

Grow Your Business Profitably

Course Outline

In the broadest sense, this will simply be the What, Why, When, and How of marketing a construction business without losing money or ending up on an endless hamster wheel. Emphasis on When and How to deploy your money for maximum effect.

This course will provide real world examples of every marketing strategy we cover–both from my personal experience AND current uses in the wild.

# Introduction

* Who I am?
* Why You Should Listen

# What

* What marketing is **and is not**
* The Two Main Branches of Marketing (Physical and Digital)
	+ The Exceptions

# Why

* Why should we dedicate money towards it–especially when we’re doing fine without it?

# When

* Best Time of Day; Day of Week
	+ TV, Radio, Mailers, Digital
* Circumstances/context that indicate marketing spend is a good idea
	+ Bad idea
* Rules of Thumb to Stay Out of Trouble
	+ Consistency; optimism bias How

The Tools

* Resources for finding personnel, platforms, products needed (Virtual assistants, AI, )

# How to Measure Success

* The metrics you’ll use and how to calculate them
	+ CPL, CPS, CPA, Conversion Rates

# How to Target Your Audience

* Digitally
* Archetypally

# How to Market Ethically

* License requirements relative to marketing
* Do’s and Dont’s

# How to Do Digital Marketing

* Why we’re not covering TV and Radio
* Email
* Text
* **Online (see below)**
* Marketplaces (Yelp, Porch, Thumbtack, Bark, Houzz, etc.)
	+ Impact on SEO
* Social Media (Big 5)
	+ Impact on SEO
* Website
	+ Hosting, URLs
* Working with Agencies, Freelancers, Remote Workers
* Organic Versus Ads
	+ Time Versus Money

# How to Do Physical/Print Marketing

* Flyers/Doorhangers
	+ Hire for and track D2D efforts
	+ On-page Strategies
* Mailers
	+ Open rates and copywriting notes
* Leave Behinds
	+ Before/after the job
		- What to expect

# How to Get Leads Without Spending Money

* Partnerships
* Referrals
* Reviews
* Testimonials

# Conclusion

* Don’t Forget:
	+ When to market
	+ How to vett potential partners
	+ How to define and then measure success