



## *The IICRC Strategic Marketing Mini-Clinic*

Wednesday, January 31, 2018

8 a.m. to 5 p.m.

**8:00 a.m.** Registration, continental breakfast, “Meet and Greet”

**8:30 a.m.** — *A warm welcome by the IICRC staff and Jeff Cross, executive editor of Cleanfax and founder of Totally Booked University.* This opening session will concentrate on discovering and discussing specific challenges facing cleaning and restoration business owners and managers.

**9:00 a.m.** — *“10 Super Easy Ways to Destroy Your Cleaning or Restoration Company”*  
What’s wrong with service companies today? The list is long. *Really* long. Companies in corporate America spend billions of dollars advertising they are the best, but then they really screw up and destroy their businesses by making deadly mistakes. Don’t make the same mistakes. In this session, we will provide tips, ideas, and real-world solutions for cleaning and restoration companies to become more profitable.

**10:30 a.m.** — Take a break, get some refreshments, and enjoy time to network.

**11:00 a.m.** — *“10 Super Easy Ways to Destroy Your Cleaning or Restoration Company” continued...* Let’s kick this session into high gear and keep figuring out how to be successful!

**12:00 p.m.** — Lunch, enjoy a meal with your new friends and industry contacts.

**1:00 p.m.** — *“DEATHMATCH: Survive the Carnage of the Social Media Battlefield”*  
It is survival of the fittest. The conqueror is the one who can identify, analyze and then strike with power, dexterity and finesse. No, we aren’t describing the latest action movie straight from Hollywood. Rather, it’s the attitude, perspective and approach that cleaning and restoration companies must embrace today. Only the strongest will thrive and they will do it by surviving the carnage of the social media battlefield!

**2:30 p.m.** — Take a break, get some refreshments, and enjoy time to network

**3:00 p.m.** — *“The Healthy Website Checkup”*  
How healthy is your company website? Does it show up in searches, and does it convert to real jobs? Marketing your company using a website that has all the search engine optimization factors sounds like a good idea, and you may have paid big money to have it built, but today that just isn’t enough. Get ready to see how concentrating not only on SEO but also partnering it with valuable *content* is the key to success in this era of electronic marketing. We will review attendee websites (time allowing) during this presentation.

**4:30 p.m.** — *Q&A session, with final comments, suggestions and planning for your new pathway to excellence!*