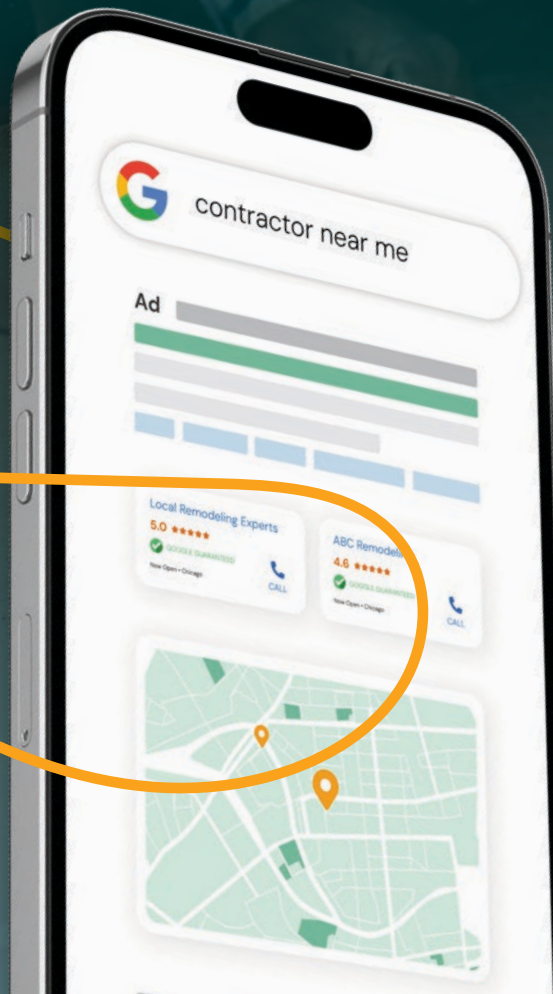


# “Get Found” Playbook



# Nothing happens in business without customers.



If you want more customers, you need to get found. But with all the marketing tactics available to contractors, it's hard to know where to focus your time and effort.

We've compiled a list of the 7 most effective marketing channels for getting found by homeowners that need your services.

Read through this playbook to learn the best-practices for each channel, common mistakes to avoid, and how to scale for maximum lead flow and ROI!

## 20-MIN READ

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# Lead Aggregators

Lead aggregators are 'pay per lead' platforms that help connect you to homeowners who are looking for your services. They can be a great way to get initial traction in your local market and provide additional lead flow for your sales reps, but they aren't without their challenges.

## Pros

- ✓ Easy to setup
- ✓ Relatively low cost
- ✓ Provides SEO benefit
- ✓ Can drive decent volume of leads

## Cons

- ✗ Leads typically aren't exclusive
- ✗ Leads tend to be more price-sensitive
- ✗ Can lead to bidding wars
- ✗ Doesn't build your brand

## Metrics to Track

- Lead Cost
- Appointment Set Rate
- Cost of Marketing
- Customer Acquisition Cost

## Consider these:



## How to Scale

Once you've run a few leads from a platform and are happy with the quality, scaling is as simple as increasing your budget. Continue to collect positive reviews and keep your business page fresh with new content to attract new leads.

## How to Maximize Results

- 1 Stand out.**  
Make sure your business profiles are 100% complete while leveraging all of the available features (photos, videos, service badges, etc.)
- 2 Positive reviews are key.**  
The more you have, the more your visibility increases. Make a conscious effort to collect positive reviews from your first few customers on each platform.
- 3 Spend money.**  
Free plans give you limited reach. Commit to investing dollars in each platform for a few months to determine if the lead flow and quality is worth it.
- 4 Speed to lead is crucial.**  
Respond to new leads within 5 minutes or you risk losing leads to other contractors.
- 5 Use special offers.**  
Entice homeowners to contact you instead of other competitors in your market. Do your research and position a great offer.



# Google Business Profile

Your Google Business Profile (GBP) is what gives you the ability to rank in local search results and Google Maps. It's free, easy to setup,

and when done correctly is an effective way to drive quality leads for your business year round.

## Pros

- ✓ Free
- ✓ Easy to setup and manage
- ✓ Improves local search engine rankings
- ✓ Increases overall visibility

## Cons

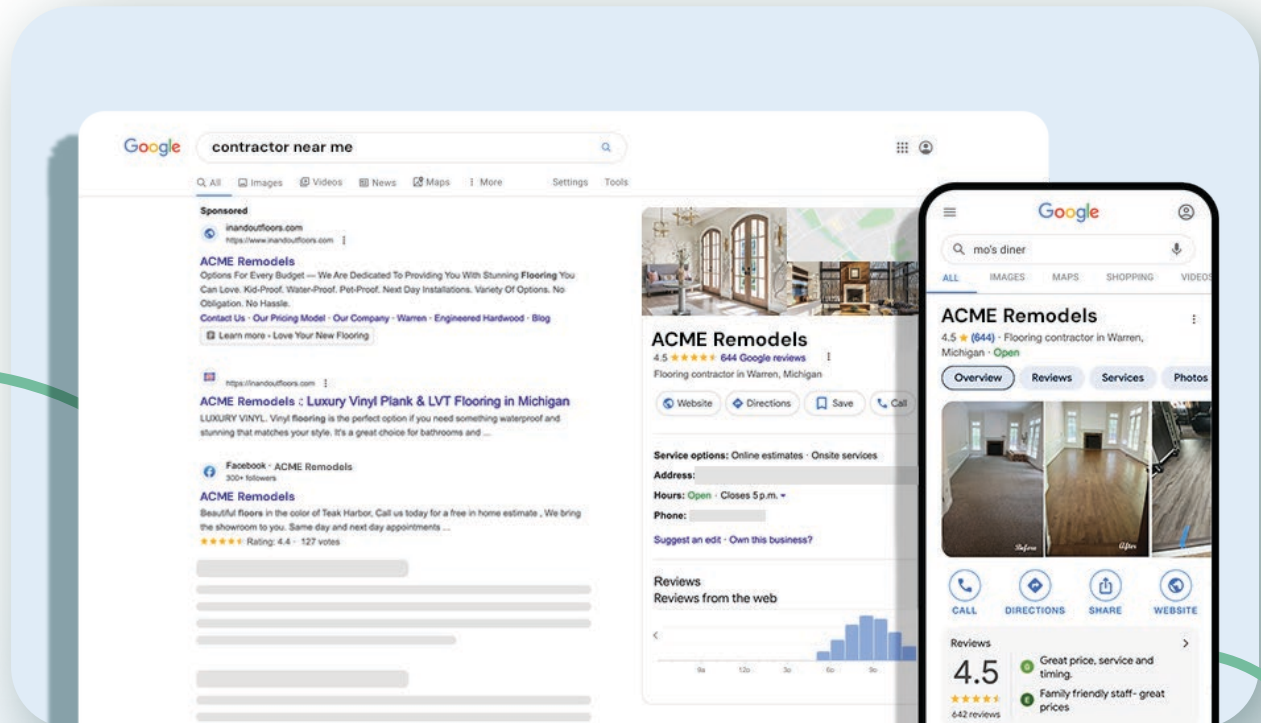
- ✗ Platform changes frequently
- ✗ Requires regular maintenance
- ✗ No clear way to scale

## Metrics to Track

- Website traffic from your Google Business Profile
- Leads from your Google Business Profile

## How to Scale

- 1 Post new content at least monthly
- 2 Maximize positive reviews
- 3 Revise categories frequently and adopt new features early





## How to Maximize Results

### 1 Use all features

Aim for 100% profile completion while providing as much detailed information as possible.

### 2 NAP

Ensure your business name, address, and phone number are accurate and consistent with other mentions of your business across the web.

### 3 Choose the right primary category

This is the most important step. Go through all the options and make sure you choose the most relevant category for your business. Check back often as they add new ones regularly.

### 4 Add relevant secondary categories

Add as many as you can, so long as they match your service offering. Check back regularly for newly added categories.

### 5 Set relevant service areas

You can select up to 20. More areas lead to more traffic. Choose as many as you can so long as you can service those areas.

### 6 Add appointment URL

If it makes sense for your business, add a link directly to your calendar booking software so that customers can book appointments directly from Google.

### 7 Quality and quantity of reviews

This is a major ranking factor. Work this step into your SOPs so that every happy customer leaves a Google review. Be sure to respond to all reviews in a timely manner.

### 8 Upload media

Profiles with photos and videos get 40% more visibility. More importantly, make sure your media assets clearly show what you do, since Google's AI analyzes these photos to help determine your business category.

### 9 Write a stand-out description

This is what gets people to call you over the competition. Be convincing and attractive. Use keywords related to your service offering naturally.

### 10 Use the "offers" post type

An opportunity to showcase your offers while taking up more real estate on the first page. Not widely used yet, which presents an opportunity for early adopters.



# Local Service Ads

**L**ocal Service Ads (also known as LSAs) are an ad type that allow you to collect leads directly from Google's search results page. LSAs work on a pay-per-lead basis, and leads come

## Pros

- ✓ Top-of-page visibility
- ✓ Pay per lead
- ✓ Cost-effective
- ✓ Easy to use and manage
- ✓ Increased trust with "Google Guaranteed" badge

## Cons

- ✗ Extensive application process
- ✗ Largely based on proximity
- ✗ Hard to scale
- ✗ Leads tend to be less qualified

## Metrics to Track

- Lead Cost
- Appointment Set Rate
- Cost of Marketing
- Customer Acquisition Cost

## How to Scale

- 1 Increase volume of 4.8+ star reviews to increase reach
- 2 Increase your weekly budget
- 3 Change bidding mode from "max per lead" to "maximize leads"
- 4 Turn on "Message Leads" if you haven't already to increase lead volume
- 5 Add more job types to get leads for different services you offer

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in the form of direct phone calls and message requests. They appear at the very top of the page whenever someone in your market searches for the services you offer, and exist to supplement rather than replace your typical Google ads.

## How to Maximize Results

### 1 Review rating

Maintaining a review rating of 4.8 or higher is key to getting more lead volume from LSAs. Make that your first goal, then focus on review volume, since both are necessary to outperform your competition.

### 2 Responsiveness

Respond to all requests that come in from your LSAs -- even if it's just a question -- as soon as possible. Less than 5 minutes is ideal, and within 24 hours is a must. Failure to do so will cause Google to stop showing your listing.

### 3 Proximity to searcher

The closer your head office is to someone searching for your services, the more likely your LSAs will be triggered for said search. Moving your head office isn't easy or even encouraged, but some contractors take advantage of this proximity benefit by setting up shop as close as possible to highly populated areas.

### 4 Availability

The more you can stretch your hours of operation, the more leads you'll attract. Changing your typical 9-5 to something like 8-6 can net you tons more leads, since most of your competition will be set to 9-5 by default. Letting customers book with you directly via **Boomerang** can also help.

### 6 Expand service areas

### 7 Dispute invalid leads to get credited



# Paid Search

**P**aid search ads (or pay-per-click ads) allow you to pay search engines like Google and Bing to place your ads at the top of search

## Pros

- ✓ High-intent traffic
- ✓ Can drive leads quickly
- ✓ Scalable lead source
- ✓ Not reliant on SEO or organic rankings
- ✓ Data from PPC ads can improve SEO efforts

## Cons

- ✗ Competition is high
- ✗ "Pay per click" model can be unforgiving
- ✗ More expensive in certain markets and industries
- ✗ High-converting website or landing page is required
- ✗ Testing and experimenting are required to make it work

## Metrics to Track

- Lead Cost
- Appointment Set Rate
- Cost of Marketing
- Customer Acquisition Cost

## How to Scale

- 1 Increase daily budget
- 2 Set bidding to "Maximize Conversions"
- 3 Add more relevant keywords
- 4 Update negative list
- 5 Expand operating hours
- 6 Expand location targeting
- 7 Expand to different services

engine results pages when someone has shown intent – through the keywords and search terms they use – for the services you offer. PPC ads are arguably the fastest way to bring in new leads for your business, but they aren't without their challenges.

## How to Maximize Results

### 1 Proper Tracking

Track phone calls, form submissions and chat requests only. Set your conversion counting option to "one conversion." Accurate conversion data is imperative -- have your setup reviewed if necessary.

### 2 Keyword strategy

Use a mix of broad, phrase, and exact match keyword types to strike the perfect balance between click volume and quality. Too broad or too specific will hinder your results.

### 3 Bidding strategy

Stick with "Smart Bidding" unless you have ad management experience. Set to "Maximize Conversions" if you want volume, or "Target CPA" if you want to respect a set lead cost.

### 4 Ad relevancy

Make your keywords, ads and landing pages as relevant and congruent as possible so they closely match user search intent.

### 5 Strong Offer

The most important thing to test. Try to one-up your competition. The key is to increase perceived value while reducing friction. Consider financing, discounts, freebies, guarantees, time-to-end-result, etc.

### 6 High-converting landing page

Send ad traffic to a relevant page where all someone can do is call in or submit a form. No links, no distractions – focused attention on your service and offer.

### 7 Leverage remarketing

The vast majority of people who click on your ads won't become a lead on the first visit. Run remarketing ads on Google, Facebook, and other platforms to get back in front of prospects and turn them into leads.



# Paid Social

**P**aid social ads are ads on Meta, Instagram, YouTube, TikTok, etc. These ads are more “interruptive” in nature since people won’t be actively searching for your services, but they

can still drive quality leads for your business while building a strong brand in the process. They’re also great for getting back in front of prospects who visited your website and left without taking action, essentially giving you another shot at turning them into qualified leads.

## Pros

- ✓ Cheaper than paid search
- ✓ Strengthens your brand
- ✓ Great for remarketing
- ✓ Positively impacts all marketing initiatives
- ✓ Many creative ad formats available
- ✓ More real estate to communicate your offer

## Metrics to Track

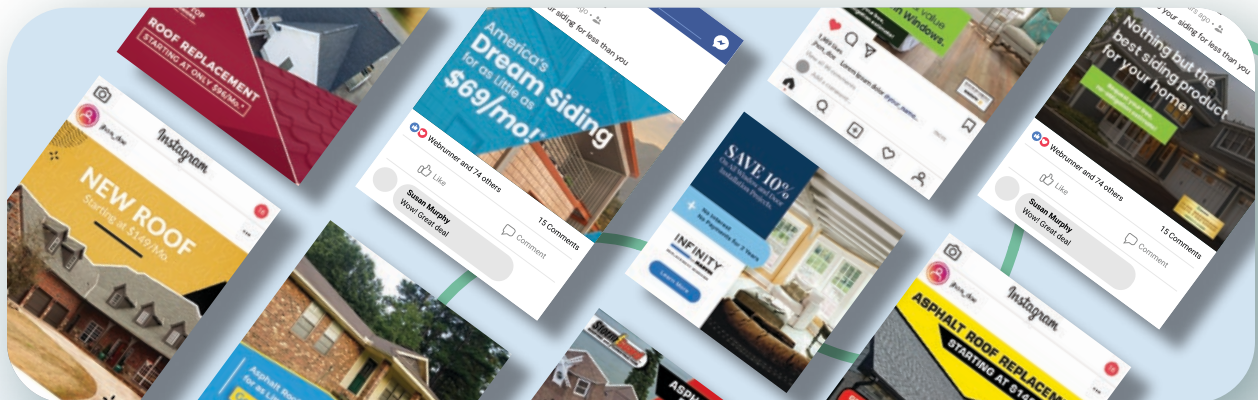
- Cost per thousand impressions (CPM)
- Frequency
- Lead Cost
- Appointment Set Rate
- Cost of Marketing
- Customer Acquisition Cost

## Cons

- ✗ Leads are typically earlier in the buying process
- ✗ Requires more follow-up to book appointments
- ✗ Requires graphic design and/or video editing skills
- ✗ Results can be inconsistent
- ✗ Frequent platform updates

## How to Scale

- 1 Increase daily budget
- 2 Expand location targeting
- 3 Position different benefits in ad copy and creatives
- 4 Run ads for other services
- 5 Expand to different paid social channels





# Paid Social

## How to Maximize Results

### 1 Proper tracking

Fire “Pageview” events on all pages, and “Lead” events on pages visitors see after submitting a form. Embed links with UTM codes to measure effectiveness of creatives.

### 2 Be patient

Paid Social ads are lower intent. It’s not uncommon for results to be bad one week and great the next. Look at results over a longer timeframe, ideally 14 days or more.

### 3 Focus on creative

Breakthroughs are made by coming up with new ad creative and ad copy ideas, not by pushing buttons inside the ad platforms. Focus your efforts accordingly.

### 4 Keep targeting broad

The more precise your targeting, the smaller your audience, and the more you pay to reach them. Stick with basic targeting (age + location) and use your ad creative and copy to call out your ideal prospects instead.

### 5 Test new offers

If your social ads aren’t working, the first thing to consider changing is your offer. Your offer must be enticing enough to jolt them away from spending time on social media looking at memes.

### 6 Test different ad formats

Try all ad formats available on a channel and see what sticks. Everybody engages with content differently, so running a mix of ad creatives is preferred over sticking with one ad format.

### 7 Limit placements

Use the “Placement Breakdown” report to see where your ads are being displayed and where the leads are coming from. Limit placements accordingly to focus budget and reduce wasted spend.

### 8 Follow up diligently

Remember that leads from paid social are lower intent, so diligent follow-up is required in order to close. Use technology and automation to do a lot of the heavy lifting.



# Local SEO

Local SEO is the act of maximizing your visibility in local search results whenever someone is looking for the services you provide.

## Pros

- ✓ Free traffic
- ✓ Great longterm traffic volume & lead flow potential
- ✓ Increases domain authority
- ✓ Builds brand recognition

## Cons

- ✗ Results can be slow
- ✗ No guarantees
- ✗ Can be expensive in competitive markets
- ✗ Search engine updates can impact rankings

## Metrics to Track

- Local keyword rankings
- Traffic from Google Organic
- Leads from Google Organic
- Traffic from your Google Business Profile
- Leads from your Google Business Profile

## How to Scale

- 1 Collect more positive reviews
- 2 Complete as many of the above recommendations as you can
- 3 Hire an SEO expert to help you take the next step

Statistics show that 46% of all searches on Google have local intent, so neglecting local SEO isn't recommended. And while we'll never know for sure what Google's local ranking factors are, experts agree that the recommendations shared below are most important.

## How to Maximize Results

- 1 **Consistent NAP citations**  
Ensure your business name, address, and phone number are written exactly the same way on all your online listings. Fix any inconsistencies along the way.
- 2 **Complete GBP listing**  
Follow the 'Google Business Profile' guidelines in this document to a tee so that your GBP is setup correctly.
- 3 **Review sentiment**  
Go over and above servicing customers so that the majority of reviews you collect showcase a positive attitude towards your business.
- 4 **Average star rating**  
Again, service customers as best you can to keep your average star rating over 4.8.
- 5 **Keywords in reviews**  
You won't have direct control over this, but you can still guide customers. Ask them to mention the city in which they live and what service you provided for them.
- 6 **Check-ins**  
Not as prevalent for contractors, but if customers drop by your office, have them check-in via Google Maps.
- 7 **Social media shares**  
Ask friends, family, and customers to share your company website on social media – this sends positive signals to Google.
- 8 **Optimized website**  
Don't neglect your on-site SEO strategy. Include location keywords in titles, URLs. etc.



# Direct Mail Marketing

**D**irect mail's glory days may be behind it, but that doesn't mean it's no longer effective. You can still drive demand for your services and build a strong brand by getting physical, tangible mail in the hands of your ideal

## Pros

- ✓ Can be cost-effective
- ✓ Feels personal/memorable
- ✓ Easy to target
- ✓ Great for strengthening local presence
- ✓ Supplements other marketing initiatives

## Cons

- ✗ Low response rate
- ✗ Hard to stand out
- ✗ Can be perceived as spam
- ✗ Great offer & message required for success

## Metrics to Track

- Campaign cost
- Total recipients
- Response rate
- Cost per response
- Customer Acquisition Cost
- Return on investment

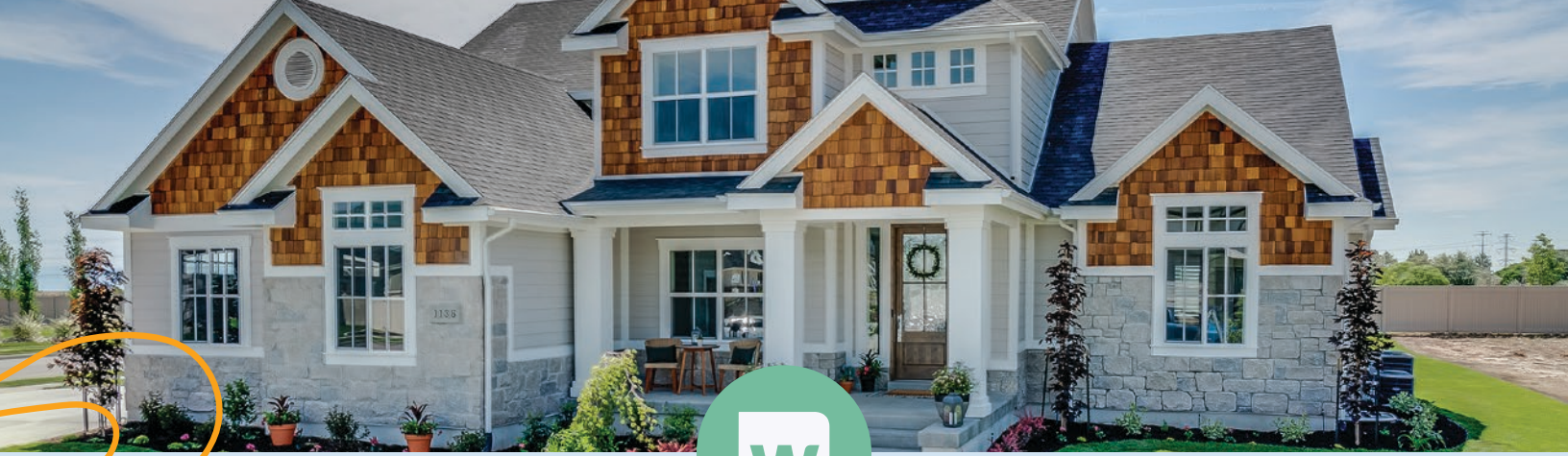
## What to Test

- 1 Offers
- 2 Audience segmentation
- 3 Envelope style & teaser copy
- 4 Level of personalization
- 5 CTA variations
- 6 Format and size
- 7 Timing & frequency
- 8 Inclusion of testimonials & reviews
- 9 Print & paper quality

customers. Testing is required before you find a profitable campaign, but once you do scaling is simply a matter of expanding your targeting and sending more mail.

## How to Maximize Results

- 1 Personalization**  
Find a service provider that allows you to include recipient names, which significantly increases the likelihood of engagement.
- 2 Targeted audience**  
Use a tool like [justicemap.org](https://www.justicemap.org) to determine where you should mail.
- 3 Delivery time**  
Tuesdays, Wednesdays, and Thursdays are best for high open rates.
- 4 Test first**  
Test different angles and concepts to smaller areas to find what works, then scale to larger areas.
- 5 Irresistible offer**  
The greatest lever for success with direct mail. Give people a compelling reason to reach out to you. Use urgency and/or scarcity to get them to act now.
- 6 Strong CTA**  
End with a strong call to action that tells people what to do next. Make it simple and explain the next steps.
- 7 Use tracking**  
Leverage QR codes, unique URLs and call tracking numbers to measure how well your mailers perform.
- 8 Follow-up strategy**  
Success with direct mail takes more than one touchpoint. Send additional mailers and use other mediums like email, ads, and more for the best results.



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