

MARKETING 101



A Guide for
Contractors

Build Like No One Else.

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Intro



In the age of phonebooks and yellow pages, it was an entirely different process to make your business known. Today, it feels complex, you need a brand and logo, social media presence, website, AND be excellent at your trade. The process is a bit more complicated than it used to be, but if you do it right, you will stand out and grow your business.

The question is: ***"How can you make sure potential customers can find you?"***

This Contractor Marketing 101 guide will give you the tools and tips to set you apart in minimal, simple, and cost effective ways.



Create a Brand



Create a Brand

What is a Brand?

'A brand is an intangible perception and image created in the minds of every consumer. The brand is based on a familiar emotion that is stirred up by a product or business.'

Your brand should match your ideal clientele. Potential customers may see a company that hasn't invested in their brand and make assumptions. Stay relevant by updating your brand image, which often **starts with a logo**.

Hiring someone to create your new look, even a freelancer on [Fiverr](#), can set your business apart and instantly make you more reliable.

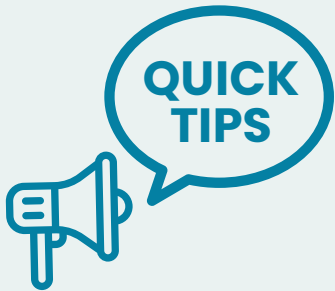
Your brand also encompasses your customer service, your billing process, and everything that builds your customers' perception of you. Your reputation outside of your work is worth the investment. Update your brand and expand your customer potential.



Create a Brand

A Good Brand Starts With a Good Logo

Here are a few qualities that make up a good logo...



1. Simple

Simple logos are the ones people can recognize as soon as they see them. The simplest logos are the ones people remember the most.

2. Scalable

A great logo should be simple enough to be able to be scaled down or up and still look good.

3. Memorable/Impactful

A great logo should be impactful. You want to capture your viewer's attentions and leave an impression (a positive impression, hopefully).

Source: <https://www.paperstreet.com/blog/five-characteristic-great-logo/>

Logo
examples



Ways to
bring
your brand
to life

Logo
application
examples





Social Media



Social Media

Once you have a brand or logo, you can create a Facebook or Instagram for free. The best way for people to find you is to have an active presence on social media. The bar for entry is lower than you might expect.

What is social media management?

Social media management sounds like a lot of work, but in reality, it can be one of the easiest and most cost effective uses of your business time. Put simply, social media management expects that you create an online presence for your business on popular social apps like Facebook, Instagram, or Tiktok.

Why should I focus on social media?

Here is a list of popular social media and their monthly active users. No shortage of these users come from the communities around you and your business.



Facebook

2.9
billion

Total global user count



Instagram

1.3
billion



YouTube

2.5
billion



TikTok

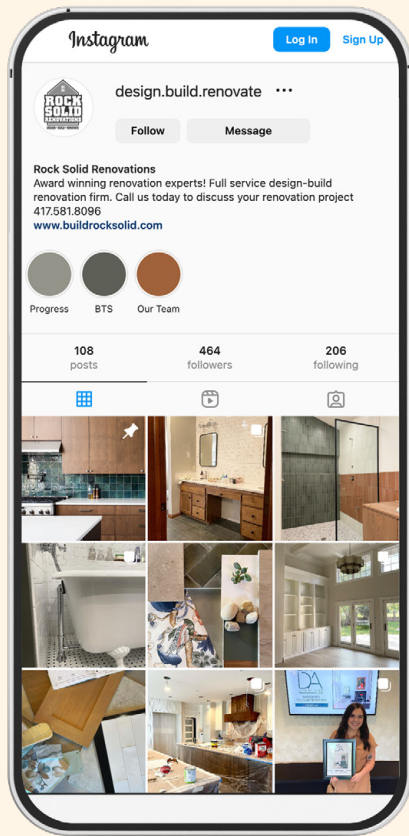
1
billion



TIP:

There are a TON of options out there, so don't feel pressure to be everywhere! A Facebook page, along with an updated Google Business listing, is often all that you will need.

Social Media



- ✓ Before & after photos for projects
- ✓ Company updates
- ✓ New hires
- ✓ Project completions
- ✓ Customer testimonials
- ✓ Tips or videos related to your field

What should I post about?

Posting consistency and frequency are vital to your ongoing marketing efforts. If potential customers see no activity from you online, they may assume your business has gone dormant or gone under. Neither are good for the future of your business.

How often should I post?

Post monthly at a minimum. This will show that your business is alive and well. New customers can see the content you have been posting and how often you post to get a feel for your business and the quality of your work.

Think of your social media as both a means of advertising and a direct point of access for client communication. If it is left unmanned, you run the risk of losing potential clients. Losing potential clients is a massive hit in a business that is so heavily centered around referrals and word of mouth.

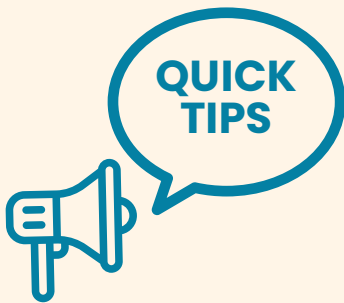
Quick and Easy Content

This is the easy part. You can use any pictures of your job sites that you have as content for social media. These can be entirely unprofessional, dark, grimy, and misaligned. More than a neat photo, your customers want to see your actual work.

This is why Before and After photos and videos are the bread and butter for construction pros. There is a reason nearly every remodeling show out there starts with a dive into what is going to change, followed by an extensive walkthrough of the space after your work has been done. The people love it.

Social Media

Tips to help you step your **photo game** up...



- ✓ Turn the phone landscape (horizontally)
- ✓ Keep it as level as possible (no tilting!)
- ✓ Use natural light or new installed fixtures
- ✓ Take more than one photo of each project so you have options

Social Media

Personalize & Support

Whether you are a team of one or a team of 50, create room for your customers to know you.



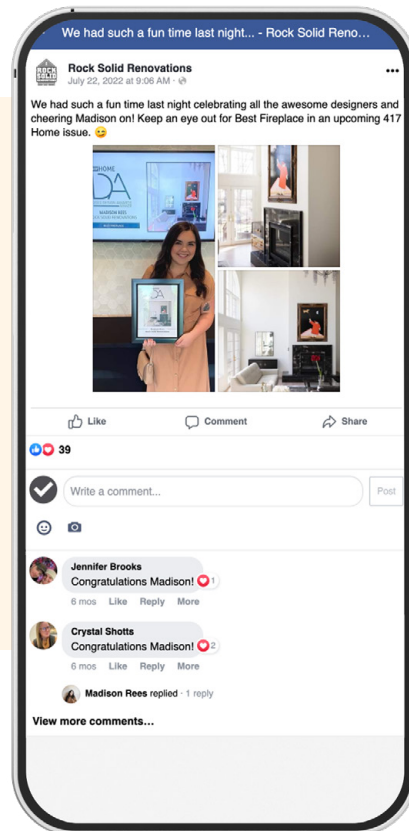
Post about your team



Engage your audience with comments and questions



Show relatable, down to earth moments of your work day projects, or personal life.



People Respond to People

You are being asked to come into your client's home. No one wants a random person to show up, do the job, get paid, and leave. They want someone they can trust and feel like they know.

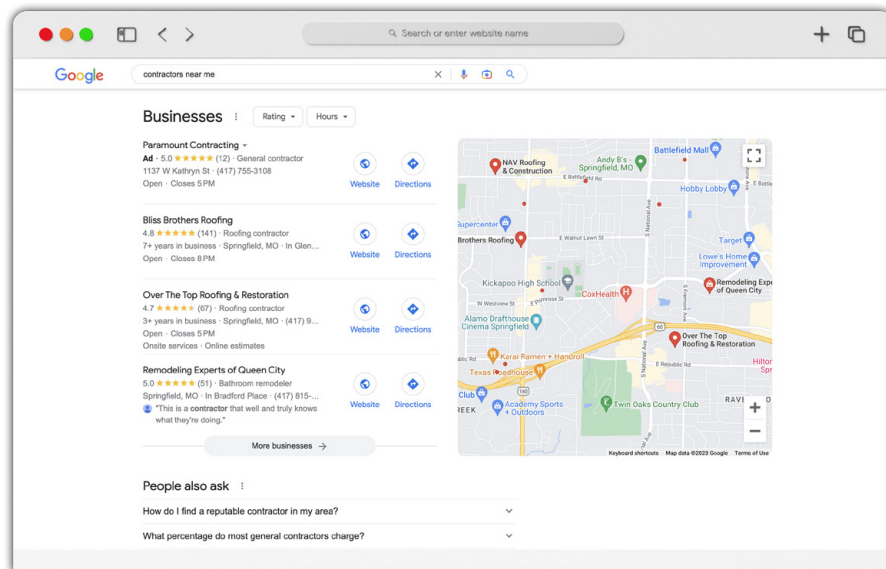




Create a Google Business Profile



Create a Google Business Profile



A **Google Business Profile** is a free resource that can help you be found online when people search for your business. Indicate company hours, location, website, and a business phone number so you can bring in more customers.

Add your company logo, photos, offers, posts and more to customize your profile.

- 1 Log in or create a Google Account that you want associated with your business
- 2 Visit google.com/business and click on "Manage Now"
- 3 Enter your business information
- 4 For most contractors, you will check "I deliver goods and services to my customers". If you have an office space, you can show the exact address or limit it to a region. Your service area is the final selection you will make and can help you specify how far you are willing to travel for work.

Create a Google Business Profile

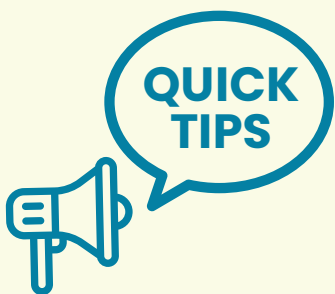


5 Select business category

6 Add business phone number and website (or Facebook page)

7 Select verification option

Be sure to occasionally update your Google business account. You can select which holidays you will be open for, what days of the week you might want off, and respond to any reviews you've received. Any updates you make instantly make you look more professional and active.



The Best Way to Handle **Reviews**

1. Your Response Matters

Your response to reviews matter just as much, if not more, to potential customers.

2. What to Do About Negative Reviews

If you get a negative review, take a breath, step away, and then respond the way you would want a potential customer to see.

3. Respond to Everything

Whether it's positive or negative, it is better to respond to all reviews.



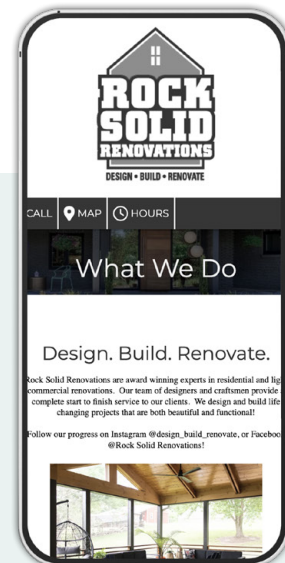
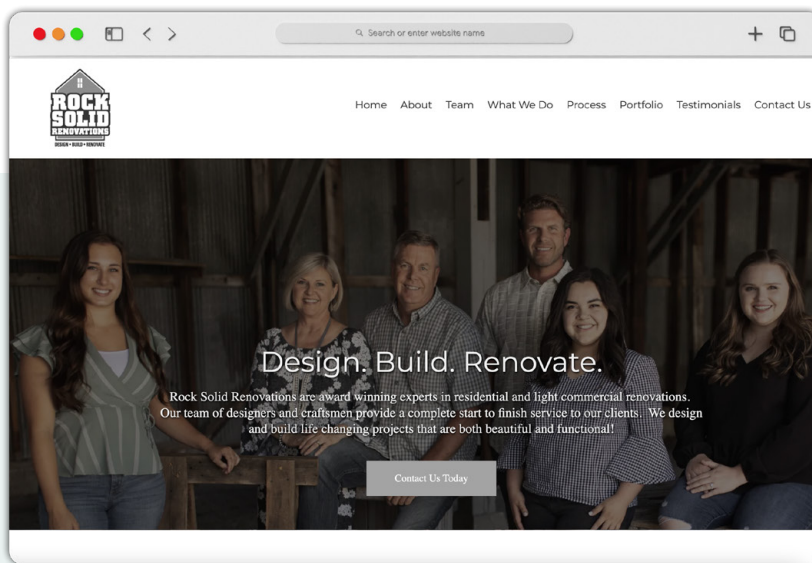
Build a Website



Build a Website

Building a website can be the most complex aspect of marketing, but if you are looking to grow it is worth the investment. Here are a few reasons you may want to consider getting a website.

Why get a website?



It makes you look more professional.



It is an online storefront. Customers can learn more about you and what to expect.



You can get more leads.



Customers can feel confident by knowing exactly what services you offer.

What do I need to consider before I build a website?



1

Figure out
your budget



2

Buy a URL/Domain name
'yourwebsite.com'



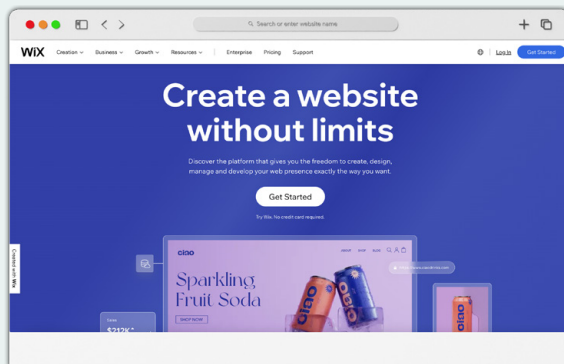
3

Can you do it
yourself or do you
need to hire someone?

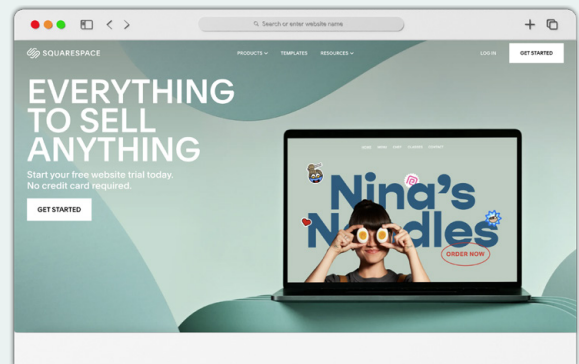
Determine how much money you are willing to pay, buy your domain, and decide if building a website is something you can do or if you should pay someone else.

How do I build a website?

Wix and **SquareSpace** are two easy-to-use website builders that offer free or minimal cost websites.



Wix



SquareSpace

If building a website is outside of your capability, find a local agency or freelancer to do it for you.



TIP:

Buy your own domain (URL),
don't have someone
else buy it for you.

The background of the entire image is a solid orange color. Overlaid on this is a faint, semi-transparent image of two construction workers. They are wearing hard hats and safety vests, and are standing on what appears to be a construction site. The worker on the left is slightly behind the one on the right, and they both appear to be looking towards the right side of the frame. The overall mood is professional and industrial.

Build Like No One Else.

congenius.com