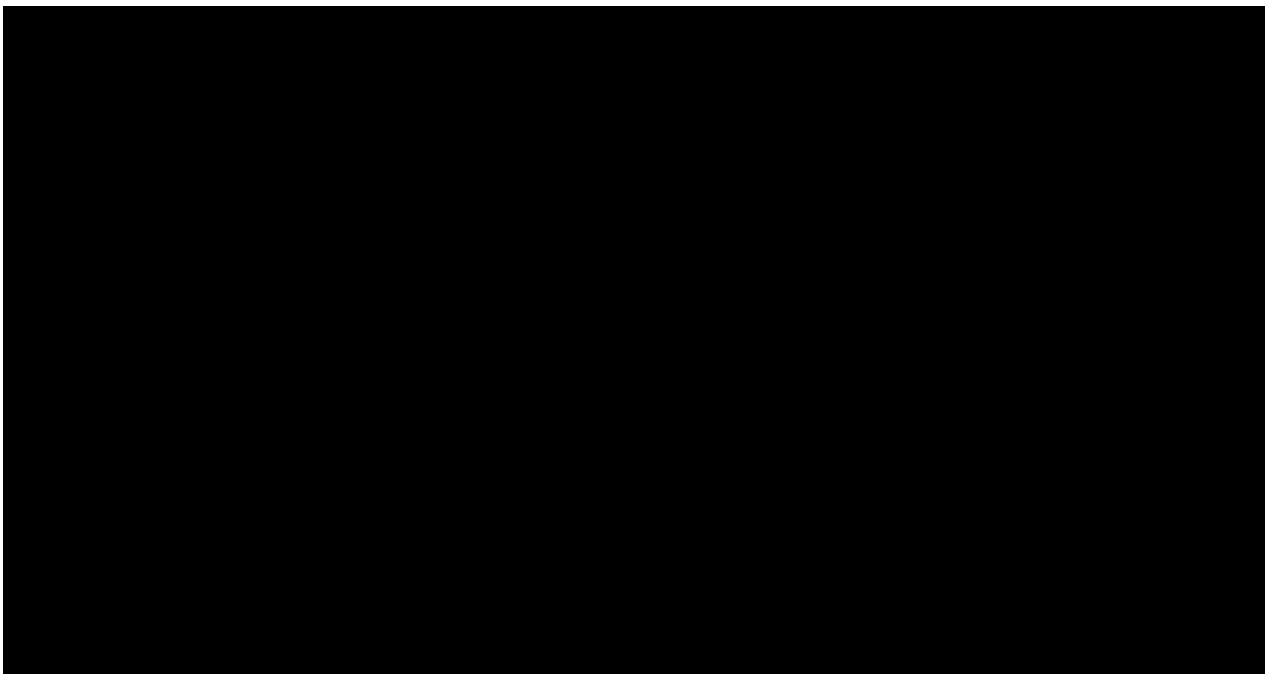




Collective Inbound Launches New Software For Marketing For Pool Builders

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Cape Canaveral, Florida based Collective Inbound has announced that they are now providing marketing services for swimming pool builders. The company offers a wide range of marketing services that are customized for their respective industries. They recently announced that they have recently integrated a lead generation software that will help with marketing for pool builders.

Ken Massa, one of the founders of Collective Inbound, says, "There are a number of strategies that work together to provide excellent marketing. We have been using a handful of these strategies in order to develop a winning marketing service that pool builders will find effective. This includes search engine optimization, search engine marketing, retargeting and social media advertising."

Massa says that more on the lead generation for pool builders can be seen at <https://collectiveinbound.com/marketing-for-pool-builders/>. He says that the reason their strategies work so well is because they allow businesses to be seen from every possible angle. Massa states that in order for a business to be successful, the process of finding it online needs to be straightforward both online and offline, and he says that the strategies that they use have proven to be more than effective in getting a business the

attention that it needs from the right people in order to be successful.

"The main goal of the strategies that we use is to tie all of these angles together in order to give you a full circle approach to your marketing needs," says Massa. "Purchasing a swimming pool is not like buying a new pair of shoes. It takes a lot of planning, a lot of preparation and a lot of expense. People need to know that you offer the best possible scenario for their pool."

Chet Thornberry says that pool builders need to be able to reach their targeted audiences. He states that those who are planning to buy a pool typically shop around because swimming pools are a fairly expensive investment. He says that pool buyers are going to typically find the company that offers them the best deal and therefore pool builders need to be ready to offer them good services at fair prices. Above this, however, Chet says that these pool builders have to be able to reach these potential customers and that the proper marketing channels must be explored if this is to happen. He says that those who are interested can learn more about the business by visiting Collective Inbound on Inc.com.

Chet Thornberry also says that in order for a pool building business to reach potential customers, they need to list their business as a swimming pool contractor which then allows them to be listed in Google Maps for those who are seeking pool building services in their local area. Chet says that local businesses should learn more about the benefits of being listed in Google Maps with regards to reaching customers and states that this is one of the ways that they show pool builders how to effectively market their services. Chet says that those who are not familiar with their business and location can learn more by visiting them at <https://goo.gl/maps/GnF5AEikPuM2>.

Additionally, Ken Massa says that one way that they market pool contractor services is to show pictures, videos and other specific information about the business online. This helps Google to better understand the business and helps customers to feel more at ease with the business when they see it online. Massa says that in order for a business to be found, it must be listed with Google and have strong search engine optimization strategy in place, as well.

The company states that pool builders should be able to concentrate on what they do best, which is building pools. Massa says that the process of marketing can be time consuming, which is why the company has developed a system that will allow the swimming pool contractor to be engaged and better understand how the company can grow, without having to dedicate any time or energy to the process. He says that the company has experts in the swimming pool and hot tub industry on staff who know how to market a pool building company effectively and states that they can help any local pool company to grow their business easily.

Ken Massa and Chet Thornberry are pool and spa industry professionals, having spent more than 10 years

working in New Jersey for a family owned swimming pool company. Massa states that he is ready to combine his knowledge of the pool industry along with his knowledge of marketing to help pool builders to grow their businesses to where they want them to be

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For more information about Collective Inbound, contact the company here: Collective Inbound Ken Massa (732) 403-6309 ken.massa@collectiveinbound.com 7001 N Atlantic Ave #110, Cape Canaveral, FL 32920

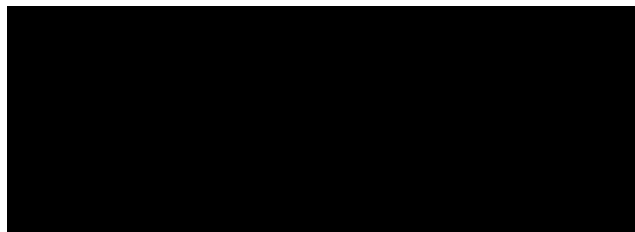
Collective Inbound

Collective Inbound is the #1 Rated Pool and Spa Marketing Agency. Our specialties include Social Media Advertising, Landing Page/Website Design, and Swimming Pool/Hot Tub SEO.

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