

Marketing Tips for Today's Electrical Contractor

Over the years, many electrical contractors have been slow to update their marketing efforts, relying primarily on word of mouth and phone book ads to get the word out about their business. This may have been fine – then, but not now! In today's fast paced world, business information, and product and service offerings are literary at everyone's fingertips - online. Contractors find that to effectively market themselves and their business, they need an effective online marketing strategy to present their business in an engaging and informative way for their customers to understand their business and what it can do for them. If you want to take your brand online, Womack Electric Supply can help.

Here are a few tips for getting started...

Determine your target markets.

What are your target markets? Who are your customers? What geographical areas will you concentrate your efforts in? What types of projects and organizations will you solicit? Who are your contacts?

Develop a strategic marketing plan.

How will you reach your market and customers? How will you communicate your strengths to your market's needs? What is your marketing budget? How will you spend your marketing budget; website, phone book ads, direct mail, truck decals, yard signage, etc? Have you developed your brand profile?

Distinguish yourself from your competition.

How are you different? How will you let your customers know you are different? Do you have a company story to market yourself and your company? How have you chosen to get the word out? Will you do it yourself or will your competitors do it for you?

Create a web presence.

Are you online when customers search for you? Are you visible in your area? Is your business registered locally with and Bing? How are you expanding your reach via showcasing your capabilities, product and service offerings, as a solutions provider in your market?

Inspire mouth-to-mouth references.

Does your customer service promote brand building? How can you improve and learn from blown opportunities?

Pay attention to your existing customers.

Does your marketing plan include methods to retain existing customers? Do you keep in contact with your customers? What have you done lately to remain relevant to them?

Womack Contractor Marketing Solutions works with you; utilizing online marketing techniques and strategies, to market you, your company, your products, your services and your brand.

Visit us online to learn more.

