

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How To Sell Fences During The Off-Season



When warm weather beckons, people start thinking about fences. They want to fence their yard so that their kids or pets can play there safely. Or maybe they need to protect a swimming pool or the new garden they planted.

But what do you do when the weather changes and people stay inside more? For this article, we will give you some tips to help you keep customer interest—and sales—going strong during the off-season.

1. CONSIDER OFF-SEASON SPECIALS

Everyone loves a bargain, so offering a discount is a sure-fire way to attract interest when sales are slow.

Encourage folks to act now with two- or three-day sales or promote an even more limited “flash” sales of 24 hours or less.

2. REACH OUT TO PREVIOUS CUSTOMERS

Offer fence cleaning services or special discounts to your existing customers. Another idea is to offer them discounts on new fencing if they refer a new customer to your fencing company.

3. STRESS AVAILABILITY IN YOUR ADVERTISING

Contractors have been busier than ever these past few years, thanks to the pandemic and supply chain issues. Find ways to let prospective customers know that if they order and schedule now, they won't be disappointed with delays when the warmer months roll back around.

4. INSTALL DURING THE COLD MONTHS— IF WEATHER PERMITS

In some areas, autumn and winter can be easier times

of year to install fences than the rest of the year. Plants, bushes, and grasses go dormant, making installing a fence on many properties less difficult.

Also, Fall is often a good time for planting or moving around landscaping material. New fence owners can be ready for a lovely landscape when spring arrives.

5. PROMOTE BUY NOW, AND INSTALL LATER

If spring or summer installation is best for your neck of the woods, you can offer attractive discounts for people who purchase their fences and schedule installation for warm weather.

6. HOLD CONTESTS

Use social media to promote Christmas-time contests and giveaways. These events attract attention and provide you with a list of leads for your sales team. Here are some ideas:

- Ask previous customers to post photos of their small children or pets in front of their new vinyl fence. Ask your followers to vote on their favorite photo.
- Hold an ugly fence contest. Who needs a new vinyl fence the most? Offer a discount on a new vinyl fence to the person who posts the ugliest fence or fence in the worst repair.
- Host a Christmas fence decorating contest. Offer discounts on new vinyl fences or installations to the most creative entries.

7. PROMOTE GIFT GIVING THIS HOLIDAY SEASON

What to give the new homeowner or business owner in your life? A gift card or gift certificate for a new fence!



8. TEAM UP WITH OTHER LOCAL BUSINESSES

What are your business neighbors doing to boost sales? What are some ways you can get involved in their promotions? Think of builders and other contractors who also are affected by seasonal slowdowns. Attend local chamber of commerce meetings to learn and brainstorm new ideas to reach out to potential customers during the off-season.

9. SHOWCASE YOURSELF AS A FENCING EXPERT

Post videos and write blog articles focusing on the easy maintenance and durability of vinyl fences. Take a video tour of the different types and colors of fences that you have installed in your community. Be sure to include all the advantages of vinyl over other fence materials.

10. REACH OUT TO CUSTOMERS

Use email, social media and traditional printed mail to promote off-season specials, share news of how you give back to the community, and offer engaging tips that are useful to property owners.

11. TIE IN WITH OTHER HOLIDAYS

Yes, we tend to focus on Christmas and New Year's when we think of cold weather promotions. But you can use many other holidays to promote with sales and contests. Here are some ideas to get your imagination flowing:

- What about a Halloween sale complete with free spooky fence lights as an incentive to buyers?
- Thanksgiving is a time for friends and families to get together. Show your gratitude to your community by giving away free turkeys to new customers.

- Honor the veterans in your community with Veteran's Day discounts for current and former members of the military.
- Whether or not Punxsutawney Phil sees his shadow in February, your customers can enjoy Groundhog Day savings on fence purchases.

12. DIVERSIFY OR EXPAND YOUR INVENTORY

Research what is new in your industry. Here are a few 2022 trends to consider:

- Horizontal vinyl fencing
- Two-tone vinyl fencing
- Vinyl fences made with recycled plastics
- Solar or wired lighting options
- Vibrant color options
- Trellis features
- Posts as design elements

13. CREATE A PLAN FOR THE COMING SEASON

More downtime during the off-season doesn't have to be all bad. You can use it to evaluate your marketing—including what's working and what's not—or redesign your website. We hope these ideas will help you turn your off-season into a productive time for you and your fencing business!



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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