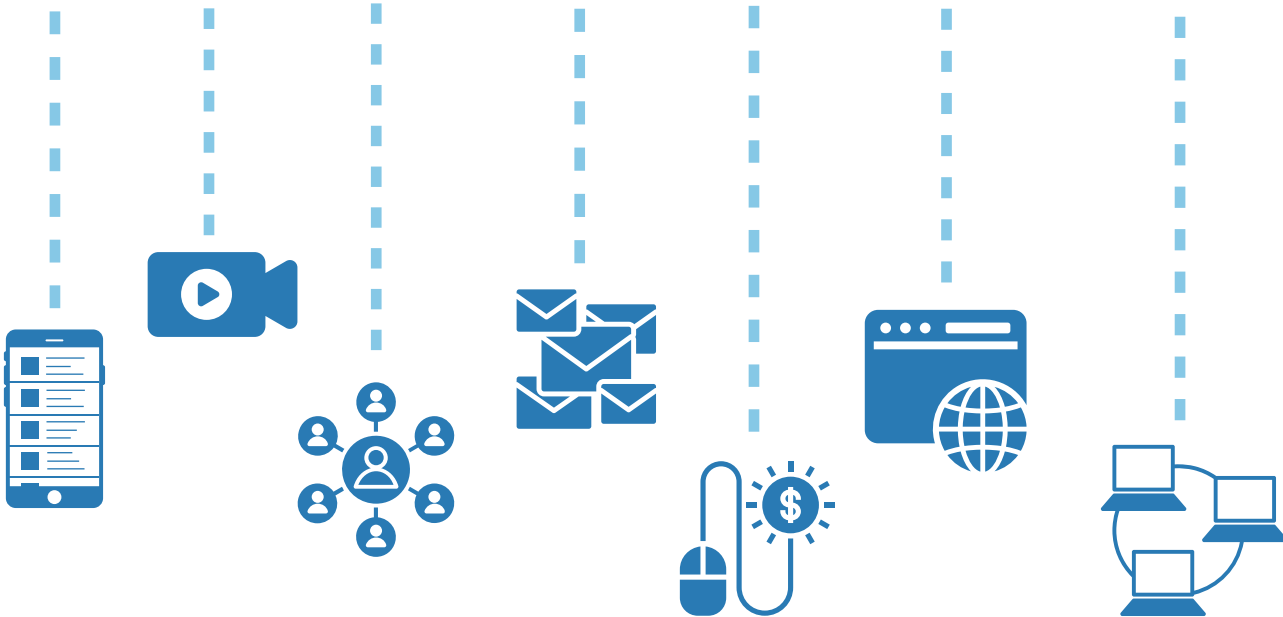



MARKETING TIPS FOR CONTRACTORS



Marketing is a powerful tool to help your business grow, and that doesn't change during times of economic uncertainty. In fact, marketing is even more important during a downturn because it helps to ensure that you're the first business prospects think of when things turn around.

Fortunately, you can utilize the power of marketing with just a bit of work and know-how. We created the following tips to help business owners take charge of their **marketing, and**  their future.



Leverage social networks

Social media is a free outlet that enables you to establish your business as a trusted expert. It can also help you get some additional web traffic. Keep in mind, social media may not directly lead to new projects, but it does help your company name stay in front of the public.




Here are some things you can post:



Share articles and videos related to your industry. Be sure to add a comment on everything you share.



Like, comment and share the  others, both in and out of your existing network.



Center most of your posts around sharing helpful and interesting information. Remember, it's a social network, not a sales platform.

Social Media for the win

Ever wonder how many people are on social media? In 2019 there were 247 million social media users in the US alone.

Source: [Statista.com](https://www.statista.com)

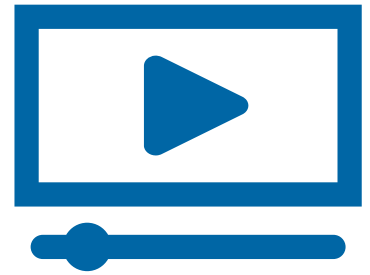
Pro Tip

Steer clear of politics and controversial topics. This includes the posts you write as well as things you “like” or comment on. Consider all of your activity on social media visible to the public.



Video content

Videos are always popular on social media, but they also help improve the amount of time people stay on your website. As a contractor, you have a rich source of interesting content just waiting to be captured. Fortunately, it's easier than ever to create videos with just a smart phone and video editing apps.



Types of videos:



"How it's made"



Project walk throughs



Behind the scenes



Before/after



Trade /career focused

Video creation apps

Quik

Splice

inShot Video Editor &

Maker

PicPlayPost

Focus on referrals

Your happy clients can be a great source of referrals, but you need to tap into them to see the benefits. This is easiest to do if you have a referral mindset built into how you communicate with customers. Just remember, you want to focus on doing amazing work first, then make it easy for customers to send business your way.



You can create a referral mindset with the following:



Include referral language on emails, invoices and other client communications.



Ask for referrals at the end of a job, not months down the road.




Identify clients that had a great experience and ask them if you can feature them in a write-up on your website featuring success stories.



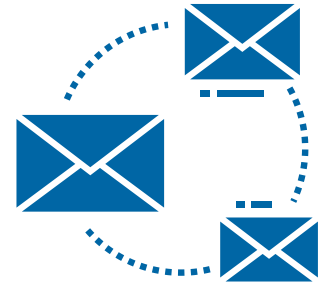
Pro Tip

Online reviews can significantly improve your online visibility. Make it easy for clients to offer them by placing links to referral outlets like Google Reviews on your website and other communications.



Email marketing

Email marketing is a simple way to communicate with clients and potential clients. You probably already have a list of people that you email from time to time. If you don't, you can put an email sign-up option on your website. You can also ask people on social media if they would like to join your newsletter list.



Here are some tips to help you use email marketing:



Don't over send emails. Once every two weeks is a good starting point. If a lot of people opt out, reduce the frequency to once a month.



Keep messages short and give each section an interesting title.



Mix helpful info with an offer to avoid sounding too "salesy."

Email Marketing Tools

Here are a few free tools you can use to send email to **small** to medium sized lists:

MailChimp

Sender

Benchmark

SendinBlue

Pro Tip

Always include an "opt out" option in your emails. This helps you comply with the law and keeps your email list free of bad, unresponsive emails.



Simple email format

Featured Headline:

Interesting headline about content to come.

Short and helpful non-sales content. This can include two sentences and a link that leads back to an informative page on your website.



Link button to a page you want to direct users to.

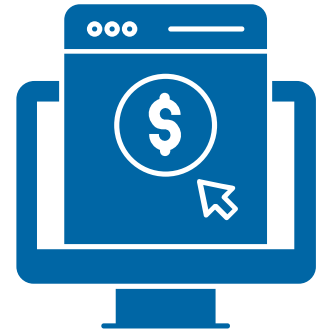
Short content about the links you're sharing below.

- Link to helpful information on trusted website that you don't own
- Link to helpful information on your website
- Link to an offer or product/service page on your website



Digital advertising

Digital advertising in the form of Google Ads and social marketing is both user friendly and affordable. With just a small budget you can get more traffic for your website and increase your online visibility.



Google Ads

Google's ad platform is easy to use and includes extensive tools for helping companies self-manage their ads. They also make it simple to cap your ad budget so you never spend more than you intend.

Simply go to [Ads.Google.com](https://ads.google.com) and follow the instructions to get started.




Social marketing

Each popular social media platform has user-friendly tools and resources to help you place ads. You can use the on-site ad platform to create and place simple ads and boost posts. If you use multiple platforms, place your ads on the ones with the most followers and highest engagement.

Pro Tip

Keep your ad messages simple, visually appealing and focus on the benefits of what you have to offer. You should also switch messages and visuals every couple of weeks.



Fully utilize your website

Your website is a great tool for getting attention, showing off your knowledge and converting prospects into clients. Since you already have one, you might as well take steps to more fully utilize it to your advantage.



Here are some ideas to get you started:



Write helpful blogs on topics important to your industry. You can share these on social media networks.



Add a Frequently Asked Questions section to quickly provide info on topics you want to highlight and clarify.




Make sure you have an “About us” section that tells your story. Include images and don’t be afraid to be a bit personable.

Gallery of Projects

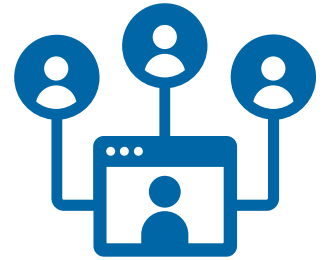
Your website is a great place to brag about the amazing work you do. A gallery of images is one of the easiest ways to do this. Include images and videos from your projects along with a brief description.

Pro Tip

Your social media accounts and website are synergistic. Put links to your social media on your website and use social media to share pages from your website. Make sure to share pages that are helpful, not just sales based.



Leverage associations & industry partnerships



Professional associations and industry partnerships can help you gain access to potential customers and peripheral business advocates. Staying active with these types of groups can be critical to sustaining your company through economic downturns and finding growth when things turn around. Just remember, don't be a passive member. Look for ways to participate and leverage the relationships you build.

You may benefit from joining the following types of organizations:



General contractors/subcontractor organizations (national and local branches)



Industry specific associations (i.e. electrical trades, builders, asphalt)



Non-industry specific local business organizations



Trade based professional networking groups

Pro Tip

Some associations offer affordable sponsorship opportunities in emails, on their website and for in-person events. These may be worth looking into if their network is particularly active.





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