

THE COVID-19 GUIDE TO MARKETING FOR TRADIES



**PART 1:
UNDERSTANDING THE CHANGES
IN YOUR CUSTOMERS**

HAS YOUR REVENUE DECREASED DUE TO COVID-19? IT DOESN'T HAVE TO BE THAT WAY!

WHAT WE DO KNOW

If we look into similar downturns in recent times, you will find the companies who strived actually put **extra effort** into their marketing.

During the 90's recession McDonalds didn't run any advertising or promotions.

Pizza Hut and Taco Bill both **increased their marketing budgets and increased sales respectively by 61% and 40%** while McDonalds' sales declined.

Consider putting some simple, measurable marketing strategies in place over the coming months. to ensure your business can still run and is strongly positioned for when we come out of the pandemic. If you don't, someone else might, and you could get left behind.

NOT SURE WHERE TO START? CONTACT ME FOR A FREE CONSULTATION

THE WAY PEOPLE SPEND HAS CHANGED - WHAT DOES IT MEAN TO YOUR BUSINESS?

There is no doubt many customers are not spending in the same way due to fear of the unknown and individual circumstances.



Buying behavior is heavily dependent on:

- Customers trusting in your business
- Having the income to purchase
- Feeling comfortable and confident in their future.

THE EFFECT OF FINANCIAL PRESSURES

Australians are generally doing it tough financially and this is only set to worsen as the unemployment rate increases. In the current economic climate I have noticed a few different purchasing types below. Look for your customers' buying behaviour and start to adjust the way you present your business accordingly.



Impulse Buyers

Emotional, spending to make themselves feel better



Fearful Stop

Aggressively stop spending and have no plans to purchase in the near future unless it is deemed a necessity.



On Hold

This is the largest portion of consumers who have temporarily paused spending on non-essential items, but will spend their days researching so as soon as they gain some confidence they will make their purchase.



Normal Buyers

Well-off buyers who do not feel effected by the pandemic and will continue to purchase as normal.

DO NOT DISCOUNT!

Financial pressures can also impact your attitude towards pricing. Whilst it is tempting to lower your prices in order to get more business during this time, it is very important that you still make money.

If you want loyal, returning customers my advice would be instead to offer the client one of the following so you are protecting your profits...

**“CUSTOMERS YOU
WIN ON PRICE YOU
WILL LOSE ON PRICE
WHEN THE NEXT GUY
COMES ALONG.”**

TIPS FOR PROTECTING YOUR PROFITS:

- Offer extended payment terms or credit card payments
- Offer 20% weekly installments instead of 50% upfront and on completion
- Offer a 10% discount in exchange for a referral
- Offer a free maintenance visit for a google review

THE BENEFITS OF PEOPLE WORKING FROM HOME

With more business people working from home, consistently seeing the things they need fixed or updated, make sure you are front of mind when “I need this fixed” thoughts are triggered. You can implement a campaign on your website, Google, Google Business, Social Media, letterbox drops and more. If you are not sure which campaign would work best for your business, get in touch with us to discuss it.

ONLINE RESEARCH HAS INCREASED

Website traffic for construction business is generally down 20%, although the **people that are visiting the websites are spending a MUCH longer time researching** your business, as they are more careful with their money and they have more free time. Your customers will be more likely to complete thorough research now and decide if they want to purchase from you before they pick up the phone. Your website must sell what is unique about your business and provide the answers to your customers’ problems.

COVID-19 WEBSITE MARKETING CHECKLIST

To get the most out of your online presence, ensure your website:

- Has plenty of helpful information
- Gets your sales message across
- Has reviews/ testimonials
- Is mobile friendly
- Is easy to use
- Mentions that you are still operating during Covid-19

**Contact us for a FREE WEBSITE REPORT
and Carter Marketing “to-do” list!**

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UP NEXT:

PART 2- ADJUSTING YOUR PLANS

- Government assistance
- Marketing spend
- Setting new goals
- Making a marketing plan

WHO WE ARE

Specialising in trade and construction marketing for over 7 years, I know how to get the most out of marketing for your construction business across all mediums, and deliver it in a way that makes sense to you. I am renowned for my ability to shift between identifying broad strategic goals and delving into the operational detail across all departments required to ensure a successful delivery based on a small business' specific goals.

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