

## Aim for new heights – marketing your business

This guide is designed to offer you a few hints and tips on marketing your scaffolding or roofing business. Every business is unique, so these marketing suggestions will need to be tweaked to fit in with your business strategy. The key to success is to effectively communicate your existing knowledge – you are the experts, let people know!

### Showcasing your Business Online

Your website is your online brochure and must highlight your professionalism, expertise and the services you offer. It sets the first impression about the type of business you are, from values and commitment to quality. People expect to get all the information they need on the web, so if they can't find it on your website they will quickly go to look elsewhere.

- Make your website interesting and user-friendly. Use clear headings and include information about the types of scaffolding or roofing projects that you undertake and previous work you have completed.
- Make sure there are some good pictures on your website, this will help draw interest and break up the text.
- Ask customers for testimonials to put on your website. Customer endorsements are one of the most powerful marketing tools.
- Ensure you have a clear call to action – what do you wish the visitor to do? And it may seem obvious, but often overlooked - make sure your contact details are clearly visible on every page.
- Search engine optimisation - to rank higher on Google your website content must be relevant and easy to read. Break it up with headings that guide the visitor. Think about what search words your clients would type into Google to find a roofer or scaffolder. Type it in yourself and have a look at what your competitors are doing.

### Targeting New Clients

- **Social media** - this can be very effective in raising your business profile and bringing in new business. Receiving recommendations and likes on social media, can be invaluable to build your reputation. Review social media websites to find out what your target customer use, such as Facebook, LinkedIn, Pinterest and YouTube.
- **Business directory listings** – the more online business directories you are on, the better your chances of people finding you, but do your research; How many visitors do they get? Where are they listed on Google?
- **Local publications** – magazines and newspapers are a good place to advertise; as many people use these to find local services.
- **Specialist magazines** – this is a good way to target specific audiences who might be in need of your services, especially for commercial contracts.
- **Leaflets** – design an appealing leaflet highlighting your expertise, services and contact details. A professional looking leaflet will convey an expert image of your business. Carefully target your potential clients with your leaflets and then follow it up with a call.

## Targeting Existing and Past Clients

Targeting existing and past customers is more cost effective than attracting new ones. Once you have established a new client, keep a list with up-to-date contact details, but ensure you comply with data protection regulations to store and use this data for marketing purposes.

- Keep in touch with your clients on a semi-regular basis so they will bear you in mind when they need your services. A suggestion would be to send them information on common roofing issues and tips on how to spot problems, etc.
- Try to build up a history of each client and make a note of it for future reference. For example, if they ask you about additional work in their home, or comment about a potential future contract, note when to get back in touch. This kind of foresight in your service will encourage client loyalty.
- It is more cost effective for you to email your clients, so it is advisable to get their email address and agreement to receive information from you.
- Offer a discount for returning clients to encourage loyalty.

## Build Strategic Alliances with Other Businesses

Affiliate businesses can widen your customer-base and provide that crucial endorsement. Look for businesses that supply services that complement yours.

- Ask if they will display your leaflets in their shop window or keep some of your business cards on their counter.
- Agree to recommend each other's services. If you are called to do a job and your client needs a general builder or plumber, for example, you can suggest a trusted contact to them. This works both ways; you could be referred new business through your affiliates too.
- Link to each other's websites too, increasing your online traffic and boosting your search engine ranking.

To contact us for an insurance quote:

**Call our team on: 0113 259 3560**

**Email: [enquiries@altisure.co.uk](mailto:enquiries@altisure.co.uk)**

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