

PREFACE

WHY SERVICEPRO NEEDS ITS OWN DIGITAL MARKETING PLAYBOOK?

AS A 20-YEAR veteran investment banker and investor in technology, business services, and media, I've had extensive exposure to cutting-edge digital marketing technologies and strategies. Yet, when it came to setting up my brother-in-law's limousine business, my husband's daycare, or my own consulting firm, I found a surprising lack of practical, tailored guidance for service professionals.

This gap between high-level marketing theory and the day-to-day needs of service businesses became increasingly apparent. Despite my Wharton education and experience in packaging and marketing multi-billion-dollar companies, I struggled to find resources that acknowledge and address directly to the unique challenges faced by service providers in the digital age.

That's what inspired this book, Digital Marketing Playbook for ServicePRO. It's a guide born from the realization that service professionals (our "ServicePRO") need a different approach from ecommerce or data - one that honors the personal nature of their work while leveraging the power of digital tools.



Our guidebook is structured as if you are taking a crash course in a subject matter, and we find that if you want to master anything, how it gets here and context matters. Therefore, we first must establish the rationale behind the challenge (Ch.1) and walk through a brief history of digital marketing in general as well as for services (Ch. 2). We'll then explore our core curriculum in Chapters 3 to 7, covering the various foundational theories and how those could be applied for ServicePRO in the 21st century:

- Orient from market segmentation to skill authentication, showcasing what makes your service truly special (Ch.3);
- Identify your smallest viable audience instead of relying on broad buyer personas (Ch. 4);
- Craft a Unique Value Proposition (UVP) that resonates with your ideal clients (Ch. 5);
- Optimize your digital marketing mix to reach and engage your audience effectively (Ch.6); and
- Leverage data analytics to continually refine and improve your marketing efforts (Ch. 7).

You'll find additional strategies and insights tailored specifically for service businesses through our case studies and advanced theories overview (Ch.8 and Ch.9). Our book concludes with just one core message: YOU CAN DO IT (Ch. 10). The worksheets, infographics, and online tools are all there to enable your success.



The approach of "*Documenting Foundation, Developing Frontier, Distilling Framework*" is uniquely developed in our CEO Mastery

Series. It embodies our commitment to delivering content that is precise, polished, and practical:

- **PRECISE:** By documenting the Foundation, we provide you with accurate, well-researched core concepts that you can confidently reference and discuss with functional experts.
- **POLISHED:** Our exploration of the Frontier shows how these concepts have been refined and adapted for the modern digital landscape, giving you a sophisticated understanding of current practices.
- **PRACTICAL:** The distilled Framework offers you actionable insights and principles that you can apply immediately and adapt to future scenarios, regardless of technological changes.

This three-pronged approach ensures that you not only understand the historical context of marketing strategies but also how they've evolved and, most importantly, how to extract their timeless principles for application in any future scenario.



By the end of this book, we are confident that ServicePROs can articulate their unique value proposition, find and connect with their ideal clients, and build a brand that resonates with the right audience.

Remember, in the service industry, success isn't just about reaching the most people - it's about reaching the right people. It's about creating that perfect match between what you offer and what your ideal clients need.

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