

Essential **INSTALL** MAGAZINE

The essential magazine for the custom install industry

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MERIDIAN

WE ARE THE
PIONEERS OF HIGH
RESOLUTION AUDIO

INSIDE

SPEAKERS
LOUD AND PROUD!



TRAINING
A YEARNING
FOR LEARNING



DIGITAL SIGNAGE
INFORMATION
OVERVIEW



Great installs are only half the story, telling the world is just as important



The difference good marketing can make to your integration business

Mike Ranpura Director at **CEDIA** Member Smart Life AV takes a look at how understanding marketing can be transformational.

We are very fortunate as a service-based industry to have the opportunity to showcase our work in stunning environments through imagery and videography. However, there are many integrators who do not capitalise on this opportunity.

Start with the fundamentals by building your brand, the right way. Does your company name represent what you do? Would a potential client be able to find you through a Google search of your services? Is your company logo appropriate for the type of clientele you are trying to attract? Have you secured your website domain and social media handles on the major platforms?

Good branding should relay your professionalism as a company, transfer well between digital and physical mediums and work for you as a sales tool before a client even makes contact.

As a company we have tried different ways of advertising. However, nothing has been anywhere near as successful as our social presence. 90% of new enquires come through individuals who have seen our content online. The other 10% is good old word of mouth and repeat business.

People love procrastinating and society today loves to procrastinate by checking social media. If I am able to keep myself at the forefront of a potential client's mind on a regular basis there is a very good chance that the next time they or anyone else require my services, they will remember me. Whether or not they then decide to recommend me to someone is entirely dependent on whether I have instilled them with enough confidence in my professional ability to deliver through the content I choose to put out.

Each platform should have a unique approach. A website should raise awareness via Google. Facebook is great for getting eyeballs on content. Twitter is great for us as an industry to interact as peers. YouTube is fantastic for showcasing projects, testimonials and lengthy videos. Expect good engagement with content being posted on LinkedIn and finally Instagram stories is by far the best way to build a following and grow your brand.

What you should post and when?

- Post unpolished content that has value regularly via Instagram stories
- Post key milestone content across Facebook, Twitter and LinkedIn
- Post professional content on YouTube and promote across others

During the build of our Games Room project we posted progress photos online at key stages. Today you could also use Instagram stories to give viewers a deeper insight into your daily tasks. Remember that whilst you may find certain things mundane, viewers might find them really interesting.

At the end of the project, we commissioned a professional video. It was shot from an educational perspective where it showed all the various systems we had integrated and how the client interacts with them on a daily basis via the ELAN automation system. We also had professional photos taken that could be used to promote the project. Finally, we recorded a video testimonial of the client. This has given far more credibility than a few lines of text that could have been written by anyone.

The primary reason we commissioned the video was so we could show new clients the project without having to disturb our client with site visits. As of today, it has over 6000 combined views across multiple platforms and has also been utilised by various companies for training. Our preparation of high-quality media resulted in three press articles on our project, as well as manufacturers who have been more than willing to feature our project on their websites as case studies.

You can view and engage with our content @Smartlifeav

