

Marketing Tips for Tradespeople

There was a time when Britons could only open the Yellow Pages or rely on word of mouth in order to find a qualified tradesperson to address their specific maintenance problems. However, the internet and smartphones have changed not only that process, but how tradespeople—such as plumbers, electricians, carpenters and locksmiths—have to market and promote their businesses. Therefore, as a tradesperson, it is extremely important that you adopt a straightforward, yet robust, marketing strategy to help differentiate yourself from your competitors. This article will provide you with clear advice on how to avoid costly pitfalls and outline beneficial practices to successfully advertise your business.

Risks of Weak Marketing

Even though maintenance problems are commonplace anywhere, it can be unclear for residents which qualified tradesperson should be contacted to address them—especially if there are several tradespeople in the area. This competitive environment, coupled with the lack of a modern marketing strategy, can expose your business to the following potential risks:

- Lack of business, which drains your revenue
- Low business recognition, which can contribute to a weakened professional reputation
- Poor knowledge about common challenges or trends that potential customers are encountering
- High employee turnover due to slow business

Although the above list does not outline every potential risk, it does highlight those that could be the most detrimental to your business.

Beneficial Marketing Practices

Marketing, especially online, can seem like a daunting and complicated challenge. However, this guidance offers you a range of straightforward practices—both personalised and digital—to bolster your current marketing strategy.

Tradespeople can no longer rely on the Yellow Pages or word of mouth if they want to ensure the well-being of their businesses.

- **Set up a website:** Your website does not have to be elaborate to be successful. It must simply provide the following five pieces of information:
 1. A brief summary of your business' history, including any industry or insurance badges
 2. The address, contact and social media information for your business
 3. The hours of operation
 4. What type of work you do—such as whether you primarily work on residential or commercial properties
 5. Any special qualifications you may possess or type of work you excel in
- **Use social media:** Social media allows you to promote your business while also creating a dialogue with potential customers. Generally, the information that you may post should include the following:

Provided by **Crendon Insurance Brokers Ltd**

The content of this Risk Insights is of general interest and is not intended to apply to specific circumstances. It does not purport to be a comprehensive analysis of all matters relevant to its subject matter. The content should not, therefore, be regarded as constituting legal advice and not be relied upon as such. In relation to any particular problem which they may have, readers are advised to seek specific advice. Further, the law may have changed since first publication and the reader is cautioned accordingly. © 2016 Zywave, Inc. All rights reserved.

Marketing Tips for Tradespeople

- Any deals or specials that your business is currently having or will have in the near future
- Photographs of your work—either a set of before and after photographs, or a progression of your work
- Positive customer reviews

Remember that people are more likely to follow your business and click on updates if you regularly post pertinent information. In addition, you should strive toward cultivating a persona that is relaxed and informative.

- **Monitor online customer reviews:** A poor or negative customer review can have a long-term effect on the overall well-being of your business. By monitoring what customers are saying about your business, you can review their comments and make any necessary adjustments to your practices.
- **Launch a direct marketing campaign:** A personalised postcard with your logo, contact information, social media accounts and slogan can help increase the visibility of your business. In addition, you can post a stylised magnet shaped as of one of your trade's tools—such as a hammer, spanner or key—with your contact information printed on it. With a magnet, a potential customer is more likely to keep it on the fridge rather than toss it in the rubbish bin like with a postcard. But remember: You must check if customers want to be contacted by fax, phone, post or email, and give them the chance to object. Find more information on direct marketing regulations here: www.gov.uk/marketing-advertising-law/direct-marketing.
- **Partner with a local ironmonger or DIY shop:** Having a trusted authority—such as the owner or manager of an ironmonger or DIY shop—vouch for the quality of your work can be an invaluable asset. In order to establish such a partnership, visit an ironmonger or DIY shop, introduce yourself and your business, and ask if the owner or manager would be willing to recommend you to customers.

In addition, you can offer that you would recommend his or her business to your customers in return. However, if the owner or manager is not willing to recommend your business, ask if you could at least display one of your business' flyers in his or her store.

- **Design personalised business cards and flyers:** Although they are a more traditional marketing strategy, business cards and flyers are relatively inexpensive and can be seen by many potential customers. For both, you should include the following key pieces of information:

- The name of your business
- The address of the business
- The contact information and hours of operation of the business

In addition, with flyers, you can include other information, such as:

- An attention-grabbing image, such as a cheeky pun or a bold logo
- An announcement of any current or upcoming sales or specials

Let the Town Know Who They Should Call

Marketing can be an intimidating and time-consuming undertaking. However, it is a necessary task if you want to ensure the long-term well-being of your business. Fortunately, with the advice provided in this article, your business will have a firm foundation on which to start promoting your business. For more information on how you can bolster your business, contact the insurance professionals at **Crendon Insurance Brokers Ltd** today.