



TRADITIONAL MARKETING METHODS FOR BUILDING BUSINESSES

You have probably heard everyone tell you the way to market your business is via Facebook, LinkedIn, Social Media, SEOs, etc.

I am here to give you tips on advertising the old-fashioned way; not because it's better than online methods, but because many builders feel it's a more tangible way to marketing.

These traditional, tried and tested methods are a great way to begin marketing your established building business:

- ✚ Identify the type of business and client you want.
- ✚ Tailor the messages specifically to that client type.
- ✚ Advertise your contact details and the key message on sites you are working on.
- ✚ Do a mail drop to neighbouring houses advising what is happening in their street and inviting them to provide feedback. Make sure you get your client's permission first!
- ✚ Use your vehicles as moving billboards – Advertise your Sales Proposition and brand.
- ✚ Discuss your business with associates, friends and family often.
- ✚ Answer the phone only if you have time to speak. i.e. not when you're up a ladder.
- ✚ Sponsor clubs, community groups, etc but make it conditional on being able to email / speak directly to the members. (not unconditional sponsorship)
- ✚ Develop a list of names, contact numbers and emails from all who enquire.
- ✚ Familiarise yourself with technology – including websites, email marketing and social media – as these really are effective ways to advertise 😊

If you would like to discuss how to get better quality leads and converting the clients you really want, contact Finding Money on harry@findingmoney.com.au