

THE COVID-19 GUIDE TO MARKETING FOR TRADIES



PART 3: DIY MARKETING TIPS

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

USE YOUR SPARE TIME WISELY

If you have a minimal marketing budget and have found yourself with a little extra time on your hands you could try experimenting with some marketing yourself. Alternatively, perhaps you have a staff member who has some spare time on their hands, so find a way to use them to put some extra effort into your marketing without blowing the budget. We have to be resourceful!

SOCIAL MEDIA

- **REGULAR POSTING:** Make sure you are posting a few times a week. Whilst it is ideal to be posting daily, it is better to post strong content every few days over basic content daily. Keep in mind that a lot of consumers are in a state of fear, so remember to be empathetic.
- **INTERACT WITH OTHER PAGES:** Like and comment on other related pages. Not only does this support your friends and other local businesses but others will see your comments and business more often.
- **BE EMPATHETIC:** We don't want to pretend COVID-19 isn't around, but we also don't want to scare people by being the only thing we talk about. Don't flaunt photos of gatherings or outings where people cannot go, and steer clear of messages like "come and see us" so you aren't seen as neglectful. Instead use wording like "chat to us now" or "arrange a call".
- **GET YOUR HASH TAG GAME RIGHT:** It is important to include some heavy hitting hastags and smaller ones as well, but most importantly make sure it is relevant to your post, business and customers. It is best to have between 9-11 hashtags per post if you can.
- **ENGAGE WITH YOUR CUSTOMERS:** Provide puzzles or polls for them to be interactive with. Perhaps you can gain some insights while you are at it! le) set up a poll for people's favourite tool brands or nurseries or even do a "who did it better?" where you could publish day versus night for project images.
- **PROVIDE HELPFUL CONTENT:** Content videos such as DIY tips for people at home doing renovations are popular. Chances are they will begin the projects and not complete them and if that is the case guess who they will call to save the day?
- **LEVERAGE SUPPLIERS:** Chat to your suppliers to see if they can help you put together a prizepack for a competition. A lot of suppliers are happy to offer goods to be involved in a cross promotion, especially at a time where it would bring so much happiness to someone. If you are thinking of running a competition online, try to think of ways to involve people at home instead of just the standard like and share... le) if you are a landscaper you could ask for photos of people's best indoor plants to win \$500 worth of pots from your favourite suppliers.

REVIEWS

Under normal circumstances reviews are important, but even more so now that people have a lot more time to do their research. Reach out to existing or prior customers and ask them to do a Google or Facebook review. Not only does this help people read more on the advantages of your business, but it also helps increase your position on Google.

ONLINE DIRECTORIES

If you don't have a website presence you can use online directories such as Building Dreams Group, Yellow Pages, Houzz and One Flare to help get leads. Airtasker has seen a huge uptake in recent weeks for trades such as painting and rendering. Each site is very different, so I recommend using a combination of each, and measuring which is most successful for your business.

**“75% OF PEOPLE
NEVER MAKE IT
TO THE SECOND
PAGE OF GOOGLE.”**

PARTNER WITH YOUR SUPPLIERS

Ask your suppliers to add a link to your website on their dealer locators. Often they will do this for free and it can help give your website a quick boost in terms of rankings. Sometimes they will also do a shout out on social media, so look into your options.

CONTENT WRITING

Content is king! If you have a website that isn't ranking on google and you can't afford a SEO (search engine optimization) bill each month, you should start writing! 75% of people never make it to the second page of google so if you're not ranking in the top 10 listings, it is unlikely google will be a viable lead source for you.

One way to improve your rankings without any SEO is to create informative content for your readers, optimized with google search terms known as “Keywords”. Ie) If I am looking for a plumber I might type “emergency plumber mornington peninsula” into google. These keywords can then be scattered through an article on your website about the importance of emergency plumbers to help your website rank when people search for “emergency plumber mornington”.

**Contact me for a FREE Keyword Check or Keyword Planner
so you can start creating some fresh content!**



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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.



FROM THE AUTHOR

Whether you choose to experiment with some DIY Marketing or engage in professional marketing services, it is important to make sure you don't stop your planning and marketing completely during the current economic climate.

If you have a construction business in Melbourne, South East Melbourne or the Mornington Peninsula and would like to have a free consultation to discuss where you are heading please don't hesitate to reach out!

Stay safe, Jess xx

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