DYNO-ROD
Plumbing & Drains Services

Marketing Menu

A British Gas company

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There are many routes to market a business. The minimum number of channels used should be no less than 5.

Having too many will dilute the message unless working in conjunction with each other. It's not always one channel that influences a buyer's decision so, the best outcome is to have the same message appearing across the channels working together.

We follow a three-tier approach, placing focus on different channels and outcomes at different levels, High, Core and Local activity.

High Level Activity	Core Level Activity	Local Level Activity
Brand Awareness	Digital	Local Brand Activity
Brand Consideration	Online	Community & Partnership Activity
National Campaigns	Social	Delivery of Customer Experience
Customer Experience (CX)	Marketing Collateral	

The Marketing Menu provides an overview of the different tools available for you to drive growth at a local level. It highlights the objective of carrying out each activity and customer type it is most suited to. It also includes a hints and tips section which explores the cost considerations that you should take into account before investing.

Please see an overview of the current marketing activities that are carried out at a national level and the opportunities currently available at a local level.

Marketing provided at a national level

Marketing tools available at a national level

National Website
Affiliates
Brand Dev & Support
National SEO
National PR
Local PR
National PPC
Social Media
Test & Learn
Directories

Local Press Adverts
Local SEO
Events
Review Sites
Local Press Adverts
Merchandise
Outdoor Media
Online Directories
Local PPC
Sponsorship
Direct Mail
Local Press
Local Radio
B2B Email Marketing
Print Directories
Sky Adsmart
Social Media
Competitions
Engineer Upselling

PPC Pay-Per-Click

PPC is a way of advertising on search engines such as Google, used to drive traffic to your website. You pay each time the ad is clicked on (pay-per-click).

Objective

- Drive awareness of the brand/business with your offerings
- Drive consideration by highlighting the key benefits
- Drive leads to dyno.com

Hints and Tips

Key Considerations

- Ensure your local web page is up to date
- Ensure that when investing, you invest in high search terms (provided by the marketing team)

Cost Considerations

- Price is dependent on the search terms that you invest in - the how to guide has further details on this

Time Frames

- Get in touch to discuss time frames

Next Steps

- If you wish to invest in local PPC get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

PPC is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

SEO Search Engine Optimisation

SEO is the process of improving the quality and quantity of your website traffic, it targets unpaid traffic rather than direct or paid. Ensuring the content on your local pages is relevant will maximise your SEO potential.

Objective

- Drive awareness of the brand/business with your offerings
- Drive consideration by highlighting the key benefits
- Drive leads to dyno.com

Hints and Tips

Key Considerations

- Ensure your local web page is up to date, good content can also be leverages in channels such as yell.com
- Provide imagery of the local area and your team

Cost Considerations

- There is no cost associated with uploading relevant content to your local page. SEO is a time investment.
- Help with content generation can vary in cost (copywriter etc.)

Time Frames

- Get in touch to discuss time frames

Next Steps

- If you wish to learn more about leveraging SEO, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

SEO is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Merchandise

Promotional products can increase brand awareness and act as a reminder to customers, or be a good will gesture to encourage loyalty.

Objective

- Drive awareness of the brand/business with your offerings
- Drive sales, if a potential customer keeps the merch and helps them, it can increase loyalty and ultimately drive repeat use of our services
  (60% of merch gifts are kept, higher rate than literature)
- Increase referrals as your information is to hand

Hints and Tips

Key Considerations

- Identify where a piece of merch can be given away, e.g. invoice, events, after a quoting/service job
- To drive loyalty with commercial clients or attract new prospects, consider a higher value item

Cost Considerations

- Pricing varies per item, costing is available on the website.
- Get a **unique telephone number** to track response

Time Frames

- Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- Browse available merchandise and place an order **here**

Merchandise is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Events

Event marketing gives you the opportunity to engage with customers.

Objective

- Drive awareness of the brand/business with your offerings
- Drive consideration by highlighting the key benefits
- Drive sales/leads as a result of improving brand awareness

Hints and Tips

Key Considerations

- How many people will attend?
- Who will the audience be?
- Will you have access to details of the entrants to be able to market to them post event?
- What other exhibitors will be there?
- Do you want use of the Events Van?

Cost Considerations

- Attendance fee - this will vary depending on the event and space
- Get a **unique telephone number** to track event response
- Events pack - merchandise, print materials, event stand etc.

Time Frames

- Please refer to the **Dyno-Rod BrandHub** for material lead times. Refer to **Event Van Hire Form** for booking use of the van

Next Steps

- If you are attending an event or looking into it and need help, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Event Marketing is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Sponsorship

Sponsoring a local event, sports team or venue is a good way to raise brand awareness and show you are giving back to the community.

Objective

- Drive awareness of the brand/business with your offerings
- Drive consideration by highlighting the key benefits
- Drive sales by incorporating a promotion into the sponsorship
  (add a promotion such as 10% off to the advert)
- Potential PR opportunities

Hints and Tips

Key Considerations

- Are there other sponsors?
- Will this create positive PR?
- What other opportunities can come from it - preferred supplier?
- Where will the Dyno-Rod brand appear?
- Will your target audience see it?

Cost Considerations

- Price varies depending on what you're sponsoring
- Initial sponsorship, the value the sponsor are seeking
- Cost of supporting materials
- Get a **unique telephone number** to track sponsorship response

Time Frames

- Depend on who you are sponsoring. Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- If you are looking to start a sponsorship and need help, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Sponsoring is best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
- **Commercial Drains**

Outdoor Media

Outdoor media such as advertising on buses, billboards or posters can increase brand awareness amongst large, or smaller, niche groups of people.

Objective

- Drive awareness in a particular geographical location
- Keep your brand in the forefront of peoples minds

  (outdoor media is typically seen a number of times)
- Use eye-catching creative to make your brand memorable

Hints and Tips

Key Considerations

- Identify the area the media should be visible in, make sure this aligns with your target audience
- Ensure the message and amount of detail is suitable for the format

  (roadside billboards are viewed for a matter of seconds as people drive past and therefore should be brief, eye-catching and to the point)

Cost Considerations

- On top of the media cost, consider production costs
- Long term campaigns will enable bigger supplier discounts and deliver better value in terms of production and media costs
- Get a **unique telephone number** to track media response

Time Frames

- Please refer to the **Dyno-Rod BrandHub** for material lead times or get in touch for bespoke content

Next Steps

- If you are looking to invest in outdoor media, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Outdoor Media is best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
- **Commercial Drains**

Checkatrade

Checkatrade.com is a website that allows users to find reputable suppliers in their area based on checked and verified customer feedback. Potential clients can read genuine reviews, view your ratings, information about your business and services your business offers. As a Checkatrade member, they supply your business with free marketing collateral, including Reputation Report cards that are passed to consumers after every completed job for feedback.

Objective

- Raise the profile of your business when potential customers are looking for suppliers
- Win new business based on your reputation
- Compete effectively against other companies in your area

Hints and Tips

Key Considerations

- In order for Checkatrade membership to succeed, all engineers must be encouraged to hand out Reputation Report Cards to every customer requesting honest reviews

Cost Considerations

- Members pay an annual fee

Time Frames

- Please check with Checkatrade

Next Steps

- If you are looking into Checkatrade and need help, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Checkatrade is best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
- **Commercial Drains**

Local Press Adverts

Placing an advert or series of adverts in local print publications can drive awareness of a specific message or promotion.

Objective

- Drive awareness of the brand/business and your services within the local area
- Increase consideration by highlighting the key benefits
- Generate leads and sales through promotion

Hints and Tips

Key Considerations

- Who reads the publication?
- Will this reach your target audience?
- How many copies are printed and how many people read it?
- Do any competitors advertise in publications?
- Where and when is the best place for your advert to appear?

Cost Considerations

- Price varies depending on the publication, size and colour of ad
- Publishes may incentivise larger bookings/more ads with discounts
- Cost of promotion, e.g. 10% off
- Get a **unique telephone number** to track advert response

Time Frames

- Adverts can be booked and go live within 1/2 weeks. Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- If you are looking to invest in local press adverts, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Press Adverts are best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
  (only if it is likely to be read by local businesses)
- **Commercial Drains**
  (only if it is likely to be read by local businesses)

Local Press Sponsorship

Sponsorship in local publications can help deliver on-going, cost effective brand awareness (e.g. sponsoring the weather section).

Objective

- Drive awareness of the brand/business and your services within the local area
- Stay in the forefront of minds with on-going presence in a local publication
- Sponsorships can be aimed at specific audiences

  (e.g. sponsorship of sports pages may help you gain increased awareness amongst local clubs)

Hints and Tips

Key Considerations

- Who reads the publication?
- Will this reach your target audience?
- Do any competitors advertise in publications?
- What is the most appropriate section for you to sponsor?

Cost Considerations

- Price varies depending on the publication and section chosen
- Any additional costs for promotions or prizes in the advert
- Get a **unique telephone number** to track sponsorship response

Time Frames

- Sponsorships can be booked and go active within 2/4 weeks. Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- If you are looking to invest in local press sponsorship, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Press Sponsorships are best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
  (only if it is likely to be read by local businesses)
- **Commercial Drains**
  (only if it is likely to be read by local businesses)

Local Press Advertorials

An advertorial is a paid for advert in a local publication giving details product/service information (written in editorial article style).

Objective

- Advertorials are a great way to deliver detailed information
  (e.g. educating potential customers on bathroom installation services or top tips for preparing for winer months)
- Drive consideration by positioning the brand as an expert in the subject

Hints and Tips

Key Considerations

- What should the topic be to position your brand as number one choice for customers?
- Who reads the publication?
- How many copies are printed and how many people read it?
- Where and when is the best place for your advert to appear?

Cost Considerations

- Price varies depending on the publication
  (advertorials typically cost more than equal sized ad)
- Help with content generation can vary in cost (copywriter etc.)
- Get a **unique telephone number** to track advertorial response

Time Frames

- Advertorials can take time to create but can go active in 1-2 weeks. Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- If you are looking to invest in local press advertorials, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Press Advertorials are best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
  (only if it is likely to be read by local businesses)
- **Commercial Drains**
  (only if it is likely to be read by local businesses)

Print Directories

Placing adverts in print directories such as Yellow Pages, BT Phone Book etc. can increase brand awareness.

Objective

- Drive brand visibility in an area people are already looking for a solution
- Drive leads, especially with print publications on an annual cycle

Hints and Tips

Key Considerations

- Where are your competitors placing ads?
- The level of presence vs. cost of the ad so leads generated are cost effective
  (place the ad in high profile areas of the publication)
- What geographical areas are important to your business?
- Monitor call volumes to establish success

Cost Considerations

- Price varies depending on the publication
- Get a **unique telephone number** to track response

Time Frames

- Differs per publication

Next Steps

- If you are looking to invest in print directories, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Print Directories are best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Online Directories

Placing adverts in online directories such as Yell.com can increase brand awareness.

Objective

- Drive brand visibility in an area people are already looking for a solution
- Drive leads and sales

Hints and Tips

Key Considerations

- Where are your competitors placing ads?
- Ensure the conetent is up-to date and relevant
- What geographical areas are important to your business?
  (some listings are limited in number so make sure to secure relevant ones in your geographical area)
- Monitor call volumes to establish success

Cost Considerations

- Listings in online directories are typically bought for 12 months at a time and current advertisers have first renewal rights
- Get a **unique telephone number** to track response

Time Frames

- Differs per online publication

Next Steps

- If you are looking to invest in online directories, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Online Directories are best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Local Radio Sponsorship

Radio sponsorship is a commercial agreement in which a brand is associated for an on-going period with a radio station/show.

Objective

- Drive brand awareness and accelerate awareness over a mic-long period of time
- Drive traffic to website
- Develop or reinforce brand personality
- Promoting association with other marketing materials

Hints and Tips

Key Considerations

- What is the right station to target the sort of people you want to reach?
- What is the right feature/segment to sponsor?
  (ensure this merges well with the Dyno-Rod brand)
- What is the duration of the sponsorship?
- Monitor success of the activity

Cost Considerations

- Price varies depending on the radio station, feature and duration of activity
- Are you including other elements such as prizes?
- Get a **unique telephone number** to track response

Time Frames

- Depends on availability. Please refer to the **Dyno-Rod BrandHub** for material lead times

Next Steps

- If you are looking to invest in local radio, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Radio Sponsorship is best suited to:

- ✓ Domestic Plumbing
- ✓ Domestic Drains
- ✗ Commercial Plumbing
- ✗ Commercial Drains

Sky Adsmart

Sky Adsmart is a cost-effective TV advertising option.

Objective

- Drive brand visibility locally
- Drive leads and sales, especially with promotional messages
- Increase awareness and consideration in a geographical location

Hints and Tips

Key Considerations

- What messaging and offers are likely to generate positive response?
- Do you want the campaign to run as a targeted campaign over a short period of time or over a longer period of time, e.g. annually?

Cost Considerations

- Get in touch with the Dyno-Rod marketing team for prices
- Get a **unique telephone number** to track response

Time Frames

- From 4-6 weeks depending on the needs of the project

Next Steps

- If you are looking to invest in Sky Adsmart, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Sky Adsmart is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Direct Mail

Sending branded materials (leaflets/flyers etc.) in the post to customers or potential customers.

Objective

- Drive brand awareness in a geographical location
- Promote offers
- Facilitate data capture using unique tracking per promotion
- Communicate detailed messaging that will remain in the customers mind
- Stay connected with customers through regular communication

Time Frames

- Depends on Royal Mail delivery times. Please refer to the **Dyno-Rod BrandHub** for material lead times

Hints and Tips

Key Considerations

- What households and areas do you want to target?
  (this can be drilled as far down to a singular house)
- What message do you want to communicate?
  (offers, discounts, incentives, awareness etc?)
- What do you want the customer to do after seeing your material?

Cost Considerations

- Price varies depending on the method of distribution
- Material creation and printing costs can be found on the website
- Get a **unique telephone number** to track response

Next Steps

- If you are looking to invest in direct mail, refer to the prices on the website, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Direct Mail is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Email Marketing

Sending branded emails to relevant businesses can increase brand awareness.

Objective

- Drive brand visibility and target specific business types and areas
- Drive leads and sales, especially with promotional messages
- Improve brand engagement and customer relations with on-going contact
- Track behaviour and conversion

Hints and Tips

Key Considerations

- Are there specific business types you want to target?
- What messaging and offers are likely to generate high open and click rates?
- Think about an on-going content plan for an email series
- Monitor rates and responses to determine success

Cost Considerations

- Get in touch with the Dyno-Rod marketing team for prices
- Get a **unique telephone number** to track response

Time Frames

- Get in touch to discuss time frames

Next Steps

- If you are looking to invest in email marketing, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Email Marketing is best suited to:

- ✗ Domestic Plumbing
- ✗ Domestic Drains
- ✓ Commercial Plumbing
- ✓ Commercial Drains

Social Media

Social media is a key tool when it comes to representing your brand and interacting with existing & potential customers.

Objective

- Drive brand visibility and personality
- Promote your services, news stories, offers and so on
- Improve brand engagement and customer relations with on-going contact
- Drive traffic to your website

Hints and Tips

Key Considerations

- What channels do your target audience use?
  (Facebook, Instagram, X, TikTok etc.)
- Do you have a content strategy in place?
  What type of posts, how often will you post etc.)
- Who will manage enquiries, messages and comments coming in through these channels?

Cost Considerations

- Social media is a free platform, however, you can choose to spend money on boosting posts or creating paid adverts

Time Frames

- Social media is an ongoing marketing effort

Next Steps

- If you need assistance with setting up or managing social media accounts, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Social Media is best suited to:

- **Domestic Plumbing**
- **Domestic Drains**
- **Commercial Plumbing**
- **Commercial Drains**

Competitions

Competitions can increase interaction with your brand and show your support of a topic.

Objective

- Drive brand visibility
- Improve brand engagement and interaction
- Show your support of a topic, group of people or movement etc.

Hints and Tips

Key Considerations

- What is the competition for, does it relate to your business?
- What will the prize be?
- What are the rules for entering your competition?
- Monitor engagement rates and keep track of entries

Cost Considerations

- The monetary value of the prize

Time Frames

- Competitions are usually posted via social media which is instant. You can choose how long the competition will run for

Next Steps

- If you need help with running a competition, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Competitions are best suited to:

- ✓ Domestic Plumbing
- ✓ Domestic Drains
- ✗ Commercial Plumbing
- ✗ Commercial Drains

Engineer Upselling

Engineer upselling...

Objective

- Improve product awareness
- Position ourselves as experts in the areas of plumbing and drainage
- Provide the best advice to solve customers problems
- Create solid customer relationships
- Increase job efficiency
- Drive sales and profit

Time Frames

- This is carried out on the job/is an ongoing effort or in line with a campaign. Please refer to the Dyno-Rod BrandHub for material lead times

Hints and Tips

Key Considerations

- Are your engineers trained and knowledgable to be able provide upselling or alternative solutions to a customer while at a job?
  (There is soft skills training that is available to you)

Cost Considerations

- This is a low cost form of marketing as the engineer is already on the job
- Consider the price of merch and marketing collateral that would be helpful to leave with the customer

Next Steps

- If you need help with engineer upselling, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Engineer Upselling is best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

Unique Telephone Numbers

Unique telephone numbers allow you track the response to a specific campaign or communication.

Objective

- Track response to a campaign or communication
- Track behaviour and conversion

Hints and Tips

Key Considerations

- Make sure you request a number with the same area code as your existing number
- Monitor rates and responses to determine success

Cost Considerations

- Free of charge

Time Frames

- Allow 24-48 hours from your request

Next Steps

- If you are looking for a unique number for any materials, get in touch with the Dyno-Rod Marketing Team directly or fill in the **Marketing Support Form**

Unique Numbers are best suited to:

- Domestic Plumbing
- Domestic Drains
- Commercial Plumbing
- Commercial Drains

DYNO-ROD™

Plumbing & Drains Services

A British Gas company