

A group of four construction workers in a workshop, wearing hard hats and safety gear, are cheering and holding up various power tools like drills and saws. The background is a blurred workshop setting.

webrunner

CONTRACTOR MARKETING

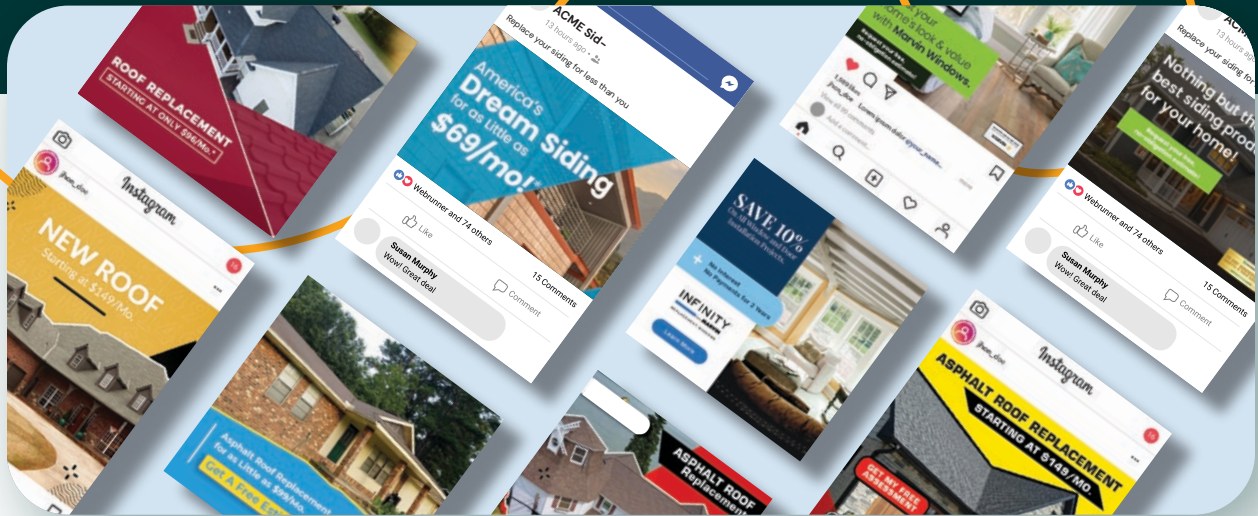
SALE!

GET UP TO

25% OFF

**Power Offer
Playbook**

Your marketing is only as good as *your offer.*



We invest millions of dollars per year in ads on behalf of contractors. The single biggest determining factor of success – more than targeting, channel, or creative – is the offer.

To grow your contracting business quickly and profitably, you need a compelling offer (AKA Power Offer) that grabs attention and causes people to act now.

Read on to learn how to craft and leverage a power offer in your marketing for maximum impact.



A power offer is more than just a discount – it's how you position your products and services to your customers so that they're more likely to purchase.

Understanding the sales equation

Before you can come up with a power offer for your contracting business, you need to understand the sales equation:

$$\text{Sales} = \text{Desire} - \text{Friction}$$

To maximize the amount of sales and revenue your contracting business generates, you need to both:

↑ **Desire**

Increase the desire
for your services.

↓ **Friction**

Decrease the friction that
hinders people from buying.

The ***simplest*** and
most ***effective*** way to
do this is to structure
your offer to adhere
to these 7 principles:

- ↑ 1. High perceived value
- ↑ 2. Urgency/Scarcity
- ↑ 3. Strong proof
- ↓ 4. Easy to claim
- ↓ 5. Risk reversal
- ↓ 6. Payment terms
- ↓ 7. Simple CTA

High perceived value



INCREASES DESIRE

People decide to purchase when the amount of value they gain from purchasing outweighs the amount of money they must forego for the purchase.

To achieve high perceived value, you can either **decrease price**, **increase value**, or **both**.

Ways to decrease price

- 1 **% discounts** – must be significant enough to matter
- 2 **\$ discounts** – must be significant enough to matter
- 3 **BOGO** – buy one get one free or similar
- 4 **Bundling** – save more when getting more work done (ie: roofing and siding,)

Ways to increase value

- 1 **Giveaways** – free product with purchase (ie: free wine fridge with kitchen remodel)
- 2 **Free service** – free service with purchase (ie: free gutter cleaning with roof replacement)
- 3 **Speed** – give them what they want faster (ie: one-day tub-to-shower conversion, instant roof quote)
- 4 **Convenience** – make the process painless (ie: digital app for photo upload and timely project updates)



Urgency/Scarcity



INCREASES DESIRE

Humans are procrastinators by nature. If they have no reason to act immediately, they won't.

Use **urgency** (ie: something is ending soon) or **scarcity** (ie: there's only a few of something left) in your offers to get prospects to act now.

Urgency

OUR
\$1,500 OFF
Fall Special

ENDS ON 10/31

Scarcity

THIS SUMMER

First 10
Backyard
Makeovers Get a

FREE BBQ

Strong Proof



INCREASES DESIRE

People want what others have. They also rarely want to be the first to try something new, because there's too much at stake if it goes wrong (ie: loss

of money, loss of status). You **overcome this by showcasing strong social proof** wherever you present your offers.

Customer Reviews

Video Testimonials

INDIANA'S
SAFEST CHOICE | **2011**
since

"Experience" Claims

With 30+ years of experience and more than 80,000 happy customers!

"Work volume" claims

CertainTeed DIRECT DEALER
GOOGLE GUARANTEED
LICENSED PAINTERS
CERTIFIED PAINTERS

Licenses & accreditations

Best Of HomeAdvisor
QUALITY EXCELLENCE AWARD 2021
Angi Super Service Award 2022

Awards

Project photos & videos

Easy to Claim



DECREASES FRICTION

Your offer must be easy to claim and open to your entire customer base. Having offers that are too restrictive or

include conditions that must be met before someone can qualify creates friction and reduces effectiveness.

DON'T

~~BUY 5 WINDOWS~~
**Get the 6th
FREE**

Customers must buy 5 windows to qualify.

DON'T

SAVE
\$1,000
when you buy
new roofing ~~and siding!~~

Customers must purchase roofing **and** siding to qualify.

DON'T

GET
\$1,500 OFF*
New Roof
~~min. 20,000 sq. ft.~~

Customers must respect a certain minimum to qualify.



Risk Reversal



DECREASES FRICTION

Your offer must be safe. People want to know before purchasing that, if they are dissatisfied with their purchase for whatever reason, you will do whatever is necessary to make it right.

The less risky you can make that choice for homeowners, the more likely they are to take you up on your offer and become a customer.

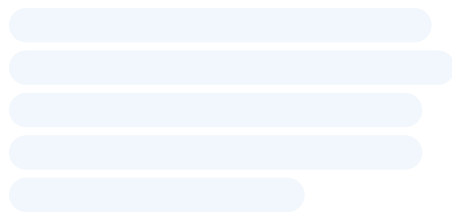
Oftentimes, the cost of offering aggressive guarantees more than makes up for it in the form of additional customers that choose to move forward due to the level of reduced risk.

Examples of risk reversal

- 1 Product & material guarantees
- 2 Workmanship guarantees
- 3 Satisfaction guarantees
- 4 Money-back guarantee
- 5 Price assurance guarantees
- 6 Protection plans



100% Satisfaction Guaranteed

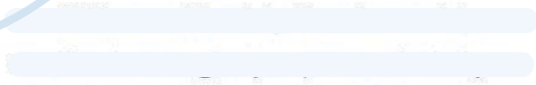


Platinum Preferred isn't just a fancy term. It's a guarantee:

True Lifetime Warranty***



We Redefine Reputable



Payment Terms



DECREASES FRICTION

Customers who pay upfront and in full are the minority. Far more people rely on financing when completing work on their home.

Offering payment terms that are accommodating as part of your offer can unlock hidden growth for your contracting business.

Examples of effective payment terms

- 1 No interest or payments until [Year]
- 2 No interest or payments if paid in full within [X months]
- 3 Interest only payments until [Year]
- 4 New roof starting at just [\$XXX/mo.]

UNTIL JANUARY 10, 2024

GET UP TO 25% OFF*

+ NO INTEREST & NO PAYMENTS UNTIL 2025

[START MY ONLINE ESTIMATE](#)

Get \$1,000 OFF Your Residential Roof Replacement

+ New roofs start at **\$149/Month**

[Request my FREE estimate](#)



Simple CTA



DECREASES FRICTION

Your offer must have a **simple call to action** or next step so that moving forward doesn't seem overwhelming.

Make it clear what you want people to do, don't ask for too much information, and try to provide some kind of immediate value if possible.

Guidelines for great CTAs

- 1 Use **action words** (ie: get, request, book) rather than vague words (ie: submit, contact, get started)
- 2 Use the word **FREE** (ie: free quote, free estimate, free inspection, free consultation)
- 3 Use a **short contact form** (ie: name, email, phone, and 1-2 extra fields max.)
- 4 **Keep it simple** – don't force people to upload photos or answer open-ended questions.
- 5 Use **the same CTA throughout your page** or website to eliminate confusion.
- 6 Ensure **offer details are visible** wherever CTAs are present.
- 7 **Always include a local phone number** for those who prefer to speak with someone on your team.

FOR A LIMITED TIME ONLY!

GET \$1,000 OFF

Contact us today to request your FREE siding replacement estimate!

[REQUEST MY FREE ESTIMATE](#)

CALL NOW:

First Name*

Phone Number*

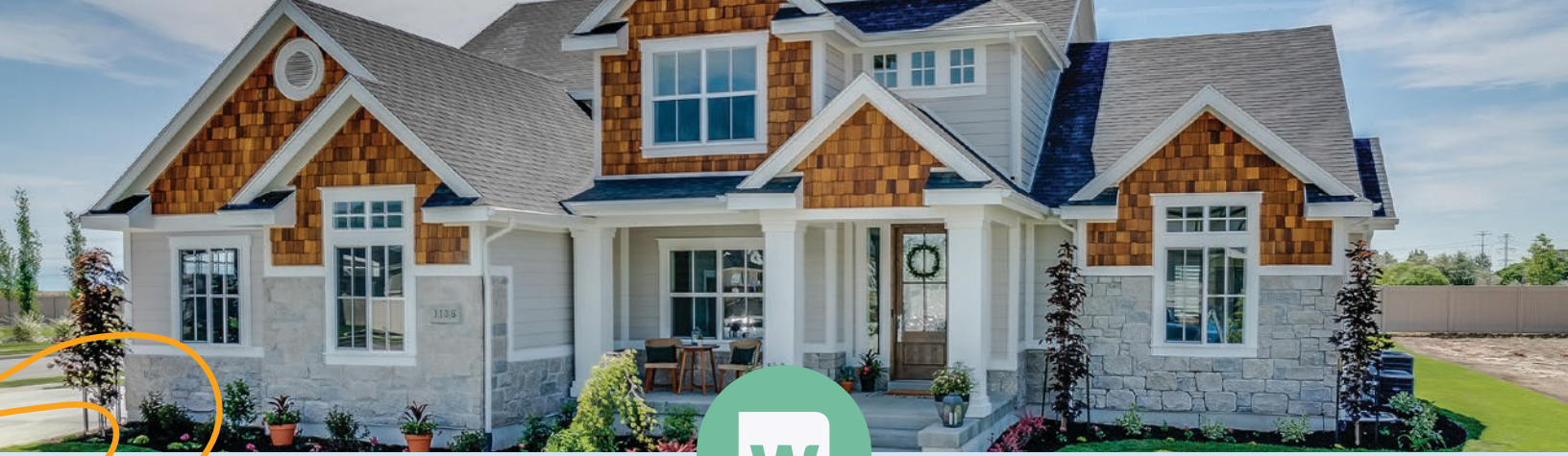
Email*

Tell us about your project!

+ Reserve your savings!

[Request my free estimate!](#)





NEED HELP WITH YOUR MARKETING?

Reach out today.

Generate Leads | Acquire Customers | Maximize Returns



PPC



SEO



Branding



Websites



Chat/SMS



Speed-to-lead



Appointment Scheduling



Automated follow-ups



CRM Integration



Lead Reactivation



Reporting Dashboards



Reviews & referrals

Book A Demo



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