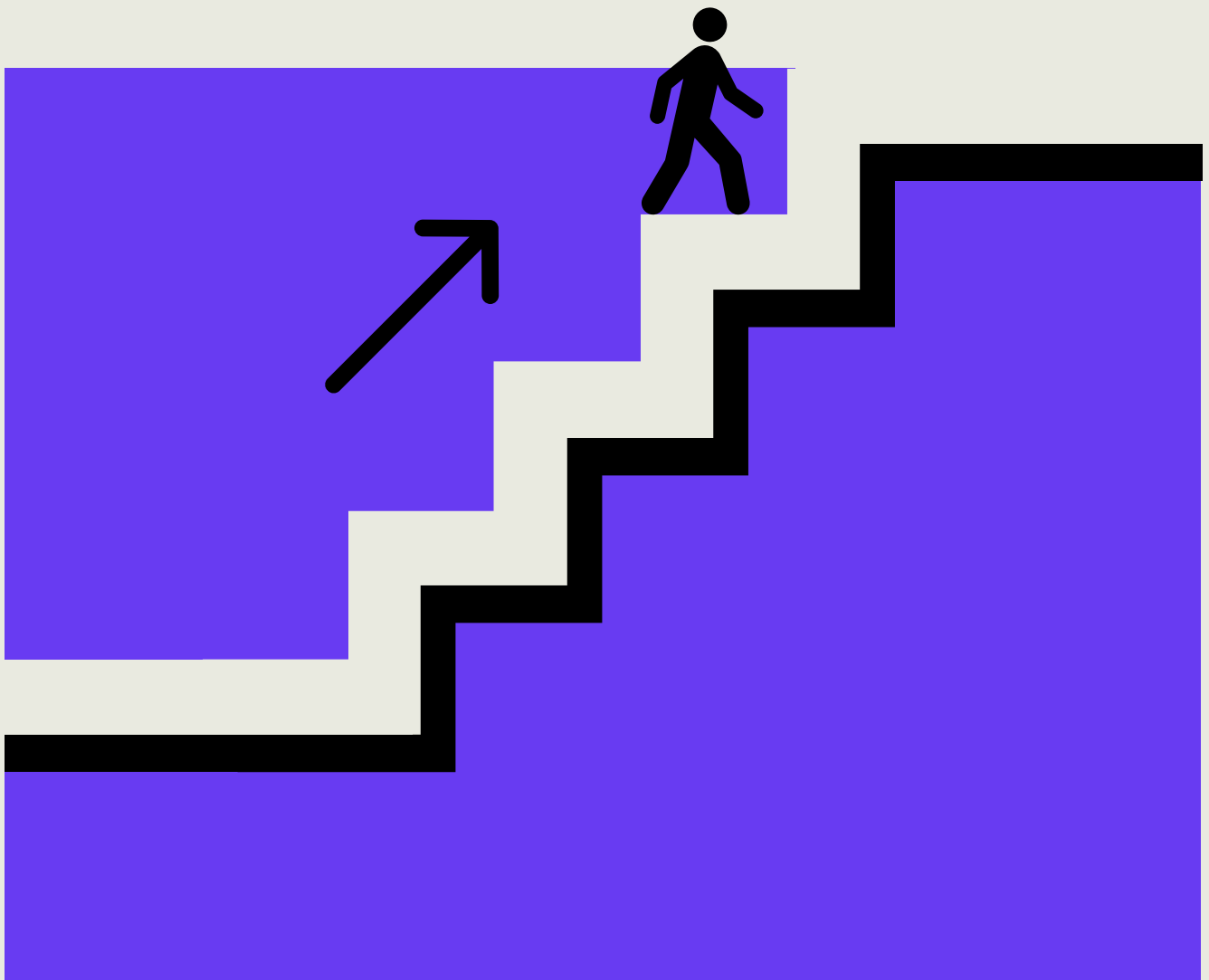


FENCING CONTRACTORS GROWTH PLAN

Effective marketing Strategies for Navigating
your fencing business to new heights.



THE ULTIMATE INTERNET MARKETING CHECKLIST FOR FENCING COMPANIES

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Is your website optimized for conversion (visitor to caller)?

- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text? Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button? Is your website fast loading on desktop & mobile?



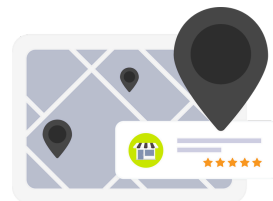
Is your website optimized for search engine rankings?

- Do you have your main keyword in the Title Tag on every page of your website? e.g. City Fencing Contractor | Your Company Name Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service? Do you have pages for the brands that you service/install? Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city Fence repair", "your city fence install", "your city fence upgrade" and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?



Is your company optimized to rank on Google Maps?

- Have you claimed & verified your Google My Business listing?
- Do you have the login? Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP) How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?



THE ULTIMATE INTERNET MARKETING CHECKLIST FOR FENCING COMPANIES

Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads? Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebooks ads to your ideal prospect base? Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com? Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?

Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook? Are you updating your social profiles on a consistent basis?

Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue



YOUR
2025
FENCERS
SMART GROWTH PLAN

KEY INSIGHTS AND ACTIONS

- Summarize what you get out of this workbook

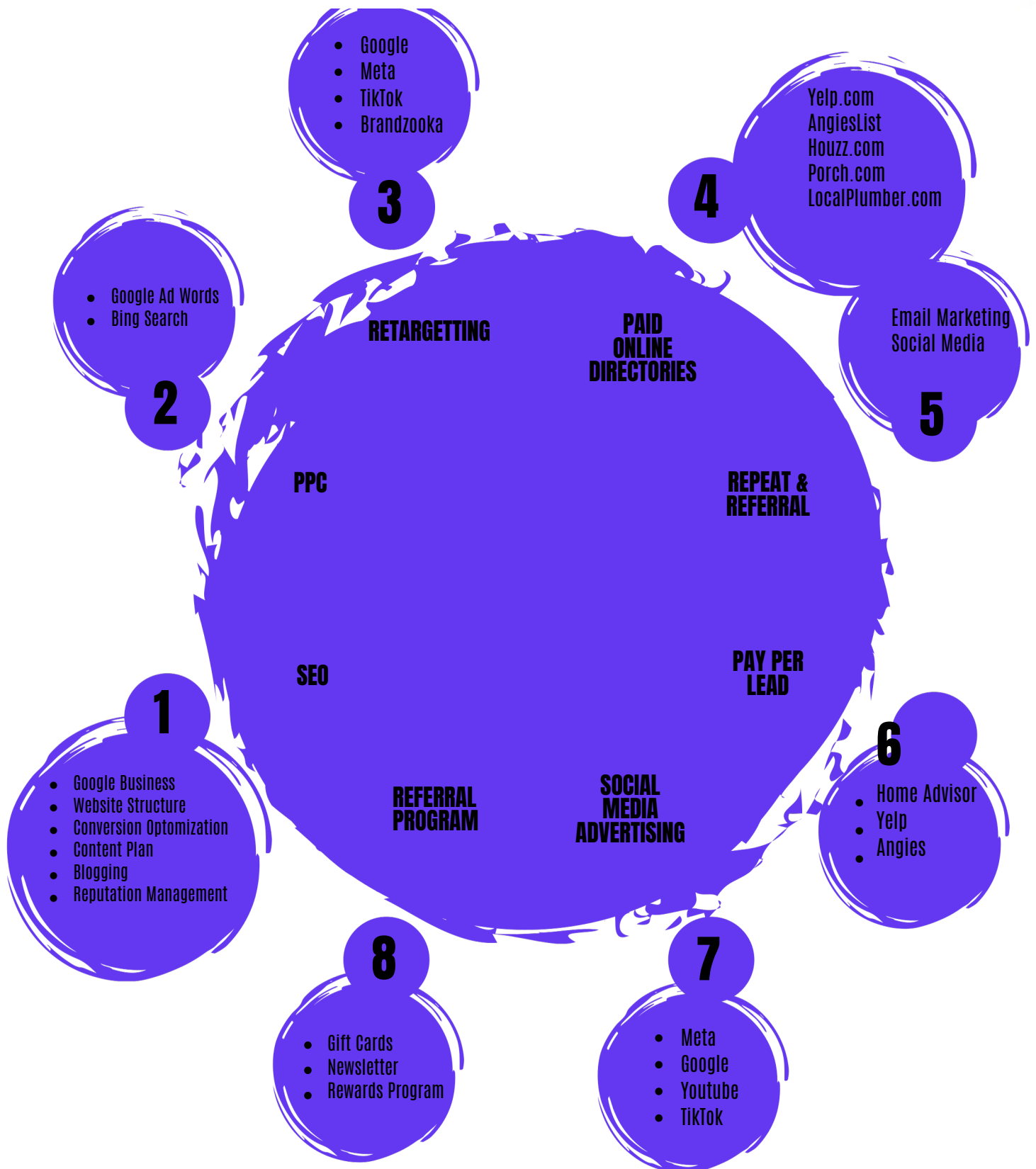
GOALS AND TARGETS

YOUR MARKETING
FOUNDATION
MARKET - MESSAGE -
MEDIA

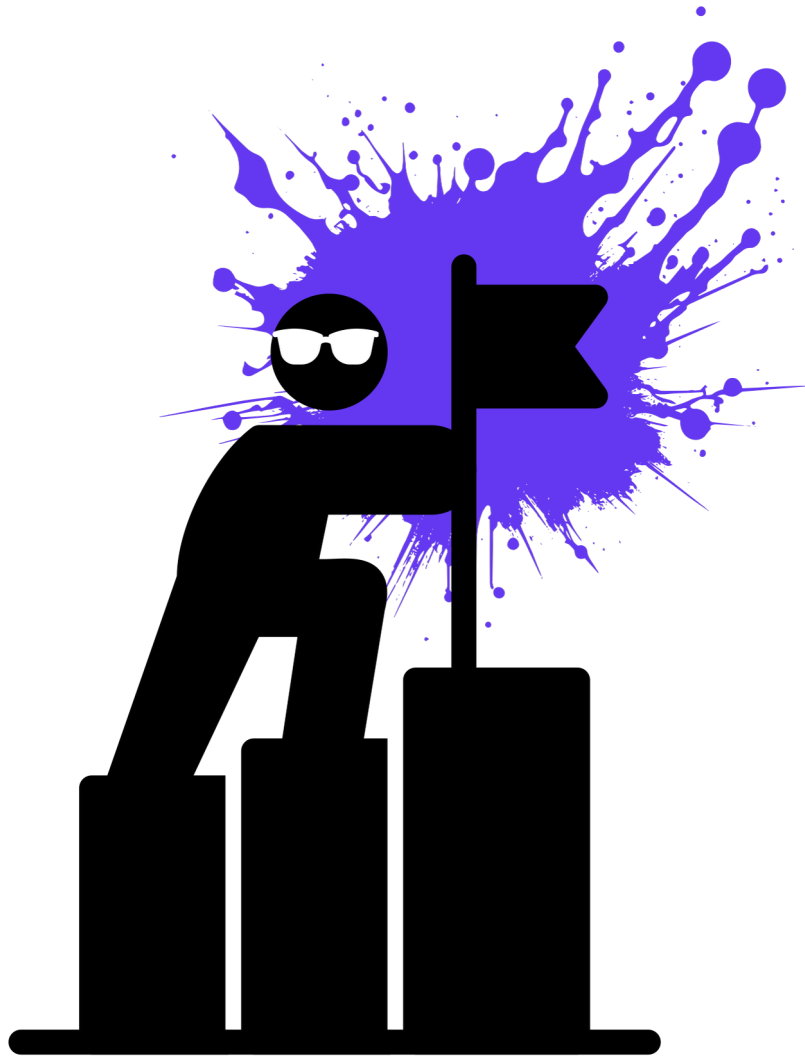
WEBSITE
CONVERSION
OPTIMIZATION

YOUR 2025
PLAN & BUDGET

THE MARKET DOMINANCE METHOD



YOUR 2025 SMART MARKETING PLAN



"Success in business isn't about luck—it's about strategy, persistence, and the right opportunities"

Premium Growth LLC

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WHAT ARE YOUR GOALS FOR 2025?

1. How much revenue will your company generate this year?
2. How much revenue does that equal to monthly? (Divide the annual by 12)
3. How many booked calls will that require?
4. What is your average transaction value?
5. What is your average lifetime customer value?
6. How many technicians/plumbers will you need to hit that goal?
7. How many leads will you need to generate to hit your goal?
8. What is your average conversion rate from caller to booked job?
9. Multiply your call target by your conversion rate -

YOUR 2025 SMART MARKETING PLAN

Your website is the ultimate destination—designed to turn visitors into customers.

Does it truly speak to your ideal client, ease their concerns, and prove why you're the right choice?

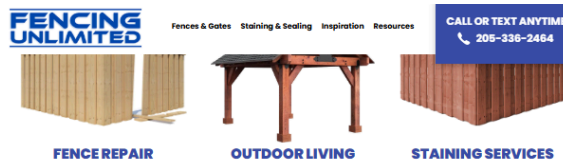
Does your website have real authentic images of your team on the homepage and throughout the site?

Does your website include video elements:

- Welcome video
- Video for each of your services
- Video explaining why someone should contact your company vs. a competitor.

Does your website showcase live customer reviews?

ENLIT ALL THE
SERVICES



Contact
Form

PHOTOS SHOWING
RECENT EXPERIENCE

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YOUR 2025 SMART MARKETING PLAN

Does your website make it easy for potential customers to take action and contact your company?

Make sure the basics are in order

- Large phone number in the top right hand corner of every page
- Website contact form above the scroll of the page
- Credibility with authority logos like BBB, Angies List, Associations, etc.
- Easy one click navigation
- Fast loading webpages

Have a call to action on every page of your website that speaks to your customer avatar.

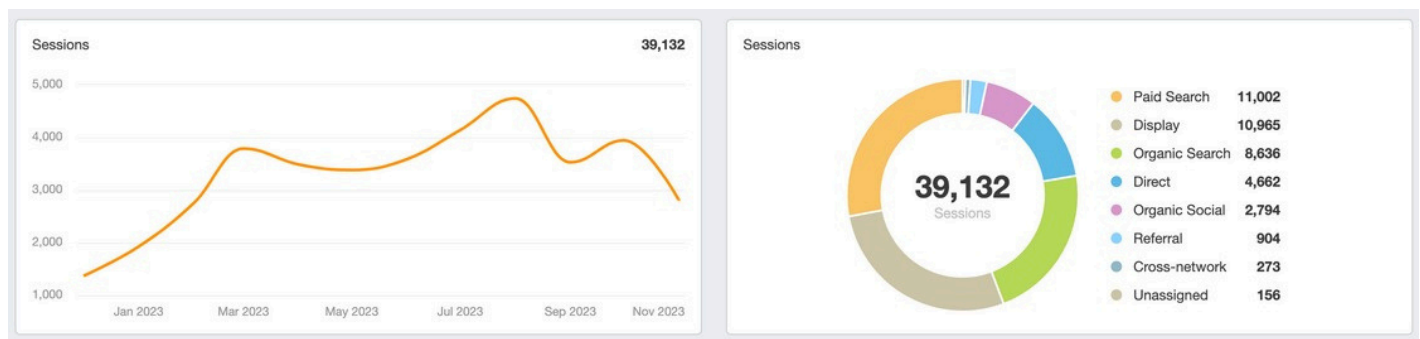
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YOUR 2025 SMART MARKETING PLAN

DO YOU HAVE KPI TRACKING IN PLACE?

1. **Call tracking** - In order to measure your Internet Marketing Campaign's success you need to have call tracking in place. Call tracking not only allows your company to see the number of inbound calls generated but also allows you to listen to the recorded calls. Have you missed opportunities? Could you implement training for your dispatchers?
2. **Average cost per call generated** - Does the amount of money you spend on advertising deliver the right amount of calls? Get as granular as possible knowing exactly the average cost of each call and lead.
3. **Visitors to website** - How many visitors do you have on a daily, weekly and monthly basis? You need to be aware of the amount of traffic that comes to your website. Does more traffic result in more calls? Are you targeting the right keywords to attract better traffic?
4. **Most visited pages** - What are your most profitable services? Which pages are getting the most traffic? Which pages are giving you the best conversion?

Implementing simple website analytics with reports delivered in an easy to read dashboard make seeing all this data easy to consume.



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SMART MARKETING INITIATIVES

What are the top 3 Digital marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally do you need to meet
with to take action on these 3 initiatives?

SEO Strategy

SEO is not a 'set it and forget it' project. This is a problem many Fencing companies face. They either try to implement a campaign on their own or they hire a company that may not be the best choice for their industry.

In order to succeed with a successful SEO campaign you need an action plan. Using the checklist on the last page will ensure you are starting in the right place.

1. Who will you have run an assessment to determine where you rank today for your most important keywords?

2. Who will track and monitor your ongoing SEO activities?

Strategic Paid Marketing for Fast, Targeted Growth

While a strong website and SEO strategy lay the foundation for long-term success, strategic paid campaigns can accelerate growth and drive immediate results.

What paid initiatives will you implement?

Pay-Per-Click - Google Adwords, Bing Search
Retargeting (Banner Ads, YouTube)

Premium advertising on authoritative directories:

- Angie's List
- Yelp
- YP.com
- Houzz
- Porch

Social Sources

- Meta
- TikTok
- Expanded Audience Networks (Brandzooka, Groundtruth)

Why most pay-per-click campaigns fail ?

- You set-up only one ad group for all services (repair, installs, upgrades etc.)
- You don't use specific text ads and landing pages for groups of keywords
- You don't have a strong call to action or offer on the landing page

We have included a pay-per-click marketing worksheet on the following page. Take some time to fill it out to ensure your campaign is the best it can be.

PPC MARKETING WORKSHEET

Ad-Group you will set up

- 1
- 2
- 3
- 4
- 5

What keywords go with each ad group?

Group 1 Title -

Keywords:

Group 2 Title -

Keywords:

Group 3 Title -

Keywords:

Group 4 Title -

Keywords:

Ad group template

Keywords

- List of keywords that belongs to that ad group

Text ad

- Should match the keyword, answer the question and offer a special incentive if possible

Landing Page

- Should be linked to the specific page of your website that speaks to their specific search. Don't send all your ads to the homepage

Landing Page Content

EXAMPLE:


Looking for a reliable Fencing contractor in [Your Service Area]?

Trust [Your Company Name] for top-quality fence repairs, installs, and upgrades—done right the first time.

Backed by years of experience and glowing reviews, we ensure a hassle-free experience from start to finish.

📞 Call us today at [Your Phone Number] for a FREE quote!

♦ Limited Offer: Get \$50 off your first service!

 Expires: [Expiration Date] (Cannot be combined with other offers)



LOOKING FORWARD TO SEEING YOU IN YOUR GROWTH SESSION.

Get Expert Insights for your fencing
business

