



GROW YOUR BUSINESS

How to get Started Marketing your Construction Business

LETS GET STARTED

Why Marketing?

As a contractor you have a lot to do. From supervising employees to pleasing clients the last thing you want to do is spend time on marketing. But to really attract consistent quality leads, get brand recognition and charge clients premium prices - **Marketing is a must.**

Where do you start? What social medial social platforms should we use? What to include on our website? are all questions contractors ask themselves.

But before we spend a bunch of money and time on marketing. We need to first understand WHO WE ARE TARGETING, WHAT BENEFITS DO WE OFFER AND WHY CAN YOU TRUST US.

In following, I give you brief breakdown of these steps and some ideas to get your marketing plan started.

**“The way to get started is
to quit talking and begin
doing.”**

– WALT DISNEY

1

UNDERSTAND YOUR IDEAL
CLIENT

**“Everyone is not your
customer.”**

– Seth Godin

You can't be everything to everybody. To stand out from the competition we need to deliver value to our customer. And the truth is we can't deliver value to everyone. **We need a target market.**

A target market is a group of clients that share similarities. Such as: income, location, project size, project type, budget, tastes etc.

But why do we need a target market? Because it allows us to pinpoint the type of clients we are trying to attract. Consequently, we understand the clients problems, solutions to their problems and know where to find them.

To get started creating ideal customer we should start with writing down similarities between ideal customers. We can then create profiles using these similarities. For example,- Sally a single mom has two kids, an income of 60 thousand a year, likes luxury items..

We can use these client profiles to get a vision for our marketing, business processes, value proposition, and the benefits we offer.

2

HAVE A VALUE PROPOSITION

Your value proposition is an answer to the question: ‘Why should I buy from you and not your competitor?’

– Neil Patel

After understanding who are targeting we can focus on the value we deliver them. We call this having a unique value proposition(UVP). A UVP is basically general statement that includes who we serve, how we can help and why choose us over the competition.

You will often find a company’s UVP at the top of their home page. Consisting of:

- **A headline** – stating the result we offer.
- **A sub heading** – that will expand on what we do and who do it for.
- **3 bullets** – that explain the benefits we offer.
- **An image** – that gives our UVP a visual representation.
- **A call to action** – a button or form that appeals to your ideal customer to take the next step. Whether that be signing up for your newsletter, filling out a contact form, or clicking on a promotion.
- **Social Proof** – Badges, testimonials, reviews, ratings that build trust.

A good UVP allows our ideal customer to understand within seconds that we serve them, the major benefits we offer, and that we can be trusted.

3

UNDERSTAND THE
BENEFITS YOU OFFER

“Focus on your customer and lead your people as though their lives depend on your success.” – Warren Buffett

A UVP will include our major benefits. But it is a good idea to understand all the benefits we offer and use them in marketing materials.

But what exactly is a benefit?

In the construction industry clients buy to increase pleasure, solve problems, save money on energy, increase home value... For example, remodeling a kitchen will fix the leaky sink, increase value in your home, save money on energy efficient appliances, and add space to give your kitchen a better feel.

The more benefits we give our clients, the greater chance they are to start the project and choose us to complete the project. As a result, it is a good idea to create a list of benefits and use them in:

- bullets
- landing pages
- service pages
- blog articles
- newsletters
- in person

Create a list, post them on our website. Memorize the list so that we can use it in person. Ideally we are communicating this list of benefits in print, web and in person.

4

PROVIDE REASONS TO
BELIEVE

**“If people like you, they’ll
listen to you, but if they trust
you, they’ll do business with”**

- Zig Ziglar

People want benefits but they will buy because they trust you. When marketing our construction business it is imperative that we show that we can be trusted. Whether that is testimonials, reviews, ratings, portfolio and guarantees.

In the following pages I list trust signals and reasons to believe that are essential.

Reasons to believe include:

- 1. Reviews,** Positive reviews are essential for our business. Luckily, in the construction industry there are sites like Homestars, Houzz, and Trusted Pros as well as Google where clients can give reviews.
- 2. Testimonials,** Testimonials are a must in the construction industry. They allow clients to get feel what it's like to work with us. Highlight testimonials that relate to your UVP
- 3. Referrals,** Tried and true best way to get leads in the construction industry. Offer incentives for previous clients to give out referrals.
- 4. Guarantees,** remove all risk with credible guarantee.
- 5. Previous clients?** Have you worked with any big companies? Listing companies you have worked with helps create trust.
- 6. Badges,** Houzz, Google ratings, better business bureau are examples of badges to use on your website and marketing materials.
- 7. Kitchen Logic,** Explain your process, materials used, and methods that make your services beneficial, of quality and and superiour to competitors

8. Create content

Creating content not only shows off your expertise. But it also allows to display benefits.

Consequently, we should create Guides, ebooks, blog articles, infographics that for 1. make us sound like an expert and 2 give us content for Google, social media and ads.



9. Have a Portfolio

Come as no surprise that showing examples of work is a necessity for construction professionals. But often construction professionals just have a gallery and don't put a lot of effort into their portfolio.

Of which is a mistake, a detailed portfolio, really demonstrates our work and allows the client to get a sense our: methods, work quality, and that we deliver results.

What to include in your portfolio:

1. **Pictures**, galleries, before and after pictures.
2. **Virtual Tours**, Show 360 photos of your projects.
3. **Time Lapse Videos**, Show your project in a time lapse video that shows the beginning to completion in a few minutes
4. **Project Descriptions**, Describe the project and the benefits the clients recieved.
5. **Timeline**, Show your work in a timeline allowing the client to get an idea about how long certain projects take



Plan, Take Action & Measure Results

Marketing does not have to be hard there are lots of tools out there to measure results.

But before we do a million posts, spend money on ads or create a bunch of content we need to:

- Understand our ideal customer
- what benefits do you offer our ideal customer
- And why should they trust us to deliver these benefits.

And with these fundamental concepts established it will make marketing easier and as a result YOUR BUSINESS WILL GROW.