad and a 'COMMENTS' section.

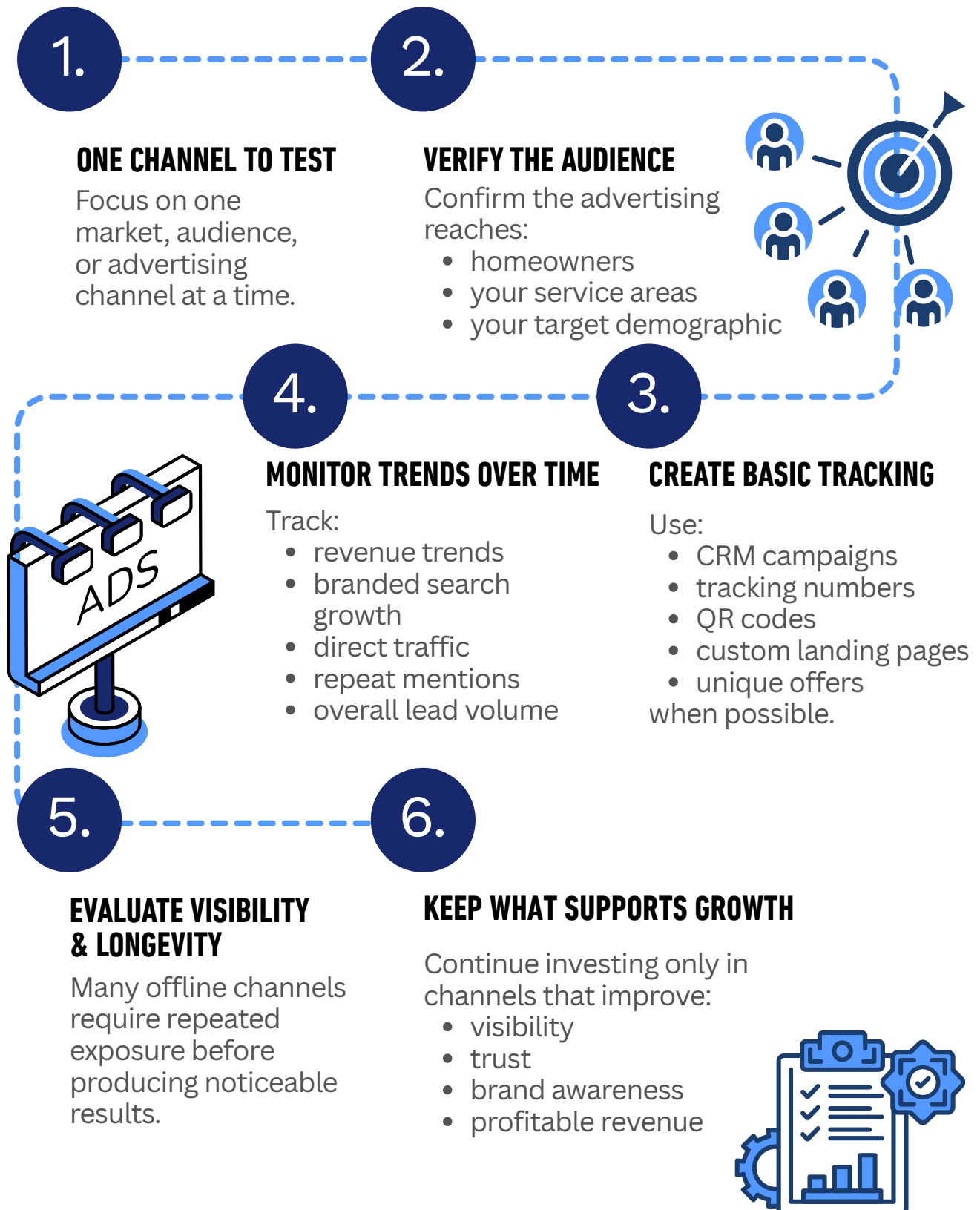
**OFFLINE
ADVERTISING
WORKS THROUGH
REPETITION AND
VISIBILITY OVER
TIME.**

Examples include:

- community magazines
- direct mail
- HOA newsletters
- billboards
- local sponsorships
- radio



OFFLINE MARKETING EVALUATION PROCESS



WHAT ARE SOME *QUICK WINS*?



Identify one offline marketing channel to evaluate



Review whether your core digital marketing is already established.



Create a simple tracking method for the campaign



Define what success will look like before launching.



Review results and overall trends after the test period.



OFFLINE MARKETING AUDIT

Which channels are currently being used:

- ☐ Truck Wraps
- ☐ Yard Signs
- ☐ Community Sponsorships
- ☐ Referral Partnerships
- ☐ Door Hangers
- ☐ Postcards / Direct Mail
- ☐ Branded Stickers
- ☐ Local Networking
- ☐ Community Publications / Magazines
- ☐ Other _____

Best Performing Channel:

Next Campaign To Test:

Success Will Be Measured By:

MODULE 7

ACQUISITIONS & ASSET TRANSFERS

How to Secure Marketing Assets When
Buying Another Garage Door Company



Why Should I Care?

When acquiring a garage door company, the most valuable marketing assets are often:

- Google Business Profiles
- Domain names
- Phone numbers
- Local Services Ads accounts
- Social media pages
- Customer data

If these assets are not transferred properly, you may lose rankings, leads, and brand equity.

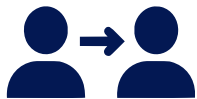


MARKETING ACQUISITION *TRANSFER PROCESS*



01

ACQUIRE BUSINESS



02

SECURE OWNER ACCESS

GBP / Domain / Ads / Socials



03

TRANSFER ASSETS

Domains / Accounts / Tracking



04

UPDATE BUSINESS INFORMATION

Phone Numbers / Tracking / DNS



05

VERIFY ACCOUNT CONTROL

Test logins + permissions



06

REMOVE LEGACY ACCESS

Former owners / agencies / vendors

CRITICAL ASSETS TO *TRANSFER*

GOOGLE	✓
GBP ownership	
Google Ads	
Local Service Ads	

WEBSITE	✓
Domain Registration	
Website Hosting	
DNS Access	

SOCIAL MEDIA	✓
Facebook Pages / Groups, Instagram, Youtube, TikTok	
Nextdoor	
BBB	
Thumbtack	

TRACKING & COMMUNICATION	✓
Call / Text Tracking Numbers	
Email Addresses	
Previous Customer Data (emails or phone numbers)	

COMMON TRANSFER ISSUES

GOOGLE BUSINESS PROFILE

Request Owner access first, then Primary Owner status after Google's waiting period (usually 7 days).

DOMAIN TRANSFERS

Some registrars require:

- domain unlock
- authorization code
- transfer approval

PHONE NUMBERS

Replace legacy tracking numbers immediately after the transfer is complete.

FACEBOOK OWNERSHIP

Many Facebook Business Pages are tied to personal accounts, so confirm all pages, admins, and ad accounts are transferred properly.

WEBSITE TRANSITIONS

If retiring the old website:

- update DNS
- redirect important pages
- preserve SEO value when possible

EMAIL ACCESS

Many are tied to personal email addresses, so update ownership and create forwarding rules or filters before the transition is complete.

Owner access is more important than manager access.

FINAL ACQUISITION *CHECKLIST*

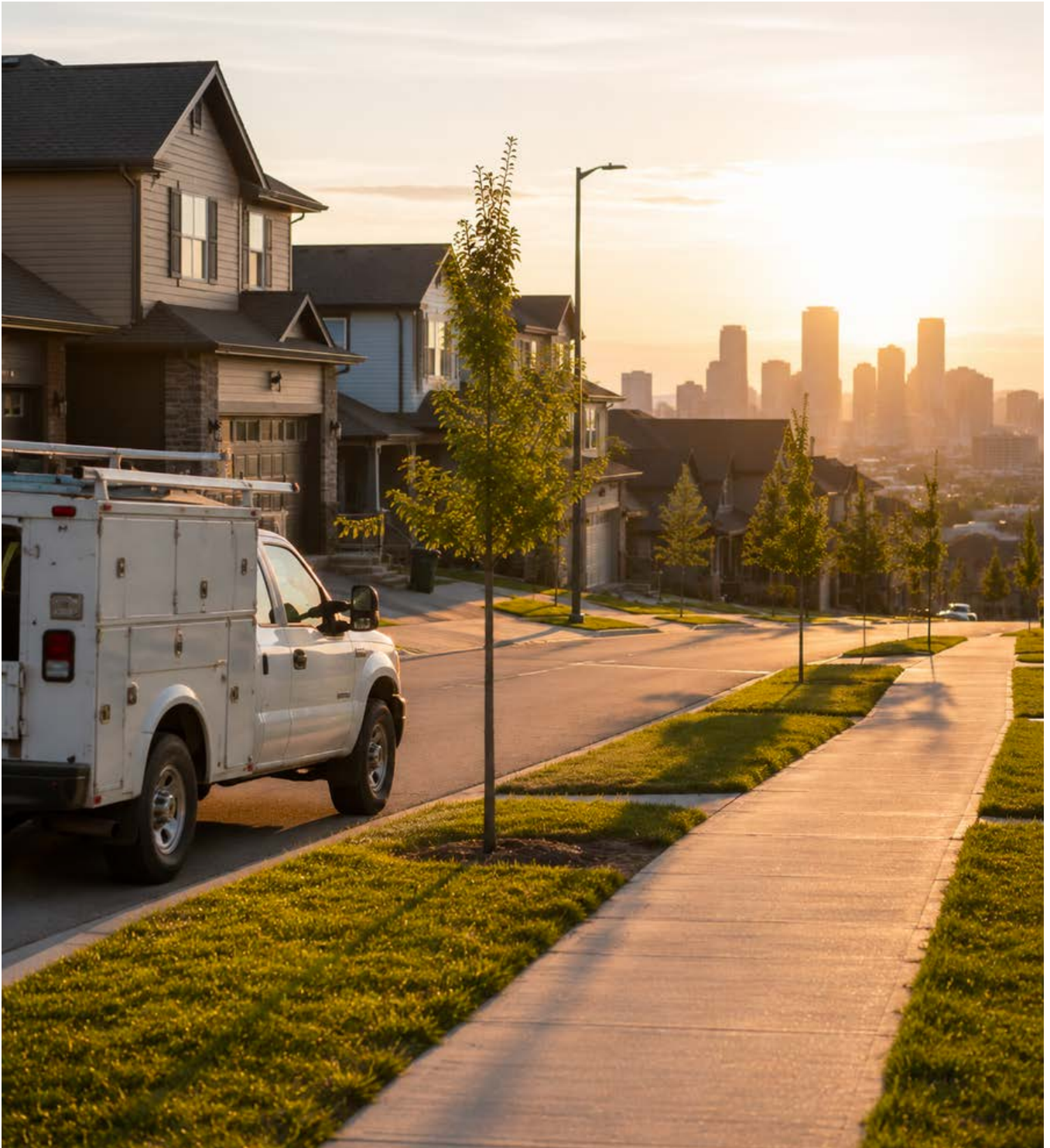


- ☐ All accounts accessible
- ☐ Google Assets Tranferred
- ☐ Website Access Received
- ☐ Domain Ownership Verified
- ☐ Customer Database Imported
- ☐ Call Tracking Updated
- ☐ Passwords secured and changed
- ☐ GBP Ownership Updated
- ☐ LSA Ownership Updated
- ☐ Reviews Preserved
- ☐ Website functioning properly
- ☐ Branding Updated
- ☐ Ads and GBP active

MODULE 9

NEW MARKET LAUNCH CHECKLIST

How to Launch Marketing for a
New Garage Door Service Location



Why Should I Care?

Launching a new market requires more than signing a lease. To generate leads quickly, you need:

- A Google-verifiable location
- Updated legal and insurance documents
- Working tracking numbers
- Fully configured marketing systems

A structured launch process helps you avoid delays and begin generating revenue faster.



NEW MARKET *LAUNCH* PROCESS

MARKETING TASKS FOR A NEW SERVICE AREA	✓
Sign a lease that meets Google verification requirements.	
Install exterior signage	
Set up utilities in the business name	
Update insurance to the new address	
Update legal documents if required	
Create or verify the Google Business Profile	
Add the address and phone number to the website	
Create tracking numbers and CRM marketing campaigns	
Apply for Local Services Ads	
Complete Advertiser Verification	
Complete Advanced Verification and respond quickly to document requests.	
Connect the Google Business Profile to LSA	
Activate Google Ads	
Train technicians to collect reviews	
Confirm calls, forms, leads, and campaigns are tracking correctly.	

Launch Date:

Market Manager:



CONGRATULATIONS **ON COMPLETING THE GARAGE DOOR MARKETING PLAYBOOK.**

The systems in this guide are designed to be implemented, reviewed, and improved over time.

No garage door service company gets everything right immediately. The goal is not perfection. The goal is to consistently improve the areas that have the greatest impact on revenue, visibility, reviews, and customer experience.

Focus on the fundamentals, solve the highest-priority problems first, and continue building systems that support long-term growth.

FINAL THOUGHTS:

Revenue follows visibility.

Visibility follows trust.

Trust follows consistency.