



ClockShark

CHECKLIST: MARKETING FOR PAINTING CONTRACTORS

Effective Marketing Ideas for Painting Contractors

☐ Build a Website

If you don't yet have a website with a blog, you're missing out on the opportunity for prospects to find you.

- ▶ Create an attractive, simple, and easy-to-navigate website.
- ▶ Have an About Us page - Tell your visitors your company's story and who you are.
- ▶ Have a Services page - Let your visitors know what type of services you offer.
- ▶ Have a Testimonials page - Earn the trust of your visitors by leveraging genuine reviews from your customers.
- ▶ Add a Gallery page - Showcase the quality of your services.
- ▶ Have a Blog - Help increase your online visibility by writing about important topics to your ideal customers.
- ▶ Create a Contact Us page - Allow your visitors to easily contact you by phone, email, and social channels.

☐ Take Advantage of Social Media

Social media business pages provide you with the opportunity to showcase your painting projects, your business, and your brand.

- ▶ Increases brand awareness.
- ▶ Humanizes your brand.
- ▶ Establishes your brand as a thought leader.
- ▶ Increases website traffic.
- ▶ Generates leads.

☐ Invest in Online Ads

Online ads are an effective way to market your business without spending a fortune. You can set a budget for your ad and only pay for the clicks your ad receives.

- ▶ Reaches a larger audience.
- ▶ Controls your costs.
- ▶ Measures your success.



Set Up a Google Listing

Allow your business listing to show up alongside other related local businesses whenever someone looks up your business name or services.

- Puts your business on a global map, literally.
- Makes a great first impression.
- Allows customers to leave reviews of your business.



Sponsor Local Events

Local events that support the community, such as school, church, or entertainment events, are great opportunities to share your love of the community and dedication to the people in it.

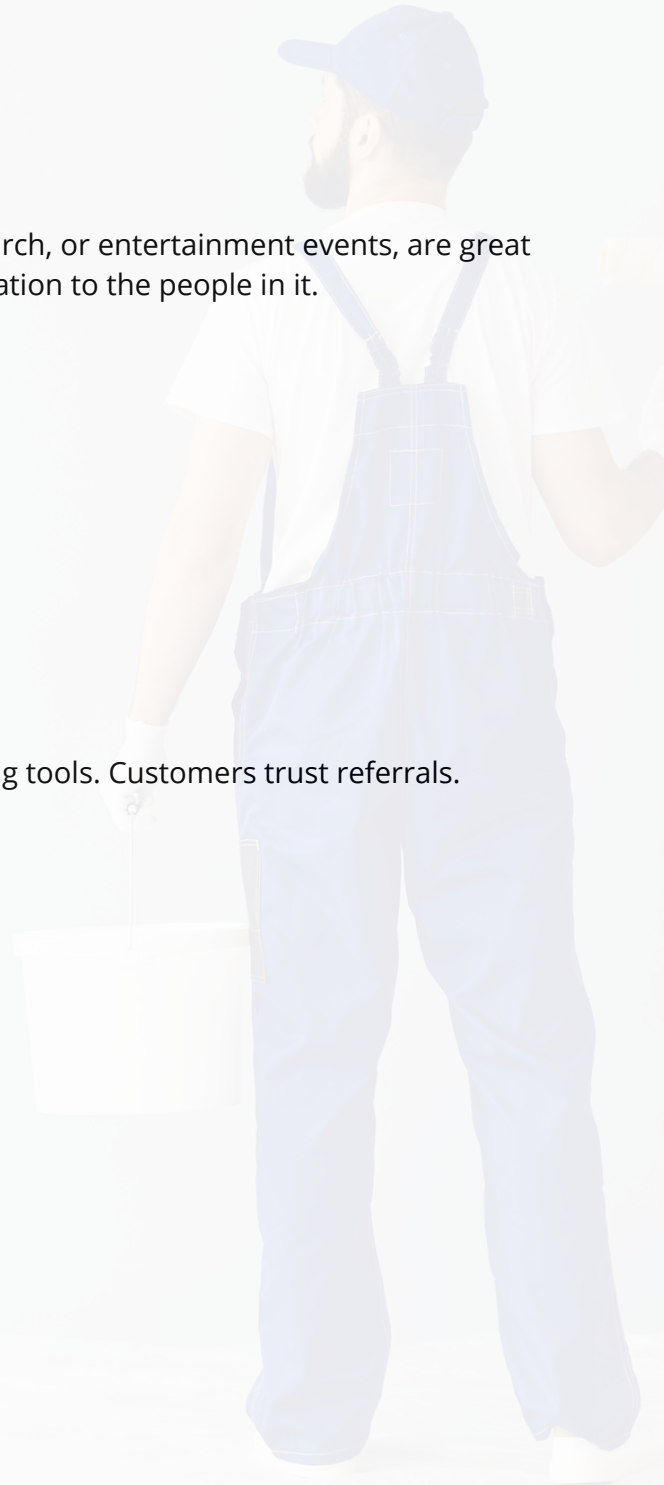
- Increases brand visibility.
- Creates a positive reputation.
- Forms emotional connection.
- Builds business relationships.
- Generates leads.



Offer Referral Discounts

Referral programs work as powerful word-of-mouth marketing tools. Customers trust referrals.

- Establishes trust.
- Rewards the new customer—not just the referrer.
- Brings in new customers at a lower cost.
- High customer lifetime value.





Provide Repeat Customer Rewards

Loyalty programs are an investment in the long-term health of your business.

- Increases Customer Retention.
- Encourages repeat business.
- Increases customer satisfaction.
- Builds stronger relationships with your customers.



Invest in Billboards

Billboards are one way to get your brand and company out in front of prospects in your service area(s).

- Builds brand awareness.
- Captures a large and varied audience.
- Matches the location to a niche market.



Create Bulletin Board Posts

This is a low-cost option to provide a quick overview and contact information for your painting business in your communities.

- Easy to read.
- Inexpensive.



Send Direct Mail

Direct mail is one of the most effective advertising strategies to target your customer demographic.



Try TV and Radio Ads

While television and radio have lost some traction to streaming services, many homeowners still enjoy listening to local broadcasts and enjoying their favorite TV shows.

