



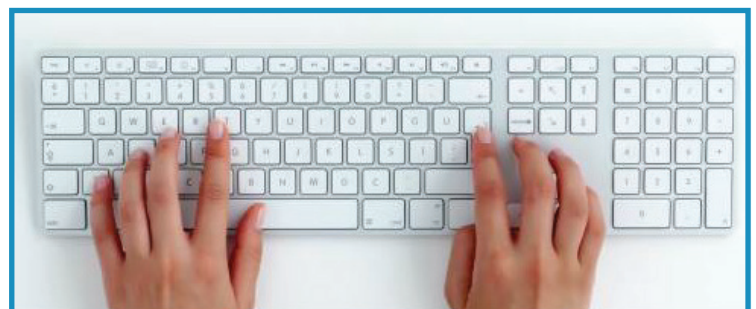
## Getting More Clients with Internet Marketing

Internet marketing's ability to easily promote services online has made it the most popular advertising method in the world. Contractors can now reach more of their desired clients in a cheaper way than newspapers, T.V. ads, and billboards with digital platforms like social media and websites.

Some contractors are hesitant in integrating online marketing to their business because they do not know how to use it, do not have time, or because they do not have someone to manage it. Other contractors may have abandoned their online platforms because they ran out of ideas or motivation. Don't give up! Discover why internet marketing is important for your business, how it works, and tips on how to manage it with little company time. You will be bringing in more clients before you know it.

## Why Internet Marketing?

The rise of internet marketing has changed the way customers look for contractors. They are more inclined to research services provided by many businesses to determine which contractor best meets their needs. To make customers choose them over competitors during this research process, contractors can provide information on social media and websites, like photos of past projects and a list of services.



## Cheaper

Much like on television and newspapers, companies can place ads on the internet to bring in more customers. However, internet ads are cheaper, can reach more people, and run 24 hours a day. Businesses can advertise on Google or any social media platform for as little as \$5 a day depending on the number of potential customers they want to attract. Ads can be used to promote your company's services, past projects, and even the company website.

## Improves Customer Service

Internet marketing also affected customer service, where clients are more reliant on communicating with businesses by phone or email. Especially as contractors, it is a good idea to build a professional relationship with clients because they will remember your company and recommend you for other projects. This can be done with replying to emails on time and answering the phone whenever possible. After completing a project, contractors can also invite their clients to write a review of their experience with the company for the website. This allows businesses to see how they can improve their service and motivates potential clients who read the reviews to hire the contractor.



## Websites and Social Media

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Websites are the main source of information for companies. Visitors can learn about projects, partners, suppliers, services, the contractor's information, and what makes them stand out from competitors. Websites do not have to be complicated with countless tabs and features, but they should be informative – think quality over quantity. Short and clear website addresses also allow businesses to be easily found by visitors. Potential clients will be more inclined to choose your company because they can find your business and learn about what you offer. However, if a company cannot afford a website, there are other ways to attract customers.

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**Contractors can advertise cheaper with internet marketing by having a website or social media accounts for their company.**

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One of the most highly used internet marketing sectors is social media. Popular platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube, and Yelp. While companies do not need to have all platforms, it is suggested that they do adopt the platform that best promotes their business. Having a social media profile also helps companies who cannot afford a website since creating an account is free.

# What platform should I use?



Facebook is great for contractors who do not have many project photos but still want to inform potential clients of company news and highlights. By having a Facebook page, companies can create a community of employees, clients, and potential clients. Contractors can also have access to features like posting office hours, scheduling appointments, and announcing open positions within the company.



With Twitter, companies can inform their audiences on quick company updates with posts 140 characters or less. Contractors can also share, or “retweet,” industry news from glass and glazing organizations.



LinkedIn allows companies can provide their employees with a professional digital community while also joining groups with other companies or organizations in the industry. Contractors can also share company achievements and milestones with text, images, and videos.



Yelp is great for contractors who want to provide past clients with the opportunity to praise their work for new customers to read. Businesses can also include business hours and photos of past projects.



Instagram lets contractors show potential clients their eye-catching projects with clear, edited, and visually pleasing images and videos.



YouTube is perfect for companies who have more time and video-editing skills. Contractors can create videos on past projects, describing the steps they took to make it a successful project.

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## Contractors should make “business” profiles to access more tools than a regular social media profile.

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having a functioning website and up-to-date contact information, you will not have to dedicate time to promoting your company because SCGMA will do it for you.

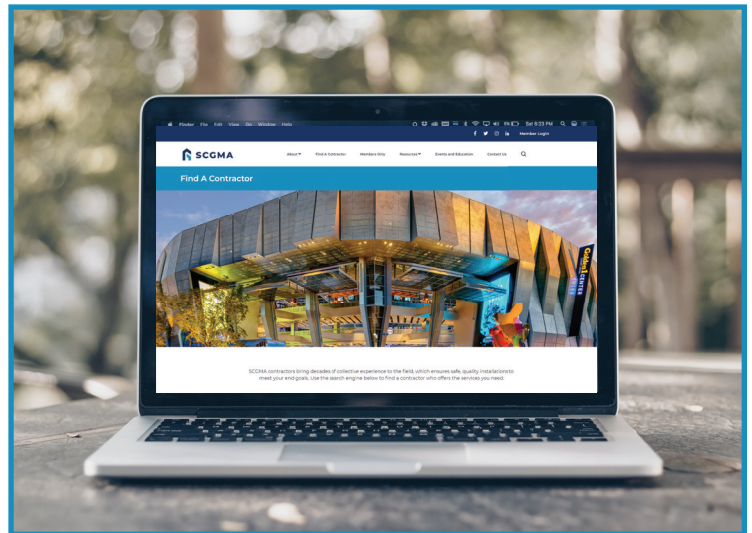
There are many classes, webinars, and courses you can take to improve your internet marketing skills. For instance, Facebook Blueprint offers free, 5-minute tutorials on how to manage Facebook and Instagram business profiles and how publish ads. Google also offers free courses on making your website stand out, which may be more complicated but is still very educational.

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## How Can I Do It?

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Contractors can partner with organizations like SCGMA to get the word out about your company using our platform. On the SCGMA website, there is a “Find a Contractor” tab that shows all our contractor’s facility types and specialties, as well as their contact information, location, and website. SCGMA also promotes contractor’s projects on our Facebook, Instagram, Twitter, and LinkedIn accounts to show audiences your achievements. By



## SCGMA Can Help Today!



Begin promoting your business today by taking the **SCGMA Contractor Survey**. This survey takes 10 minutes to complete and will allow us to properly fill out your information on the SCGMA website. Check your email to take the survey.