

# ***Emerging Opportunities 5***

## ***How to Market Your IICRC Certification and Build its Value Within Your Community***

Join us for our FREE webinar!

**Tuesday, July 21<sup>st</sup> at  
2:00<sup>PM</sup> - 3:30<sup>PM</sup> PDT**

5:00-6:30<sup>PM</sup> EDT, 4:00-5:30<sup>PM</sup> CDT, 3:00-4:30<sup>PM</sup> MDT

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- ON THE JOB PROCEDURES
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- BUSINESS MANAGEMENT AND MARKETING

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# Emerging Opportunities Webinar Series

<https://hydramaster.com/emerging-opportunities/>

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**COVID-19 RESOURCES**

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More!

## Emerging Opportunities

The Rise of Deep Cleaning As We Transition Out of Shutdown



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## Emerging Opportunities 3

Hard Surface Floors & Deep Cleaning  
Getting Your Customers to Take the Step Beyond the Swiffer®, Mop and Bucket, and Auto-Scrubber



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## Emerging Opportunities 2

Getting more deep cleaning jobs in commercial buildings as we emerge from the pandemic



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## Emerging Opportunities 4

Rug Cleaning as a Service and How it Fits into the Deep Cleaning Solution Revolution



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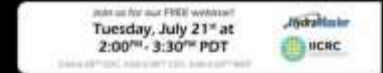
# All registrants will receive via email with the address you signed up with:

- 1) A PDF of the Powerpoint Presentation from this Webinar
- 2) Links to download HydraMaster Marketing Materials
  - A. Cleaning Procedures Reference Guide (PDF Document)
  - B. Certificate of Clean and Healthy
  - C. A link to sign up for ALL of the Advertising Campaigns for Deep Cleaning, Commercial Cleaning, Hard Surface Cleaning, and Rug Cleaning
  - D. Healthy Buildings Logo
  - E. Authorized Solutions User Logo
- 3) Later you will receive
  - A. Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before August 30, 2020
  - B. A link to the video of the presentation



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# Marketing in a nutshell



Marketing Message



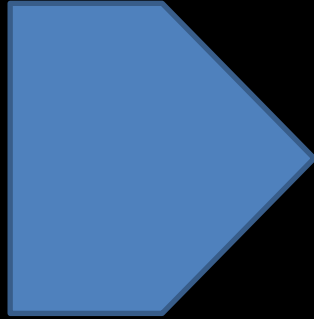
Marketing Delivery System



Customer Response



# Effective Marketing During the Emergence from the COVID-19 Pandemic



## Marketing Messages

1. Credibility
2. Cleaning for Health
3. Safety & Security
4. Increased Frequency

- Healthier environment
- Restoring confidence
- Restore order
- Restore peace
- Appearance improvement



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# **What is the goal (Desired Outcome) of each specific or integrated marketing campaign?**

- **Permission marketing – first impression advertising**
- **Generate new clients/customers**
- **Secure more business from existing customers doing what you are already doing**
- **Secure more business from existing customers by adding a new service**
- **Cash flow crisis – need money now**
- **Keeping your company brand in front of the community and existing customers**
- **Client/Customer education**
- **Referral marketing**



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# Marketing Delivery Systems

What are the delivery systems you could use to get each marketing message into the hands of your client and/or potential client?

- Client Newsletter and email communication
- Referral source
- Company Social media pages (Facebook, Youtube, Twitter, Linked-in, Instagram, etc...)
- Google ads
- Programmatic advertising
- SEO Optimization
- Bundled mail – (val-pak, etc...)
- Personal contact – no prior relationship (cold calling)
- Personal contact – established prior relationship
- Personal contact – company literature and presentation
- Company web site
- Telemarketing/voiceblasting – no prior relationship
- Telemarketing/voiceblasting – Established prior relationship
- Direct mail
- Media – newspaper advertisement
- Media - radio advertisement
- Media – billboard
- Media – television advertisement
- Public relations

What is the best delivery system for getting each marketing message into the hands of your client or potential client? Keep in mind, you may enter more than one delivery system for each marketing material.



Customized Spotters



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# Let's address some misconceptions about how marketing really works



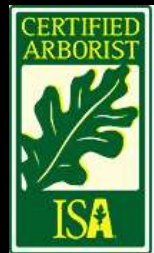
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Two main points of showing you this acronym soup: 1) It means something to your customers when you make it mean something to your customers; and 2) Most certifications are promoted more within an industry to impress colleagues with their credentials than they are promoted to the actual true stakeholders and "customers"



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# Some of the most commonly expressed critiques of the value of IICRC Certification

**“I am not going to attend an IICRC class...”**

**“I am not renewing my certification...”**

**My customer has never asked me about my IICRC certification**



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Consulting



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# Some of the most commonly expressed critiques of the value of IICRC Certification

**“I am not going to attend an IICRC class...”**

**“I am not renewing my certification...”**

**There are unscrupulous cleaners and restorers in my town who are IICRC Certified.**

**Why would I want to be linked with them?**



Shawn Bisailon  
The Carpet Cleaner's  
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# Some of the most commonly expressed critiques of the value of IICRC Certification

**“I am not going to attend an IICRC class...”**

**“I am not renewing my certification...”**

**There are low ball price based cleaners and restorers in my town who are IICRC Certified. That devalues my certification.**



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**Some of the most commonly expressed critiques of the value of IICRC Certification**

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**There are low ball price-based cleaners and restorers in my town who are IICRC Certified. That devalues my certification.**



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Three misconceptions drive this

- 1) Prices can be mandated by some higher power
- 2) All price-based companies operate unethically and do mediocre to lousy work
- 3) Their customers would hire you if they raised their price and made it a "level" playing field

Offering services at a lower price may be a faster track to failure if you don't know how to do it right, but it does not ALWAYS mean the company is unethical

*If they are doing things unethically, the IICRC has a process to remove them*



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# Some of the most commonly expressed critiques of the value of IICRC Certification

**“I am not going to attend an IICRC class...”**

**“I am not renewing my certification...”**

**ALL**

**My school of hard knocks knowledge is more important and more valuable than any certification**



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knocks knowledge  
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# Some of the most commonly expressed critiques of the value of IICRC Certification

**“I am not going to attend an IICRC class...”**

**“I am not renewing my certification...”**

**IICRC Learning has not kept up with the times (e.g; on-line learning, apprenticeships, skill assessments)**



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# What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?



Bill Yeadon

Jon Don



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# Cleaning for Health

**"Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.**

**Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection.**

**Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.**

**A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system"**

**- Dr. Michael Berry**

**Characteristics of High-Performance Carpet Cleaning;  
Journal of Cleaning, Restoration & Inspection 2017**



**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**



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# Cleaning for Health

**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**

**Carpet Cleaning Effectiveness Analysis**

Substances in Carpet	Mitigation guidance	Vacuuming Effect	HW Extraction Effect
Soils	Walk-off mat and frequent vacuuming	High	High
Atmospheric Dusts	Vacuuming, Cleaning and Ventilation	Moderate to High	High
Toxic PM	Walk-off mat and frequent vacuuming	Moderate to High	High
Fibers	Containment	High	High
VOC	Ventilation	N/A	N/A
Chemical/Pesticide	Activity management	Low	High
<b>Allergens</b>			
Pollen	Walk-off mat and frequent vacuuming	High	High
Fungi	Dry, walk-off mat and frequent vacuuming	High	High
Mycotoxin	Dry, walk-off mat and frequent vacuuming	Moderate to High	High
Mite	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cockroach	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cat and Dog	Activity management	Moderate	Moderate to High
<b>Infectious Agents</b>			
Bacteria	Frequent cleaning	Low to Moderate	Moderate to High
Endotoxin	Frequent cleaning	Moderate to High	High
Viruses	Frequent cleaning	Low	High

Table 1



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# Cleaning for Health

*In this article and in his other writings, Dr. Berry defines deep cleaning of carpet specifically as* (items in parenthesis are an amplified explanation and not directly from Dr. Berry's article):

- Wet (Water based)
- High Temperature (145-160° F across the surface being cleaned)
- High Flow (> 1.0gpm, not psi)
- High Extraction System (Vacuum recovery capabilities)

**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**



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# Cleaning for Health

- More frequent deep cleaning

## Professional Cleaning

Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction (also called "steam cleaning"), utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute's Seal of Approval Program. These products are listed at [www.carpet-rug.org](http://www.carpet-rug.org). **Warning:** Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.



## Recommended Cleaning Intervals for Carpet

Environment	Normal	Special Condition	Cleaning Frequency
Day care	1 wk	Epidemic	daily
Nursing homes	1 mo	High humidity	1 wk
Restaurants	1 mo	Dusty homes	1 wk
Schools	3–6 mo	Dusty outside	1–2 mo
Family residence	6–12 mo	Children & pets	3–6 mo
Office building	6–12 mo	Ground level	3–6 mo

Table 2



**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**



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# Cleaning for Health – the Effects of Cleaning on COVID-19

**“The virus has a lipid envelope that is not protective, rendering it susceptible to inactivation by detergents”**

**“As a general rule (with educated limitations), the higher the cleaning temperature the better.”**

**Dr. Eugene Cole**



**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**



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# Cleaning for Health – the Effects of Cleaning on COVID-19

## Benefits of Deep Cleaning

- 1) Extraction and removal of unwanted matter
- 2) The sanitizing effect (decontamination) of hot cleaning solution
- 3) Restoring confidence in the safety and healthfulness of their facility
- 4) Reassurance to employees, customers, vendors, and all stake holders
- 5) Extending the life of the carpet investment

**What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?**



**Clean for health, not just for appearance**



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# What is the effect of the COVID-19 pandemic on marketing your IICRC Certification?

## Marketing Messages

1. **Credibility**
2. **Cleaning for Health**
3. **Safety & Security**
4. **Increased Frequency**

## What's in it for your customer?

- Healthier environment
- Restoring confidence
- Restore order
- Restore peace
- Appearance improvement



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**If everyone is doing it (getting certified), has it lost some of its punch?**

**Now that so many companies in my area are IICRC Certified, it does not make me stand out any longer**



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# IICRC Certified vs IICRC Certified Firm. What is the difference and why?

**Isn't it just another money grab?  
How does it effect my marketing?**



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**Why your technicians may be the most important recipients of your IICRC Marketing messages.**



Bill Yeadon  
Jon Don



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**What, if any, is the IICRC's role in helping its registrants grow their business? How much help should they provide to market your business?**



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# How do you build the value of your IICRC Certification into your marketing message?

- **Credibility**
- **Knowledge, Technical expertise**
- **Networking**
- **Liaison to manufacturers**
- **Regulatory interpretation**
- **Camaraderie**
- **Latest information readily available**
- **Uniform delivery of services**
- **Commitment to continuing education**
- **We understand the science of what we do**



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# How do you build the value of your IICRC Certification into your marketing message?

**Credibility** – Healthier environment, restoring confidence, restore order, restore peace

**Knowledge, Technical expertise** - Measured learning leads to technical proficiency – we know what we are doing and have done it before

**Networking** – If we run into something challenging or new, we can get input from someone who has successfully done this before

**Liaison to manufacturers** – Your flooring investment life is extended and it performs the way you wanted it to when you bought it

**Regulatory interpretation** – we take steps to protect our environment and our employees and you, your family, your employees, and your customers. We live here too!



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# How do you build the value of your IICRC Certification into your marketing message?

**Camaraderie** – If we like what you do, and the industry we are in, and the people in it with us, we are likely to do a better job

**Latest information readily available** - If there is a better way to do something, we will be the first to know and implement it

**Uniform delivery of services** - provide reasonable assurance that work will be completed in accordance with the industry's "standard of care."

**Commitment to continuing education** – "As iron sharpens iron, so one person sharpens another". We are kept on our toes and held accountable to be up to date.

**We understand the science of what we do** – We know the why of the procedure, and if someone does not have your best interests in mind, we stand beside you with the facts.



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# What marketing message delivery systems do you think can work most effectively related to IICRC Certification?



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# How do you make social media work for you when it comes to your IICRC Certification?



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# Does IICRC Certification make any difference when you are competing with a “Preferred Provider” for Restoration Work?



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**During the pandemic, should the IICRC be taking a stronger role in helping cleaning, restoration, and inspection companies market the proper steps to creating a healthier environment? Is there a danger in all of the prolific spraying and fogging of EPA registered disinfectants?**



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Jon Don



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# After the deep cleaning – restoring confidence with additional steps

- Applying a disinfectant/sanitizer
  - EPA N List Disinfectants only
  - Wipe, spray, electrostatic spray or fog? – Follow the directions!
  - Safety precautions
  - Does your state require you to be registered as a pesticide applicator
  - Understand your insurance coverage
  - Claims? – “Apply”



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# What about all of the other “treatments?”



ULV Fogging  
with disinfectant



Electrostatic sprayer  
with disinfectant



Hydroxyl Generator



Ozone  
Generator



Thermal  
Fogging with a  
water based  
disinfectant



Air Disinfectant



Air scrubbing



Grandma's Remedy

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# What about all of the other “treatments?”

With some level of assurance, they could not hurt and are likely helpful, so long as:

- 1) You must deep clean first (understand how the virus is transferred)
- 2) You use them strictly according to manufacturer directions
- 3) Take precautions (if necessary) to protect people, pets, and plants
- 4) You don't oversell your capabilities



**If we have time, more questions from the audience**



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  - E. Authorized Solutions User Logo
- 3) Later you will receive
  - A. Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before August 30, 2020
  - B. A link to the video of the presentation



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# **Thank you for attending**

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