

Truck Staff Marketing Tasks

One of the best ways to maximize your truck team's productivity is to communicate the importance of truck team marketing. When they are not servicing customers, your truck teams must spend every free moment marketing your business. This practice by your employees is not optional, it is mandatory. If each of your truck teams delivers 100 flyers per day over 250 working days, you will reach an additional 25,000 potential customers you otherwise would not have if your truck teams were not marketing. We have outlined a number of marketing tasks your truck teams are required to perform during downtime.

Traveling about your territory every day, they are ideally suited to do the groundwork in your 'guerrilla warfare' style marketing campaign. Every week, you should be coaching/monitoring your truck teams to perform the following marketing activities:

- Door-to-Door Coupon Delivery
- Strategic Truck Parking
- Mall Walks

Door-To-Door Coupon Delivery

Delivering coupons door-to-door is an efficient way to market our services in key neighbourhoods. Make sure your truck teams are delivering coupons:

- **Deliver immediately after every job**
 - ...at least 5 houses immediately surrounding the job you just serviced
- **Deliver during downtime**
 - ...deliver coupons to all houses in a particular neighbourhood

Remember to always keep your trucks stocked with flyers, door hangers, or sticky note coupons.

Strategic Truck Parking



Our trucks act as mobile billboards. They are big, clean and clearly communicate our company name.

This combination is a very powerful, eye-catching advertisement that will immediately catch the attention of any by passer. Strategic truck parking is a very clever and cost effective way to market the business without costing you anything.

Always encourage your truck teams to park in high-traffic locations during downtime (while they are delivering coupons in residential neighborhoods) or off-hours.

High-traffic shopping malls, plazas, or busy streets are a great location to park your truck.

In many cities, a high-traffic location will yield 10,000 – 50,000 daily impressions of your truck. That is approximately \$100 – \$500 in advertising value *per day*.

You will want to ensure you are parking your truck in a safe area free from potential vandalism. Politely ask the owner of a particular parking lot you are interested in to park your vehicle there when it is not in use. If your operation is slow, do not worry about customers seeing your trucks parked as they are often so busy concerning themselves with activities in their own life they will not question why your truck is not out servicing customers. The brand impression of the clean truck is what counts.

Mall Walks

On rainy days we recommend parking the truck near the front entrance of a busy shopping mall and simply walking through the mall providing flyers to the store managers. While you are inside creating brand impressions, the junk truck is outside working as well.