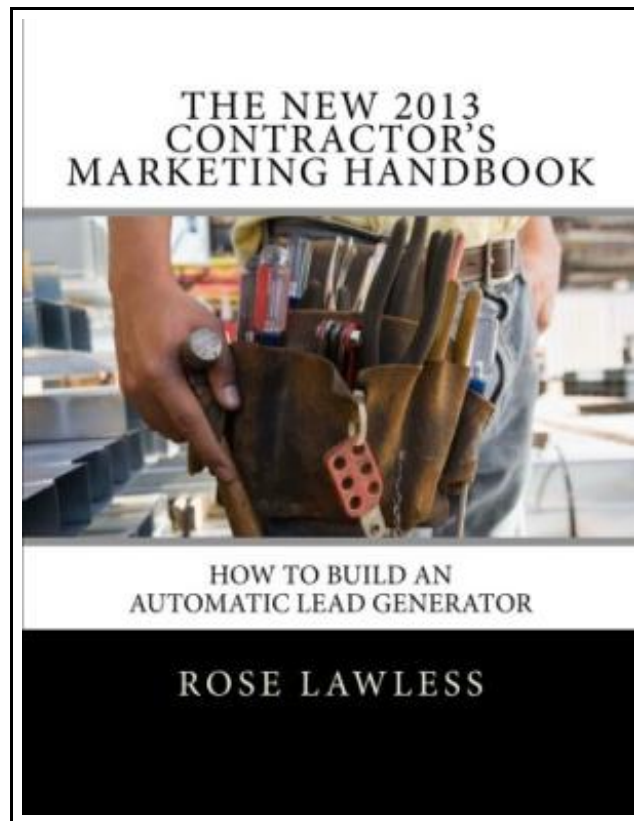


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THE NEW 2013 CONTRACTOR S MARKETING HANDBOOK: HOW TO BUILD AN AUTOMATIC LEAD GENERATOR



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Createspace, United States, 2013. Paperback. Book Condition: New. 278 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.How to Build An Automatic Lead Generator for the Construction and Building Industry is for small sub-contractors, medium-sized general contractors, large construction companies and design-build firms to generate quality leads and increase sales profits. More than just a Marketing 101 course, this book specifically caters to the construction and building contractors and provides step-by-step instructions on how to create your niche, eliminate your competition, create your website and social media interaction, create a successful sales process and work with the federal, state and local governments. Using an up-to-date mission statement and marketing plan will allow readers to apply their expertise and infuse that right into their marketing efforts. The building industry is taking small steps to recover and you need to start marketing your business for the future growth. Instead of waiting for the phone to ring, The New 2013 Contractor s Marketing Handbook will teach you to create your sales funnel in which your prospective clients will recognize your online presence and reach out to your company to do the work they require. Developing your sales funnel will work from using traditional offline marketing in tandem with new online marketing efforts that you will set up to work automatically using your website and social media as the hub for your sales process. Starting with creating your niche in your local market as the expert in your field, you will create your quality marketing materials such as brochures and postcards, signs and print advertising. You will learn about networking opportunities and trade shows. Online marketing section includes creating your simple to do website to substantiate your business, linking all of your social media accounts, taking ownership of consumer...



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