

Contractors Roadmap in the Digital Age

“lead generating machine for the contractors industry”

Presented by Tactical-Moves

3/1/2013
Contractor Arena
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Contractors Website Design and Development



Branding & Marketing

A brand is critical to the success of contractors and can be just as important as the service being offered. INCLUDED!



Lead Generation

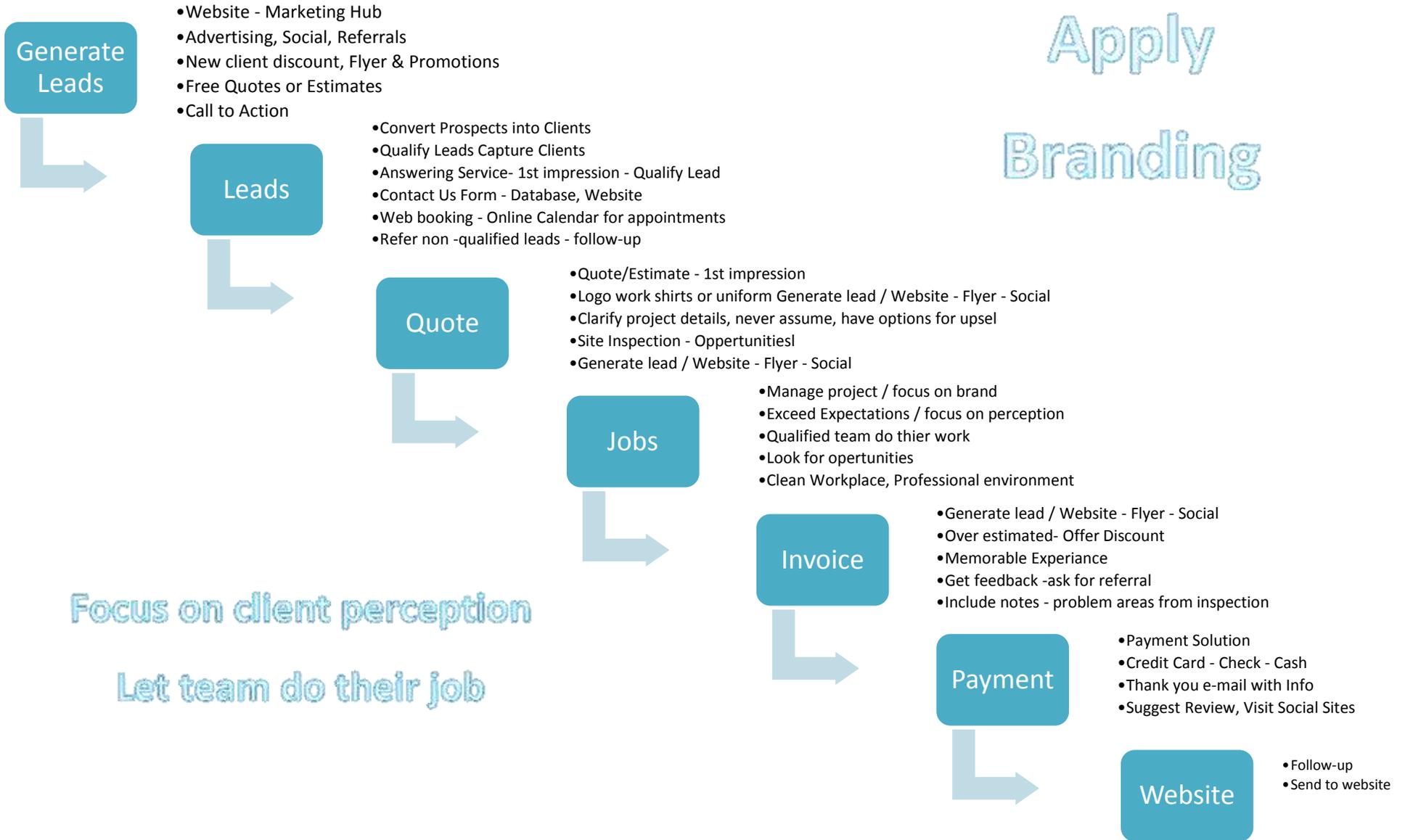
Contractors, increase your client base! Convert prospects into clients utilizing our SEO techniques today. INCLUDED!



Back Office

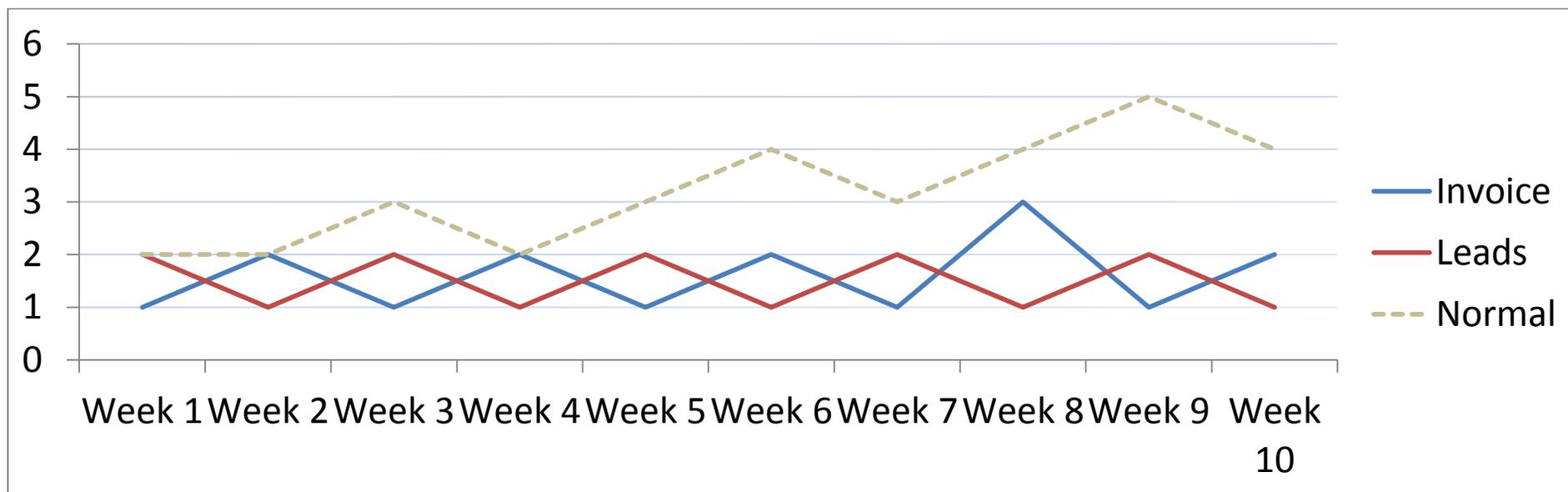
Contractors, streamline your business, cut operating cost with our included integrated web applications. INCLUDED!

Contractors Lead Generating Machine



Past Business Model of ACMY Contractor

Below is a typical company we will refer as ACMY Contractor has one or two man crew. ACMY Contractor has a yellow page ad and a website that acts as a brochure for clients Without SEO, search engine optimization. Currently only clients or potential clients can find the company searching for the name of the company.



ACMY Contractor is having a rough time during this slow economy. While on jobs potential leads are calling the business line where they have an answering machine. ACMY hand writes estimates and invoices and only except checks and cash.

The website is a good looking site but it's just sitting acting as a brochure. The contact us form is e-mailing a name and number of potential new clients but the e-mail is being responded at end of business day. No database or enough info!

ACMY Contractor comes back to the office and checks e-mail and voice messages. They find many hang-up's during the day. The couple of voice mail and e-mail leads they respond to have already found another contractor.

Past business model of ACMY Contractor

Advertising

Yellow Page ad with a non-functional web brochure, (template website) not qualifying or capturing leads!

No promotional materials for clients to inform them of other services being offered.

Pricing of services

ACMY does not offer any promotions or discounts for new clients. Capture market share is challenging

When busy, ACMY increases prices substantially on services and gives leads away to their competitors. During slow times charges regular prices on services with no discounts even if they overestimated the job. Always looking for the big projects and not focused on building client base. *Small jobs may lead to other opportunities and increases your client base.*

Office Environment

Has an answering machine checked once a day along with e-mail.

No back office of any kind and hand writes invoices. No way to follow-up on clients or leads generated from advertising.

Sales numbers are in memory and has a rough idea of sales and profits

Contractor industry has change. The years of the guy with the big yellow page ad with few competitors is gone *People are educated and have access to thousands of competitors to choose from. 90% of consumers do research on the internet before making a purchase. Your goal should be focused on memorable experience and positive reviews Contractor industry should be about service service service and treating people fairly. "Get someone else, easy"*

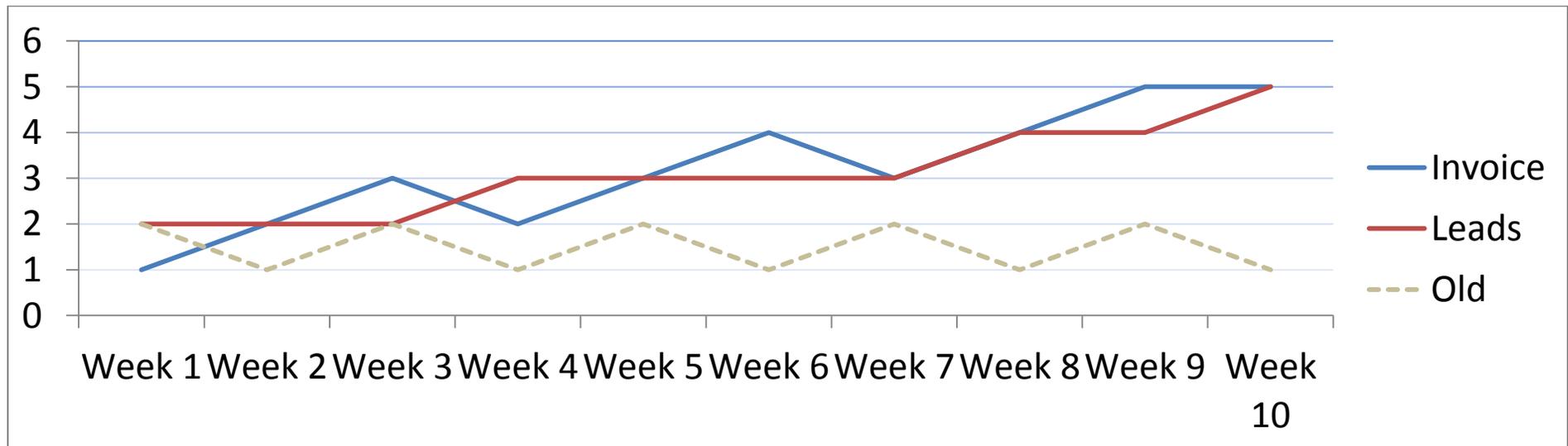
Current Model of ACMY Contractor Includes Branding

ACMY Contractor now has a functional website that incorporates branding and their back-office and marketing hub.

Website is now optimized for search engines and has call to action encouraging new clients to contact company on every page. Web traffic and qualified leads has increased 300%. The website is now qualifying leads and capturing important information such as name, e-mail and address of the potential client. The information automatically gets sent to the contractor in the field and also adds to the company database for estimating and invoicing. ACMY Contractor can now have an e-mail marketing campaign each quarter. [Social activities](#) – [News](#) – [Promotions](#) – [Events](#) – [White Papers](#) – [Q & A](#)

ACMY Contractor has streamlined their operations utilizing their cloud based back-office. Their new web based E-invoice system is database driven and has integrated credit card payments and promotion tagline. E-invoice includes clickable links to their website and social sites to keep clients engaged. ACMY Contractor has a professional look and feel and gives the company credibility.

ACMY Contractor can now run detailed reports in seconds and actually see what when and where about their business.



ACMY Contractor is looking to hire a journeyman in order to keep up with the pace of their business.

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“Contractors road map to success in the digital age”

Generating leads, qualifying leads, capturing leads and increasing client base for the contractors industry

Generating Leads, Qualifying Leads, Capturing Leads & Increase Your Client Base

Current business model of ACMY Contractor Includes Branding

Advertising & Marketing – focus is on branding

All printed materials include branding and call to action. Website, free quotes, call now and new client discount

Website that is now functional with call to action, creating leads, qualifying leads, capturing leads, database driven.

Free quotes, call now and new client discount. Details about the company, qualifications and why choose us. Summary of products and service being offered to help qualify leads. Website is mobile optimized utilizing a responsive concept design.

Discounts for new clients and promotional items for upsell opportunities.

Website has been optimized for search engines. ACMY Contractor is now on page one on major searches engines.

Social sites updated; Google+, Bing, Yahoo, LinkedIn, Facebook, Yelp, Merchant Circle, Manta, Foursquare (unified look)

Business cards, flyers and other promotional items that incorporate branding are left with client. (Future opportunity)

Pricing of services A memorable quality service call and fair pricing schedule has improved client perception, Brand

New client discounts to capture market share. Hourly rate is adhered to. Clients treated fairly will call for other services and recommend company (Trusted brand)

Refer non-qualified leads to qualified contractor. They may refer back to you. Follow-up lead for future opportunities.

Overestimated jobs get a discount. (Very memorable experience and a great time to ask for a review on social sites) This generous gesture will insure the next time they need a service, ACMY Contractor will be called. This client will likely refer a friend or family member in the future. (Even a small discount creates trust and is a positive experience)

Office – Back-Office, Cost-effective solutions to streamline operations

ACMY Contractor now has a web based Back-Office. They can run their business from anywhere and on their tablet or mobile phone.

E-invoice uses the database for quick quotes. Converts quotes & estimates to an invoice with a click of a button. Products and services are in the database and have easy dropdown menus. Client information automatically populates invoice. Invoice can be printed or e-mailed at the worksite on the fly. Professional look & feel, **Branding**

They offer many payment types and credit card payments can be completed from their new invoice system. After paying by credit card the client is directed to a thank you page on their new website that has other promotions (upsell)

Their new back office shows aging reports, Sales number by product or service, by client and month over month. Sales tax reports are also available. Their accountant or bookkeeper can log in and download their data if needed.

E-booking, a web based calendar that clients can be used to schedule an appointment. Sends e-mail to ACMY Contractor for approval.

Answering Service, ACMY Contractor now has an answering service that helps qualify leads and inputs data on their website. Prospects contact information is now in the database for quick quotes and for an e-mail campaign. The service also can schedule appointments that need to be approved by ACMY Contractor.

ACMY Contractors business has been streamline and is run entirely from a mobile device. ACMY is generating leads, qualifying leads and capturing leads automatically now. They are focused on growing their client base by offer quality service. By incorporating branding techniques across all platforms they are able to demand premium prices for their services.

All Team members look and behave professional and provide quality service

Empowering team – Follow-up and inspect. Team is now doing what their paid to do and the owner can focus on branding

Branding and Marketing



Branding, Business Identity

A brand is critical to the success of contractors and can be just as important as the service being offered. Creating the right image for your business services is a constant evolution. The combination of branding to digital online website solutions to print materials can increase your bottom line.

Marketing and SEO

A combination of new marketing techniques and traditional marketing techniques and interactive tools can create an effective marketing plan. The combination of branding to digital online web solutions to print materials can increase your bottom line. We incorporate the branding, SEO and

marketing tools into your marketing plan in manageable tactical moves.

Social Places

Keeping your clients engaged and informed. Social avenues like Facebook and Google+ are great for marketing services and capturing new clients. Weekly activities and updates should be the norm. Social site can be used for promotions, industry news and a place where people can just ask a question. Encourage interactions!

Linked, Google+, Bing, Yahoo, Facebook, Yelp, Foursquare, Merchant Circle, Manta, Yellow Pages....

90% of people research a product or service before purchasing, 60% on a mobile device

Stand out from the competition and demand a premium price - unified look and feel across all platforms and places

Creating the right image for your business products and services is a constant evolution. The goal is to get customers to remember the silent message when thinking about a company or a particular product or service

Generating leads, qualifying leads, capturing leads and increasing client base for the contractors industry



Apply
Branding

Website - Generate Leads & Capture Clients



Attract Prospects

A website that generate leads, which attract prospects and turn visitors into qualified leads. Your website will be the hub of your marketing efforts.

SEO, can be the best ROI, return on investment. Increases sales and profits in measurable terms. History has shown a website that is SEO optimized receiving a 90% increase in traffic from search engines. Over 60% of shoppers never click past the first page of search results.

Ranking high on search engines is key to generating leads and the success of your business.

Convert Prospects

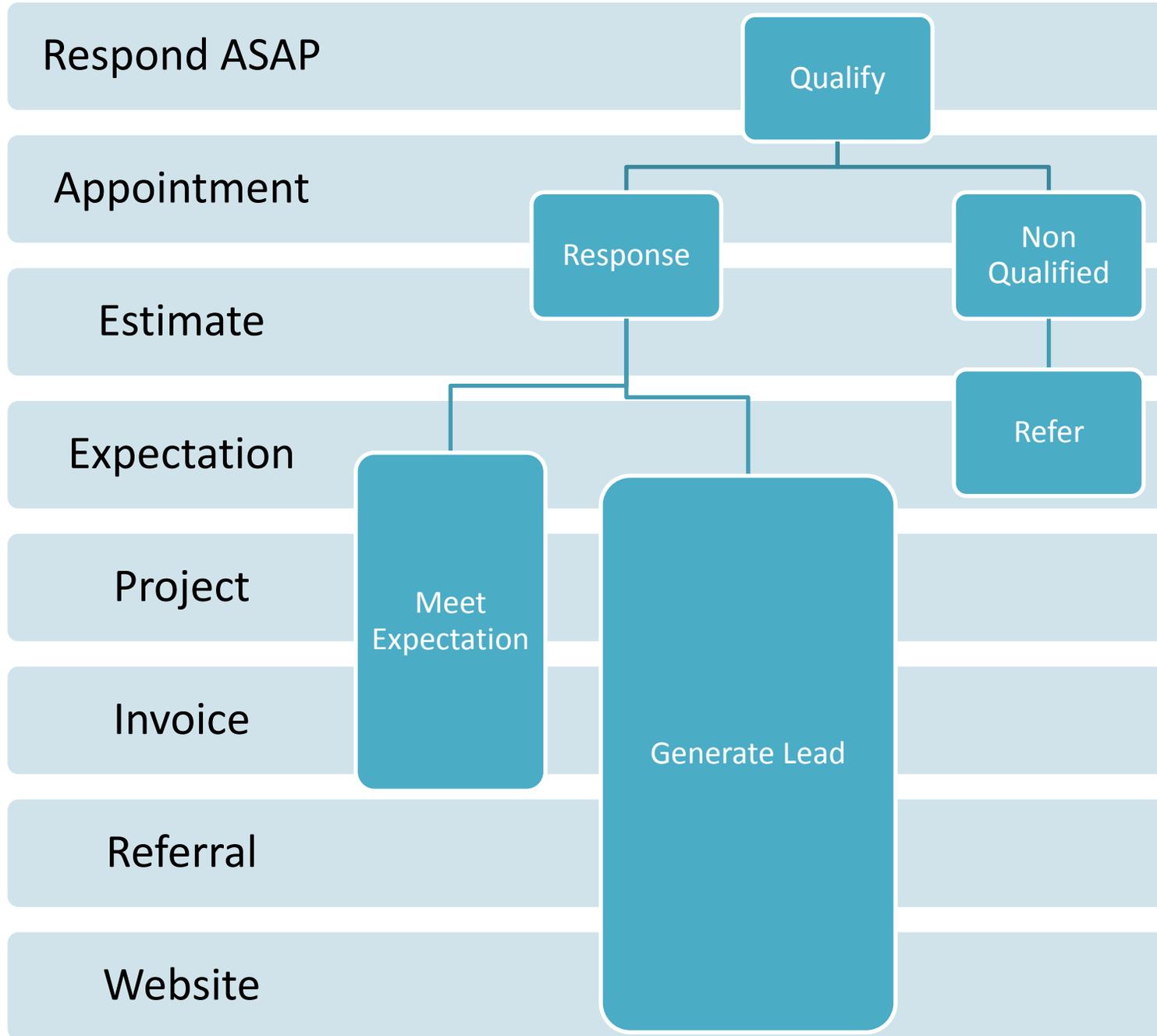
SEO will ensure clients find your website and generate leads. A web design with great content and tools will assist in persuading prospects into clients and qualify leads. Ensuring the information is available at a glance is key to conversion. Touch friendly and fast loading website designed for desktops and mobile devices. [Website that is a responsive concept design – A website that will reformat & adjust automatically according to device](#)

Retain & Grow Client Base

Capturing market share is not enough! Maintaining clients while capturing new clients should be the goal. Utilizing social site, marketing materials and e-mail campaigns is a great start. Focus on branding techniques should be a daily routine. Unsure your team understands your brand

Highlights

- **Increase sales** - Creating a sense of trust and credibility is key
- **Prospect Conversions** - Touch friendly website with dynamic content and responsive design.
- **Social Sites** - Social activities on Facebook page, Google+ or LinkedIn?
- **Active Promotions** - People like promotions and discounts
- **Capture Prospects Info** - Contact form captures client information and enters database
- **SEO-Generate Leads** - Connect with potential client through search engines. SEO included
- **Search Engines** - Over 90% of people looking for a service use search engines like Google and Bing



Back Office Integration – Streamline Data Collection



Smart Form – integrated contact us form

Make your visitors work for you. The data captured by your online contact us form automatically integrates into your invoicing and marketing systems. You are notified immediately with details.

E-Invoice

E-Invoice - Cloud based electronic invoicing system means you can access your invoices from anywhere and will follow you wherever you go. Login and prepare an estimate or invoice using drop down menus and print or email to your client. Credit card solution can be attached. Electronic Invoice sends clients back to website and invite clients to social pages. Run, print detailed reports on

clients, products/services, month over month sales and aging – who's paid and not current. Export files to PDF, Word and Excel.

Billing Solution

Fully integrate credit card solutions mean payments in your bank account in 2 days. No more "Check is in the mail?" Sorry

E-Booking

Now your clients and potential new clients can set-up an appointment from your advanced website. Message is sent for your approval, reschedule and make changes. You can block out times or periods you are not available at anytime

Database Integration

All our web solutions are integrated into one simple and easy to use database. Contractors love the simplicity of our web applications that are designed just for the contractors industry.

Contact Us - Smart Form – Back Office Hub

Office manager, answering service or the owner just enter client information and details into web form just once. Prospect or client is ready for a quote, estimate or invoice.

Start the New Year right with a website that works as hard as you do!

During these tough economic times small businesses have to make tough choices on where they spend their money.

**Electricians
Roofers
Engineers**

**HVAC
Designers
Painters**

**Builders
Carpenters
Handy Man**

These contractors will get a **4 page website + back-office page** along with branding, Internet marketing, and cloud-based back office support for **\$59.00 month** = \$708.00 year. The package is valued at **\$5,000.00** before the monthly fees.

Your fully managed website package designed for contractors includes:

A website (Value-\$4,000.00) utilizing the latest in web technology based on html 5, css 3, php and, JavaScript, the same framework used by Microsoft, Google, and Boston Globe. The website presentation will utilize the responsive concept; your new site will detect and adjust to the browser or device used. Includes: **SEO, Branding, Domain names with E-mail - info@companyname.com**

1. **Home Page**- 3 sliders included with text
Tagline for company, a brief description of company and of services offered, promotions if any. Pictures of products or services
2. **About Us Company Page**- long description of company and its history, associations, licenses, why choose us?
3. **Services Page**- Short and long description of services with pictures of past jobs
4. **Contact Us Page**- This is the main communication hub for your online presence. Deployed correctly, it will allow you to screen and respond to your customers before they can reach your competitors, even while you're out on another job. It's also designed to automatically collect contact information from your leads or customers so you can utilize that information for communication, marketing and invoicing with minimum effort.
5. **Back-Office Page**- Login page to access your web applications driven by company database. You will have access to e-invoice, clients and prospects, products and services, and reports. Database, contact us form for capturing client information and e-invoice is all included. Generate detailed reports in seconds.

SEO – Search Engine Optimization, your new site will be optimized to have top listings in google.com and bing.com / this is what will **generate leads and increase client base**. How prepared are you now that most people search for contractors on the Internet? (Value-\$1,000.00)

Web Applications – Seamlessly integrated within the website, your cloud-based applications automatically collects and differentiate customer information. Create estimates, invoices and receipts in seconds. Email or print the invoice and get PAID while you're still onsite. The web application is fully integrated with PayPal so you can accept credit card payment. No more "the check is in the mail," now, how great is that?

“Research has shown that 90% of people search for services online thru search engines, 60% do not click past 1st page”