

TOP 10 MARKETING TIPS FOR RESIDENTIAL BUILDERS

eBook



Easy to understand and implement tips for online marketing

Technology is rapidly changing the way we do business — social media, remote work, and online communication tools — and today, companies and consumers alike are researching and purchasing online.

As a result, marketing your residential construction business online is a necessity. The process of marketing your business in a different way may seem intimidating, but we've outlined the top 10 tips to make it easy to understand and implement.



1

Build an easy to maintain website

A company website is the foundation of your business, and it is a critical aspect to generate leads and build trust with your site visitors and potential customers.

Make it easy for visitors to navigate your website on a desktop, tablet, and mobile device. Use a Content Management System (CMS) like [WordPress](#), [Squarespace](#), or [Wix](#), that offers prebuilt templates and themes to get started and include content and images. Ongoing updates to any pages, content, or images are automatically updated across each device, saving you time and effort. Plus it results in a great online customer experience.

Don't have a [domain name](#)? Any CMS can help you register a name, and then you can get started right away.



2

Create a professional homepage banner

Your homepage banner is your “hook.” It is the first thing visitors see when they click on your website and should grab attention. Consider these four tips when creating a banner:

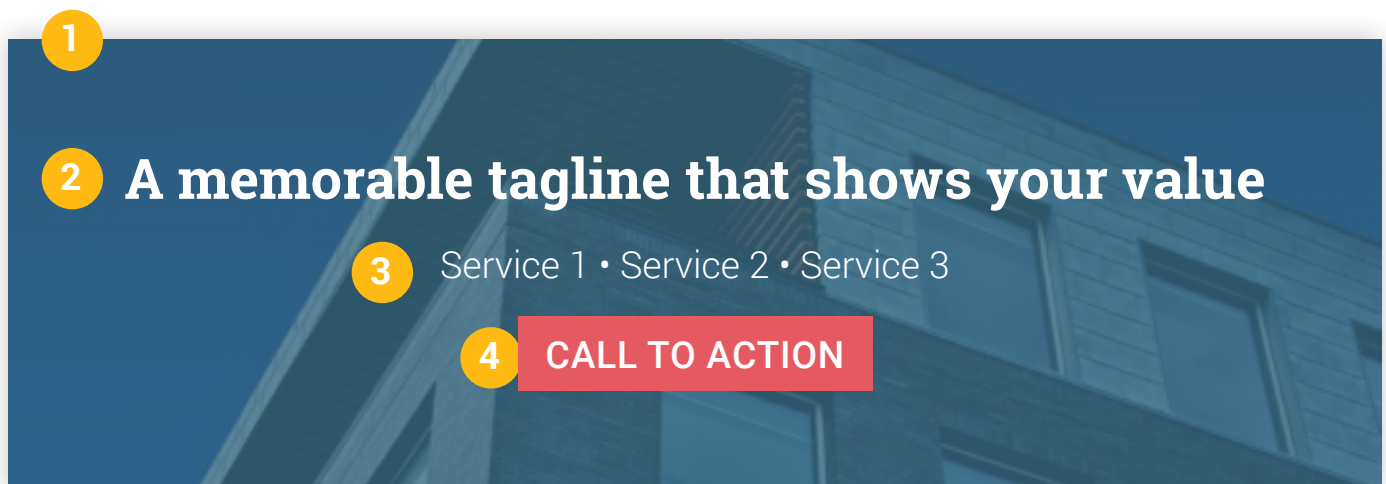
1. A hero image is the central piece of your banner and should be a high-quality image showcasing your business.

2. A memorable tagline consists of one or two sentences demonstrating the value your business delivers to your customers.

3. Your primary services summarize who you are and what you do in bullet point form,

ensuring even speed-readers will get the gist. Remember, most of your first-time website visitors won't have the time to read everything in one visit.

4. A call-to-action button will direct visitors to your contact page or the next step of your sales process. For example, 'Find out more' or 'Contact us' with a visual button.



3

Invest in professional photography

Hire a professional photographer to take photos of completed projects that showcase your work's quality for your website's portfolio page and placement on your social media platforms. Consider booking a photographer once you have a handful of completed projects to keep your portfolio fresh.

Humanize your brand and content by including images of yourself and your team too. Potential customers will want to see that they'll be doing business with real people.



**SHOWCASE
YOUR WORK**



**HUMANIZE
YOUR BRAND**



4

Include contact information and a call to action on every page



Contact number makes it easy to call:

Include your contact number in the upper right-hand corner of each webpage on your site. It reminds customers it's an easy call to make no matter what part of your website they're browsing.

On the mobile version of your website, your customers can tap on your number in the same location. Their smartphone will automatically redirect them to their dial screen to call or save the number immediately.

Include a call-to-action at the bottom of every page:

Always include a call-to-action to guide your customers to another page or call to action, e.g., 'Contact us.'

Guiding visitors through your website allows you to keep control and push your visitors through your sales process.

5

Contact forms —longer is better

While it may seem that a long form may drive potential customers away, it does the opposite. A qualified lead with a high purchasing intent will fill out the form.

Business is a two-way street, and as much as you want to win new customers, qualifying the customer by filling out the necessary information is understood and saves you both time and effort.

At a minimum, an extended contact form will include:

1. A heading/introduction
2. The subheading, which provides information about when they can expect to hear from you
3. Fields
 - a. First and last name
 - b. Email address
 - c. Phone number (mobile or home)
 - d. Current address
 - e. Details about the project
 - f. Option to add an attachment
4. Submit button
5. Confirmation the form submitted successfully



6

Social media accounts links

As a residential construction company, social media is a powerful marketing tool. Link your social media accounts like Facebook, LinkedIn, and Instagram at the top or bottom of your website.



LinkedIn: The most underused platform in the industry, LinkedIn is a professional platform and an effective way to grow your connections within industry groups and associations. This important platform can help with lead generation and support your growing business.



Instagram: This is the most popular platform for builders and remodelers because people use Instagram to look for inspiration. Post good quality photos and content, and people will find you and start following and connecting with your company. Include your call to action in the profile description (website URL and include a “Direct message (DM) for info”) and play with hashtags (like #homeinspo) to get discovered by new customers who follow hashtags to view recent postings.



Facebook: Facebook groups and communities are good sources of information, connections, and leads. Facebook, the largest social media platform globally, is suitable for your business' exposure and reach.



Post customer reviews on your website

Positive customer testimonials (or feedback) will prove that your business is trustworthy and provides value to potential customers considering your services. Once the project is complete, ask your customers to leave a review — on your website (if you have a review page), on Facebook or on Google — and promote the reviews throughout your website and on your social platforms.



8

How to rank higher on Google

Here are three tips to rank higher on Google and get visitors looking for a construction company to your website:

1. Google Ads – This is a pay-per-click (PPC) marketing tactic that can boost your website presence to the very top of a relevant Google search.

2. Search Engine Optimization (SEO) – This is dependent on the quality of your content on your website. The use of key search terms in your relevant content will boost your Google ranking.

3. Google My Business – This leads you to the top of Google Maps, where customers can locate your business.

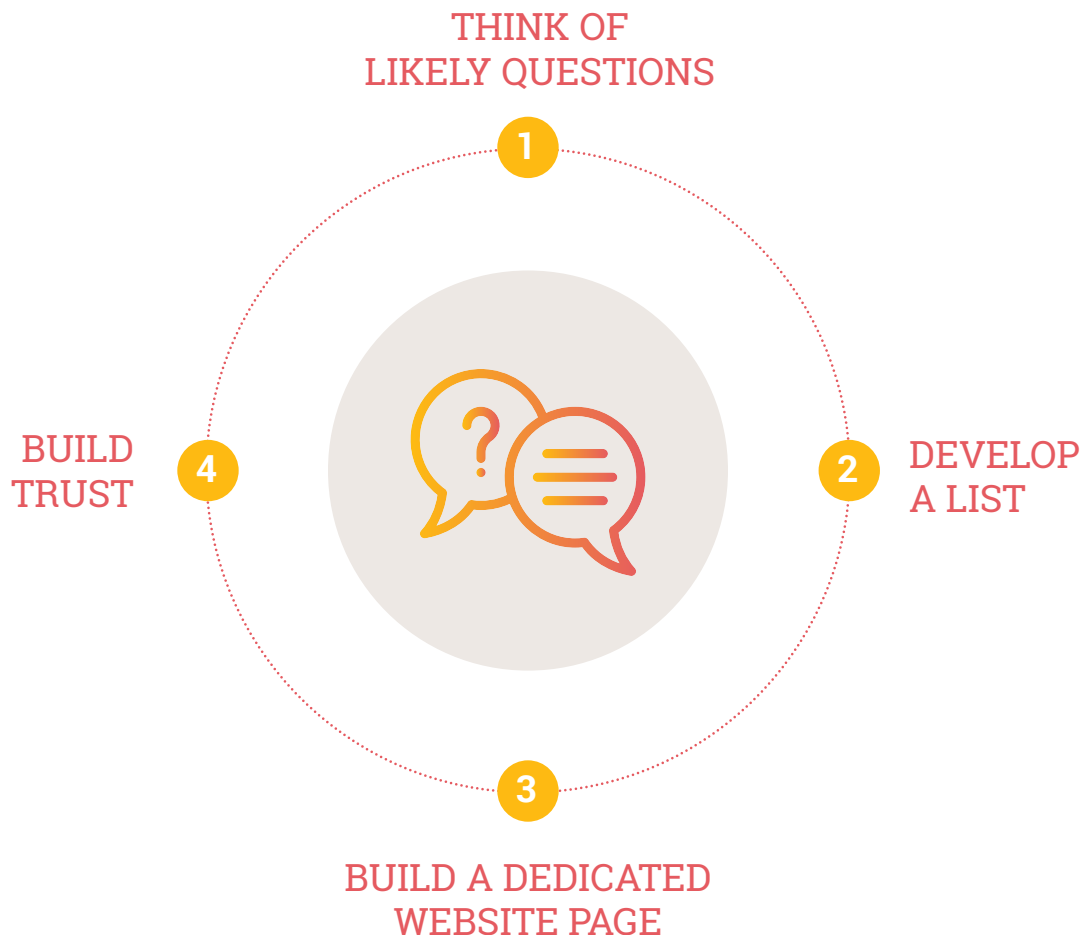
Typically, marketing agencies or consultants can assist you with this and ensure that your business is easily found online by potential customers.



9

Develop a webpage for Frequently Asked Questions (FAQs)

Think through some likely questions and answers that are repeatedly asked of you, develop a list of questions and answers — the simple to the complex — and include them on a dedicated page on your website for easy access. FAQs help to build further trust with your potential customers.



10

Use a project management system for marketing to your leads

An estimating and project management software tool, like [Buildxact](#), is also a powerful marketing tool.

Ensure that it includes a client portal, a designated mini-site, and your branding to set up for each of your qualified leads. Ideally, the platform will allow prospective customers to log in, see details of their project, examples of your relevant previous building work, brochures, etc.

Communication, recorded in the portal, along with their building quote, and any project updates, sends a strong message to your potential customers that you are organized and control the builds you work on for a smooth working relationship. It is an important point of differentiation that will set you apart from other builders.



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