

Alaska

## Marketing for Building Contractors

Course #11062



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### Course Description

Marketing is an essential part of running a successful business. This eight hour video course will show students how to put together a customized, cost-effective marketing program that will work year after year. Even those building contractors who have already been in business for years will learn how to build strength in the marketing aspects of their company, including a cost-effective method of generating leads. Students will also learn how to incorporate successful marketing tactics simultaneously.

Learning objectives are provided to facilitate student understanding and progress.

Informal progress checks throughout the module help students review and measure their understanding of the material. The chapter final assessment at the end of each chapter accurately reflects the information covered. Students must answer 70% of the questions correctly in order to receive credit/certification for the course.

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### COURSE OUTLINE

#### Chapter 1 - The Market (45 Minutes)

**\*Learning Objectives:** 1) Recognize the value of marketing, and how to identify your marketing goals. 2) Identify the strengths and weaknesses of your company. 3) Be able to analyze the competition and your target base.

1. Looking Back at Job Leads
2. Marketing basics
3. Determining your goals
4. Identify your niche
5. Competitors

#### Assessment

#### Chapter 2 - Circle of Influence (35 Minutes)

**\*Learning Objectives:** 1) Create a meaningful marketing message that targets your circle of influence. 2) Determine your budget. 3) Understand the steps to finding the right marketing team.

1. Developing a message
2. Determine your Circle of Influence
3. Costs of a marketing program
4. Who will get the job done?

### **Assessment**

## **Chapter 3 - Branding (35 Minutes)**

**\*Learning Objectives:** 1) Explain the importance of public perception of your image or brand. 2) Manage the brand, company name and logo to best advantage.

1. Company Image
2. Company name and logo

### **Assessment**

## **Chapter 4 - Signage (30 Minutes)**

**\*Learning Objectives:** 1) Use printed marketing materials to your advantage. 2) Recognize and integrate the benefits of signage.

1. Printed marketing materials
2. Truck signage: Do's and Don'ts'
3. Office staff

### **Assessment**

## **Chapter 5 - Customer Relationships (45 Minutes)**

**\*Learning Objectives:** 1) Explain the importance of creating customer loyalty, through referrals, testimonials, and a Circle of Influence. 2) Understand the importance of repeat and referral business.

1. Service Through Structure
2. Repeat customers and referrals
3. Communication program
4. Testimonials

## **Assessment**

### **Chapter 6 - Reaching the Customer (30 Minutes)**

**\*Learning Objectives:** 1) Discuss and evaluate the several ways to expand your targeted customer base. 2) Integrate these methods into a successful marketing campaign.

1. Mailings
2. Networking

## **Assessment**

### **Chapter 7 - Targeting (30 Minutes)**

**\*Learning Objectives:** 1) Determine prospective clients and how best to target them. 2) Explain the role of canvassing and telemarketing, and the rules and regulations surrounding that type of marketing.

1. Jobsite prospecting
2. Canvassing and telemarketing

## **Assessment**

### **Chapter 8 - Networking (35 Minutes)**

**\*Learning Objectives:** 1) Use your experience to market yourself through educational seminars. 2) Learn to use community and charity events to your advantage.

1. Professional branding
2. Charitable events

## **Assessment**

### **Chapter 9 - Websites (50 Minutes)**

**\*Learning Objectives:** 1) Understand how prospective clients use the internet to find builders. 2) Recognize how web sites and social media can boost your presence in the market.

1. Communicating with Customers Through the Web
2. Web site basics
3. Promoting and updating the site

## **Assessment**

## **Chapter 10 - Media and Home shows (50 Minutes)**

**\*Learning Objectives:** 1) Describe how to implement a practical and successful ad campaign. 2) Explain the benefits of working a professional show and of maintaining your own showroom.

1. Media advertising: pros and cons
2. Home show tricks and considerations

### **Assessment**

## **Chapter 11 - Market Analysis (25 Minutes)**

**\*Learning Objective:** 1) Examine the value of tracking your leads and evaluating your customer's assessment of your services.

1. Tracking success and /or failures
2. Evaluations

### **Assessment**

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