

Five Questions To Answer Before Marketing Your Painting Business

To market your business successfully, you need to give people a reason to select you instead of other painters - ideally a reason other than a coupon that makes you the cheapest painter in town. Here's what you need to know in order to do that.



Who Is My Customer?

Do you want any customer, or only customers with jobs over a certain size? Do you want to focus on customers that only need painting services, or do you prefer bigger jobs even if they include drywall repair or deck staining?



When Do I Want a Call?

The most important part of marketing is asking a customer to do something. Ask for a call if they want a quote, a paint job, or help with other services you offer.



How Am I Better Than Other Painters?

People select a painter because they think they are a better option than any other painter.

What makes you better than other painters? Until you identify this, you won't be able to achieve your best results with your marketing, or earn a premium price.

Do you have great reviews or references? Can you finish jobs quickly? Do you offer other services? Figure out what you can offer that other painters cannot.



What Do I Promise?

Customers want to know you stand behind your work. If you offer a guarantee, mention it in your ad! If you have pictures of jobs that you've done before, putting those in the ad can also offer reassurance that they'll get what they pay for.



Where Will I Market?

There are plenty of different ways to market a business, and some are more effective than others. Will you use a website, social media, emails, postcards, or traditional media?

The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

Peter Drucker

