



DRYLOK®

8

Overlooked Marketing Strategies

for Contractors in 2022

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No matter the business type, marketing plays a crucial role in its growth and success. Marketing is crucial for any business growth because marketing helps to tell the story of your business. It's also part of sharing your brand and how you're different from competitors — and it's certainly how businesses are able to win over new customers and retain their current ones for the long haul.

Why is Marketing Important for Contractors?

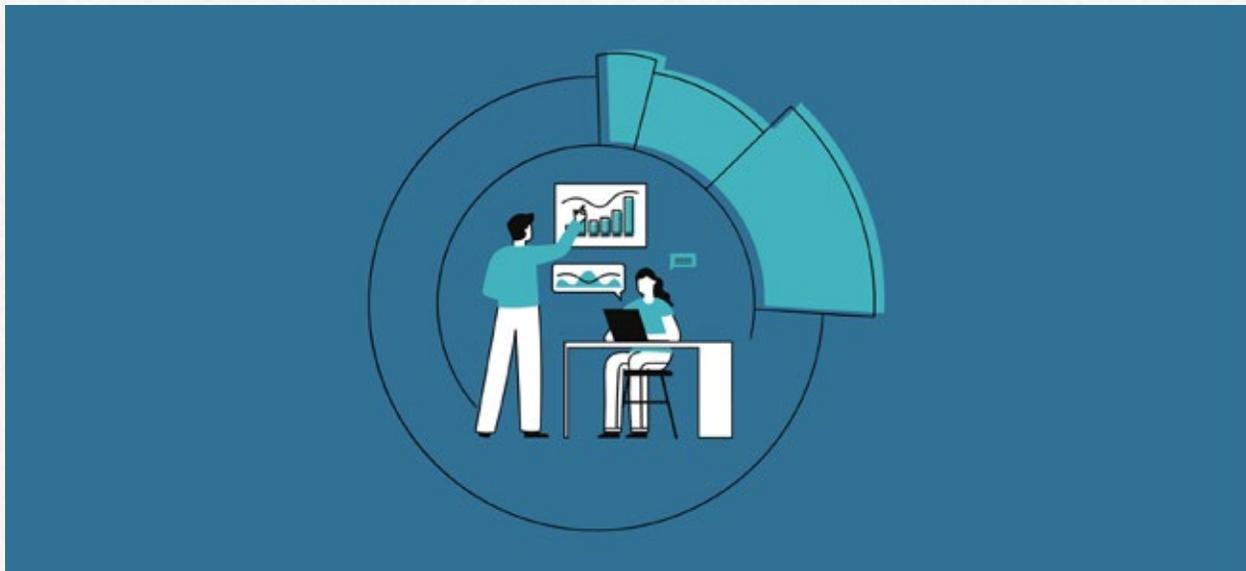
A contractor's business is generally a personal one, which always makes for the best stories. Whether the work is being done for a homeowner, a new development or for businesses building out their manufacturing spaces or offices, the work is creating or improving something physical that is critically important to someone or some group.

The contractor's work is important to not only the homeowner or business owner, but it matters to the contractor when there's a positive experience that can be shared. When there are so many great stories to tell, it's important to utilize everything in your marketing toolbox.

8 Overlooked Marketing Strategies for Contractors

1. Getting Started with Market Research

The most basic and fundamental marketing strategy is surprisingly overlooked: market research. Before any set of strategies can be properly implemented and then assessed for effectiveness, a contractor business must first uncover its brand. One easy way to begin is to hear directly from your customers through a survey. How did they find out about your business? What type of work are they typically seeking? Historically, how have they researched and chosen contractors to do the type of work they're looking for?



“Conducting a usage and attitude survey gives your company a firm foundation of knowledge and insight to make important decisions regarding product development and market strategies, especially as consumers are trying new brands and shifting behaviors as of late,” writes [The Farnsworth Group](#).

2.

Don't Forget Your Website's Value as a Marketing Hub

While it almost seems outdated nowadays with smartphones and social media, your website remains an incredibly important foundation for your marketing. This is where you want digital roads to lead back to, and if that's the case, you want it to be a powerful resource.

Too often, businesses think that their websites need to primarily sparkle with the latest in aesthetic styles. Truth be told, minimalism is ideal as it shortens the road between converting users into customers. In fact, a single or just a handful of pages with minimalist, streamlined content is far better than a robust website filled with every piece of information you can possibly think of.



When looking at your website, it should professionally display your name and logo and quickly introduce your business. Contact information should be everywhere — remember, the shorter road you create for users, the more it will convert customers.

Video is critical and remains the most powerful marketing content. Not only is it a great medium to showcase your work, but video showcases who you are. Sometimes, potential customers are on the lookout for a new contractor, and seeing them speaking for a few minutes in the video — regardless of what it's about — could seal the deal alone.

After all, we are communal people, and someone coming off as a friendly, genuine person could be all it takes for a new customer. Have video as high on the page as possible on all pages, ideally with a Call to Action nearby for contact information. Sit back and watch your conversions soar.

3. Attract Leads with a Lead Magnet

A great marketing idea for the savvy contractor is to create material that can be used as a lead magnet. A lead magnet is a free service or item that is given away by a business for the purposes of gathering contact information.

For example, a contractor might create a how-to guide for an aspect of construction — maybe an article titled, “The Best Tips and Secrets from a 20-Year Contractor.” This can be shared over social media, your website or other mediums to broaden the potential audience.

Included in these items is a method for acquiring contact information. While it may initially seem like you're giving away something for free, what you're really doing is offering insight that inspires — or further cements — the idea in a potential customer about the project they want to do.

After reading your article, they might just want to contact you and have you complete the job instead. Part of this may be that they found you interesting, funny or were impressed by your list of tips and secrets. Either way, if they were won over by your story, you're more likely to get a phone call or email asking for your help!

4. Utilize Social Media



Create High-quality Content for Instagram, LinkedIn, and Facebook.

Very similar to lead magnets, creating quality content on social media platforms can have a great impact. Remember that marketing and storytelling are all about convincing and inspiring something in others.

In terms of [marketing for a contracting business](#), you're looking to not only win customers over with your story but inspire them to want your business or confirm the idea to do something to their home that they've been mulling about. For example, instead of just posting content, ask questions of your users — see what it is they're really looking for and interested in. Instead of just using content for useful information and tips, you can respond directly to users. This helps build a relationship and makes your accounts more friendly and helpful.

Another useful aspect is to create reels that showcase contractor projects, especially ones where you were able to solve a problem for a customer.

Beyond Content, Engagement with Users is Critical

While content is certainly important and eye-catching, the real value in social media is the ability to engage with users, otherwise known as your audience.

Respond to Comments From Users With Knowledge and Grace

A fantastic way to win-over customers is to not only be knowledgeable but also personable. Responding to comments is a great way to boost positivity around your brand. It's important for your comments to be kind and welcoming, so people can feel comfortable asking questions and know your answers are honest.

Answer Contracting Questions on Quora and Other Forums

One of the truly great outcomes of the internet is the widespread sharing and availability of knowledge. When we need an answer to a burning question, we are all now trained to pull up a search engine and type it in. Sites like Quora are often some of the highest items on the page when you search, and the best answer to the question on Quora is the top link.

If you, as a contractor, can spend some time answering questions — even some that might seem simple — then you may find that your answer goes on to become a mainstay for that topic on Quora. What an easy and great way to attain thousands of potential customers' attention!

5. Increase Offline Visibility



While it seems that marketing is now almost always equated to the digital and social media world, the physical space still remains the best place to tell your story. This could be as simple as putting your company on a billboard or on signs in front of project sites.

However, a far richer way to increase offline visibility is to participate in local construction and contractor events. Going to tradeshow, giving talks about techniques or emerging technologies, putting yourself in front of audiences — even ones of your peers — is the best way to tell your story. After all, who can tell your story better than yourself, actually in person?

6. Follow Customer Leads Better with a CRM

With all of the madness of digital technology and marketing tools, as well as the need to track results and keep current customers happy, you'll need help if you don't want to spend excess time trying to handle it all on your own.

Customer Relationship Management software, or CRMs, are programs that bundle all of your customer tracking and marketing campaigns together into one place. CRMs often require some level of setup and management, and the results can be truly beneficial. The opportunities and options are endless, including automated techniques that can save you valuable time.

One example involves a lead magnet. Let's say you write that article about tips and secrets, and you then have a contact form with it. The most simple way for this to work is that a viewer reads the article, wants to engage in your services and inputs their information.

This goes to your email and, from there, you have to take that information and add it to a database, sort it, discover which leads are most promising, write a personalized note back, track whether they respond, how long they take to respond, take notes of their response, see if they are convinced and so on. That's a lot of work for one potential customer.

This is where a CRM becomes useful and powerful. Imagine all of that being automated by a computer, allowing you to pull up a nice, clean report that details the "most likely" customers with whom you can directly contact. Then, you just leave the rest of the engagement with potential customers for the CRM.

7. Traditional Advertising is Extremely Powerful

How many times have you seen a billboard while driving on the highway? Billboards seem quaint, but boy do they work. This is fundamental psychology 101 — get into the minds of potential customers. With billboards, you never know when someone is thinking about a project that they need a contractor for but don't know where to start. Your slick logo and phone number and/or website on a billboard could be the inspiration they need to get started.

Traditional advertising can be placed on billboards, local city buses and benches, at sports arenas and fields and in local magazines. Many would-be customers don't know where to begin and cannot find the will to take initiative. Traditional advertising is the perfect, tried-and-true method to snare these customers.



8. Develop a Set of KPIs to Monitor Marketing Outreach and Approaches



As the business develops and you hire employees to help tell your growing story, you still need to provide leadership. As powerful as marketing is, it can also go off the rails quickly if the right tools aren't utilized. In order to maintain the focus of your story and your success, Key Performance Indicators (KPIs) are critical.

For example, if you or your marketing team are wondering if that lead magnet is really achieving your goals, you need a set of KPIs to discover the answer. How many people is it reaching? How many are clicking on the page? How many are reading to the bottom? How many are giving you their information? How many follow-ups when you send an automated email from your CRM?

Once a set of KPIs is established, you can easily have these automated so that your CRM provides reports, allowing you to decide whether a campaign is successful or how to tweak it if it needs work.

Often Overlooked, Marketing Strategies Can Be a Game-Changer for Contractors

Marketing in the modern world can be a simple endeavor or wildly complicated, depending on your strategy and the tools you're using. Just remember that the ultimate goal is telling your story and to make people want to work with you. Your story is a great one if it leaves a wake of satisfied customers who go on to grow into a business family of powerful stories and outcomes.

DRYLOK has the resources for contractors that can make their jobs easier and thus their marketing high-powered. Check out our robust [technical resources](#) and [project inspiration topics](#) today!