

# THE COVID-19 GUIDE TO MARKETING FOR TRADIES



## PART 2: ADJUSTING YOUR PLANS

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

## SEEK OUT GOVERNMENT ASSISTANCE

The Australian and Victorian Governments are both offering an abundance of support for businesses that have seen a decrease in sales since March. Speak to your accountant and local councils to find out what you may be applicable for.

## ANALYSE YOUR MARKETING SPEND

Look into what you have been spending on marketing in the last 6 months and what sort of return you have seen from it. Has your money been working for you? Will it continue to work in the same way? If you have been getting most of your leads from stunning site signage, you may need to reinvest into another form of marketing as there simply aren't as many people on the road now seeing that signage.

## SET NEW GOALS

Do you want more focus, direction, planning and proof that your business marketing is working?

It all starts with setting and redefining your goals. Are your existing sales and business goals still relevant? Once you have set clear goals you can work backwards to organise your resources in order to achieve them.

Be sure to make your goals **SMART**:

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound

If you have seen a decrease in your project sizes, the formula below outlines how you can keep the same total revenue goals, but adjust the number of projects to suit the current economic climate.

### ORIGINAL REVENUE GOALS (LARGE PROJECTS):

\$ Revenue per transaction = \$ \_\_\_\_\_

\$ Profit per transaction = \$ \_\_\_\_\_

Number of projects = \_\_\_\_\_

\$ Total profit = number of projects x profit = \$ \_\_\_\_\_

### TO CALCULATE HOW MANY SMALLER PROJECTS YOU NEED TO REACH THE SAME REVENUE GOALS, USE THE FOLLOWING FORMULA:

\$ Revenue per transaction = \$ \_\_\_\_\_

\$ Profit per transaction = \$ \_\_\_\_\_

New number of projects = Original \$ total profit of larger project  
\_\_\_\_\_ / \$ Profit of smaller project \_\_\_\_\_ = \_\_\_\_\_.

**“ALL HIGH  
ACHIEVERS,  
ATHLETES AND  
SUCCESSFUL  
BUSINESSES HAVE  
CLEAR GOALS”**

## REDEFINE YOUR OFFERING

If you have found yourself in the situation where you cannot continue to offer the same kind of projects as before, think about how you could adjust your service to add value to customers.

- Complete a higher quantity of smaller projects instead of relying on larger ones.
- Perhaps you could offer DIY reno kits delivered-to-door for small renovations.
- You could offer an ongoing maintenance service to compliment your existing service offering.

We have seen many restaurants adapt to takeaway and some are really thriving by thinking outside of the box. We can do the same in construction!

## POST COVID-19

You also have to consider whether your customer will return back to normal after the Coronavirus pandemic, or if the adjustments you have made now will remain, or alternatively become a secondary division of your business. This will help you decide on long term staffing and marketing investment.

## MAKE A MARKETING PLAN

Now that you have established your new goals, you need to decide the best way to promote them. It is best to discuss your plans with a professional in order to maximise your potential lead streams and ensure your branding is on point.

Alternatively, if you don't have the budget for a marketing specialist I would recommend beginning by completing a competitor analysis. Seek out information on companies and services similar to yours.

- Do they rank higher on google? If so, what is on their website that isn't on yours?
- Do they have 50% more followers than you on Facebook? What are they sharing that you are not?
- Do they get more referrals because they have alot of reviews? How can you get more reviews?

Understanding your competition allows you to learn more about what might be working for you and what might be working against you. If you followed Covid-19 Marketing Guide for Tradies Part 1, you should understand more about your customers now. When you combine this understanding of your customers with clear goals and an understanding of your competitors' strengths and weaknesses, you have formed the basis for your marketing plan.

**“HAVING A BRAND STRATEGY WITH CONSISTENT MESSAGING ALONE CAN PROVIDE A 20% INCREASE IN SALES”**

## COVID-19 PLANNING CHECKLIST

- Understand your customers' needs (Marketing Guide for Tradies Part 1)
- Seek out Government assistance and support
- Analyse your existing marketing spend and activities
- Redefine your goals to suit the current climate
- Redefine your services to suit the current climate (if needed)
- Do some competitor research
- Make a marketing plan

**Not sure where to start?  
Contact me for a FREE GOAL SETTING MEETING**

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## UP NEXT:

### PART 3- DIY MARKETING TIPS

- Social Media
- Online Presence
- Content Writing
- Reviews

#### 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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