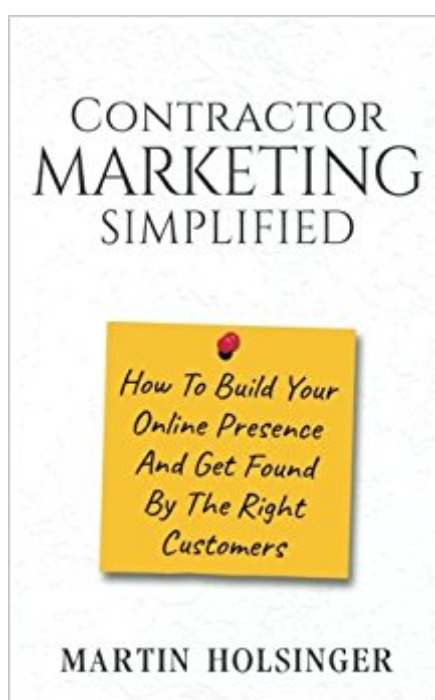


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Contractor Marketing Simplified: How To Build Your Online Presence And Get Found By The Right Customers



Synopsis

If you are a remodeler or home building contractor wanting to get found online and make more sales, you must begin with a solid online presence. Best-selling author Martin Holsinger shows exactly how to apply the principles of online marketing to your business with today's online technology. In an easy-to-read, down to earth style, you will learn exactly how to: -Build your online presence, -Get found by your ideal customer, -And get maximum return on your investment. If you are a contractor wanting to grow your business using the internet, then this is the book for you.

Book Information

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Customer Reviews

Martin Holsinger is a #1 bestselling author, speaker, and contractor marketing expert. His experience as a residential contractor gives him inside knowledge into an industry few other marketers understand. He primarily focuses on helping contractors build their online presence in order to be found by their ideal customers.

This book was suggested by a good friend and I used to do lots of reading and since I recently made a career/life change I thought I would give it a shot. I have not been able to really get into any books lately and this changed the moment I picked this book up. I am a very inquisitive person and often feel that if people learn best when they can understand the "Why" behind something. Martin did a wonderful job of explaining the "WHY" in all his examples. He wrote in a manner that allowed me to follow along and relate. I am shocked at how quickly I was able to read this book but not just to finish it but to learn and pull out valuable information. This is definitely a book I will read more than once. Thank you so very much Martin for sharing this information!!!

The best thing about this little handbook is that it takes you from A to Z through all the components in a modern digital marketing strategy. It would work great as a blueprint or guide for implementing a strategy. It's hard to keep track of all the moving pieces. Whether you're doing it yourself or hiring it out, you can use the book as a reference or checklist through the process. I've been helping small local businesses with their local marketing for over 8 years and this book covers all the things I help my clients with. I highly recommend this business people in construction or the trades.

If you are in the construction industry, I would highly recommend this book. Our application of the information and advice given by Martin Holsinger has grown our internet footprint by leaps and bounds. Martin is "on point" with so much of the information in this book. It is worth it's weight in gold and you will not be disappointed.

Cracking book for anyone working in the construction industry and can see it being very helpful into other industries aswell. Having spent time aimlessly updating my business social media not really having a plan, this book has been able to set out a clear path for how it should progress to help reach the right customers. Well worth the read.

Martin delivers on the title. He presents clearly & simply. It's an audiobook I'll have to listen to again to get all that it offers, but there was definitely take aways from the first listen. I'd recommend it.

Great book. Very helpful in using the online tools available and social media to gain exposure. I was also able to understand the tips and content of this book easily and put it use.

This is a great book for any business owner, not just contractors. Loaded with valuable content!

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