

## Painting Company Marketing Cheat Sheet

### Top Questions From Painting Contractors

- What marketing strategies should we be using?
- How do I know if I'm getting results for my money?
- What can be outsourced vs. what should we do ourselves?

First determine your main goal

- Get more leads right away
- Steady growth and greater stability



### What marketing strategies should we be using?

Marketing plays a part throughout the process of attracting and converting new clients plus nurturing long-term relationships. It helps to plan out marketing materials and activities based upon the stage in that process.

#### Playbook #1 – Get More Leads Right Away

In order to generate leads quickly, you'll most likely need to spend money on advertising. But it will take some prep work and fine tuning. As of the time we created this, Google Ads are still the top choice to generate leads quickly. For our painting companies using Google Ads, 30% to 50% of web leads are coming from their ads.

Playbook overview:

- **Getting Found:** Google Ads, Google local service ads (pay per lead), Google business listing (update regularly and get reviews!), Yelp ads (reviews)
- **Generating Leads:** Professionally-designed landing page w/testimonials, pictures, CTA (including option to directly schedule their appointment)
- **Create Opportunities:** CRM & fast, diligent follow-up (the first to respond has the advantage)
- **Win Deals:** Create a “wow” experience by making small promises and consistently delivering; testimonials and case studies are useful.
- **Grow Accounts & Community:** Social media (Instagram & Facebook), email news

#### Playbook #2 – Steady Growth & Greater Stability

Our painting company clients that are more profitable and experience steady growth have done a great job focusing on affluent customers who: are less price sensitive and work with designers who value quality.

In order to be successful with that audience, they have invested time in creating a superior customer experience, executing great attention to detail, and knowing how to tackle larger and more difficult projects than their competitors, such as applying high gloss paint. For that type of business, here is what works:

- **Getting Found:** Search Engine Optimization (SEO), partnerships with designers, Google ads
- **Generating Leads:** A premium website, great content w/testimonials and pictures, CTA
- **Create Opportunities:** CRM & diligent follow-up; create a “wow” experience
- **Win the Right Deals:** superior estimate experience
- **Grow Accounts & Community:** email news, social media (Instagram & Facebook with investments in professional photography and video), nurture relationships with designers online and in person

## How do I know if I'm getting results for my money?

Marketing can easily get off track or require you to update your efforts. We find that conducting a monthly review of key metrics and recent activities is essential to making necessary adjustments.

The right column includes the primary numbers to keep track of over time.

Stage	Materials / Activities	Systems	Measurement
Getting Found	SEO, website / blog, digital ads	Google tools, dashboard (like Agency Analytics or DashThis), conversion tracking	Unique site visitors, keyword rank
Generating Leads	Website CTA, ad copy and CTA, social posts, trucks, signs, reviews	Dashboard, conversion tracking	Leads and lead sources
Creating Opportunities	Scheduling, follow-up emails, testimonials, case studies, process insight	CRM, automation, calendars	Lead → app't rate, average quote value
Winning Deals	Estimate doc, follow-up emails, folder, pictures, vehicle, apparel	CRM, automation, email, e-signature	Win rate (opps, \$), kept appointments
Grow accounts & community	Email news, social media posts, events	Email mktg, social media mgmt	Email list size, followers, engagement

## What can we outsource and what should we do ourselves?

Running a painting company means juggling many responsibilities. Marketing is a dynamic field with a lot of changes happening due to AI and other factors. We recommend outsourcing what you can, but certain pieces of the puzzle are best handled in-house. See below for our recommendations.

Stage	Materials / Activities	In-House	Outsource
Getting Found	SEO, website / blog, digital ads	Review content (blog ideas, writing)	Manage digital advertising, writing, SEO
Generating Leads	Website CTA, ad copy and CTA, social posts, trucks, signs, reviews	Social media, review process, branding	Digital advertising, social media
Creating Opportunities	Scheduling, follow-up emails, testimonials, case studies, process insight	Operations, follow-up process	Follow-up templates & scripts, materials, email marketing
Winning Deals	Estimate doc, follow-up emails, folder, pictures, vehicle, apparel	Operations, follow-up process, email marketing	Follow-up templates, materials, email marketing
Grow accounts & community	Email news, social media posts	Email marketing, social media posting & engagement	Email marketing, social media posting