



# DIGITAL MARKETING PLAYBOOK FOR PLUMBERS

3 Sure Fire Pointers For  
Plumbing Business Success

**boom**now

# Introduction

You will have multiple offers from a dozen agencies to help you “market” your services online. They will probably promise a whole lot of things - and would likely fail to deliver a single one.

They will fail NOT because they do not know anything about digital marketing. They just do not have the one thing that allows a tradesman like you to be out there on the Internet, securing a steady stream of customers.

We understand how hard it is. You want to serve more people but you just do not have the time to do “marketing”.

## **And then the inevitable truth.**

People are no longer digging through yellow pages or asking friends (in person) for a good, reliable plumber.

Today, your prospective clients would rather search online than bother asking anybody. And if they do get a referral from a friend, they WILL NOT call right away. They will first search your company over social media and just check you electronically.

***71% of people today will likely buy into a service or product if they had a good experience with that company's social media accounts.***

Is your plumbing service positioned best online? Are you ready to connect and engage with your customers in the digital space?

You have no choice, you have to!

This is why we wrote this eBook. We want you, the plumber, to understand what is at stake in digital marketing for you and your services and how you can maximize it to get clients and then retain them for you to have a sustainable business in the years to come.

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# Word of Mouth In Steroids

No one can question that word of mouth is at the very heart of a tradesman's business growth. That will not change. However the scale and delivery of WOM have already changed.

It is now being amplified by the Internet through customer reviews! What a person says about you and your service is not passed on to a single person but sent out for the whole world to see.

That is powerful stuff!

Facebook reviews and those made over Google has the biggest impact simply because, like WOM, we only trust people we know and what they say. We take the word of our friends, family, friends of the family and those we respect in the community.

Simply put, people trust who they know.

***70% of customers today expect you to have a social media presence (and they spend more than 2 hours on social media platforms)!***

There is a need to make it easy for customers to let others know that you are worth their money, that you can be trusted. Make it easy for them to leave a review!

Encourage your clients to share their positive experiences with your business online. Display your social media handles in as many places as possible, allowing them to get to your social accounts and engage with you there.

As you get more reviews from customers, you can leverage on their positive experiences by displaying what they have to say about your business. You are now actively amplifying for yourself "word of mouth"!

Place customer testimonials on a highly visible area in your website. Social proof is very important these days.

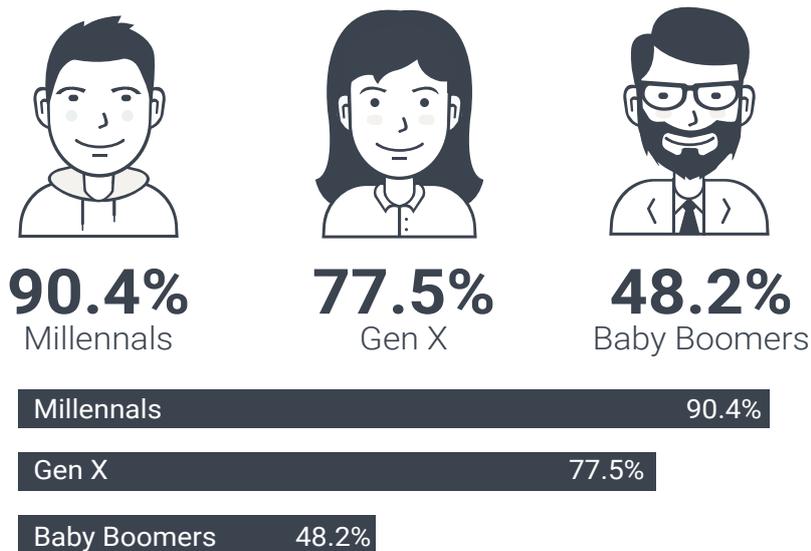
You can even have video testimonials from actual customers and have it published on your homepage.

# Be Where They Are

There are 3.2 billion people on social media today, accounting for 42% of the world population. The global Internet penetration is pegged at 50.8%, according to Statista. These numbers are saying one thing - people are moving online and integrating their lives into it for the sole purpose of convenience.

Your plumbing business needs to consider this trend. If you are still in yellow pages or still heavily relying on printed ads and other traditional means of getting customers, you will be left out. The best time to transition to digital is NOW.

## Social media users by generation



90.4% of millennials are in social media - the biggest age group represented in the platform. This is followed by Gen X at 77.5 % and Baby Boomers at 48.2%. This tells you a very clear message:

***Most people who own homes or living on their apartments are in social media - and this is where you need to be, online, on social media, searchable and easy to reach/book.***

## Social media users Via Mobile

**91%**

of all social media users  
access social channels via  
mobile devices.



91% of people that use social media access their accounts using their mobile phones. 52% of total web traffic is driven by mobile devices, with mobile phones accounting for 2/3 of the time spent on the Internet. What does this mean for your plumbing business?

You can draw 2 conclusions that will define your business success in the coming years:

- **The majority of your market is best reached online.**
- **The majority of your market uses their mobile phones to go online.**

What do you need to do to leverage on these facts?

1. Have a Facebook Page for your plumbing business.
2. Create an Instagram account and link it with your Facebook Page.
3. Create a LinkedIn account. Although this platform is made for white-collar jobs, there is an opportunity here to build a network with companies and their decision-makers - a good way to secure big, corporate accounts.
4. Make sure to have a well-planned content for all your social media accounts. Your online presence must be managed well, it should show an impression that it is manned at all times.
5. Have a good website.

# Build Your Credibility

How do you build and strengthen your credibility online? How can you assure your prospective customers that you are professional, trustworthy and reliable?

The answer is a website. But not just a website. You need a website that has good aesthetics and very functional. It needs to have some personal touch so that it can represent your person and your business very well.

**63%**

of your customers primarily use a company's website to find and engage with businesses



**30%**

of your customers won't consider a business without a website



At BoomNow, we believe in a website that has a face on it, especially websites for tradespeople. Your photo with a write up about your experience, years in the business and a short personal background can go a long way in building your business' credibility.

Plumbers are seen to be part of the community and personalising the elements of your website complements this very well!

## Here are additional website pointers for you:

1. Ensure to have a professional-looking website. Make the right first impression.
2. Be sure to update the content and design of your website through the years.
3. Make sure to have clear contact information on the website including office address.
4. Control the appearance of third-party ads. This eats up the website's appeal to some visitors.
5. Make sure to include an instant messaging button, ideally, an FB Messenger chat icon to directly interact with website visitors.
6. Make sure your website loads fast. People are not too patient with "slow" websites. You can easily lose a ready-to-book customer that way.

7. Your website must be responsive, meaning it must look nice and smooth even when visited using a mobile device. A mobile-first approach in web design is a must today.

## Build an image of expertise: content matters!

Now that you have already set up your social media accounts and your website is up and running, the next best thing you can do to strengthen your credibility is to make relevant content for your target market.

1. Write blogs about plumbing with topics like common plumbing issues at home and some quick fixes, a quick guide that helps people prevent plumbing problems, etc.
2. Make DIY videos teaching people how to seal leaking pipes, how to do some simple fix for clogged sinks, even teach people how to do faucet replacements.
3. Post quick tips on your social media or some plumbing trivia.

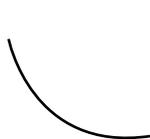
If you are helping people in fixing their plumbing problems, doesn't that mean you will lose business from people who choose to do it on their own?

That may be the case, but now you become a household name - your content becomes a source of expert plumbing advice. Your name, your business becomes synonymous with "expert".

So the next time someone busts a pipe, they go to your website for some reliable tips. If they do not have the time to do it on their own, they book your services. If the problem is too complicated, they book your services.

**Guess whose name comes up when people asked who they can call for their plumbing problems?** That's right, you.

*"Hey, I know this guy who has a channel on YouTube for plumbing, he is really good..."*



# Man your social media: engagement is the key

It is not enough that you have social media accounts. You need to have:

- 1. Content plan**
- 2. Content calendar**
- 3. Consistency of posting**
- 4. Time to make sure you are responding to queries over social media**
- 5. Time to engage with your followers on social media**

A content plan and calendar allows you to plot your day to day posts over social media. You can have a customer review highlight every Monday, a funny plumbing meme every Tuesday, quick plumbing tips every Wednesday, and so on. You can prepare this in advance using a calendar, giving you a semblance of order and organisation in your posts.

Because you have prepared for the day-to-day posts ahead of time, you now have the time to focus on engagement - from answering comments on your posts to replying to messages on social platforms.

You can even assign a social media manager just to make sure this part of your business is covered.



# There you have it!

Tradesmen like plumbers, electricians, carpenters and builders need to get into digital marketing.

People are booking these services over the internet and you need to be one of the first names that can be searched online. Your company needs to appear on Facebook recommended pages for plumbing services. Your services need to be easy to book via a website and social media. You need to be reachable even through instant messaging (Facebook Messenger).

# The key here is access.

Amplify and maximize word of mouth to your advantage, build a strong and responsive online presence, and then invest in presenting yourself and your business as the number one option for reliable plumbing services.



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