

Ultimate Tradies Toolkit:

BOOST YOUR BUSINESS

Top 7 Marketing Must-Haves

The jobs you want. The clients that rock.

With these 7 marketing must-haves sorted, get back to training your team, chasing up quotes & growing your business.

Affordable & Practical STOP WAITING FOR CALLS



#1. LOGO

A good logo makes it easy for potential customers to remember you every time they see your marketing. Not only that, when your business looks professional, clients will think your products or services are too.

Pro Tip: Keep it simple & don't get hung up on a particular 'look' - work with a designer and tell them what you do. This should shine through in your logo.



#2. WEBSITE

Don't wait for a directory site to send you a job - get a website that shows who you are, what sets you apart from your competition and what your specialist skills are. This helps the customers *you really want* find you. It also moves the conversation from price to value.

Pro Tip: Think about the kinds of jobs you really want - those that you make the most money on, or ones that you enjoy doing most. Structure your website images & text to these kinds of jobs, giving the clients looking to hire for those projects the best chance of finding YOU.



#3. EMAIL

An @hotmail.com or @gmail.com address for your business makes you look like you're working out of your garage - even if you are, you want to seem more established than that. Established businesses are perceived as more trustworthy. For less than \$100 a year, a contact@yourbusiness.com address gives your emails a professional boost.

Pro Tip: Go the extra mile with a professionally designed email signature - use your logo, contact details and links to your website & social media.



#4. FACEBOOK

A regularly-updated Facebook page takes advantage of word-of-mouth referrals. Take a photo of a job & tag the client (with their permission). Suddenly all their friends can see your work, and might be thinking about their next project! Also great for getting testimonials to use in your marketing.

Pro Tip: Make sure your profile picture & cover photo are to scale - this again adds to the professionalism of your page and your business. And watch out for spelling mistakes in posts!



#5. DIRECTORY LISTINGS

Directory listings are a great way to *send people to your website* (on their own, it's easy to get lost in the crowd). Links from big-name websites give your website credit in Google Search Results. Make sure you have an up-to-date listing on sites like True Local, Yellow Pages, HiPages, Yelp, Hot Frog and Gumtree - many of these are free!

Pro Tip: Work with someone who has a flair for writing (like a professional copywriter) and get them to set up & word your listings for you. A well-worded 'About Us' can help you stand out.



#6. BUSINESS CARDS & FLYERS

Never miss an opportunity by having a bunch of cards and flyers handy. DL Flyers are especially good - at 99mm x 210mm, they're perfect for letterboxes, sticking in an envelope with an invoice or leaving a pile in a popular spot. Really max it out and have a tear-away voucher in the bottom of the design that they can redeem when they work with you.

Pro Tip: Spend on design, save on printing! A well-designed flyer or card can really push potential customers to your website, whilst printing can be super cheap & quick.



#7. FRIDGE MAGNETS

How many times a day do you visit the fridge? How many bills are there ready to be paid? THAT is how many times a potential customer could be seeing your business inside their own home! When they're ready to start calling around for quotes, what's easier - flipping through the paper, or walking to the fridge to get your number off your magnet?

Pro Tip: Spend a bit extra and make your magnet larger - if it's able to hold up a couple of pages on the fridge, it's more likely to be ABOVE the bills (and very visible) rather than UNDER them.

Ready to unleash your marketing?

Get in touch with UpBound today

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