

### **Expert Lead Generation Tips for Victorian Home Builders**

Competition within the Victorian market for new home builders is fierce and knowing who your clients are and their buying process is critical to be able to tailor your own selling strategies to suit. The majority of customers research their prospective builders online – whether or not they receive the name from a friend. They want to know that the builder is an expert in the type of construction they need and they appear professional, licensed and experienced.

These tips for builders are essential to have a meaningful and effective marketing strategy which produces results!

#### **Know your margins & your clients**

Knowing the type of clients you should be chasing because it's the most profitable and within the capability of your trades and staff is critical. Then knowing how your target market goes about to find builders is also imperative to having an effective marketing strategy. Understanding the financial risk of taking on different jobs will also assist in a targeted marketing campaign.

The alternative would be to do a whole lot of marketing without objectives, outcomes or results – just very expensive costs to pay 'people in their bedrooms' who create websites or 'experts' in India with no knowledge of the market, the industry or the clients.

#### **Understand your conversion rates**

Know how many qualified leads you need to generate so as to be able to quote the right number of jobs and then understanding how many will be converted to jobs is essential before undertaking any marketing activity. You must also know the capacity of your business to take on new jobs and the periods where there are gaps.

The experienced marketer will also know which activities generate what sort of response from clients – whether it is facebook, google Adwords or more traditional marketing methods via Leader Magazines, mailbox drops, hoardings, websites, advertising or promotions.

#### **Must have a website**

Before a person comes close to making contact with your sales team, that they have spent a lot of time researching builders, building methods, designs, kitchens, bathrooms, architects and getting involved with chatrooms to discover superstar builders and those to avoid!

Many people will go to display homes and speak to the sales team on site but nearly all of them will do most of their research online.

Builders without a professional website which clearly explains their area of expertise and showcases the type of work they do will definitely miss out on the largest source of enquiries – the world wide web! The way to

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make sure you don't miss out is to engage the services of a professional marketing company that specifically focusses on the building industry in Victoria. The critical factor is their marketing expertise – not whether they insist on writing their own code or do other things which lock you into always having to pay them to make any changes to your website. Do not get tricked into spending thousands and thousands of dollars – the value is in the content and not in the type of website.

### **Develop killer calls to action**

Call to actions are the key to generating leads. Calls to action tell your prospects what actions you require them to take next, without them, your site visitors will be allowed to drift aimlessly throughout your site and will likely leave before they have taken action of any kind.

Every page on your site should have at least one call to action. A better rule, each section of every page should end with a call to action.

### **Create a paid search campaign**

Google Adwords is the obvious first step for most and it's relatively quick and easy to set up a simple campaign.

### **Create a facebook advertising campaign**

Facebook offers a lot of advertising options that can boost leads for builders. In addition to demographic and geographic targeting features, that allow you to pinpoint prospects who fit your ideal customer profile. Facebook also gives you access to interest categories that allow you to target for example; renters, people interested in property investment or people who have recently become married.

Facebook is a beautifully visual medium, so it's the perfect platform to show off your most stunning designs. The buying cycle for new home construction is a long one, so show off your full range of designs and balance heavy promotional messages with softer ads to recent blog posts. The more your prospects engage with your brand the higher the likelihood is that they will choose you over one of your competitors.

### **Send your paid advertising to a lead capture page**

When you engage in paid advertising or pay per click advertising, it is critical that you use a purpose built lead capture page in order to maximise the leads. Some tips for landing pages are:

- Make the landing page relevant to the ad or offer which attracted them to the page
- Keep the message or the offer simple.
- Create a short summary which outlines the benefits of the offer, including what will they receive once they enquire.

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- Test multiple variations / add and remove content / change the order of elements / change imagery. Testing is the key to high performing pages. For example, simply creating two versions of a page and testing the performance of each page can go along way to achieving fantastic results.

### **Conduct an event – alone or with other specialists**

Conducting regular events are one of the most powerful lead generation strategies for home builders. An event creates an opportunity to capture your prospects contact information. So, by simply holding an event or webinar of any kind, you will notice a dramatic increase in leads.

Secondly, high value offers like events people will often feel uncomfortable and sense an obligation to return the gesture and will often do so in ways that far outweigh the value of the original gift. So, taking the time to share a little of your knowledge with your audience really may mean they will feel an obligation to build their new home with you.

The third reason events are so effective, is that they position your brand as the expert. If you can solve enough of the challenges that your prospects face in the lead up to building a new home, then their confidence in your ability to carry out the build is likely to increase. This also gives you a great way for your prospects to get to know you and your organisation before they make their decision. In a decision as important as choosing a builder, anything that you can do let your prospects get a feel for what it will be like to work with you, is likely to increase the chances that they will choose you as their builder of choice.

Finally events can provide a logical pathway for your prospective clients to move from merely investigating options to making the decision to build with your company

### **Develop a library of campaigns & keep in touch with your prospects**

Documenting the various marketing campaigns you undertake and filing them in a consistent way which highlights their results, their effectiveness and the associated costs will be invaluable to your business' success. In other words, knowing how many leads you require throughout the year and knowing which campaigns will best fulfil that volume and type of enquiry will be critical to your ongoing marketing effectiveness!

Having a brochure available on your website for people to download will allow you to create a list of prospects who are interested in your services. Having an automated campaign allowing you to send them an email which invites them to attend your next webinar is a great first step! Automating a follow up email from one of your sales people asking for feedback on

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the webinar for those that attended and then invite them to an exclusive event to be held at your new display home could be a great third contact. Follow up with a consultation request or one of your other offers and keep engaging with your prospects until they are ready to speak to you about their new home build.

The more calls to action you have and the more you can understand and provide guidance to your audience as they progress through the decision-making process, the more effective this 'contact' campaign is likely to be.

### **Ensure you have an email database**

The good old fashioned email is just as effective today as it was last year. You need to be aware of not SPAMing your prospects and have a clear campaign which is focussed on providing value – not trying to sell them your services. For example, having a monthly newsletter which highlights interesting information for people considering to build or renovate in your local area. It may be Council related information, real estate sales or good offers for construction finance from various lenders. Obviously having good connections with your local community will allow them to contribute to your newsletter and open up the lead generation channels as well!

### **Conclusion**

If you have a marketing and business background, I have no doubt you will be able to implement these and many more marketing campaigns, all designed to deliver quality enquiries. If not, I implore you to engage an expert marketing company like Acclaimed Results which specialises in marketing for the building industry in Victoria!



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*Harry has been the Key Note Speaker for the Master Builders Association for more than 17 years and is considered as the expert in Business Management for the construction industry.*