Marketing Strategies

3 Steps to Success
Alan Annis

- Over 20 years marketing experience, in 4 different industries
- 7 years in the construction industry
- SWD Marketing Director
- Technical background
- Authored 7 books, award winning film producer
Learning Objectives

- Review the marketing challenges contractors face today
- Understand where to focus marketing resources
- Learn what it takes to create a unique brand identity
- Define how to create a winning website
Marketing Challenge #1

- Where is the best place to spend marketing dollars?
Customer Buying Cycle

Lead Generation
- Awareness

Prepositioning
- Consideration

Sales
- Purchase
Awareness – Lead Generation

- Print – Magazines, brochures, fliers
- Broadcast – TV, radio
- Online – search ranking, PPC, ad words, banner ads, targeted ads
- Events – Trade shows, seminars
- Direct Mail – Sales letters, post cards
- Truck Wraps
- Canvassing
- Referral Programs
Consideration - Prepositioning

- WEBSITE
- Literature
- Promotional Videos
- Newsletters / Blogs
- Word-of-mouth
Purchase – Sales

- Sales meetings
- Bidding and estimating
- Sales presentations
Customer Buying Cycle

Lead Generation

- Awareness

Prepositioning

- Consideration

Sales

- Purchase
Marketing Strategy #1

- Fix your marketing in reverse buying cycle order:
  1. Sales
  2. Prepositioning
  3. Lead Generation
Marketing Challenge #2

- How do we differentiate ourselves from the competition?
Unique Brand Identity

- Identifies what makes you different
- What do you do better than anyone else?
- Tell me a story
How to Create a Unique Brand Identity

- Identify what makes you different
- Use power words (absolutes): always, never, only, absolutely, all, every, perfect, require, demand, insist, refuse, exactly, expect, eliminate
- Move the reader to Know, Like, and Trust your company
- No “Me-too” content
Case Study - Unique Brand Identity

- Arizona Foam & Spray
  Located in the Phoenix area, Arizona Foam & Spray has been providing outstanding service to our clients since 1968. We have spray-applied spray foam roofing systems on thousands of buildings and, in the process, have established a reputation of integrity and reliability.
Case Study - Unique Brand Identity

Eliminate Your Roof Problems for Good
At Arizona Foam & Spray We Always Insist That Every Job Be Done Exactly Right The First Time—No Exceptions.
Marketing Strategy #2

- Create and display your unique brand identity
Marketing Challenge #3

- Our website sucks!
Websites

- Know
  - Unique Brand Identity
  - Easy to tell what you do

- Like
  - Good looking website
  - Need to provide something different - worth pursuing

- Trust
  - Trust symbols
  - Online reviews / testimonials
  - High profile customers
Website Content - Know

- About Us
- Experience / Workmanship
- Bidding Process
- Contract Details
- Products
- Services
Website Content - Like

- Images – visual content
- Our Team
- Cleanup
- Code of Conduct
Website Content - Trust

- License and Insurance
- Certifications
- Trade Organization Memberships
- Safety Track Record / Plan
- Warranties
- Project List
- Testimonials
- Online Reviews
- Accolades (newspaper articles, awards, etc.)
Marketing Strategy #3

- Rebuild Your Website
  - Easy to tell what you do - display your unique brand identity
  - Good looking and clean
  - Use trust symbols, online reviews and testimonials
Questions?

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