**The Ultimate Guide to Becoming a Successful Contractor in the Digital Age**

**Introduction**

As previously mentioned, digital marketing has undergone significant growth during the 2010s, largely due to increased internet accessibility. More consumers are now turning to the internet to search for products and services, including reading reviews of local businesses before making hiring decisions. As younger generations continue to come of age, this trend is expected to rise, with even general contracting services being sought out online.

However, contractors have been slow to embrace digital marketing, which is now a crucial aspect of successful business strategies. It is essential for contractors to understand the importance of appearing on the first page of search engine results, as studies indicate that around 90 percent of consumers search online for local businesses, with 98 percent choosing those on the first page of Google. If a business is not visible in search engine results, it risks losing out to competitors.

Moreover, contractors should keep in mind that Gen Zers, those born between 1997 and 2012, will be buying homes over the next decade, many of which may need repair and renovation work. This tech-savvy demographic will likely seek out businesses online, making it crucial for contractors to establish a strong web presence through effective digital marketing to ensure future success.

In this guide, we will explore the importance of digital marketing for contractors and provide helpful tips for establishing and maintaining a strong online presence.

**1. Digital Marketing Means Targeted Marketing**

Digital marketing allows for targeted marketing, which is a significant advantage over traditional construction marketing techniques such as direct mail or billboard ads. Traditional methods are like using a shotgun, as they cover a wide area but may not reach the intended target. In contrast, digital marketing for construction businesses, such as Facebook Advertising, allows for targeting based on demographics like occupation, location, and age-range.

By advertising on search engines, construction companies can even find potential customers who are actively looking for their services. While a billboard may reach more people, it is unlikely that many of those viewers will be interested in the services being advertised.

**2. Digital Marketing Is Measurable**

Digital marketing is measurable, which is not the case with traditional marketing methods. For example, a construction company that buys an ad on a billboard cannot accurately attribute revenue to the ad.

With digital marketing, data and statistics can be tracked, such as with email marketing campaigns or search engine advertising. By converting a billboard ad into a web banner ad, a construction company can track the number of impressions (i.e., how many times the ad was viewed) and how many of those views converted into qualified leads. From there, they can measure the number of qualified leads that resulted in closed deals.

**3. Digital Marketing Builds Brand Equity And Loyalty**

Digital Marketing Enhances Brand Reputation and Fosters Loyalty, for many construction companies, referrals from satisfied customers have been a reliable source of new business. Nowadays, online conversations and reviews have taken over as the modern version of word-of-mouth referrals.

For instance, a business with a rating of fewer than three stars on Google Reviews can quickly lose potential customers. Unlike in-person referrals that are fleeting, online reviews and testimonials last forever and can help build trust with prospects.

Having a strong online presence through social media, a well-designed website, and email marketing can create the same effect as word-of-mouth referrals. It enables your company to be shared and tagged to potential customers and helps you showcase your best work. An online presence also increases brand reputation, which is the value of a company’s brand.

If a prospective customer does a quick Google search for several construction companies, they are likely to gravitate toward the company that maintains a fresh and relevant social media presence, and keeps its website up-to-date.

**4. Digital Marketing Is Extremely Important For All Businesses**

Regardless of the industry, digital marketing has become increasingly important over the past decade. More people now search online for products and services, including contracting services such as construction, remodeling, and disaster restoration. While contractors have traditionally relied on direct mailers and word-of-mouth advertising, having a strong online presence through digital marketing is now essential to complement these traditional strategies.

Effective digital marketing can help contractors generate cost-effective leads from customers within their service areas, and a lack of online presence can result in lost leads to competitors. It's crucial for contractors to understand the significance of digital marketing for lead generation and connecting with new customers. With effective digital marketing, contractors can generate a steady flow of new jobs and grow their businesses.

The development of search engine algorithms and the popularity of social media platforms have contributed to the growth of digital marketing. Search engine algorithms have become more sophisticated, making search engine optimization (SEO) critical for businesses. Social media platforms like Facebook, Instagram, and Pinterest have grown in popularity and are now used for brand awareness, customer engagement, and paid advertising.

Contractors can now track analytics data to understand how visitors find their business and make adjustments to generate more conversions. Contractors can benefit from this data to better understand the actions of their website visitors and improve their conversion rates. In conclusion, digital marketing is essential for contractors and other businesses looking to generate cost-effective leads and grow their businesses in today's digital age.

**5. Digital Marketing Strategies**

Digital marketing involves using multiple strategies to drive your target audience to your website, generate leads, and increase conversions. These strategies work together to form an effective digital marketing campaign. When creating a digital marketing plan, it is important to include the following strategies:

* **Web design:** Your website is the first introduction to your company for potential customers. It should be visually appealing, easy to navigate, and mobile-friendly. Valuable information and clear calls to action should be present on your website.
* **Search engine optimization (SEO):** This strategy ensures that your website can be found on search engines like Google. To optimize your website, use industry-specific keywords in the headers, content, and page title tags and descriptions. It may be necessary to work with an SEO professional for technical expertise.
* **Content/Blogs:** Creating fresh and valuable content is an essential part of SEO. Your service pages should be clear and concise and provide necessary information. Your main keywords should be included in content to attract search traffic. Adding a blog to your website is a great way to provide fresh content that is valuable to your audience.
* **Social Media:** Social media platforms such as Facebook, Twitter, and Instagram provide an opportunity to engage with your audience in real-time. You can share photos and information to build brand awareness and direct people to your website.
* **Email marketing:** Email marketing can be used to update your contact list with announcements and promotions. You can gather contact information for your email list by placing a sign-up feature on your website and social media profiles.

**6. Digital Marketing And Lead Generation**

Digital marketing and lead generation are essential components for trades, including general contractors. As more people rely on the internet to find local businesses, having a strong online presence is crucial for contractors to increase their visibility and attract more leads. By implementing the digital marketing strategies mentioned earlier, contractors can build brand awareness, rank higher in search engine results pages (SERPs), and ultimately increase conversions.

However, many contractors may not have the necessary resources or expertise to effectively manage their digital marketing campaigns. That's where our team at Directory for Contractors comes in. We can work with contractors to create and implement a professional business profile that includes links to their website, videos, project gallery, and social media accounts. This can help attract the right customers and improve their online presence.

Our proven contractor lead generation strategies are designed to generate high-quality leads within their service areas, connecting them to potential customers and boosting their conversion rates.

By having a business profile online with a platform like Directory for Contractors, contractors can significantly improve their online presence, build their brand, and generate quality leads.

**You can reach Directory for Contractors at (971) 645-4292  to learn more about how we can help contractors generate quality leads.**