



Builders take note: Avoid Wasting Money on Ineffective Marketing!

Many builders in Australia fall victim to marketing companies that promise high-quality leads through SEO and social media advertising, only to deliver little to no results. Here's how to identify and avoid these traps.

1. Beware of 'Slow Burn' Promises Without Immediate Returns

Marketing firms that claim you'll start seeing results in 6–12 months but charge you high monthly fees in the meantime, should be avoided! If you're looking for leads and customer legitimate client enquiries, avoid these agencies.

2. Avoid Long-Term Contracts Without Performance Guarantees

Many marketing companies lock builders into long-term contracts with no guarantee of actual leads. If an agency demands a six- or twelve-month contract without providing any performance-based milestones, it's a red flag.

3. Demand Transparent Reporting

A trustworthy marketing company will provide regular, detailed reports showing key metrics such as:

- Website traffic growth
- Lead inquiries generated
- Conversion rates from ads and organic search
- Return on investment (ROI) breakdown

If a marketing company cannot provide transparent reporting, they may be hiding poor performance.

If leads are what you are after, focussing on the above-type of agencies will not help you achieve client enquiries.

4. Check for Industry-Specific Experience

General marketing agencies may not understand the nuances of the construction industry. Work with a company that has a proven track record of helping builders and trades generate leads.

5. Be Cautious of 'Set and Forget' Strategies

Some marketing agencies charge ongoing fees while doing minimal work. SEO, social media, and paid advertising require ongoing optimisation and active management. Ensure the agency is continually testing, adjusting, and improving your campaigns.



Again, agencies that are busy being busy and charging you for their time are not good solutions for generating construction-related enquiries.

6. Verify Their Expertise

If they say they're experts in the Construction industry, ask them for proof; don't just take their word for it.

7. Test with a Small Budget First

Before committing to a large budget or long-term contract, start with a smaller campaign and evaluate the results. A legitimate agency should be able to demonstrate progress and ROI on a trial basis.

8. Know the Difference Between Vanity Metrics and Real Leads

Some marketing agencies will show you impressive numbers on website visits, clicks, or social media likes—but these don't always translate into actual leads. Focus on metrics that matter, such as phone calls, form submissions, and actual client inquiries.

9. Ask for a Clear Strategy, Not Just Buzzwords

If an agency talks in vague terms like “building your brand presence” or “improving visibility” without explaining how they will generate leads, be cautious. A reliable agency should outline a clear strategy with expected outcomes.

10. Seek Recommendations from Other Builders

Word-of-mouth referrals from other builders and tradespeople can be more reliable than flashy marketing pitches. Ask around in your network for trusted agencies that have delivered results.

Final Thoughts

Marketing is an investment, not just an expense. The right agency will deliver measurable results, not just promises. By following these tips, you can ensure your marketing dollars generate real leads and business growth rather than being wasted on empty promises.

For a professional marketing agency focussed on delivering websites, online presence and lead generation activities for construction-related businesses, contact Harry Pontikis from Acclaimed Results [here](https://www.acclaimedresults.com.au).