

Why Repeat & Referral Business Isn't Enough

Every local construction business hits a wall — the day repeat customers and word-of-mouth slow down. You need a steady stream of net-new homeowner traffic to keep your pipeline full. The math is brutal, and the funnel is long.

2,000

Monthly Clicks Needed

58

Leads (2.9%)

20

Appointments (35%)

4–5

Sales (0.2–0.25%)

Only 0.20%–0.25% of website visitors become paying customers.

Stage 1: Getting Traffic



Social Media Ads

Facebook & Instagram, etc. geo-targeted



Google Ads

PPC for active searchers & Google Maps leads



SEO Organic

Long-term free traffic, but competes with AI results.



Direct Outreach

Door knocking, door hangers, flyers & cold calls

Stage 2: Website Conversion

Your website has seconds to earn trust. Focus on:

- Fast page loading speeds
- Trust signals (reviews, photos, credentials)
- Clear calls-to-action

Stage 3: Winning the Bid

Homeowners typically compare 3–5 bids. You need:

- Professional proposal materials
- Compelling follow-up sequences
- Value differentiation

A reputable local marketing specialist builds the system that runs this funnel for you — month after month, predictably and profitably. Is your business ready to grow beyond referrals?