



Marketing Specialists Dedicated to Security Space

by Erin Harrington

Installing intricate security and home automation systems may be a snap for some dealers and integrators, but mention the word “marketing” and they’re not always so savvy. The prospect of getting some professional marketing support is a welcome one for most.

In response to this growing demand, marketing agencies like MyStudio[Pros] are now being made available to dealers through security companies, hardware manufacturers and central monitoring stations. It makes good dollars and sense — digital marketing services help them generate more sales leads and build their business.

In many cases, costs for services these agencies provide (which can include website development, SEO, social media, email marketing, AdWords, etc.) are subsidized by the sponsoring company to make it more affordable for the dealers to get started. MyStudio[Pros] (mystudiopros.com) is totally focused on the home security market.

“We’ve partnered with various security companies and monitoring stations to create custom digital marketing packages for their dealers,” says President and CEO Barbara Zenz. “We realized early on that digital marketing would be a critical need for dealers, and we provide a set of tools to help build their brand and drive leads. But the key is to make sure we have the ‘right tools for the right results.’ It is not a cookie-cutter approach.”

Services span lead generation programs, social media campaigns and direct mail, but the most requested component, Zenz says, is creating or enhancing dealers’ websites.

“We’ve built over 300 websites, so we’re able to bring our expertise and industry knowledge to help each dealer create a website that’s interactive, presents their company, services and products in the best format, and drives sales leads.”

In addition, MyStudio[Pros] offers a multitude of digital lead generation programs that link digital offers to the websites and help dealers improve their lead pipeline. The firm creates a unique program for dealers to promote their services and position their solutions effectively.

“Our team works with our clients to make sure all materials meet the particular company’s brand guidelines and pricing considerations. Dealers who sign up for our programs through their partner company are immediately eligible for discounts on services and are assigned a dedicated account rep who is available at all times to help the dealer. It’s like they have their own marketing department with MyStudio[Pros],” Zenz adds.

The process begins with a “marketing audit” of the security company’s current digital marketing efforts and based on that makes recommendations for improvement.

“Dealers love this because it is fact-based and provides a measurable baseline for any program,” she notes. “Other marketing companies offer basic menu-driven programs with little support. MyStudio[Pros] works directly with each dealer on a one-to-one basis — no dealer is too small or too big for our team. And the tools may be similar but it’s how they are used in the program that make them unique for each dealer.”

Source: <https://www.securitysales.com/business/security-dealer-programs-benefits/>