

# The Game Has Changed:

## How Today's Buyer has Changed and What We Must Do About It

Marcus Sheridan  
[www.TheSalesLion.com](http://www.TheSalesLion.com)











70%

(zero moment of truth)

I used to be a pool guy.



Oct 10<sup>th</sup> 2008

(7,882)



A close-up photograph of a person's hand cupping their ear, symbolizing listening. The hand is positioned behind the ear, with the fingers spread out, creating a bowl-like shape. The skin is a warm, natural tone. The background is a plain, light color, possibly white or light gray, which makes the hand and ear stand out. The lighting is soft and even, highlighting the texture of the skin and the contours of the hand and ear.

**A “culture” of  
listeners and  
teachers...**

They ask.  
You answer.

The Most Prolific  
Marketing Model in the  
World...



# THE BIG 5:

HOW TO PRODUCE CONTENT THAT  
PEOPLE \*AND\* SEARCH ENGINES LOVE

- Cost
- Problems
- Versus
- Reviews
- Best



A1712806A

100

ONE HUNDRED DOLLARS

The United States Treasury

# How Much Does a Fiberglass Pool Cost?

One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. With so many options available, price ranges can vary drastically. Just as a Ford F150 can start around 20k with just a basic package, it can quickly cost over 40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-on bedliner, built-in GPS system, etc, etc. Considering that the average American sells or trades in their vehicle within the first five years of purchase,

Keyword	Rank
average cost of fiberglass pools	1
how much does a fiberglass pool cost?	1
how much do fiberglass pools cost	1
what does a fiberglass pool cost	1
fiberglass pools costs	1
price fiberglass pool	1
cost for fiberglass pool	1
how much does it cost to install a pool	1
how much does a fiberglass inground pool cost	1
fiberglass pools prices	1

	Google	Unknown keywords (SSL)	24,650	.93%	229
<input checked="" type="checkbox"/>	Google	fiberglass pool prices <a href="#">↗</a>	13,537	.22%	30
<input checked="" type="checkbox"/>	Google	fiberglass pools problems <a href="#">↗</a>	11,133	.48%	53
<input checked="" type="checkbox"/>	Google	river pools and spas <a href="#">↗</a>	7,310	1.3%	94
<input checked="" type="checkbox"/>	Google	cost of fiberglass pools <a href="#">↗</a>	7,279	.37%	27
<input checked="" type="checkbox"/>	Google	fiberglass pools prices <a href="#">↗</a>	6,127	.34%	21
<input checked="" type="checkbox"/>	Google	fiberglass pool cost <a href="#">↗</a>	4,790	.38%	18
<input checked="" type="checkbox"/>	Google	fiberglass pool problems <a href="#">↗</a>	3,533	.4%	14
<input checked="" type="checkbox"/>	Google	fiberglass pools <a href="#">↗</a>	3,048	.5%	29
<input checked="" type="checkbox"/>	Google	how much does a fiberglass pool cost <a href="#">↗</a>	2,972	.44%	13
<input checked="" type="checkbox"/>	Google	fiberglass pools cost <a href="#">↗</a>	2,276	.44%	10
<input checked="" type="checkbox"/>	Google	how much does an above ground pool cost <a href="#">↗</a>	2,169	0%	0
<input checked="" type="checkbox"/>	Google	small pool designs <a href="#">↗</a>	1,990	.5%	10
<input checked="" type="checkbox"/>	Google	how much does an inground pool cost <a href="#">↗</a>	1,971	.1%	3
<input checked="" type="checkbox"/>	Google	how much do fiberglass pools cost <a href="#">↗</a>	1,920	.16%	3

**\$3,500,000.00**

Off one-single article

**PROBLEMA**

Google	<a href="#">fiberglass pool prices</a> 	9,994	.13%	13
Google	<a href="#">fiberglass pools problems</a> 	9,035	.35%	32
Google	<a href="#">cost of fiberglass pools</a> 	5,074	.32%	16
Google	<a href="#">fiberglass pools prices</a> 	4,828	.19%	9
Google	<a href="#">river pools and spas</a> 	4,121	1.4%	56
Google	<a href="#">fiberglass pool cost</a> 	3,353	.27%	9
Google	<a href="#">fiberglass pool problems</a> 	2,584	.15%	4
Google	<a href="#">how much does a fiberglass pool cost</a> 	2,094	.24%	5
Google	<a href="#">fiberglass swimming pools prices</a> 	1,499	.27%	4
Google	<a href="#">fiberglass pools cost</a> 	1,494	.27%	4
Google	<a href="#">fiberglass swimming pool prices</a> 	1,412	0%	0

**Vs. & Compare**

Keyword	Rank
fiberglass pools vs concrete	1
liner pools vs gunite pools	1
fiberglass vs. concrete pools	1
fiberglass vs concrete pools	1
fiberglass pools versus gunite pools	1
concrete vs vinyl pool	1
fiberglass pool vs vinyl liner pool	1
concrete vs. fiberglass pools	1
fiberglass pool vs concrete	1
fiberglass vs concrete pool	1

# Reviews/The Best



# Who Are The Best Pool Builders in Richmond Virginia?(Reviews/Ratings)

Posted by [Marcus Sheridan](#) on Mon, Jan 16, 2012 @ 03:29 PM

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Each year, we at River Pools and Spas meet with well over 100 households in the Central Va/Richmond area with respect to their inground swimming pool installation. And because so many folks know our thoughts and feelings (from this website) on all things "pool construction", they often ask us who are some of the other builders and competitors we have in the area.

Never ones to shy away from being blatantly honest with respect to competition, here is a list of some of the companies that have a solid inground pool building history in the Richmond area:

**1. Pla Mor Pools:** Having been around for years, Pla Mor pools is located in the Mechanicsville area, and specialize in vinyl liner inground pools. The company also installs fiberglass pools, and has a heavy emphasis on automatic pool cover installations.

**2. Swim n Pools:** Located in Chester Virginia, Swim-N-Pools has also been around the Richmond



reviews pla mor pools richmond virginia



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**Pla-Mor Pools 746-5555 | PlaMorPools.com**

[www.plamorpools.com/](http://www.plamorpools.com/)

Automatic **Pool** Covers, Spa Repair Safety Covers & **Pool** Closings

**Who Are The Best Pool Builders in Richmond Virginia?(Reviews ...**

[www.riverpoolsandspas.com/.../Who-Are-The-Best-Pool-Builders-in-...](http://www.riverpoolsandspas.com/.../Who-Are-The-Best-Pool-Builders-in-...)

Jan 16, 2012 – Want to know the top pool builders in the **Richmond Va** area. ... **Pla Mor Pools**: Having been around for years, **Pla Mor pools** is located in the ...

**Pla-Mor Pools Review - SWIMMING POOL EQUIPMENT ...**

[www.bbb.org/richmond/...reviews/...pool.../pla-mor-pools-in-mecha...](http://www.bbb.org/richmond/...reviews/...pool.../pla-mor-pools-in-mecha...)

BBB's Business **Review** For **Pla-Mor Pools**, Business **Reviews**, Ratings, Customer **Reviews** and more for **Pla-Mor Pools** in Mechanicsville, **VA**.

**Pla-Mor Pools - Mechanicsville, VA, 23111 ... - Richmond - Citysearch**

[richmond.citysearch.com](http://richmond.citysearch.com) > Mechanicsville

**Pla-Mor Pools** in Mechanicsville, **VA**. Come to Citysearch® to get information, directions, and **reviews** on **Pla-Mor Pools** and other Swimming Pool Contractors in ...

**Richmond Hot Tubs | Virginia Swimming Pools | Pla Mor Pools**

[www.plamorpools.com/](http://www.plamorpools.com/)

**Pla-Mor Pools** has been family owned and operated since 1968. Our two stores, located in Mechanicsville and Ashland, are full service destinations for all of ...



Standard

Cumulative

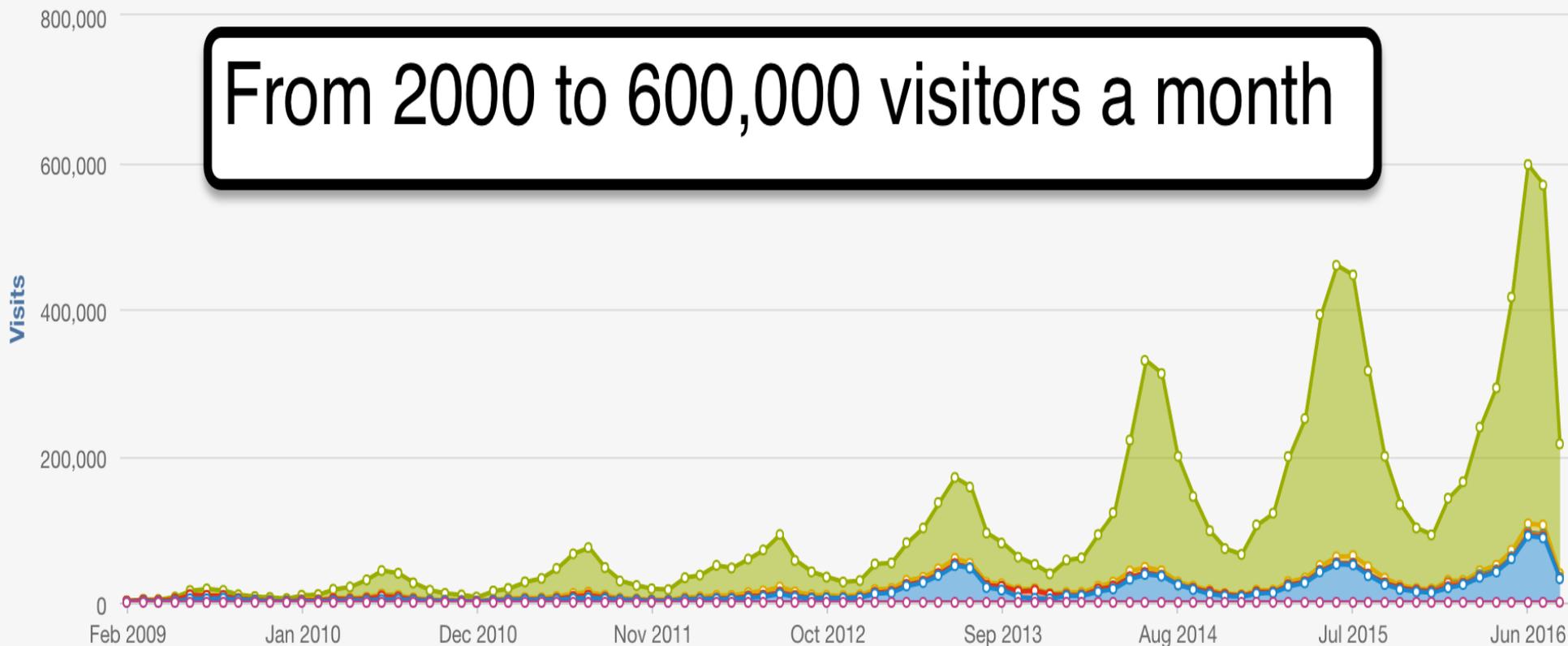
Visits

Show offline sources

Show visits-to-contacts rate

[+ Add marketing action](#)

From 2000 to 600,000 visitors a month



**By the year 2019, 80%  
of all content consumed  
online will be video**



We're all media companies, whether we like it or not.

Never let personal  
opinions screw up  
smart business.

How many pages of your website  
would a potential client/customer  
be willing to read?

30

A professional meeting scene. A man in a dark suit is pointing at a tablet held by a woman. Another man in a blue sweater is looking on. The background is bright and out of focus.

**For 7 years,  
we'd been  
selling the  
wrong way...**



You are currently receiving v

STOP NOTIFICATIONS

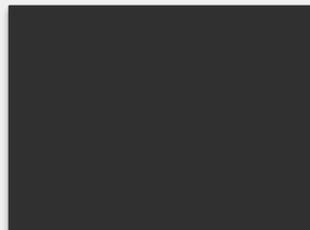
Search Phrase

## Lead Information

First Name / Last Name:

William S. Grizzard, Jr.

Email Address:



City:

State:

Zip:

## Company Information

Company Name:

Company Web Address:

Position / Job Title:

Industry:

WOW!!

## Lead Overview

LEAD GRADE

100 / 100

LEAD SOURCE

Organic Search  
Yahoo cost of fiberglass pool

SITE ACTIVITY

TOTAL PAGE VIEWS: 375

UNIQUE PAGE VIEWS: 131

FORMS SUBMITTED: 1

LEAD NURTURING

Lead Nurturing Data is Temporarily Unavailable.  
Please try reloading again in a few moments.



You are currently receiving visit notices for this lead.

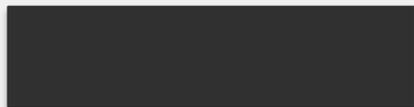
STOP NOTIFICATIONS

## Lead Information

First Name / Last Name:

Jonnee Grizzard Petersburg, VA

Email Address:



Phone:

## Company Information

Company Name:

Double WOW!

Company Web Address:

Position / Job Title:

Industry:

## Opportunity Details

Status:

Closed <span>(07/23/12)</span>

## Lead Overview

LEAD GRADE

100 / 100

LEAD SOURCE

Organic Search  
Yahoo richmond virginia pools

SITE ACTIVITY

TOTAL PAGE VIEWS: 149

UNIQUE PAGE VIEWS: 44

FORMS SUBMITTED: 1

LEAD NURTURING

Not in a lead nurturing campaign.

Honest and Transparent

Content is the greatest  
sales and trust-building  
tool in the world. Period.

People searching for a taxi.



CONVERSATIONS

# A Revolutionary Marketing Strategy: Answer Customers' Questions



Jay Paul for The New York Times

Marcus Sheridan, an owner of River Pools, overhauled the company's marketing to focus on generating sales through informational blog posts and videos.

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### What's Popular Now

The Holocaust Just Got More Shocking



For 20-Somethings, Ambition at a Cost



### SMALL BUSINESS RESOURCE CENTER

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THEY  
ASK  
YOU  
ANSWER

A REVOLUTIONARY APPROACH TO  
INBOUND SALES,  
CONTENT MARKETING,  
AND TODAY'S DIGITAL CONSUMER

WILEY

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