

LAIRE



CONSTRUCTION MARKETING CHECKLIST

Create a Marketing Plan for Long-Term Success

DO YOU HAVE A MARKETING PLAN FOR YOUR CONSTRUCTION BUSINESS?

As a builder, you know that having a plan in place before you begin construction is essential. Without a proper plan, defined goals, and the right tools, your entire project gets derailed. The same goes for your marketing efforts.

To make an effective marketing plan for your construction business, the first and most crucial step is to understand your clients:

- What are their pain points?
- How do you solve their problems?
- What channels are you using to market your business?
- Can your potential customers even find you?

The answers to these questions will lay the groundwork for the marketing plan that will help you generate qualified leads and build a loyal client base for years to come.

The following checklist will help you determine the current health of your marketing efforts and see what areas of your strategy need a little TLC.

REVIEW YOUR BUSINESS

What are your remarkables?

- ☐ What makes your company stand out?
- ☐ Are you showing how you're different from your competitors?

REVIEW YOUR WEBSITE

What do your visitors see?

- ☐ Is your website usable on all devices, aka mobile friendly?
- ☐ Do you have compelling images and videos showcasing your products?
- ☐ Do you have helpful resources for your current customers?
- ☐ Do you show photos of your team?
- ☐ Do you share customer reviews?
- ☐ Are associations, organizations, or certifications listed on your site?

REVIEW YOUR SEO

Is your website set up so search engines (and potential clients) can find you?

- ☐ Are you using keyword-rich headlines?
- ☐ Do you have clear title tags and meta descriptions for each page?
- ☐ Do all of your images have keywords in their alt-text?

REVIEW YOUR CONTENT

What are you offering that's helpful to your visitors?

- ☐ Do you have conversion points throughout your site, offering a download or more information that has value for your visitor?
- ☐ Do you have a blog?
- ☐ Do you explain your processes on your website?
- ☐ Are you using video?

Do you have a content strategy?

- ☐ Have you identified the keywords your ideal clients are using to find your services?
- ☐ Do you know what keywords present the best opportunity for you to rank higher?
- ☐ Does your content answer the questions you hear the most?

REVIEW YOUR SOCIAL MEDIA

Are you active on social media?

- ☐ Do you have a strong presence on Facebook, LinkedIn, Instagram, and other platforms?
- ☐ Are you asking for reviews for social proof?
- ☐ Are you showing proof of your work and portfolio examples on social media directing people to your website?

REVIEW YOUR OTHER ONLINE PROFILES

Is your business found in online directories?

- ☐ Is your business listing claimed on Google?
- ☐ Are you listed on homeowner resource directories such as Houzz, Angi, Thumbtack, Porch, Spruce, etc.?
- ☐ Are you listed on vendors' websites as a recommended partner?



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