



DESIGN-BUILD
MARKETING

HOW TO CHOOSE

YOUR MARKETING PARTNER <<<



MARKETING AGENCY

FORWARD

Hello, this is Jake Marsh. Congratulations on taking the time to educate yourself on how to hire the right marketing partner. Just as in your industry, the barrier to entry for starting a marketing agency is low, resulting in a wide spectrum of skills and competence. Much like the difference between a handyman operating out of a beat-up truck and a luxury home builder crafting million-dollar estates, marketing agencies vary in the quality of their services and outcomes. It's hard to see how many contractors rush through the decision given the cost and impact to their business.

With a deep background in digital marketing, I've had the privilege of engaging with countless business owners facing challenges similar to yours. Understanding how complex the landscape can be, I've compiled this comprehensive guide to shed light on the crucial aspects of digital marketing, including Search Engine Optimization (SEO), paid ads, social media, conversion rate optimization, and overarching marketing strategies as they relate to the growth of your remodeling and building business. My goal is to give you the tools and understanding you need to choose a marketing partner with confidence and clarity.

You're undoubtedly aware of the importance of establishing an online presence to ensure consistent and predictable growth in today's marketplace. However, most clients I speak with underestimate the need for a holistic and strategic approach to their marketing. Gone are the days when a simple website guaranteed exposure to new prospects; instead, a digital strategy that includes comprehensive SEO efforts is essential for attracting a steady stream of leads. The online search space has changed dramatically in the last few years. Tested, proven methods are critical in getting your website ranked in search results and generating an increase in leads, sales, and revenue. If you're interested in growing through online marketing, integrating SEO along with the other strategies outlined in this guide will be indispensable.

Likewise, the landscape of paid advertising on platforms like Google, Facebook, and TikTok has become fiercely competitive. Random, untested ad placements can quickly drain your marketing budget without yielding returns. A successful paid ad strategy with a strong ROI hinges on a strategic alignment of target audience, keywords, bid strategies, and the offer you're promoting.





While social media may not be the primary driver of leads, it remains a vital component of any holistic marketing strategy. The volume of content flooding these platforms makes it difficult to stand out and resonate with the target audience. Impactful social media efforts require strategic planning and deliberate execution.

To make it even harder, while effective SEO, paid ad, and social media strategies are crucial, they only represent part of the equation. Your website and online reputation must also be effective at converting visitors into leads. Continued advancements in technology have provided insight into website navigation patterns as well as what type of follow-up is required to turn leads into jobs. Armed with this data, a skilled marketer is able to design highly effective websites and deploy refined follow-up tactics to seamlessly convert interested leads into satisfied customers. In the relentless battleground of today's market, securing a top-tier marketing partner is non-negotiable. Finding the perfect fit is more challenging yet more crucial than ever before. We recommend you look for someone who isn't just competent but also genuinely committed to your business, someone who can customize your strategy and has the proven processes to successfully orchestrate the execution.

Choosing the right partner can be the difference between you sleeping soundly, knowing you're in the hands of a skilled professional, or losing sleep agonizing over whether your partner will deliver on their promises. We are dedicated to helping home builders & remodelers select an agency that allows them to rest easy.

In the upcoming discussion, I'll provide specific ideas and questions tailored for your consideration before engaging with a marketing agency. Additionally, I'll share recommendations and questions designed to guide you in selecting a marketing expert who can contribute to the success of your business.

HOW TO CHOOSE THE RIGHT MARKETING PARTNER

When selecting a marketer for your home remodeling or building business, it's imperative to consider more than just pricing. Making a decision on price is the most common mistake we see clients make. We recommend instead looking for a service that excels in all facets of digital marketing and has a deep understanding of the nuances of your industry.

Industry-specific knowledge is often overlooked but plays a pivotal role. Unlike generic marketing firms that claim "marketing is marketing," a thorough understanding of the unique aspects of your industry is invaluable. This includes a grasp of marketing in local markets and insights into the specific preferences, trends, and strategies proven effective for attracting the ideal clients in your industry.

It's also essential to collaborate with a marketing service that sets realistic expectations. Digital marketing requires time to yield optimal results. If a provider promises immediate success or guarantees top placement, it should raise red flags. These types of assurances may indicate questionable tactics that could actually hurt rather than help your online reputation.

Remember, effective marketing is not a one-size-fits-all approach. Choose a marketing partner committed to tailoring strategies to your unique needs. Whether it's SEO, paid advertising, social media, or an overarching marketing strategy, the right partner will combine industry expertise, proven processes, and ongoing efforts to ensure your sustained growth and success in the digital landscape.



QUESTIONS TO CONSIDER WHEN CHOOSING A MARKETING SERVICE FOR YOUR HOME REMODELING OR BUILDING BUSINESS

GENERAL QUESTIONS

01 How well do you understand the home remodeling and building industry?
Do you work with clients in other industries?

Marketing agencies specializing in this sector have created reusable assets and processes, leading to increased efficiency and effectiveness, while a generalist serving different industries is constantly reinventing strategies, identifying optimal keywords, and trying to create relevant content.

02 How do you approach understanding and defining our target audience?

Industry focus leads to a deep understanding of market dynamics, consumer preferences, and competitor activities, making it easier to create highly tailored strategies that resonate with your target audience.

03 How do you ensure consistency in our branding and messaging?

Many agencies focus solely on certain marketing methods or platforms, which can restrict their capacity to develop a comprehensive plan that maintains consistency across branding and messaging.

04 How do you measure the success of your marketing campaigns?

It's vital to establish a clear understanding of success criteria, including both timing and outcomes, to validate the partner's ability to meet your objectives and accurately gauge ongoing effectiveness.

05 What sets your agency apart from others in the industry?

Established and experienced agencies are able to clearly communicate their strengths; inability to clearly explain this may indicate lack of experience.

06 How do you approach handling feedback or adjustments during a campaign?

It's crucial to find a partner who is confident in their methods yet remains open to collaboration; while you shouldn't expect to dictate every aspect of the plan, effective communication is key, so don't hesitate to ask questions until you feel confident in your ability to work well together.

QUESTIONS ON SEO (Search Engine Optimization)

01

How will your team identify the target keywords for our optimization efforts?

Thorough understanding & research is a cornerstone of successful SEO & paid advertising. An agency experienced in the home remodeling and building industry will already understand the primary keywords for your business. It could be a bad sign if your partner is starting from scratch with your keyword strategy.

02

Will the program assess our site's design, navigation, coding, content, and backlinks?

An effective SEO strategy goes beyond keywords. A reputable service should make a comprehensive recommendation that ensures both improved search engine placement and a positive visitor experience.

03

Will the program analyze our website's ability to convert visitors well?

Optimizing websites, landing pages, and other assets is critical to ensure that you aren't paying to attract visitors who are leaving before making contact.

04

Will you analyze competitors' sites to understand successful strategies in our industry?

Examining competitors is essential to understand the dynamics of your local market. We do this as part of our audit process before working with a client - this is a foundational element used to develop a strategic recommendation. An effective strategy requires an understanding of the competitive market. Beware of firms that promise instant success without conducting competitor research.

05

How do you approach local SEO to ensure we appear prominently in local searches?

Local visibility is crucial for businesses like yours, and the process for local business is different from national efforts. We'll employ local SEO strategies, such as optimizing Google My Business, local keywords, and location-based content, to enhance your presence in searches relevant to your service areas.

06

Can you elaborate on how your link-building strategies align with best practices?

Ethical practices and focus on building high-quality, authoritative links is a critical aspect of SEO that enhances your website's credibility. Proper link-building is required for a sustainable and effective SEO strategy.

07

How do you handle technical SEO such as structure, speed, and mobile responsiveness?

Technical SEO is the backbone of a well-optimized website. Your partner should prioritize site structure, speed, and mobile optimization to enhance user experience and meet search engine requirements.

QUESTIONS ON PAID ADVERTISING

01 How do you determine the most effective platforms for our paid campaigns?

A well-developed strategy involves selecting the platforms that align with your target audience. Analyzing your business goals, audience demographics, and local market trends is required to make informed recommendations.

02 How do you tailor campaigns to the unique selling points and services of our industry?

Customization is key. Look for a partner who will work closely with you to understand your unique offerings and brand identity, ensuring that paid ads communicate your strengths and resonate with your target audience.

03 Can you provide examples of successful paid campaigns in my industry?

Real-world examples demonstrate our capabilities. Showcasing past campaigns, including the goals, strategies employed, and the results achieved, will give you confidence in an agency's ability to drive success in your industry.

04 How do you measure the success of paid campaigns, and what KPIs do you track?

Success is quantifiable, especially with paid ads. Detailing metrics such as click-through rates, conversion rates, and return on ad spend is essential. Transparency is crucial in evaluating the effectiveness of your campaigns.

05 What budget allocation and bidding strategies do you recommend?

Effective budgeting and bidding strategies are key to maximizing your ad spend. An agency with industry experience will understand what price range you should expect to pay for leads and the best strategies to minimize those costs. A tailored approach based on the competitiveness of keywords in your industry will ensure efficient use of your budget and optimal results.

06 How do you stay updated on changes in paid advertising algorithms and trends?

The digital landscape is dynamic. A partner who prioritizes continuous learning and staying informed will ensure that your paid advertising strategies are always at the forefront of industry best practices.

07 How soon should I expect to see results from our paid ad campaigns?

An agency experienced in the home remodeling and building industry will be able to clearly communicate the results you can expect and how long it will take to achieve them.

ADDITIONAL CONSIDERATIONS

Be sure that you have a clear understanding of what you can expect and when. We have found that a shared understanding of these key factors is critical:

- A. Successful Results:** What will good results look like for these strategies?
- B. Timeframe for Results:** How long will it take to see results from your efforts?
- C. Costs Required:** What costs should you expect and when?
- D. Communication Frequency:** How & when will the provider communicate with you?
- e. Requirements from You:** What exactly will be required from you & when?

Request that prospective agencies outline their overall approach, services, & tactics. This helps in comparing pricing among competing services.

Seek references within the home remodeling and building industry. These references demonstrate the agency's ability to achieve success in your niche.

Inquire about the company's longevity and dedication. It's crucial to engage an established business rather than a fly-by-night operator.

Ask about the metrics used to measure success. A reputable marketing service will provide regular reports, tracking key metrics and overall ROI.

COMMON MISTAKES TO AVOID

CHOOSE THE RIGHT AGENCY FOR YOUR BUSINESS

- ✗ Engaging in offers that claim to submit your site to search engines
 - Be cautious of offers promising to submit your site to search engines as a standalone solution. A reputable SEO service for our industry should focus on a holistic approach, addressing content, keywords, and industry-specific optimization strategies.
- ✗ Choosing an SEO firm that proposes a partial or quick fix
 - Quick fixes often fall short. It's essential to partner with an SEO service that emphasizes comprehensive strategies tailored to the remodeling and building sector, addressing content, meta tags, and external links.
- ✗ Employing hidden links or text to artificially boost keyword density or link relevancy
 - Avoid engaging in practices deemed spam by search engines. A reputable SEO service will focus on ethical strategies, ensuring transparency in all optimization efforts for your business.
- ✗ Buying paid links from unfamiliar sites
 - Exercise caution around paid links and stick to reputable directory sites known for providing SEO value. Avoid purchasing links from unfamiliar sources to maintain the integrity of your online presence.
- ✗ Making a decision on price
 - Making a decision on price is the most common mistake we see clients make; look for a service that excels in all facets of digital marketing and possesses an understanding of the nuances within the construction industry.

- ❌ **Setting unrealistic expectations and anticipating immediate results**
 - It's important to understand that marketing for the home remodeling and building industry is a long-term commitment; avoid setting unrealistic expectations and acknowledge that effective plans take time to deliver sustainable results, contributing to the lasting success of your online presence.
- ❌ **Opting for a service that guarantees a top-ranking or first-page position**
 - A common error is selecting an SEO vendor solely based on promises of securing the #1 position; for the home remodeling and building industry, it's crucial to focus on realistic goals and a comprehensive strategy that aligns with the unique dynamics of our niche market.
- ❌ **Selecting a partner who asks you for a paid ad budget**
 - Beware of agencies who ask you how much you want to spend rather than directing you on what amount is required to achieve the results you desire; a reliable partner will guide you on the appropriate budget and ensure transparency and alignment with your marketing goals.
- ❌ **Engaging a provider neglecting the importance of reputation and referral marketing**
 - A common pitfall in choosing a marketing partner is engaging with a provider who fails to highlight the integral role of reputation and referral marketing in driving sustained business growth; neglecting to incorporate these elements into the overall strategy can impact lead conversion and long-term success, and an effective marketing agency should emphasize the importance of maintaining a positive online reputation and implementing referral and resell strategies to nurture existing relationships and cultivate new ones.
- ❌ **Hiring an agency who is not working with you to refine your lead follow up processes**
 - Avoid agencies who do not collaborate with you to develop effective lead management processes; this can result in missed opportunities and wasted investment in lead acquisition.

4 QUICK START RECOMMENDATIONS FOR YOURHOME REMODELING OR BUILDING BUSINESS'S SEO JOURNEY:

RECOMMENDATION #1 – FULLY COMMIT TO EXECUTING A COMPREHENSIVE PLAN

Make the commitment to go “all-in”, as fragmented efforts often yield disappointing results, leading to misconceptions about the effectiveness of digital strategies—success in this domain requires a combination of time, financial investment, and unwavering commitment; remember, each passing day represents missed opportunities, as potential clients are not being exposed to your home remodeling or building services.

RECOMMENDATION #2 – DEFINE YOUR OBJECTIVES FOR AN ONLINE PRESENCE

Do you want your online presence to function as a static electronic business card or a vibrant representation of your professional services? A reputable partner can transform your online presence into a powerful tool, attracting a continuous flow of potential customers seeking your expertise; align yourself with a trustworthy company that values your business, rather than risking collaboration with a low-cost provider with uncertain stability.

RECOMMENDATION #3 – INQUIRE AND LEARN

Ask the critical questions to educate yourself on the key aspects of digital marketing and the providers you are considering—understanding a company’s qualifications, industry expertise, and past successes is crucial; utilize the questions provided in this guide to learn about the company you're considering.

RECOMMENDATION #4 – GET CLARITY WITH A COMPREHENSIVE AUDIT AND PROPOSAL

Once you are confident in the professionalism and competence of your chosen partner, invite them to conduct a business audit; request a comprehensive, written proposal to clearly outline the scope of the services and associated costs—just like in your business, a clearly written proposal ensures transparency and will provide you with the confidence that your investment aligns with the expected outcomes without unexpected surprises.

ABOUT US

DESIGN-BUILD MARKETING IS A LEADING PROVIDER OF DIGITAL MARKETING SERVICES IN THE CONSTRUCTION INDUSTRY, SERVING EXCLUSIVELY CUSTOM HOME BUILDERS AND REMODELERS.



We simplify digital marketing, turning challenges into success stories with our mantra, "Marketing made simple, compelling, and cost effective." As dedicated partners in your digital journey, we focus on elevating design-build firms, home remodelers, and custom home builders above the competition – our bespoke marketing solutions are tailor-made for businesses that excel in their services but lack the time for marketing efforts; by employing cutting-edge technology, we streamline your marketing strategies, broadening your reach and magnifying your impact in the digital space, all while ensuring that you are receiving a strong ROI on your investment.

With our support, your business does more than just survive in the digital landscape; it flourishes – we ensure that you're not just another name in the crowded market but a standout presence attracting attention and generating leads. Our approach not only saves you time but also maximizes your marketing investment, proving that effective digital marketing doesn't have to be complicated – with us, thriving in the digital world becomes a reality, not just a goal.

CONCLUSION

A skilled marketing partner is critical to your success & growth when employing digital marketing efforts; by following these recommendations and partnering with a reputable company, you can optimize your online presence to attract the right audience and grow your business in the digital landscape—by digesting the insights provided in this report, you'll be equipped with the knowledge to make a thoughtful decision when selecting a partner.

If you are comfortable with a careless, budget-oriented provider, there will be a long list of companies that fit the bill; however, if your goal is to have a well-rounded marketing plan with proven strategies to increase traffic, boost conversions, and cultivate a valuable customer base, I extend an invitation to connect with us at Design-Build Marketing.



JAKE MARSH

CEO OF DESIGN-BUILD MARKETING

I'd be happy to provide a preliminary cost estimate over the phone, or even a full marketing audit, with no obligation on your part.

YOU CAN CONTACT US FOR MORE DETAILS


720 792 2522


jake@design-build-marketing.com






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 @Designbuildmarketing

 @Design_Build_Marketing

 design_build_marketing