

Lead Generation & Marketing for Contractors



3.5 hours video instruction, ±16 hours to complete with review of content, marketing plan exercises, and quizzes.

- ✓ Quizzes and practice exercises
- ✓ No final test
- ✓ Certificate of Completion

COURSE DESCRIPTION

Marketing and lead generation, in today's digitally-oriented marketplace, can be overwhelming for many companies. This course will cut through the confusion and give you a roadmap to develop a plan that feeds your pipeline. It is tailored specifically to the needs of companies providing better buildings services. If you're scratching your head about the role of Google, Facebook, reviews, websites, or how to win in search, this course is for you.

Objectives

At the end of this course you will be able to:

- Summarize the most relevant marketing strategies and tactics
- Build a marketing plan suited to your company, unique business model and specific lead generation requirements
- Evaluate the relevance and effectiveness of a wide variety of digital and traditional marketing approaches
- Interpret the value and function of the confusing digital marketing landscape

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COURSE OUTLINE



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Module 1: Evaluating Your Marketing

Modern Marketing

Onsite Evaluation Tools

Offsite Evaluation Tools

Module 2: Measuring Marketing

Website Content

Online Reviews

Module 3: Online Reviews

Measuring Markets

Understanding
Segmentation

Module 4: The Power of Marketing

Building A Simple
Marketing Plan

Using Marketing Tools

Assessing Your Current
Situation

Module 5: The Power of the Marketing Plan

Setting Goals and
Objectives

Targeting Your
Marketing

Pricing and Products

Module 6: Foundation of an Integrated Marketing Strategy

Understanding and
Evaluating Your Brand

Positioning and
Messaging

Defining Key Initiatives

Your Brand Online

Identity, Consistency,
and Vehicles

Collateral and Other
Key Basics