



9

# STEPS TO DRIVING ENQUIRY

SEA SALT  
— MARKETING —



MORE THAN  
**4.7 BILLION PEOPLE**

USE THE INTERNET EVERY SINGLE DAY ...

LET THAT  
SINK IN FOR  
A SECOND



With this number continuing to rise, it's clear that having an online presence is integral to the future success of your business.

At Sea Salt Marketing, we're passionate about helping builders and trades cut through the noise and achieve real, tangible results online.

# HOW DO WE DO THIS?

## WITH A TAILORED, MULTI-CHANNEL DIGITAL MARKETING STRATEGY.

As with building, there are a number of tools necessary to nail your digital marketing. With over 10 years' experience, we have a pretty good understanding of what these are; that's why we've put together this comprehensive toolkit to help you increase brand awareness, boost enquiry and generate leads.

BY THE END OF THIS  
9 STEP GUIDE, YOU'LL  
BE CREATING UNIQUE  
CONTENT, AVOIDING  
COMMON MISTAKES  
AND SETTING YOUR  
BUSINESS APART FROM  
YOUR COMPETITION.

# STEP 1

## ESTABLISH YOUR ELEVATOR PITCH

SEA SALT  
MARKETING

## CAN YOU SELL YOUR BUSINESS IN UNDER ONE MINUTE?

The phrase 'elevator pitch' refers to the ability to sell your brand through a brief, pre-prepared spiel that explains who you are, why you're different and how you add value. As the name suggests, this spiel should be as short as the time it takes to ride in an elevator!

Sometimes, when explaining what we do, we can get bogged down in the detail. You might be thinking, how can I possibly sum up our entire business - all the services we offer, our history, our values - in a few short sentences?

The main thing to remember is you don't want to confuse or overwhelm potential clients; you want to hold their attention. Crafting a successful elevator pitch is a great way to give yourself clarity around what is at the very core of what you offer.

Your elevator pitch should be engaging, sharp and most importantly simple! When conceptualising this pitch, think about how you want to position your brand, what your niche is and who you are trying to target.

- What expertise do you have that others don't?
- What makes you stand out from your competitors?

THESE QUESTIONS SHOULD SHAPE YOUR PITCH TO ENSURE IT'S GOING TO RESONATE WITH YOUR TARGET AUDIENCE.



## HOW TO DO IT

STEP 1. INTRODUCE YOURSELF - WHO ARE YOU?

STEP 2. TELL US WHAT YOU DO -  
WHAT KIND OF COMPANY ARE YOU?

STEP 3. WHERE ARE YOU LOCATED?

STEP 4. HOW ARE YOU DIFFERENT? WHAT SETS YOU APART?

STEP 5. REREAD, EDIT AND CONDENSE UNTIL IT'S PERFECT

REMEMBER TO KEEP IT SHORT - YOUR  
ELEVATOR PITCH SHOULD BE AROUND

30 SECONDS

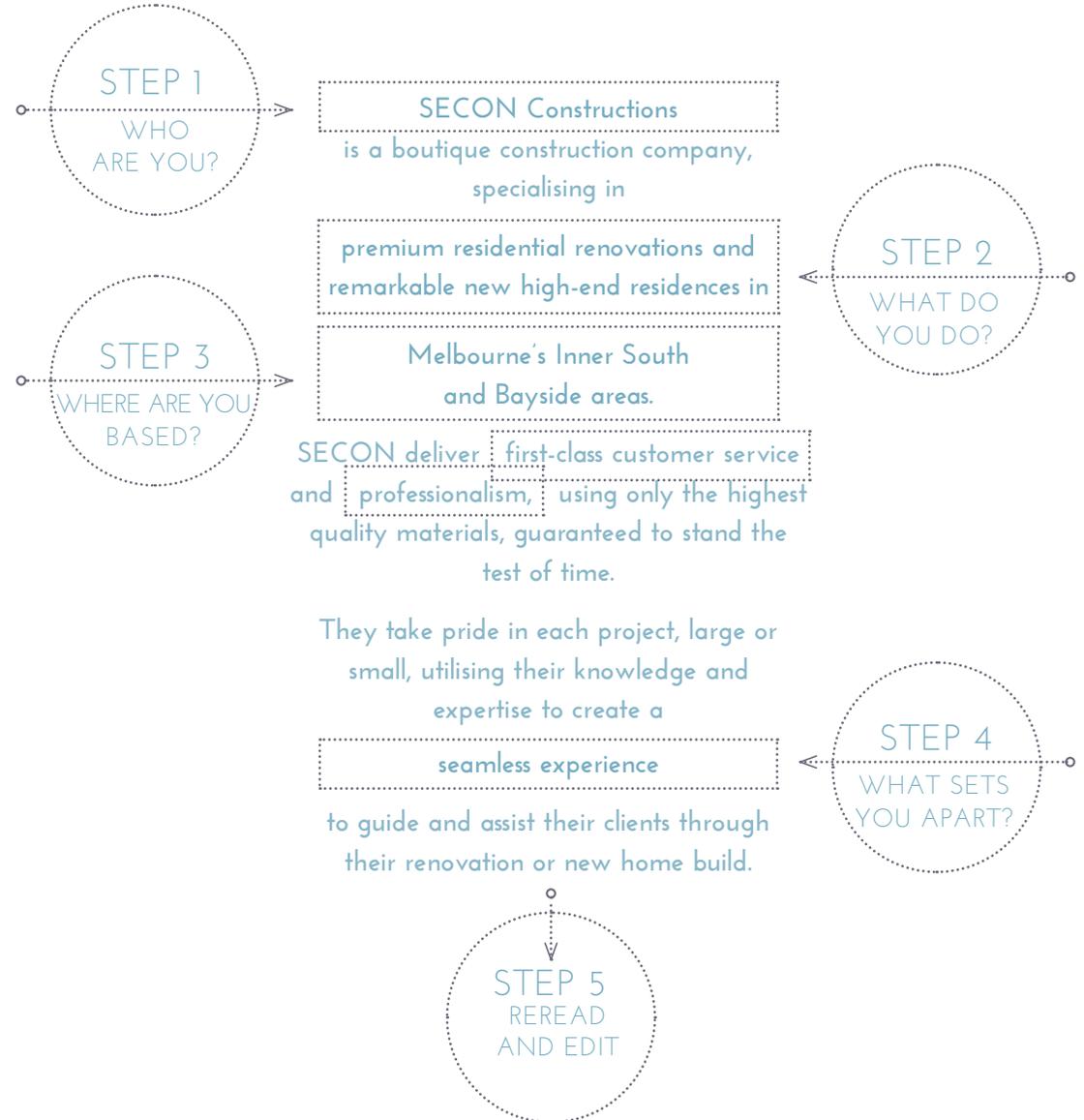
OR

75 WORDS



## BUILDER SPOTLIGHT

# SECON CONSTRUCTIONS



SEE HOW OUR CLIENT SECON CONSTRUCTIONS HAVE IMPLEMENTED THESE ELEMENTS INTO THEIR ELEVATOR PITCH:



# YOUR PHYSICAL BUSINESS CANNOT SUCCEED WITHOUT A STRONG DIGITAL PRESENCE

If potential clients are looking to work with you, or learn more about your business, the first thing they'll turn to is your website - your digital shopfront.

That's why it's so important to create a high-quality engaging website. It should be visually attractive, not overwhelming and easy to navigate - both on your computer and mobile.

## STEP 2

### CREATE YOUR DIGITAL SHOPFRONT



#### Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right blend of marketing approaches that will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+820.82	-13.9	+920.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	-239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75	+82.94	-229.00
Fashion	-797.75	+659.02	-13.9	+920.82	+7207.75
Furniture	-239.74	-230.74	-229.00	+659.02	+239.74

#### Growth Percentage

Profit per year of each product. Update on October, 2018



## 5 ELEMENTS OF A SUCCESSFUL WEBSITE:

1.

A services page, a gallery of completed projects and a contact us page.

2.

Visual signifiers like logos and colours that represent what your business stands for.

3.

At least one call to action to encourage potential clients to engage. This could be click-through content like videos and blogs or an opt-in document (see step 6), which encourages visitors to provide their contact details.

4.

Links to your social media pages - where you provide regular updates and the latest business information to potential clients.

5.

If you can, show your clients exactly how you undertake a building project through case studies or videos so they can begin to envision working with you.



BUILDER  
SPOTLIGHT

# RODA

At Sea Salt Marketing we've worked with many clients to revamp outdated websites and create fresh, modern and visually appealing sites that communicate a brands' message both visually and through text. In 2019 we worked with the team at RODA to update their existing website, transforming it into an ultra-modern space that houses their completed projects, expert blogs, latest videos, renders, industry updates, FAQs and more.

If you're looking for an example of one of the best building websites in Australia, visit [rodadevelopments.com.au](http://rodadevelopments.com.au)



In 2020 we managed the brief, copywriting, design and release of a brand-new website for Ramsay Builders. As a luxury custom builder in Melbourne's east, we knew this website needed to evoke luxury and custom design, while demonstrating their 20+ years of expertise.



We worked closely with the team to redefine their unique proposition and elevate their brand positioning, website copy and design, achieving a sophisticated new look and feel for the Ramsay brand. Take a look at [ramsaybuilders.com.au](https://ramsaybuilders.com.au)

# STEP 3

## LIST YOUR BUSINESS ON GOOGLE



PUT YOUR IMPORTANT INFORMATION ON THE MOST POPULAR SEARCH ENGINE IN THE WORLD - GOOGLE.

Don't throw a spanner in the works by leaving potential clients unable to find basic information about your business online.

More than 90% of online users use Google over any other search engine, so you must have a presence there. Thankfully, the search engine makes this easy with [Google My Business](#), a free tool that allows you to set up a legitimate Google Business Listing. Not only does this give your business credibility, it will increase your visibility online both within Search and Maps.

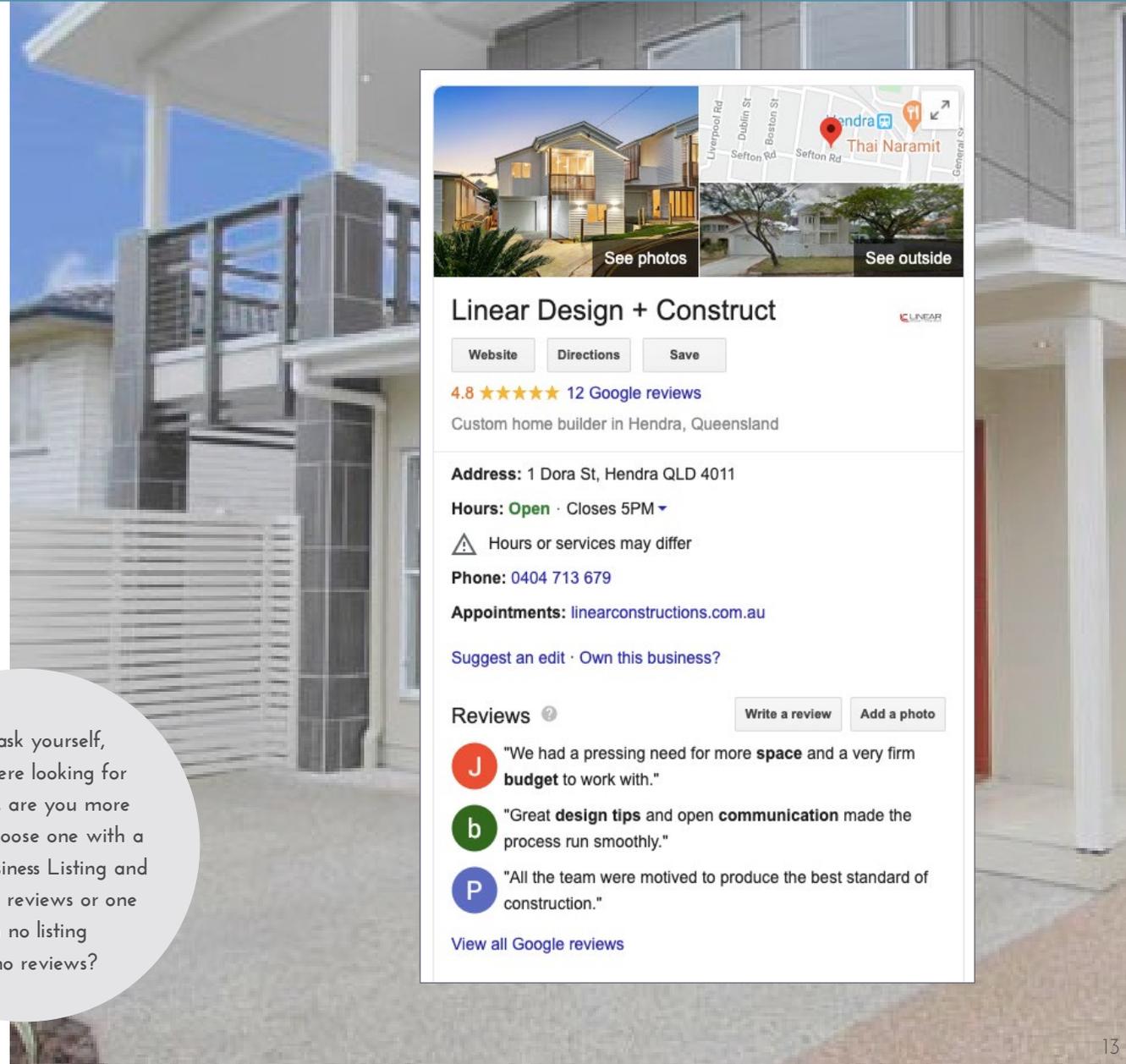
Alongside crucial company information like your logo, address, phone number and opening hours, you can also customise your listing with imagery of current and completed homes. It's also a great place to house reviews, as previous clients can leave comments about their experience working with you.

**HAVING A GOOGLE BUSINESS LISTING MAKES IT EASIER THAN EVER FOR PEOPLE TO GET IN TOUCH WITH YOU.**

Our long-standing Brisbane client, Linear Design + Construct uses Google My Business very cleverly. Not only have they provided essential information, including address, website and contact details, they have added imagery and video to their listing.

Additionally, they have 12 client reviews and a 4.8 star rating, which gives additional credibility. Reviews and ratings also make it more likely for Google to prioritise their company in search results.

Now ask yourself, if you were looking for a builder, are you more likely to choose one with a Google Business Listing and past client reviews or one with no listing and no reviews?



# STEP 4

## GET SOCIAL

## MORE PEOPLE ARE ONLINE NOW THAN EVER BEFORE

In fact, recent reports have found that almost 8 in 10 people (79%) use social media and two thirds (64%) are more likely to trust a brand if they interactive positively with consumers on social media. Be sure to prioritise your social media presence – this is a vital, invaluable tool for connecting with clients. In the construction industry specifically, Sensis has found that 41% of people use social media to research builders and other trades.

### THIS IS THE EIGHTH MOST POPULAR SERVICE RESEARCHED ON SOCIAL MEDIA BY AUSTRALIANS.

While Facebook is the most popular social network (with 94% of Australians holding an account), Instagram is quickly catching up (46% of Australians have an Instagram account), while LinkedIn is an important tool for professional networking and B2B interactions.

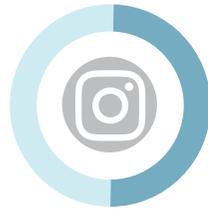
If you're new to social media, the best place to start is with a simple profile on Facebook, Instagram and LinkedIn.



# SOCIAL NETWORKING SITES USED THIS YEAR



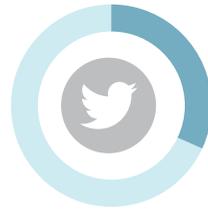
Facebook  
94%



Instagram  
46%



Snapchat  
40%



Twitter  
32%



LinkedIn  
18%

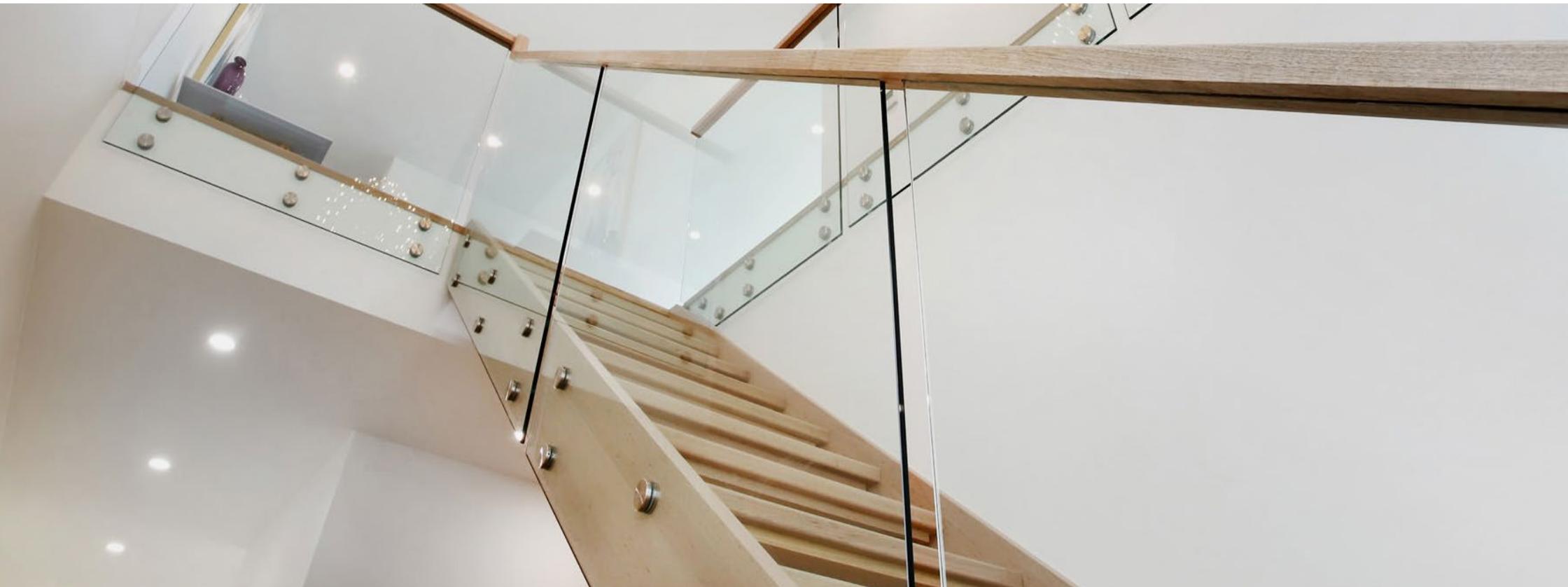


Pinterest  
10%



Google+  
10%

[Statistics from Sensis Report 2020](#)



## HERE ARE SOME OF OUR KEY TIPS FOR SOCIAL MEDIA:

Making regular use of these platforms and crafting meaningful, engaging content will help you boost your brand awareness.

If you're not sure where to start, showcase a new build you're proud of, offer design tips, make educational video content or simply let your followers know about the services you offer.

Break through the clutter and let your business shine online!

1.

FILL OUT YOUR PROFILE CORRECTLY USING AS MUCH DETAIL AS POSSIBLE.

2.

USE TOP QUALITY, HIGH RESOLUTION IMAGERY WHERE POSSIBLE.

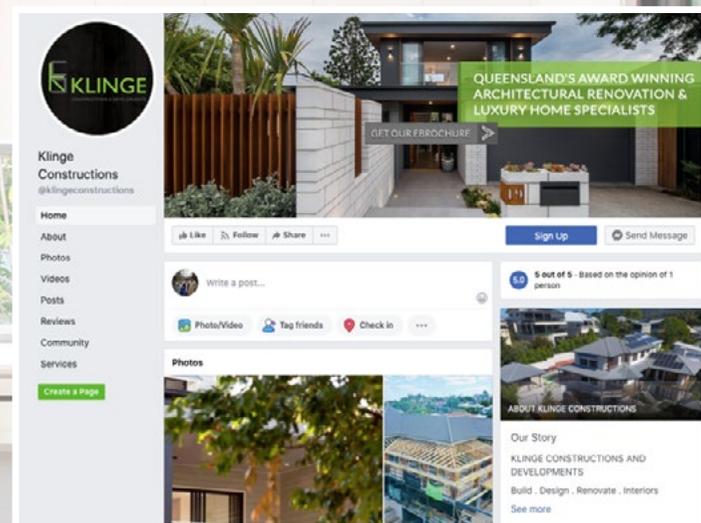
3.

POST REGULARLY - THREE TIMES A WEEK FOR FACEBOOK AND INSTAGRAM AND ONCE A WEEK ON LINKEDIN.

## FACEBOOK

These clients show an excellent example of optimised Facebook pages. Their profile pictures are their company logos, their tabs have been customised to include relevant information and their cover photos utilise high quality imagery and video to draw in potential clients.

They have also completed contact details, which provides potential clients with an opportunity to learn more about the business should they wish.



FINALLY, EACH OF THESE BUILDERS INCLUDE A CUSTOMISED CALL TO ACTION BUTTON ENCOURAGING PEOPLE TO SIGN UP TO THEIR NEWSLETTER OR SEND A MESSAGE FOR MORE INFORMATION.

# KEEP YOUR INSTAGRAM PROFILE SIMPLE.

Make sure you select the correct category for your business and use your company logo as the profile picture - not an image of a completed home or the team. Finally, include a link to your website, latest blog or a Linktree so potential clients can continue browsing if they like.

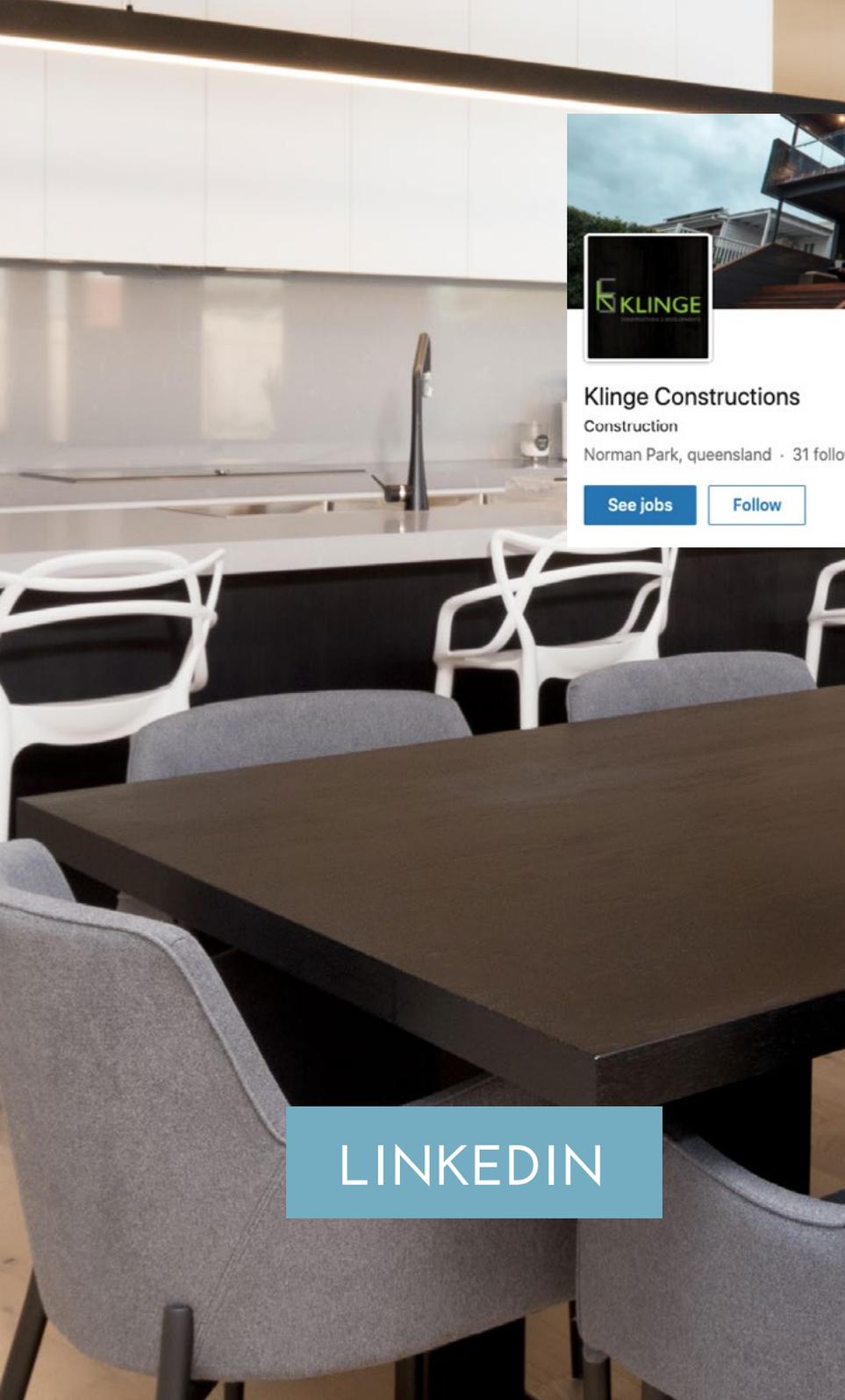
Once you've nailed those bits, add some visually appealing highlight icons and start working on some Instagram Stories!



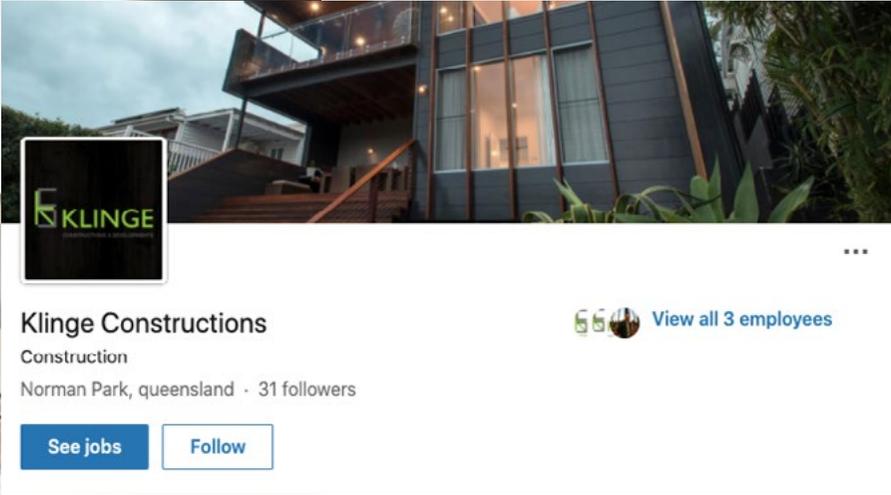
INSTAGRAM

In your brand biography include your:

1. NICHE
2. LOCATION
3. A SUMMARY OF YOUR SERVICES
4. ANY IMPORTANT MEDIA APPEARANCES OR FEATURES.



# LINKEDIN



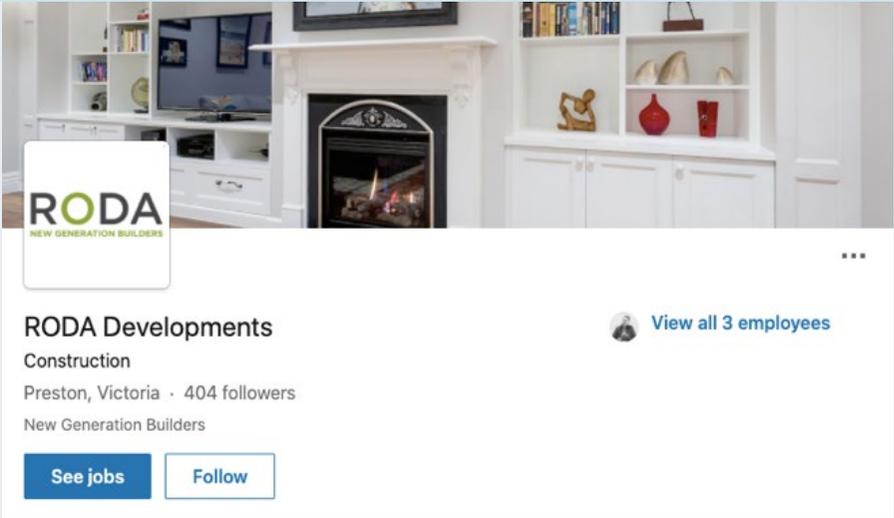
**Klinge Constructions**  
Construction  
Norman Park, queensland · 31 followers

[See jobs](#) [Follow](#)

[View all 3 employees](#)

LinkedIn is all about professional networking and interacting with other businesses. Builders – if you’re looking to target architects, draftsmen or interior designers, this is the best channel choice of social media.

Once you have an established account, your employees can link their employment to your page giving your credibility and adding transparency to the brand.



**RODA Developments**  
Construction  
Preston, Victoria · 404 followers  
New Generation Builders

[See jobs](#) [Follow](#)

[View all 3 employees](#)

# STEP 5

## CONTENT IS KING



1.

What aspect of building are clients confused about, or hoping to gain a better understanding of?

2.

How can those looking to build their dream custom home avoid mistakes when selecting a builder?

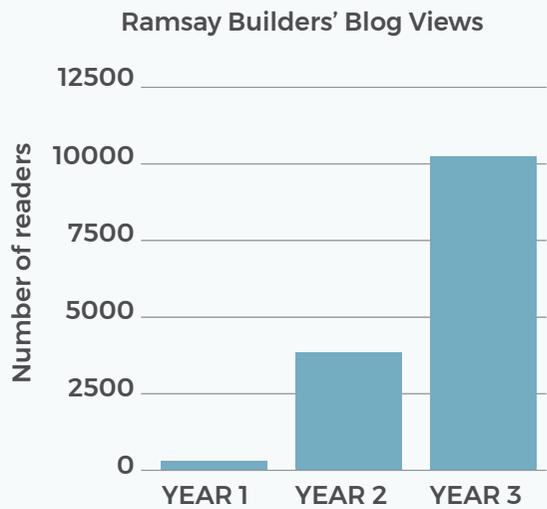
While social media is crucial to your business' digital marketing success, content shouldn't be created purely for this platform.

To keep eyeballs engaged across your entire digital presence, including on your website, you should create a variety of content including blog posts, educational videos, industry updates, media features and case studies. If you're not sure what kind of content you should be creating, start by thinking about the common questions you receive during the building process.

Use these types of questions to inform your content strategy and you'll be providing real value to your clients.

IF THEY LIKE WHAT THEY SEE, THEY'RE LIKELY TO REWARD YOU WITH ENGAGEMENT.

If you're writing blogs or other long-format content to be published online, always ensure that it's SEO-optimised so your post is more likely to appear on Google's search results.



This graph shows the importance of valuable, educational content.

## HOW DO WE DO THIS?

This graph tracks the readership of Ramsay Builders' blog views over the last three years. In 2017 we started publishing monthly educational blogs for Ramsay Builders, which has driven huge numbers of traffic to their website. Need content inspiration? [Check out Ramsay Builders' blog here...](#)

# STEP 6

## BUILD YOUR DATABASE WITH AN OPT-IN DOCUMENT

One of the best ways to connect with new clients or reconnect with old clients is through email marketing. The first step to a successful email campaign is to have an extensive database.

At Sea Salt Marketing we believe one of the best ways to drive subscribers is through the creation of a well - written, highly valuable e-book, guide or brochure. This is what we call an opt-in document. In simple terms, it is a valuable, free download on your website, which you offer to clients in exchange for their email address.

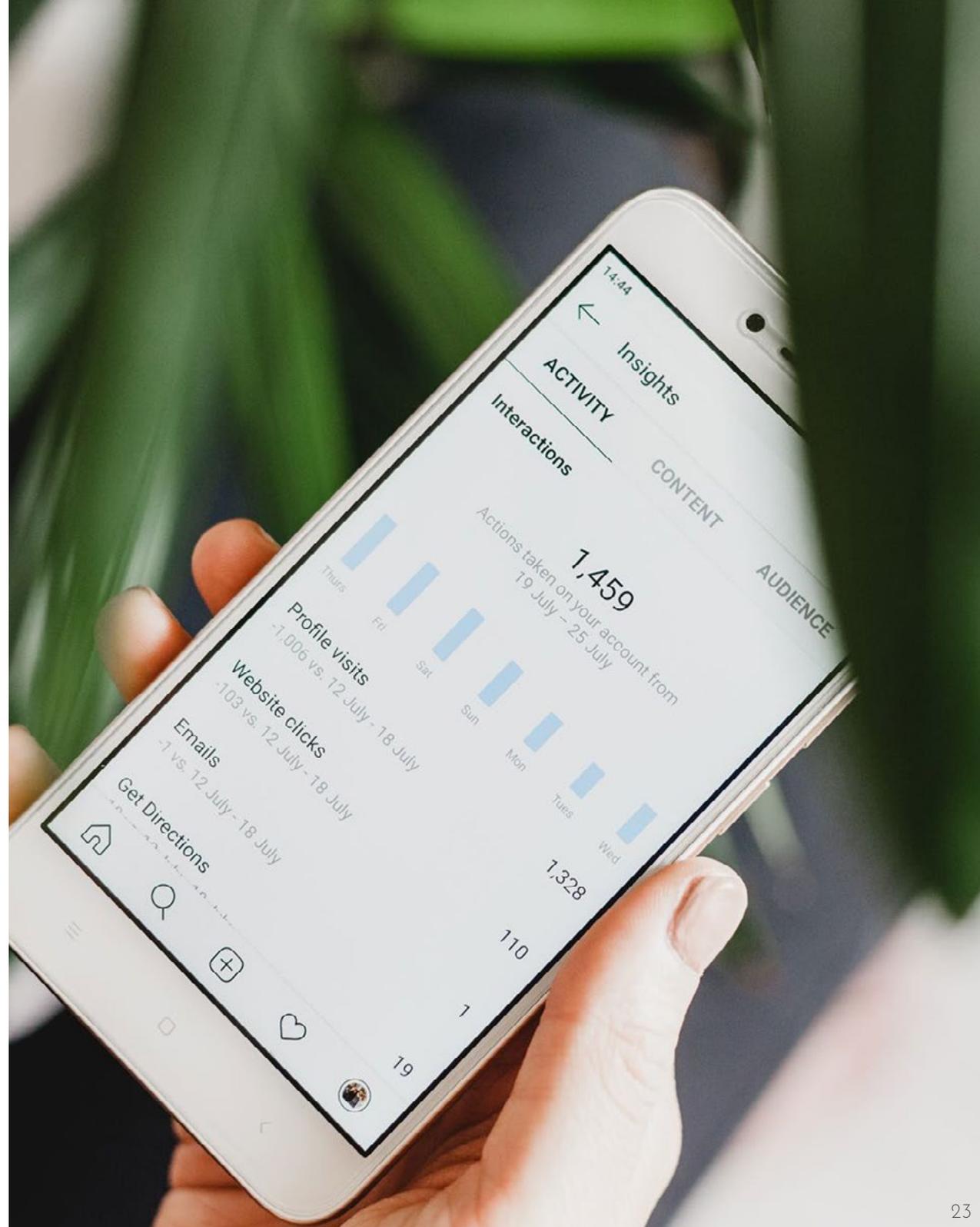
When you're crafting your opt-in document, think about the type of client you're looking to attract. Ask yourself - what are their pain points? What are they looking for in a builder? And what do they want to learn about the building process?

WRITE FOR YOUR  
TARGET AUDIENCE  
AND YOU'LL BE MORE  
LIKELY TO GARNER A  
REACTION FROM THEM.

Once you've built up a strong database, you can send regular email updates about your business, brand and current projects. Being in regular contact with so many potential leads is a great way to shape their decision making and motivate them to continue through your marketing funnel.

**RECENT RESEARCH SHOWS THAT IT TAKES AROUND SIX MONTHS FOR A CLIENT TO MOVE FROM THE INITIAL STAGE OF CONSIDERING A BUILDER THROUGH TO SIGNING A CONTRACT.**

The more contact you have with potential clients throughout this journey, the more likely they are to choose you as their builder.



## BUILDER SPOTLIGHT

# SX CONSTRUCTIONS

We love this example from SX Constructions, one of our Sunshine Coast builders. As a luxury custom and holiday home builder in one of the most stunning regions of Australia, we knew this opt in had to be high-end with an enticing value proposition to appeal to the calibre of clients SX Constructions wanted to attract.

The Sea Salt Marketing team came up with the concept for *The Ultimate Guide to Building a Holiday-Style Home*, which perfectly encapsulated the audience SX Constructions were looking to target.

Our team then conceptualised and oversaw all copywriting and design for this guide, which has led to a huge number of leads since we began promoting it in early 2020.



Trigger to  
start looking

Investigate

Explore  
and  
Prioritise

Detailed  
search and  
Research

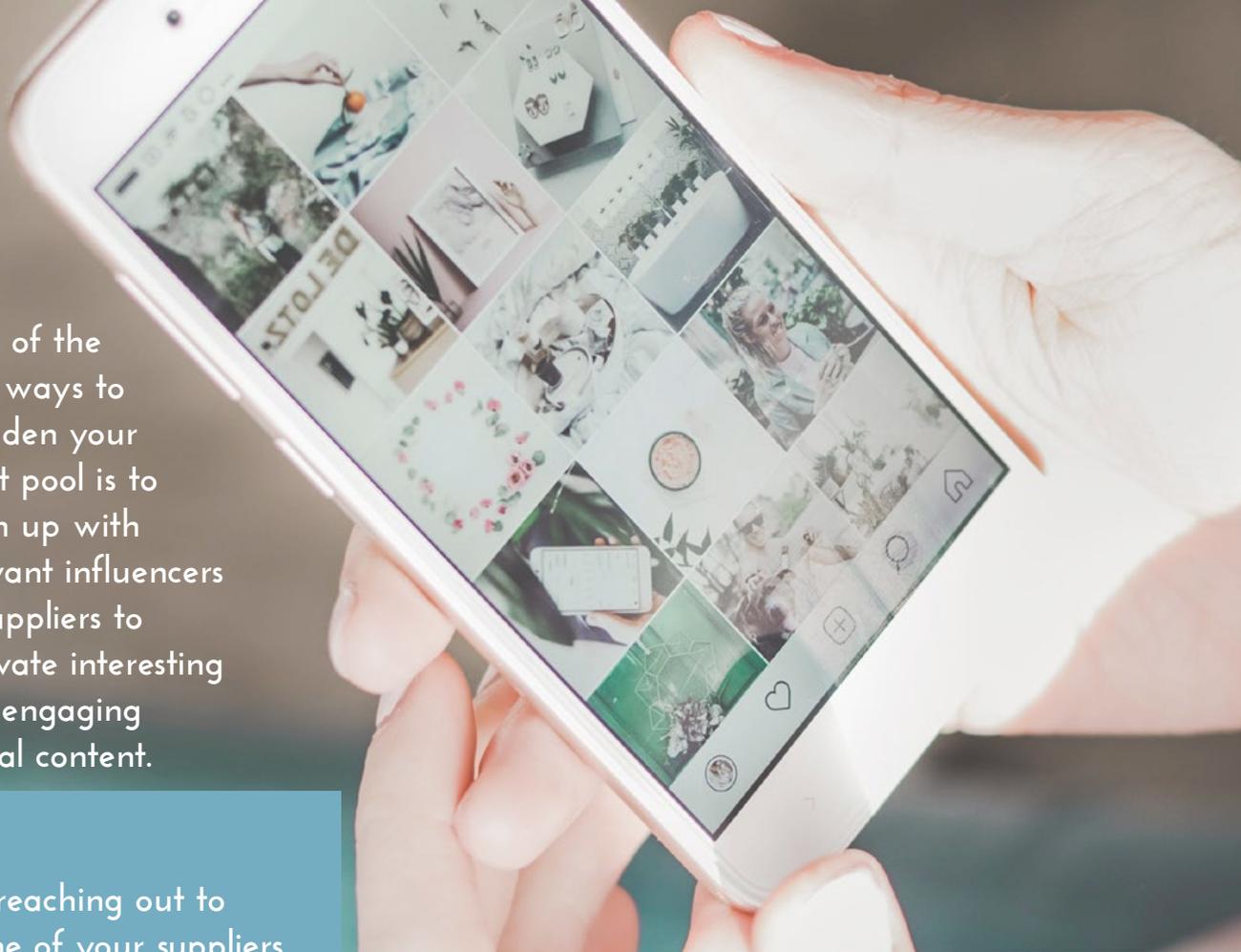
Evaluate  
and Choose

Sign  
(average time  
6 months)

THIS IS WHERE AN OPT-IN DOCUMENT CAN PROVIDE ADDED VALUE TO YOUR POTENTIAL CLIENTS

# STEP 7

## INFLUENCE, INFLUENCE, INFLUENCE!



One of the best ways to broaden your client pool is to team up with relevant influencers or suppliers to cultivate interesting and engaging digital content.

By reaching out to some of your suppliers, you can partner to offer giveaways of their products on social media, which will boost both brands' followers and engagement.

Another option is to team up with an influencer in the market for a project, giveaway or promotion that offers value to you both. Perhaps you have a connection with a tradie influencer, or a popular home renovating couple - leverage these connections and watch as your followers grow exponentially.

## CROWN BUILDING AND CONSTRUCTION



Always remember to build mutually beneficial connections that will help your business thrive down the track.

In June 2020, our Victorian client Crown Building & Construction teamed up with XP Promotions along with 24 other Australian businesses to giveaway \$15,000 on Instagram.

To enter, people had to simply follow every account in the promotion. We are often asked how to quickly increase followers on Instagram – and this is a great concept!

Using this same concept at a local level – partnering with relevant businesses that share the same target client as you do is a fantastic way to grow your following and engagement online.

**IN FACT, CROWN'S INSTAGRAM FOLLOWING JUMPED MORE THAN +2,800 FROM THE 4-DAY PROMOTION.**

# STEP 8

## ASK FOR REVIEWS

### REACH OUT TO FORMER CLIENTS WITH A QUICK CALL OR SHORT EMAIL AND ASK THEM TO PROVIDE FEEDBACK AND TESTIMONIALS.

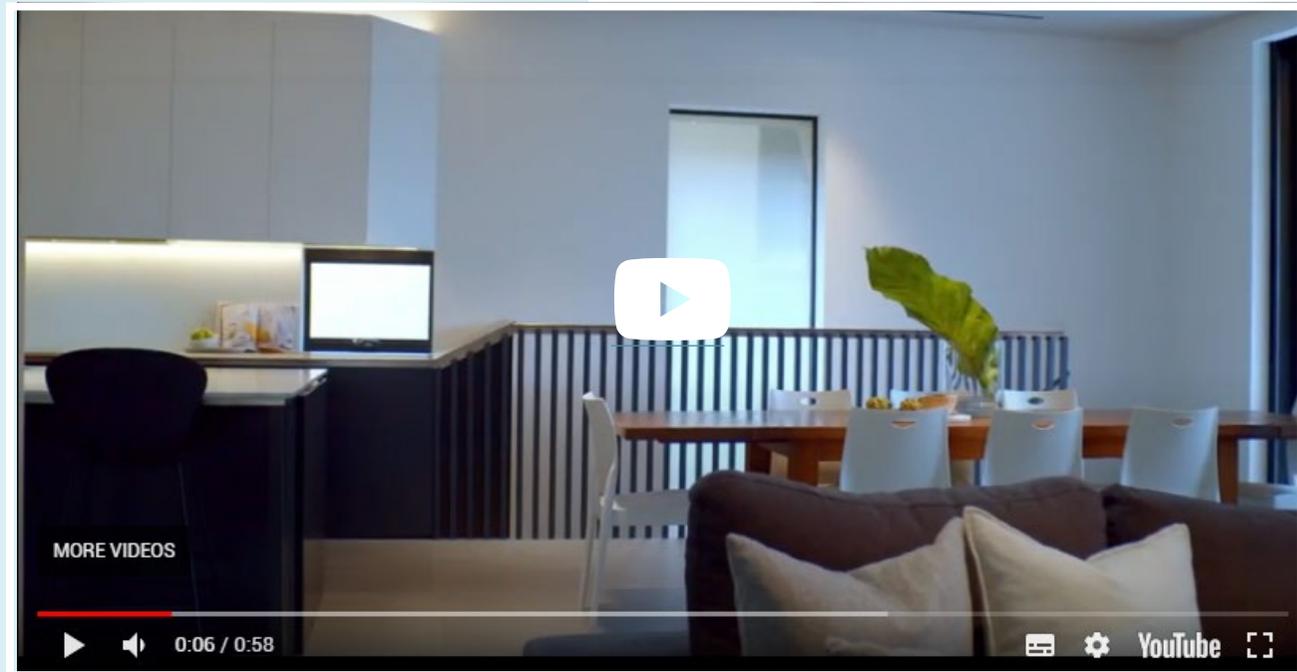
This can take the form of a written review (for your website), an online review (ideally on your Google Business Listing) or, if possible, a video you can share online.

These can be distributed across social media, your website and any other marketing collateral. Showcasing testimonials is a valuable way for potential clients to gain a first-hand insight into your process, services and efficiency. They'll get a real sense of what working with your business is really like.

People trust testimonials. In fact, up to **92%** of customers read online reviews before buying a product, and **72%** of consumers say positive testimonials and reviews increase their trust in a business. When trust is so important to your business, you want to assure potential clients that they can rely on you.

Our Sydney client AJP Constructions reached out to a past client for a video testimonial and with over 1,000 views from social media alone, the results are incredible. Not only is this video a valuable piece of content for AJP's marketing strategy, it evokes emotion and drives home the point that they are a trusted and reliable builder.

[Watch the video](#)



# STEP 9

## GET LOCAL



Brand awareness and enquiry are things that extend beyond the online realm.

AS A BUILDING COMPANY THAT SERVICES A COMMUNITY, YOU WANT LOCALS TO HAVE A DEEP UNDERSTANDING OF YOUR BUSINESS AND WHAT YOU STAND FOR.

After all, it is the local community where much of your business will come from.

Get your name out there and build trust by sponsoring your local footy club or golf club. Advertise locally through newspapers and magazines. Join local Facebook groups and invest in signage across the suburbs you service.

This will help grow not only your business, but local businesses and organisations in the community too - which makes it an incredibly rewarding thing to do.

Our Sydney client iConstruct Building Solutions is an excellent example of being active in the local community.

Not only does iConstruct have a strong digital presence, they are active members of many local Facebook groups, including the popular Willoughby Living - a Facebook group for locals living and working in the Sydney suburb.

MONTHLY POSTING IN  
THIS GROUP HAS LED TO  
DIRECT, HIGH-QUALITY  
ENQUIRY AND A  
NUMBER OF LEADS FOR  
THE ICONSTRUCT TEAM.

Hi WL Members,

If you're thinking about embarking on a building project in the local area, choosing your builder can be a very daunting prospect. Throughout my career I've been called in to fix many poorly completed projects for dissatisfied clients who have engaged a mediocre builder. Before selecting your builder, there are a few questions you should definitely be asking them.

I recently wrote a blog on this topic, 5 must ask questions to ask a builder before you sign anything. If you'd like to have a read, comment YES below and I'll send through a copy.

Regards Jon

iConstruct Building Solutions



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- CRAFT A COMPELLING ELEVATOR PITCH
- BUILD A USER-FRIENDLY WEBSITE
- LIST YOUR BUSINESS ON GOOGLE
- BUILD AN ENGAGING SOCIAL MEDIA PRESENCE
- CREATE VALUABLE AND SEO-OPTIMISED DIGITAL CONTENT
- BUILD AN EXPANSIVE DATABASE OF POTENTIAL CLIENTS
- COLLABORATE WITH YOUR SUPPLIERS AND PARTNERS
- ASK FOR TESTIMONIALS
- SUPPORT YOUR COMMUNITY OFFLINE

SEA SALT  
— MARKETING —

