As a contractor, your days are filled with managing projects, talking to clients, and being out on various job sites. Unfortunately, that doesn't always leave a lot of time in the day for growing your business. By having a strong marketing campaign in place, though, you can let it do the hard work for you. These five ideas from [Home Improvement Leads](#) will help draw in potential clients and boost your revenue in no time.

**Brand Recognition**
Before you do anything else, you must create a strong brand for yourself and your company. This could be anything from a specific font in a stylized format to a picture with text. Either way, your logo becomes the face of your company and should be consistent with any material you put out. The more your clientele see your logo, the sooner they will begin to associate it with your business’s quality and skill.
Top marketing ideas you could be missing as a contractor

Mobile Advertising
One of the easiest ways to keep your brand present in the community is by turning all company vehicles into mobile advertisers. This can be as simple as having larger magnets printed with your contact information and logo or as grand as having the entire vehicle wrapped with before and after photos and text. Either way, the more you are on the job site, at hardware stores, or just getting from one end of town to the other, your client pool will be expanding.

Call-to-Action Prompts
It isn’t always possible to respond to emails or phone calls while you are on the job site, but it is crucial to do so in order to gain new clients. Oftentimes, it’s the person who responds in a timely manner that gets the job, so it is important to determine your preferred method to be reached. Whether it’s via text, phone, website, or email, you should have the correct contact information that best works for you listed in each of your call-to-action prompts.

Social Media
Referrals have been and probably always will be the best way to secure new clients, and even though you can’t be everywhere all the time, the internet is. It is imperative that your company have a strong website and social media presence where current and previous clients
Top marketing ideas you could be missing as a contractor

can leave feedback on your professionalism and the quality of your work. Also, pictures are worth a thousand words—especially in the construction industry. Sites like Facebook, Pinterest, and Instagram are rife with potential clients and give you the opportunity to get your name in front of them. Make sure that you are constantly updating your profiles with information about your current projects since this is the easiest way to convert visitors to clients.

Face To Face Networking
Not everyone is as technologically savvy, though. Sometimes you are just going to have to put in some face time in order to close the deal with consumers. Networking with your local Chamber of Commerce and contractors association can help you build stronger relationships within your community. Also, consider attending a local networking event like these from Blue Book to help get your brand in front of other professionals in your area.

Marketing is an important aspect of every business. Follow these five ideas, and you’ll be well on your way to seeing an impressive return on your investment.

Article written by: Courtni Wisenbaker-Scheel

Courtni Wisenbaker-Scheel is a mother of two, and lover of all things Danish modern. She enjoys writing professionally with the goal of empowering homeowners and remodeling contractors with the expert guidance and educational tools they need to take on big home projects with confidence.