

HOW TO BE THE FIRST PERSON YOUR CUSTOMER CALLS



IT'S TIME TO TAKE ACTION

The habits you put into place today
will serve you well in the future.

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www.buildingconnections.com.au.



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Creating and maintaining marketing activity now while things are slow across most of the industry will give you an advantage over your competitors in the coming months.

Now is the time to set yourself up to be the first business your customer calls.

1. Create a Google My Business account

Very few businesses in the Building and Construction Industry are utilising Google My Business. Setting this up now is going to give you the edge over your competitors.

What is Google My Business your ask?

Google My Business is a free tool provided by google. When people search for your businesses in your area your Google My Business page will show on the right hand side of the screen where potential customers can see your trading hours, contact details, reviews etc.

- a. Follow this link for Google to step you through the process
<https://support.google.com/business/answer/2911778/>
- b. Set up your calendar to regularly update information
- c. Provide regular content as you would with other social platforms

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Research shows that a customer needs to see or hear your message 7 times before they will connect with you. Research also tells us that people want to work with and buy from people they know and trust.

2. Send a monthly newsletter via email

This is a great way to be proactive and give your customers added value.

- a. share industry updates
- b. tips and tricks to help your customers
- c. insights to behind the scene
- d. what's coming up

3. Social Media

With more people working from home or not working there will be increased activity on social media. That makes it the perfect time to be seen. Your services may not be needed now but you will be front of mind when it is.

- a. check out what socials your customers are using
- b. create a business account on each of the platforms your customers are hanging out in.
- c. create regular content - business insight, jobs underway or completed, fun content that reflects your brand and connects to your customers.

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