

# Maximizing Your Trade Business's Reach: **Effective Marketing and Social Media Strategies**

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# Part 1: Measure Twice, Target Once



# Measure Twice, Target Once: **Identify Your Target Market**

## **Why should you identify your target market before your activations?**

- Each group of decision makers have different buying factors that go into selecting their contractor.
- Not every lead is worth chasing; knowing your market saves time and money.
- Property managers, GCs, architects, and homeowners all make decisions differently.
- If you talk to everyone the same way, your message won't land with anyone.
- Projects are won by showing you understand the buyer's priorities.
- Referrals are helpful, but they can't be your only pipeline.
- Clear targeting lets you choose the right outlets (LinkedIn, email, SEO, etc.).
- Without a defined target, you waste effort on the wrong channels.

**Goal: Identify exactly who you're after so every touchpoint works harder.**



# Measure Twice, Target Once: **Identify Your Target Market**

## How do you identify your target market?

- Start by segmenting your client types:
  - Examples: property managers, facility managers, general contractors, architects, homeowners.
- Build lists from online research, LinkedIn, trade associations, industry directories, and past bid requests.
- Match your messaging to each group's priorities and the main problem that you solve for each group.
  - **What are the 10 ongoing questions you receive from clients and prospects?**
- Keep your lists clean and updated; bad data = wasted effort. Use a CRM or email platform to track and organize contacts.
- **Identify where you can reach each of these prospects**
- Sync these contacts into social + email campaigns for multi-channel touchpoints.

**Goal: Build a targeted prospect list the same way you'd build a project plan, with accuracy up front so execution runs smoother.**



# Part 2: Tools That Help Land Work





# SOCIAL MEDIA: WHY BE ON LINKEDIN?

- **#1 platform for B2B marketers**
- **900M:** number of members in **200 countries**
- **11% of the human population**
- **137M+:** US users on the platform daily
- **65M:** Estimated number of decision makers
- **10M:** C-Level Executives
- **61M:** Companies whose executives use LinkedIn to help to determine who they work with
- **3:** number of new members who sign up every second
- 57% mobile, 43% desktop

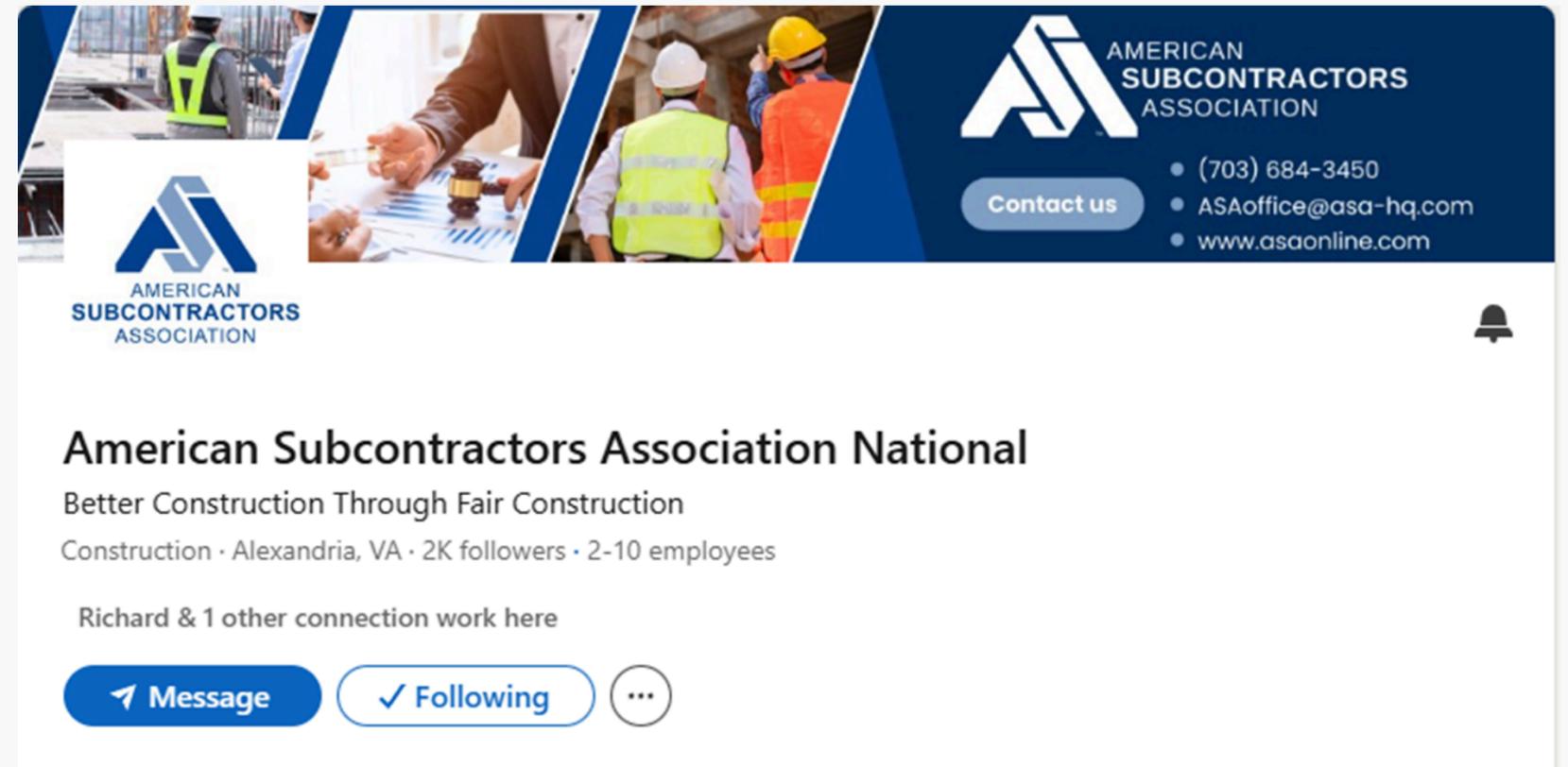
# SOCIAL MEDIA: LINKEDIN - HOW TO BUILD YOUR PAGES

## Top 10 Personal Page Checklist

- Headshot
- Cover Image
- Name
- Headline
- Call to Action Button
- Overview/About
- Top Skills & Services
- Current and Past Experience
- Education, Licenses, and Certifications
- Skills and Endorsements

## Top 10 Company Page Checklist

- Page Logo
- Cover Image
- Company Name
- Tagline
- Buttons/ Call to Action
- Company Url
- Overview within the About section
- Phone Number
- Industry
- Location



**Note:** LinkedIn is always evolving. The authentication of your page increases your visibility by 60%.

# SOCIAL MEDIA: LINKEDIN - HOW TO BE SUCCESSFUL

## THE NEW METRICS FOR LINKEDIN SUCCESS

### RELEVANCE

The relevance of the post to a specific audience.

**Make relevant content**

### EXPERTISE

The author's expertise in the post's subject area

**Show off your expertise**

### ENGAGEMENT

The presence of meaningful comments from people who are historically interested in your post topic

**Engage in the comments**

SOURCE: BUFFER

- Post relevant, engaging content to your career and business endeavors, encouraging engagement and humanizing the brand.
  - Use hashtag best practices.
  - Properly tag relevant companies and colleagues
- Engage with as many of your connections' posts as possible
- Catch the commute: post either first thing in the morning or later in the day
- Build a relevant network of professionals within your industry, preferably those you have a relationship with or would like to have a relationship with
- Optimize with analytics
- Promoted posts *(if needed)*

# SOCIAL MEDIA: LINKEDIN - HOW TO CREATE QUALITY CONTENT

## Quality Content:

- Offer content of value that your network will want to interact with (not always self-promoting).
- Create **personalized** content for your business **and** career.
  - Ex: LinkedIn wants to see you at dinner with colleagues, they don't want to see your food.
- Diversify content into five post types: Company Updates/Services, Projects/Products, Company Culture, Informational (e.g., articles), Educational (tips/how-to's, long form).
- Promote engagement on your posts through questions or conversation-starting topics.
- Posts with images double your impressions.
- Video imagery get 5x as many views.
- Properly tag connections and companies that are relevant to your post.
- Use 3-5 powerful hashtags.
- Long posts do perform well but must be tasteful.
- Plan out a month's content in advance

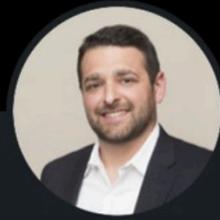
## Hashtags:

- **Use 3-5 powerful hashtags**, do not over hashtag
- Mix of general for industry and niche for the industry (e.g., #construction #womeninconstruction)
- **Properly write out the hashtags**, no punctuation or spaces
  - Correct: #WomenInConstruction Incorrect:
  - #Women In Construction!
- Check hashtags are being used by typing into the search bar
- Use relevant hashtags for your industry but don't be afraid to use popular hashtags as well (e.g., #entrepreneur)
- Can sometimes use LinkedIn suggested if needed to get to 3
- Follow hashtags that you are interested in for relevant content For specific events, use the event hashtag

## Tags:

- **Tag relevant people and companies** that are a part of the post.
- **Check that they are correct company**
- **Do not bulk tag!**
  - If you bulk tag and the people do not interact with your post, it will hurt the post and your page
- Join engagement pods, where you can, share your content and tag (if relevant), knowing that they will interact with your post
  - Reciprocate for their content
- Have all team members trained and engaged on LinkedIn
- The more engagement you can get in the first 45 minutes of a post, the higher up the algorithm you go

# LinkedIn QR Code



**Andrew Schenkel**  
Marketing Strategy | Lead Generation

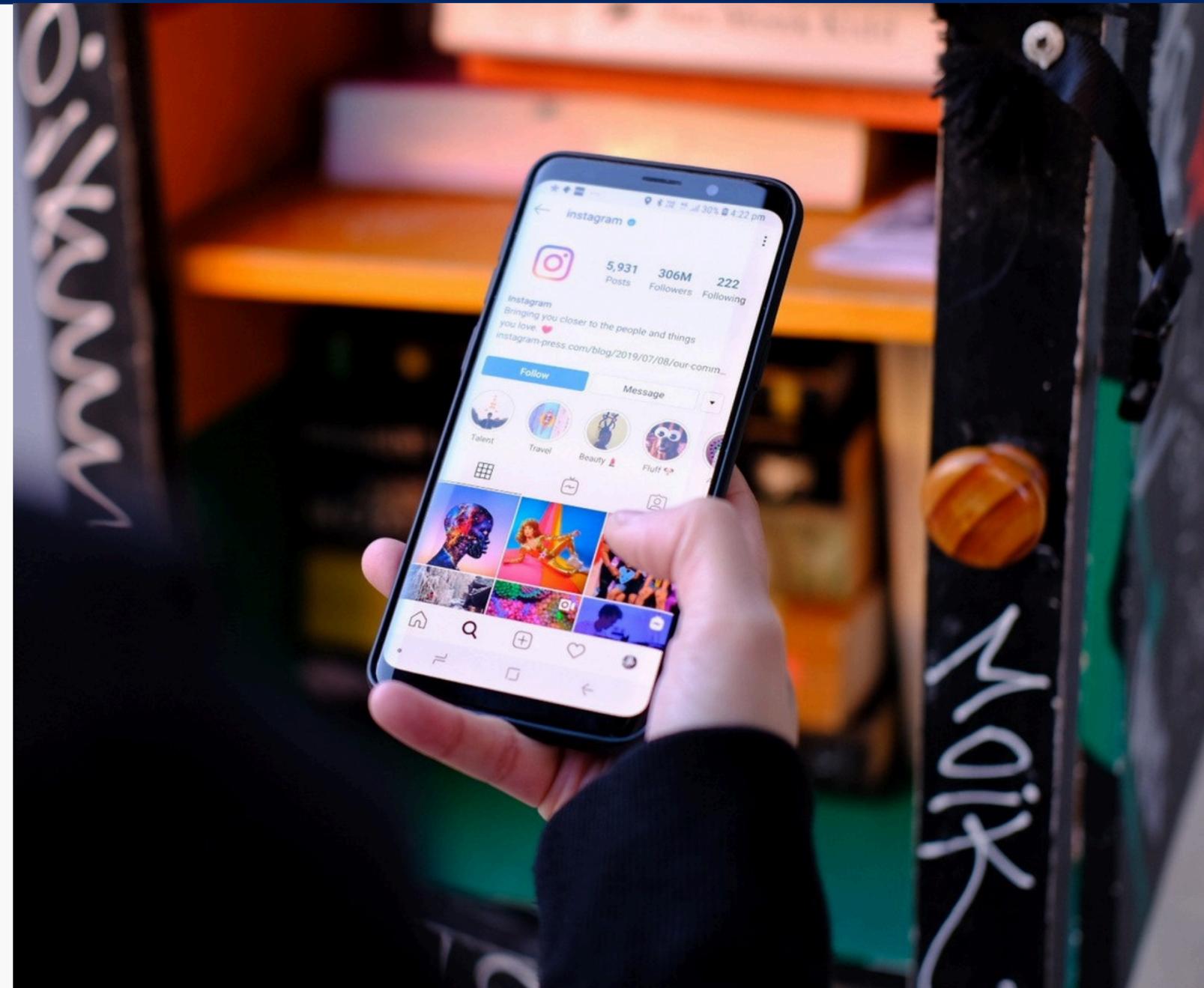


- **QR Code is an excellent way to connect with people** you meet at events and other functions.
  - For an event, you can **set your lock screen as your QR code** and can be scanned from the screen.
  - It can also be added as your zoom "off-camera" background that can be scanned.
- **Where to put your LinkedIn QR Code:**
  - Marketing Materials
  - Website
  - Business card
  - Email signature
- **On mobile, get your QR Code by:**
  - a. **Open the LinkedIn app** on your mobile device.
  - b. **Tap the QR code** in the search bar at the top of your LinkedIn homepage.
  - c. **Tap the MY CODE tab** to find your QR code.
  - d. You can tap **SAVE TO GALLERY** to save a copy of your QR code to your mobile device's photo gallery.

# SOCIAL MEDIA: WHY BE ON INSTAGRAM?

- Primarily best for Residential (single family) work but also great if architects are your clientele
  - Architects + homeowners browse for inspiration.
- Visual portfolio = credibility showcase.
  - Even if you only do LinkedIn, it is great to share your project work across Meta as well
- Great for design-driven projects.
- Quick way to validate craftsmanship.
- Reinforces professionalism through visuals.
- Makes it easy for prospects to share your work with colleagues or boards.
- Targets the younger crowd as well

**Goal: Be discoverable where people look for visual inspiration and validate when prospects look you up**



# SOCIAL MEDIA: INSTAGRAM - HOW TO BUILD YOUR PAGES

- Set up a professional business profile.
  - Use your company logo + clear tagline in bio.
  - Add contact info + link to your website or lead form.
  - Include service area (“Serving NJ & NY multifamily buildings”).
- Pin your best 3 posts (project highlights, testimonials, team).
- Use Highlights for services, projects, and FAQs.



# SOCIAL MEDIA: INSTAGRAM - HOW TO BE SUCCESSFUL

- Post consistently (3–4 times per week) with a clear audience focus
- Use a mix of Reels, Stories, and photo posts.
- Engage with followers, reply to comments + DMs.
- Tag partners (GCs, architects, suppliers) for reach.
- Use 5–10 relevant hashtags (#Subcontractor, #Multifamilyconstruction).
- Keep your captions short, clear, and value-driven.
- Content should show both project quality, company personality, and educational content with actionable takeaways
- Simple, jargon free language with high-end visual quality
- Quality Content Examples:
  - Drone flyovers of commercial roofs.
  - Timelapse installs for dramatic effect.
  - Close-up detail shots of materials + craftsmanship.
  - Team action shots (safety, teamwork).
  - Testimonial clips from PMs/GCs.
  - “Before & After” transformations.
  - Quick tips for property managers (“3 signs your roof needs replacing”).

**Goal: Make your page look like a digital portfolio.**





## YouTube (Why)

- Second-largest search engine after Google.
- Long-form video builds deep trust.
- YouTube shorts give quick, powerful content to consumers
- Evergreen content works for years.
- Ranks in Google search results.
- Adds credibility to proposals + sales decks.
- Serves as a central video library.
- Must live here if video is going on your website

**Goal: Build authority at scale through video.**



## YouTube (How)

- Either hire a videographer or film shorthand video content on your phone
- Upload drone walkthroughs of major projects.
- Record case study + testimonial videos.
- Create explainers (“Behind the Scenes”).
- Organize playlists: Commercial, Residential, Case Studies.
- Optimize titles/descriptions for local searches.
- Repurpose clips for LinkedIn + Instagram.
- Embed videos on your site + newsletters.

# Cold Email (Why)

- Direct outreach to potential decision-makers at clients
- Key is a reoccurring need (e.g., a Property Manager always needs a good subcontractor on speed dial)
- Cost-effective compared to ads
- Everyone has email where not everyone is on social media nor searches Google
- Creates first touch in sales cycle.
- Opens/clicks reveal warm prospects.
- Scales faster than referrals alone.

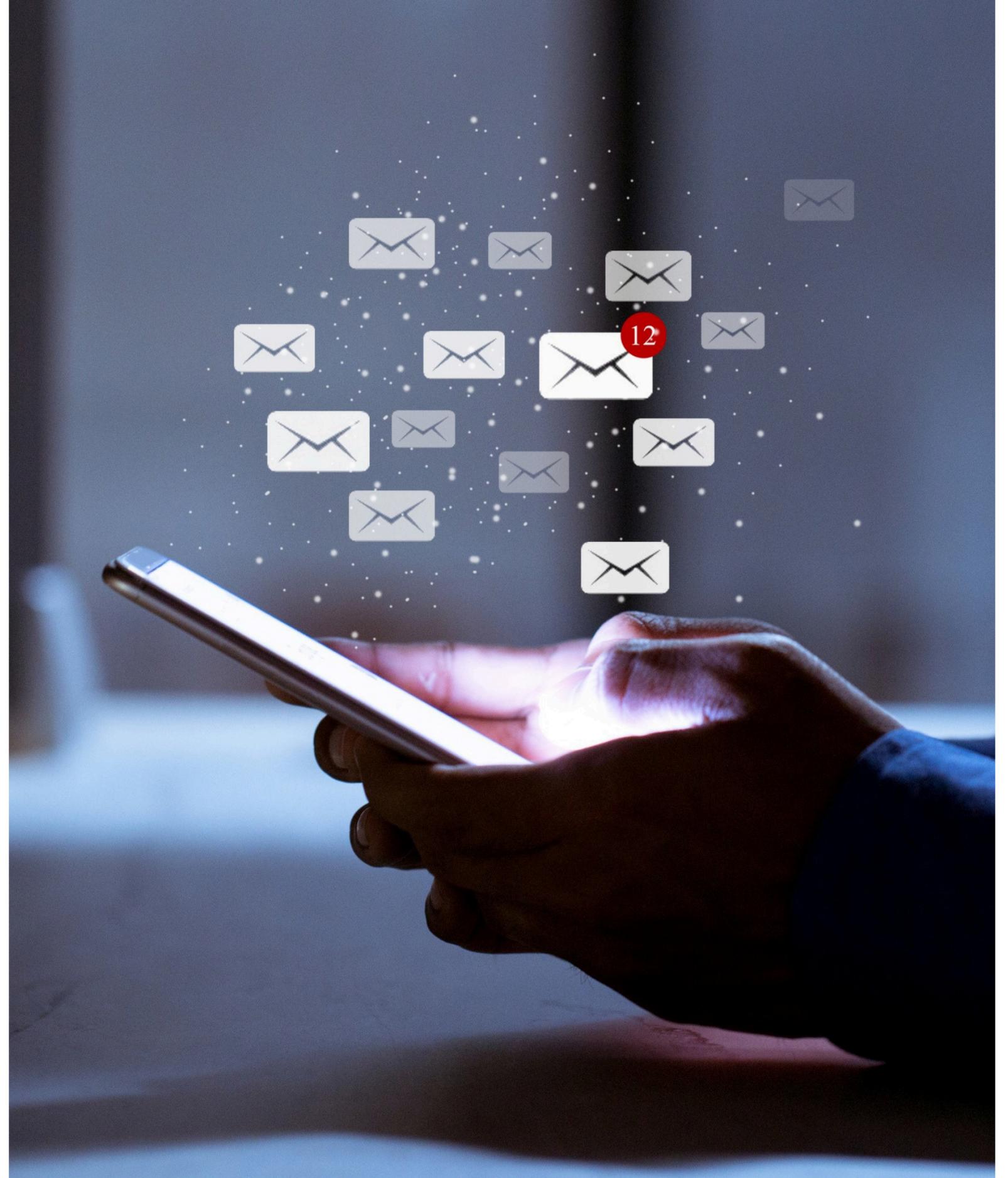
**Goal: Spark conversations at scale & use data to create “warm intent” prospects.**



# Cold Email (How)

- Set up an account with a outreach software (e.g., HighLevel)
- Create a sequence of 4-6 emails
  - Use short, clear subject lines.
  - Start with credibility (“200+ multifamily roofs in NJ”).
  - Share one clear value point (“Cut roof maintenance 15%”).
  - End with light CTA (“Worth a 10-min call?”).
- Personalize by role (PM vs GC vs architect).
- Create intent leads with the data:
  - If prospect clicks on links or opens each email 3x or more, we consider it intent
  - Call intent leads
- Sync opens/clicks with LinkedIn follow-ups.

**Goal: add about 10 intent leads per month with a couple of interested prospects**



## Warm Email (Why)

- **Nurtures leads over months/years.**
- **Every client doesn't understand every service you offer**
  - **Upsell opportunities**
- Keeps your company top of mind.
- Builds trust and expertise gradually.
- Easy to repurpose content from other channels.
- Creates brand familiarity over time.

**Goal: Stay visible until timing aligns.**



## Warm Email (How)

- Send monthly newsletters consistently.
  - (more than two per month can be too much)
- Three Types: Newsletter, Informational, Upsell
- Include project spotlights + client wins.
- Repurpose blogs + drone videos.
- Provide 1-2 actionable insights.
- Use simple subject lines, many times answering continuous client questions or hot topics.
- Keep layout mobile-friendly + clean.
- Always include next step (book call, reply).
- Analyze the data for intent leads (3+ opens and/or clicks)





## Google/SEO (Why)

- SEO works well depending on your niche and target market
- Homeowners use Google (and now Chat GPT) to find contractors
- Sometimes a property manager/facilities manager will search when they need a new vendor
  - Ex: “Commercial Electrician + Oklahoma City” = high intent search.
- Local SEO builds credibility + reviews.
- Google Ads possible if demand exists.
- Google AI search will favor authority content.
- Long-term lead generator if volume is there

**Goal: Appear when & where your target market is searching.**



## Google/SEO (How)

- Research keyword volume first.
  - YOU DON'T WANT TO SPEND MONEY ON SEARCHES THAT DON'T HAVE ENOUGH VOLUME
- If strong: optimize site for local terms.
- If weak: prioritize other initiatives.
- Keep NAP (name, address, phone) consistent everywhere.
- Technical tactics:
  - Optimize websites for keywords and indexed pages
  - Write blogs answering real buyer questions and keywords.
  - Backlink and citations
  - Consistent content
- Track all leads through call service such as Call Rail
- Analyze all SEO data monthly on Google Analytics



# Google Business Profile (Why & How)

## Why:

- Local Map is one of the first things that the buyer sees
- Shows up in “near me” searches.
- Boosts your local SEO Authority
- Reviews = instant credibility and the best way to validate your work from a third party
- Photos show quality + professionalism.
- Helps validate your company vs competitors.

## How:

- Claim+ verify your profile.
- Fill out all company information in each tab of the Google My Business Page
- Upload jobsite photos + drone shots.
- Encourage satisfied clients to leave reviews.
  - Respond to every review (good or bad)
- Post updates: projects, tips, offers.
  - (can sometimes use your LinkedIn content here)
- Keep hours/contact info up to date.
- Track calls directly from GBP insights.

**Goal: Win trust before they click your website.**

# Advertising (Why & How)

## Why:

- Can speed up visibility if budget exists.
- Google Ads = high intent clicks.
- LinkedIn Ads = awareness with PMs + GCs.
- Retargeting keeps brand in front of warm leads.
- Useful for residential high ticket items.
- Not essential for commercial contractors.

## How:

- Start small to try out what works
- Run local Google Ads
- Use display/retargeting for brand recall.
- Promote case studies/videos via LinkedIn Ads.
- Always track cost per lead. Remove campaigns that don't convert.
- Ads should supplement proven outreach.

**Goal: Treat ads as a boost, not foundation.**



Part 3:

# Quality Content = The Fuel



# Quality Content (Why)

- **Content is King: Drives every channel within your marketing mix**
- Builds authority vs low-price competitors through showcasing your expertise and the quality of your work
- Educates decision-makers instead of selling.
- Keeps you top of mind consistently.
- Content lives forever (library effect).
- Compounds over time as credibility grows.

**Goal: Showcase you are the expert in your industry**



# Quality Content (How)

- Create a content/marketing calendar with each activation and the date that it will be used.
- Repurpose content across all marketing channels
- Identify your client's key needs and what your service answers
- Written Content:
  - Written post on social media
  - Blogs/Long form written content
    - SEO driven, e-mail marketing & powerful web content
  - Testimonials
  - Case Studies - showcasing client ROI
- Powerful images - a picture tells a 1,000 words
- Video:
  - Long form videos
  - Short form reels
  - Drone videos



# Artificial Intelligence

- Artificial Intelligence is effecting marketing just like other industries.
- **Chat GPT can be a great resource for content research and skeletons. If used incorrectly, it is still garbage in, garbage out today**
  - Can tell content written by AI with excessive emojis and –
- **AI website bots helping with conversion**
- Marketing process automation (e.g., automated email outreach)
- Be careful when using AI tools. If they are not set up correctly, it can be detrimental to your marketing plan
  - Examples:
    - Email campaigns not being set up correctly and your domain gets flagged
    - LinkedIn's code of conduct is against AI tools plugging into their API. If caught, could get kicked off LinkedIn



# Case Study

# Example In Action



# Case Study Construction

**Challenge:** A subcontractor needed to increase brand awareness in the marketplace, nurture current clients and prospects, and add new leads for their commercial service division targeting Property Managers and Facilities Managers.

**Objective:** Put together a marketing and lead generation strategy to nurture current clients and network while also developing new leads.

**Process:** The Double Play Marketing & Sales team created content and launched the following activations monthly:

- LinkedIn: Weekly posts consisting of company, project, services, information, and educational posts
  - 100 weekly individual page connection requests
  - 250 monthly company page requests.
- Updated
- Google My Business: constant image and content updates
- Cold email drip campaign, adding 150- 250 service prospects per month
- Monthly nurture email blast (upsell, information, newsletter)
- Monthly blog added to website (light SEO)
- Revamped current website

# Case Study

## **Construction**

### *Results*

#### **Lead Generation:**

- Email Marketing: **\$250K+ in new service business**  
generated across 12+ new clients
- Identified over 100 additional prospects in the pipeline with “intent” through multiple opens and clicks
- Google My Business: Calls: 1,000+
  -

#### **Brand Awareness:**

- LinkedIn Metrics:
  - Impressions (views): 48,000+
  - Unique Impressions (views): 26,000+
  - Page Views: 1,000+
  - Clicks: 6,600+
  - Increased Followers: 50%
- Brand elevated through a new website, new marketing materials, videography & content
- Google My Business:
  - Profile Views: 50,000+
  - Profile Interactions: 4,600+
- Website Clicks: 2,300+

# What's Next?

## Option 1: Handle Yourself:

- **Your Time Commitment: 2-3 hours per week**
- **Identify your target market and the channels you can reach them**
- **Create an action and content plan**
- **Launch your campaigns**

## Option 2: Hire an Outside Partner

- **About 30-45 mins per week of your time**
- **All content created for you (including video)**
- **All activations done for you**
- **All outreach done for you**
- **Measure success based off KPIs identified through the goals of the campaigns**

**Scan the code for a  
free Marketing audit  
with Double Play**





# About Double Play

Our expertise in sales and marketing runs deep. When you work with us, you are getting a team of professionals rather than one costly in-house marketing or sales employee. For more information, check out [www.doubleplayagency.com](http://www.doubleplayagency.com)

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