



Precision Global
MARKETING

Definitive Marketing Strategy for Local Contractors

The marketing world is changing at a rapid pace. As digital marketing becomes more sophisticated, contractors need to stay updated on the latest trends and ideas.

An effective contractor marketing strategy can drastically improve your client base and promote the services offered by your company. Utilizing this approach will ensure that you are consistently booking appointments with new clients!

Let Precision Global Marketing LLC help you streamline your marketing.

From general contractors to small business owners and construction businesses, Precision Global Marketing LLC's comprehensive set of digital marketing tools is the ultimate solution for a variety of local professionals. The services include:



Campaigns:

Launch exceptional email marketing campaigns that stand out amongst the rest.



Website:

Transform the way you interact with potential customers and make a lasting impression by optimizing your website design for today's digital landscape.



Web chat:

Connect with web visitors instantly on your website



Reviews:

Make the most of customer reviews, a remarkably effective lead generation and marketing strategy.

Need more leads? 6 Fresh Ideas to Promote Your Contractor Business

1. Upgrade your website design and convert visitors into customers

For those working in contracting, a high-quality website is essential to attract potential clients. Invest in modern web design that effectively showcases your services, emphasizes how you stand out from competitors and provides easy access for people interested in learning more about what you do. Your online presence should include:

- Ensure your company's website is up to date with all its essential contact information, including phone number, email and location.
- Supplement your content marketing strategy with customer-centric videos showcasing the exceptional work quality you can provide, alongside testimonials from past satisfied customers.
- Lead generation forms for potential customers to share their contact information and project details, along with the option for new leads to join your email marketing list.
- Keywords and content that will help your company's online presence rank higher in search engines, such as Google Search
- Stay connected with us on social media platforms like Facebook, LinkedIn and Instagram.

2. Prioritize search engine optimization (SEO) for optimal results.

Contractors should make SEO a priority, as it can generate more website visits and better search engine rankings. By having higher standings in these engines, you are likely to appear further up on the Google results page - leading to heightened chances of gaining potential leads.

To unlock the full potential of your website and local listings, optimizing them for SEO is key. This will help you to:

- Attract more attention from potential customers
- Boost your brand's awareness
- Incite conversions at higher rates than before
- Improve overall search rankings in Google's algorithm

Utilizing the best keywords for your site is essential, so make sure to include them strategically throughout your website.

Additionally, you should optimize your listings on directories such as Yellow Pages so that web users can easily find and access information about your business. This will not only help to improve the visibility of your online presence but it will also contribute to higher rankings in search engines - thus making it easier for users to discover you!

Let SEO work its magic to ensure that all these goals are accomplished!

3. Implement a Compelling Call-to-Action

For maximum engagement, ensure your website has an obvious and persuasive call to action. Encourage readers to:

- Get in touch!
- Send an email for more info
- Give us a call

With these simple steps, you can keep your leads informed and make it obvious when you're available to them.

Make your website navigation CTAs bold and straightforward to follow, with clear results. For example, if you have a 'get in touch' button on the page, make sure it links directly to an email or contact form. This way your users can quickly connect with you without any additional steps required.

Make sure to capture your customer's attention with a persuasive CTA, and effortlessly direct them toward your sales team.

4. Leverage the Potential of Social Media

As a contractor, you may not think that social media marketing is beneficial for your business. Or if you have a construction company, it can be hard to identify how Facebook, Instagram, or LinkedIn could help generate success. Nonetheless, there are countless opportunities as the majority of people use at least one platform daily - providing access to an expansive audience!

To maximize your social media marketing efforts, select one platform and work diligently on it. Having multiple accounts that you never use is futile; consistency is key to establishing a strong online presence for your brand. To ensure the highest return, research what platforms will best reach your intended audience and generate the greatest ROI.

Drawing potential customers to your business is simple with Facebook! By adding updates, before-and-after images and creating connections, you can easily reach those who need your services. As video content has become increasingly popular in recent times, this platform provides the ideal opportunity for posting short clips of how-tos or related topics that tie into what you offer. Create an engaging page today and let the leads come rolling in!

If you intend to use social media as a business tool, your best bet is likely LinkedIn. With this platform, you can establish relationships with other people and businesses while directing visitors back to your website. While deciding which platforms to focus on for your digital marketing strategy, make sure that the content you provide remains relevant so that it does not become outdated or stale.

5. Elevate your business visibility by registering it on local directory listings

This is one of the most overlooked methods of not only getting hot leads for your business but also as a source of high-quality links for your local contracting business.

For example, searching "electrician Brisbane" will cause Google to display a selection of three local companies (referred to as the map pack) in its search results.

Fortunately, you can easily add or claim your business listing on Google Maps and Google My Business at no cost. Both claiming and updating the info will help optimize your chances of ranking in local searches and appearing on the coveted map pack. As a result, customers searching for a company similar to yours within Google maps may start seeing yours more frequently as well.

Google My Business is an invaluable local business directory that can help you generate more leads and website traffic for your enterprise. Leverage its power to reach new customers today!

For example, if you take a look at the search engine results for "electrician Brisbane", and scroll further down, there are local business directories that can help promote your company. These listings include "top X electricians in Brisbane," as well as other recognizable phrases like "the best X electricians in Brisbane." With these directory options, your business will be more visible to customers than ever before!

6. Leverage your customer reviews to exponentially boost the reach of your brand and use these glowing testimonials to entice prospective clients

Once customers have signed up for your email lists, you can send out marketing campaigns. It's important to follow-up with them afterward to ensure that they are satisfied with their service. Additionally, reach out to them to ensure they are satisfied with their experience and kindly request that they leave reviews about your business on popular sites such as Google Search, Yelp, social media channels and various other review platforms.

Boosting trust and displaying your customers' contentment is easy with Google, Yelp, and Facebook reviews. Furthermore, you can share past customer testimonials on your website to affirm the quality of service individuals have received from you.

Negative reviews can be difficult to handle, but it is crucial that you never ignore them or engage in a verbal battle. Take the high road and calmly reach out with an effort to resolve the issue - this could even result in your client removing their review and writing another one on your behalf! It's unwise to delete bad reviews as they'll probably have already been seen by others; thus resulting in lost trust from other customers. Instead of deleting, own up to any mistakes made and offer amends for resolution - showing empathy will help build stronger relationships between yourself and clients.

Contact our consulting team today to find out more.

CONTACT US

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