

The Game Has Changed:

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

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70%


(zero moment of truth)

I used to be a pool guy.



Oct 10th 2008
(7,882)



A close-up photograph of a person's ear, with a hand cupped behind it, symbolizing listening. The hand is positioned to catch sound waves, and the ear is clearly visible. The background is a plain, light color.

**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



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
✓	Google	fiberglass pool prices 	13,537	.22%	30
✓	Google	fiberglass pools problems 	11,133	.48%	53
✓	Google	river pools and spas 	7,310	1.3%	94
✓	Google	cost of fiberglass pools 	7,279	.37%	27
✓	Google	fiberglass pools prices 	6,127	.34%	21
✓	Google	fiberglass pool cost 	4,790	.38%	18
✓	Google	fiberglass pool problems 	3,533	.4%	14
✓	Google	fiberglass pools 	3,048	.35%	29
✓	Google	how much does a fiberglass pool cost 	2,972	.44%	13
✓	Google	fiberglass pools cost 	2,276	.44%	10
✓	Google	how much does an above ground pool cost 	2,169	0%	0
✓	Google	small pool designs 	1,990	.5%	10
✓	Google	how much does an inground pool cost 	1,971	.15%	3
✓	Google	how much do fiberglass pools cost 	1,920	.16%	3

\$3,500,000.00

Off one-single article

PROBLEM

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



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

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...

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 > 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/

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

Visits

Feb 2009

Jan 2010

Dec 2010

Nov 2011

Oct 2012

Sep 2013

Aug 2014

Jul 2015

Jun 2016



**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



**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:

Company Web Address:

Position / Job Title:

Industry:

Double WOW!

Opportunity Details

Status: Closed (07/23/12)

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.

The New York Times

Business Day
Small Business

Search All NYTimes.com

Go

Capital One 360

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE
AUTOS

Search

Global

DealBook

Markets

Economy

Energy

Media

Personal Tech

Small Business

Your Money

Advertise on NYTimes.com

People searching for a taxi.

Google

G+

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 f

The Holocaust Just Got More Shocking



For 20-Somethings, Ambition at a Cost



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WILEY

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