

# Marketing Your Company On A Budget?

# Get Free Advertising On Craigslist!

by Henry Bockman, Contractor's Foundation

If you're just starting a new business, or even if your an established company, it takes constant promotion to keep a steady flow of new clients and jobs coming in.

Here is a quick overview on how you can use Craigslist as one resource for new clients.

## How Craigslist Works

With over 50 million visitors a year, Craigslist can be a very effective tool for bringing targeted leads to your website. Craigslist allows you to place a post in nine major categories in more than 500 cities in 50 countries around the world. All postings are free, except certain postings in some major cities (even then, the cost to post is well below market average).

Craigslist is an open market for every combination of business you can think of. This includes business to business, business to consumer, consumer to consumer and even consumer to business.

## Craigslist's "Tricks of the Trade" for Advertisers

Craigslist has a basic "no-frills" look. Your ad should mimic that overall look and feel. How? Just by keeping it simple and unlike some other, more content controlled websites, Craigslist users have absolute freedom to post ads with little limit to what one can say (which is refreshing in a society dominated by corporations).

It's very important to create an advertisement that is equivalent in quality to one that would be used in any other marketing medium. With that said, in order to get the most out of your Craigslist efforts (or any type of advertising for that matter), you need to keep several things in mind:

1. Make sure your spelling, punctuation and grammar are spot on.
2. Keep the posting simple. Don't ramble on unnecessarily (don't put extra fluff content).

3. Make sure the posting is up to date (if you had a special offer, did it expire? If so take down the posting).

4. If you have a website, make sure to include the link within the ad posting.

5. Stay on top of your phone and email to ensure a quick reply to any inquiry.

One thing you need to keep in mind when posting is the words you use in the post. As with any major search engine (Google, Bing, Yahoo), search terms and phrases are important. If used correctly, they can be effective marketing tools.

From a marketing perspective, it's vital to get the most out of the terms directly associated with its posting and/or website. For example, a business advertising "Commercial Cleaning Services" would want to make sure to include the following terms in its ad in order to produce the highest number of "relevant" responses: cleaning company, janitorial, janitorial service and office cleaning, to name a few.

Now, where do we advertise our cleaning business? The placement of your Craigslist listing is a rather important decision. There are nine main categories (and roughly 169 sub-categories) in every location. Craigslist is generally a very regional-based marketing outlet, so we will discuss placement with that in mind. With that said, pick the metro closest to your target area.

Next up is picking a category. Category placement is an important part of finding the right customer. Some categories may attract more attention, but may also be more competitive. You'll notice that some of the main categories feature sub-categories that are quite similar to others.

For our purposes we will be choosing the "services" category. The sub-category will be "skilled trade." Craigslist allows you to post ads for services here. People who visit this

more attention, but may also be posting is the words you use in the post. As with any major search engine (Google, Bing, Yahoo), search terms and phrases are important. If used correctly, they can be effective marketing tools.

For our purposes we will be choosing the “services” category. The sub-category will be “skilled trade.” Craigslist allows you to post ads for services here. People who visit this area are actively looking to purchase specific services. I would recommend this category for commercial cleaning services. (For house cleaning services, you would probably want to post to the “household” sub-category.)

Now let’s build an ad to market your commercial cleaning service. The following commercial cleaning advertisement portrays several elements that indicate a well thought out and effective Craigslist ad:

Let’s break down what we did with this posting.

- The title was simple, “Affordable Commercial Cleaning Services” summed up our service.
- I created a little “separation” from all the other ads by adding the triple asterisks (\*\*\*) on each side of the title.
- I made sure to include the benefits of our service (free quotes, the fact that we are bonded, etc...)
- Brief mention of what we offer (dusting, vacuuming and trash removal).
- Our website.
- Phone number.
- The simple design (copy is organized, aligned, and error free).

.\*\*\*Affordable Commercial Cleaning Services\*\*\*

Do you have an office that needs to be cleaned regularly? Choosing a quality office cleaning service can be a very stressful undertaking. With so many office cleaning companies to choose from, it can be very difficult to weed through all the less than reputable office cleaning / janitorial companies that are out there. YOUR NAME Cleaning Service set out to change all that.

Our company’s mission is to provide the best cleaning services found anywhere in YOUR STATE OR COUNTY. We maintain a loyal customer base that includes not only many smaller commercial clients, but many large corporate and municipal customers as well. Benefits of our service include:

Free No Obligation Quotes  
Security of a Fully Bonded Company  
100% Satisfaction Guarantee On All Services  
Peace of Mind by Dealing with a Fully Insured Company

We will work hard to craft a plan that meets your needs without breaking your budget.

Though the needs of each customer are different, the basic cleaning service includes the following:

Dusting  
Vacuuming  
Trash removal  
Break room cleaning  
Bathroom cleaning and disinfecting  
Sweeping and mopping of hard surface floors

Whether you need a “highly detailed” or “just the basics” service plan, we can deliver where others have failed. We would love to have you as our next “satisfied customer.” Contact us at 555-555-5555 for a free no obligation quote. Check us out on the web: <http://www.your-website-here>.

- I fit in several variations of “commercial cleaning” (janitorial, office cleaning, cleaning companies, etc). This can help ensure the ad shows up when the searcher types in different search phrases that also convey the same meaning as “commercial cleaning” (some people like to call our services “janitorial, office cleaning and cleaning service” to name a few).

We could have gone a little further and added a special offer for the first three callers (20% off the first month for example). The point is we got our point across without going overboard.

Now what you need to do is track the response of this particular ad. This means how many people called, and how many turned into customers.

You will want to constantly test different posting to see what works best. Sometimes a simple tweak here or there can result in considerable improvement (or decrease) in ad’s effectiveness.

If you start out testing from day one, you will be an expert after six months to a year, so make sure to track the ads consistently. As long as your service is professional and meets (and hopefully exceeds) the customer’s expectations, there is no limit to the positive buzz that will channel through the various discussion forums available on Craigslist. Word of your business may even appear on the “Best of Craigslist” (postings that are nominated by craigslist readers) at some point.

At the end of the day, customers want the facts about your business. Include the pertinent information related to your cleaning service (like we did in the example ad). Feel free to use the example ad as a template for your first ad.

To summarize, your commercial cleaning Craigslist ad should allow who you are to show through (what you and your company represent). Your ad should also express a level of professionalism consistent with how you want your cleaning service viewed.

Get A 50 Page Guide With Tips And Techniques To Marketing Your Companies Services To Fifty Million Visitors On Craigslist! Click Here: For Your Copy Of “The Contractors Guide To Marketing On Craigslist”

*Henry Bockman is a Navy Veteran that served with an F-14 Squadron on the USS America as an Aviation Ordnance man that specialized in Explosives and weapons. After leaving the military he started a home maintenance company in Maryland called Henry’s Housework. Since 1989 Henry Bockman has dedicated himself to learning everything he can about marketing, web site development and Internet Marketing Systems.*

*Bockman currently resides in Maryland with his wife of over 20 years and two teenagers. He operates 5 companies, 2 contracting companies; Henry’s Housework Inc, Commercial Restorations, a marketing company called Extreme Marketing Solutions which specializes in SEO, Social Media Marketing, online marketing, and lead generation. Contractors Foundation, which is a training company that provides power washing training, marketing and business success classes to help companies start up and succeed in any type of service based business, He also runs two On-line companies and several internet directories.*

**LISTENING.**  
To our customers needs.

**CREATING.**  
Superior quality pressure washers.

**INNOVATING.**  
Industry leading, cutting edge technology.

No matter what pressure washer brand you decide to purchase, you are still part of the Aaladin experience. Why? Because Aaladin pioneered so many of the features other manufacturers have adopted. We don't claim to be smarter than everyone else. Our secret is simply that we listen to what our customers tell us. Then we create a better pressure washer to meet their needs. So, our best ideas aren't really ours – they're yours – the difference is that we bother to listen, then create that's our secret to innovation.

**Aaladin**  
CLEANING SYSTEMS  
INSPIRING AN INDUSTRY

QR code and social media icons (Facebook, Twitter) are also present in the top right corner of the ad.