

# 20 Specific Steps to Position Your **Contracting Business** for **Digital Marketing Success**

created specifically for

General Contractors  
Remodeling Contractors  
Landscaping Contractors  
Lawn Care Companies  
Custom Home Builders  
Painting Contractors  
Roofing Contractors

Excavation Contractors  
Masonry Contractors  
Electrical Contractors  
Exterior Contractors  
Door & Window Contractors  
Tree Service Contractors  
Interior Design Contractors

Dumpster Rental Contractors  
Junk Removal Contractors  
Exterior Contractors  
Gutter Contractors  
Septic & Sewer Contractors  
Power Washing Contractors  
Fireplace & Chimney Contractors

**COASTLINE**  
**MARKETING GROUP**  
A CONTRACTOR MARKETING FIRM



# Before we begin

## What exactly is Digital Marketing?

Digital Marketing is the marketing of your services using various digital channels to reach consumers.

What are these "various digital channels"? Websites, landing pages, social media platforms, email marketing, search engines, local directories, reputation platforms, paid advertising, display advertising, content marketing....whew!

## Relying on referrals exclusively?

If you've been fortunate enough to rely on referrals for the past several years without the use of marketing and advertising, then kudos to you, you've certainly earned that luxury!

However, your competitor that just opened their doors may not have that luxury. **They WILL embrace digital marketing channels, and before you know it, they WILL position themselves as the "go-to" provider in your town.**



## Something to note: people are using the internet to find your services!

The goal here is not to just position your business as the go-to contractor in your area, but to keep and maintain that position.

This checklist will offer you some guidance on how to build a dominant digital presence in your region and help keep and maintain that position.

I encourage you to complete all items on this checklist. Whether you do it yourself, in-house, or outsource to a marketing agency, you must take full advantage of all digital platforms available to you if you want to truly position yourself or your business as the leading service provider in your region.

Phil Fisk

CEO, Coastline Marketing Group, Inc.

# Where Are You Now?

Determine your current position

## What's your position in the mind of your audience?

Your Current Position: X \_\_\_\_\_ Y \_\_\_\_\_

Your Desired Position: X \_\_\_\_\_ Y \_\_\_\_\_

Competitor 1: \_\_\_\_\_

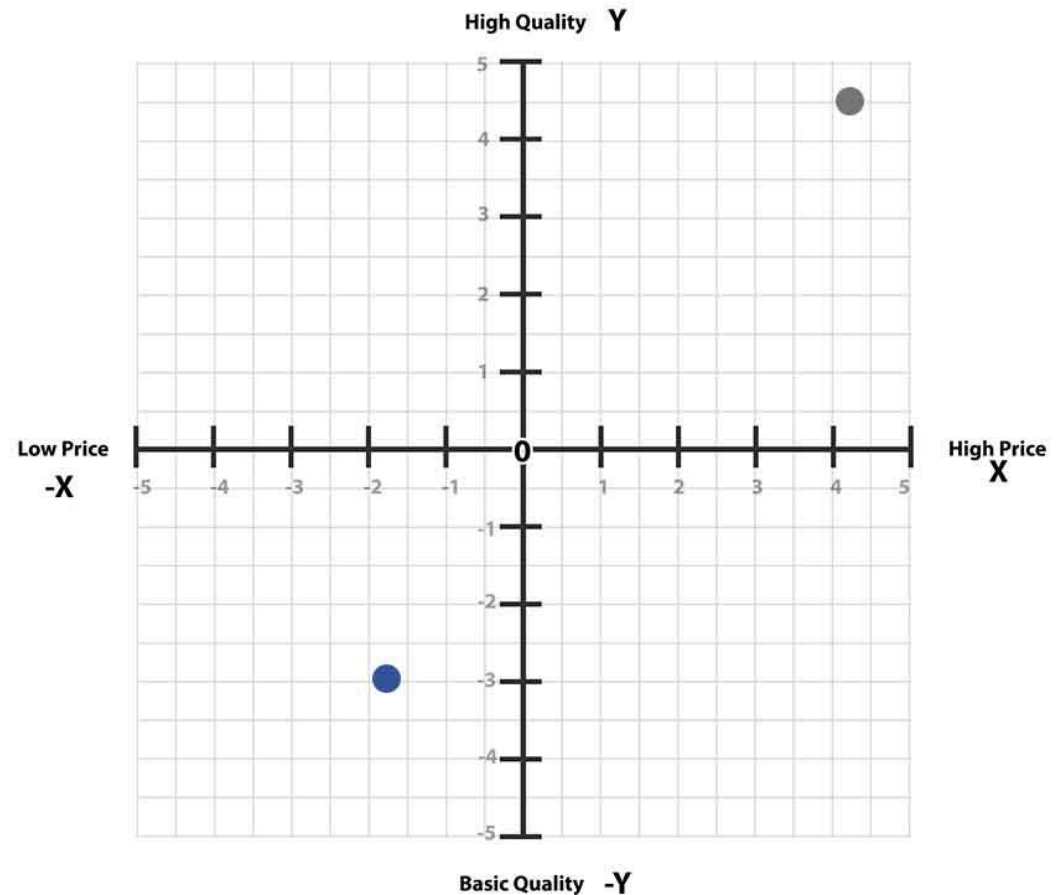
X \_\_\_\_\_ Y \_\_\_\_\_

Competitor 2: \_\_\_\_\_

X \_\_\_\_\_ Y \_\_\_\_\_

Competitor 3: \_\_\_\_\_

X \_\_\_\_\_ Y \_\_\_\_\_



- Example 1: If your pricing is higher than your competitors, and your quality is better than others in your space, your position might be: X4, Y 4.5
- Example 2: If you're pricing is lower than most, and your quality is sub par, your position might be: X-2, Y -3

**STOP! Don't go any further until you've determined your market position!**

### Why Is This Positioning Map So Important?

The term 'positioning' refers to the consumer's perception of your service in relation to your competitors. You need to ask yourself, what is the position of my business in the mind of my audience? And, what differentiates my business from my competition? **Note: You do not want to land in the same position as one of your competitors.**



## 1. Define your business goals

Business goals describe what a company expects to accomplish over a specific period of time and are very important for the health and well-being of any company. Goals help you measure success, as well as help with overall planning. For example, your short term goal is to complete all 20 steps on this worksheet.



## 2. Set your digital marketing/advertising budget

Get Focused: If your budget is limited and you serve Residential and Commercial, focus all of your marketing dollars on just one of those areas. It's easier to strike gold digging a hole a mile deep than two holes a half mile deep.



## 3. Determine average Customer Lifetime Value (CLV)

What is one client worth to you? \$1,000? \$10,000? Are they repeat customers? Determine what the average value of a customer is to your business. Now proceed to step 4...



## 4. Determine an acceptable cost to acquire a new customers

Now that you know your CLV, determine how much you are willing to spend to acquire a new customer. If the average value of a customer is \$3,000, you should expect to spend no more than 30% (rule of thumb) of that CLV to acquire that new customer.



## 5. Define your ideal customer profile

When you try to market to everyone, you are marketing to no one. Who is your ideal customer? What happens in their life that causes them to call you? Whatever that is, you should base your marketing message, social posts, advertisements, website copy, etc., around those pain points.



## 6. Clarify your marketing message

When you sharpen the focus of your business to a few specialized areas, you will be able to build expertise, clarify your marketing message, and set yourself apart from the competition. Make sure your message is short, clear and easy to understand. i.e. "Broad vision. Careful thought. Hand-crafted design."



## 7. Develop a content marketing strategy

Without a strategy that clearly defines your content marketing goals, you're not going to know if the content you're creating is truly working and delivering value to your business. Build your content around your marketing message. When your customer can easily define you, they can easily refer you.



## 8. Optimize your website for conversions

It is critical that your website visitors know exactly what you want them to do. This is often called the Call To Action, or CTA. Place your CTA front and center on your website. Call Now!, Request A Quote, See Price List, etc. Put this CTA throughout your website as well, even your blog!



## 9. Create a compelling and valuable lead magnet

A lead magnet, in case you're unfamiliar with the term, is something that you offer to your website visitors in exchange for their email address (or some other contact information). Ebooks, how-to guides, webinars, etc. This worksheet is a perfect example of a lead magnet.



## 10. Claim Google Business Page ([gybo.com/business](https://gybo.com/business))

If you haven't claimed your Google Business Page yet, visit [gybo.com/business](https://gybo.com/business). Once you've claimed this listing, fill it up with photos, videos, business information, service area, you name it. The more information you can provide to Google, the more likely they will show your business in local listings.

## 11. Claim/optimize business listings

There are 80+ industry related citation sites which contractors can get their business listed on. Business listings on niche, industry relevant sites help to improve local SEO authority & rankings. Try Yext.com or BrightLocal.com , these platforms will save you an enormous amount of time by automating the process.

## 12. Reputation management monitoring

One of the most important assets for any business is its reputation. Putting a system in place to build a positive reflection of your brand online, can help you take control of your reputation. Send your customers a link to leave a Google Review for your business - Visit <https://whitespark.ca/google-review-link-generator/>.

## 13. Claim/optimize relevant social profiles

If you provide services to home owners, consider Facebook, Instagram, Pinterest & Houzz. If you provide services to businesses, consider LinkedIn. Either way, make sure your content is informative, educational and remarkable!

## 14. Set up/optimize Facebook Ads

Targeting homeowners? Start running Facebook targeted ads through the Facebook Ad Manager, (business.facebook.com) ASAP! The Ad Manager will allow you to reach a highly targeted audience more consistently and effectively and help you build your brand.

## 15. Set up/optimize Google ads

Even though you only pay when someone clicks, the cost of those clicks can add up quickly! So it's important to know what you are getting into with Google Ads. Dedicated landing pages are a great way to keep your ad relevance high and your cost per click low. You may want to talk to a professional before spending money on Google Ads. But, these are a must if you want to remain competitive.

## 16. Targeting and Retargeting

Retargeting-ads keeps your business in front of prospects as they browse other websites across the web. These ads will follow your prospects everywhere they go on the web. They say it takes 10+ impressions to win a client, retargeting is a very effective way to accomplish that.

## 17. Monitor your competitors metrics

Find a strong competitor analysis tool. These tools can offer some powerful insights into how well your competitors are positioning themselves. Monitor their backlinks, domain authority, keyword rankings, etc. We recommend [brandwatch.com](http://brandwatch.com).

## 18. Determine your Key Performance Indicators (KPI's)

How do you measure success? 5% conversion? 20% conversion? Customer acquisition cost? Social Media reach and engagement? Determine which KPI's to monitor at a glance with all of your digital marketing efforts. A reputable marketing agency can help you with this. When you find what works, do more of it!

## 19. Set up weekly and monthly reporting

There are several ways of tracking your marketing efforts; Google Analytics, Facebook Insights, call reporting, reputation monitoring, Google Ads, Facebook Ads, ....Find a single platform that will allow you to easily track and review your campaign's performance. If you can't measure it, you can't improve it.

## 20. The secret to Business growth: Niche

Positioning is choosing to be perceived by potential clients as something specific. It's about occupying a specific place in the mind of your prospects - so they associate your business with a specific solution to a specific problem. For example, you could become "The Best **Residential Plumber** in (city name)". Focus your marketing message and efforts around building your authority as the best residential plumber in your city. There's riches in niches.



# SUMMARY

If you have questions about any of the items listed above, feel free to reach out to me at [phil@teamcmg.com](mailto:phil@teamcmg.com)

I've helped contractors position themselves for online success since 2007. If you'd like to discuss how I might be able to help you reach your business goals, please get in touch.

*My goal is not to just position your business for digital marketing success, but to help you keep and maintain that position.*



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