

# THE TRADIE SHOW

6 Low Cost Marketing  
Ideas For Trade Based  
Businesses



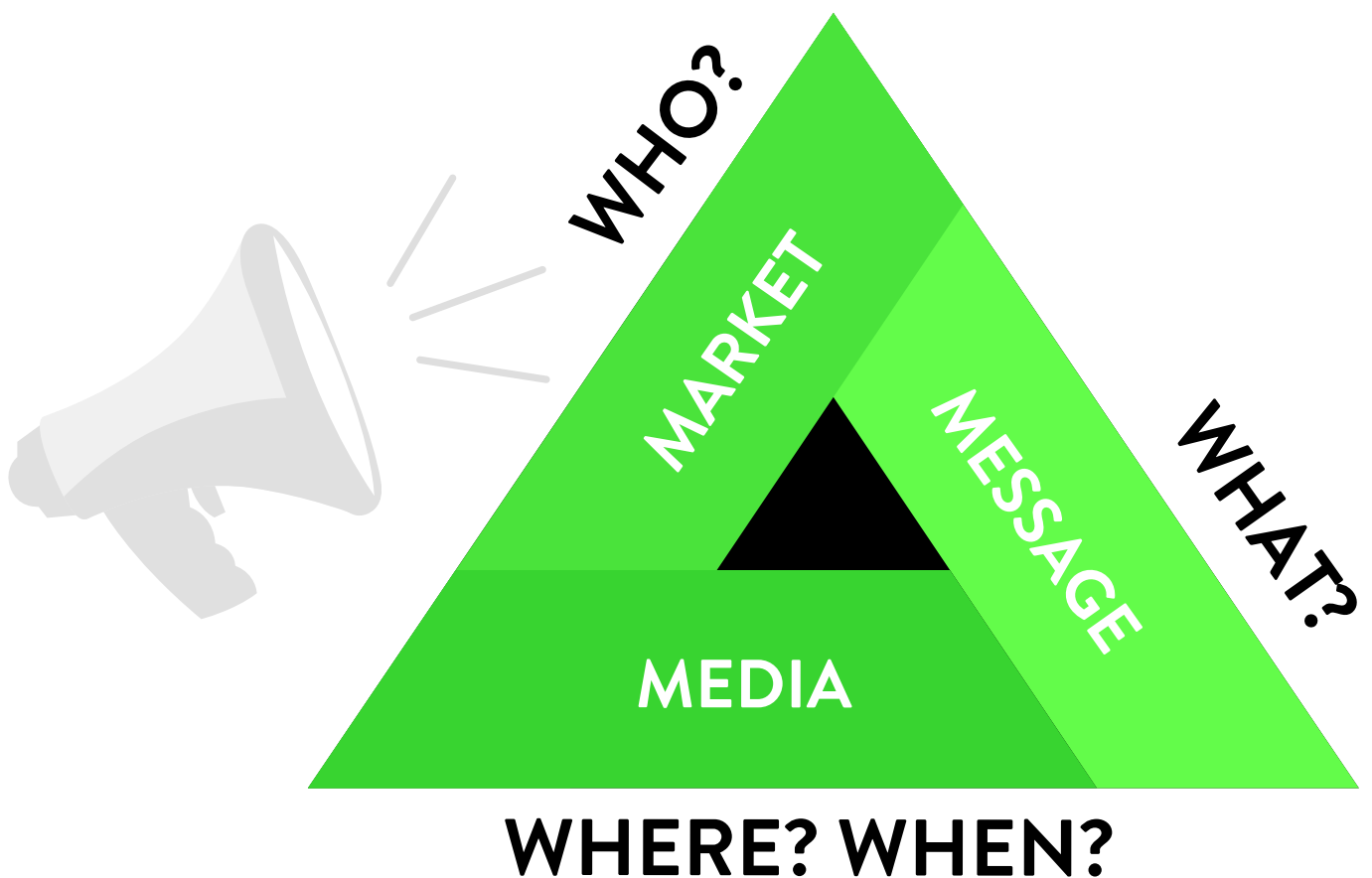
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EPISODE 7

# 6 Low Cost Marketing Ideas for Trade Based Businesses

Marketing is a crucial yet often forgotten element to running a trade business. If you don't market your trade service then people won't be able to find out about you. As a result your business will suffer and you won't make money.

'The Marketing Muscle of the 3Ms' gives you a base understanding of what you need to consider when doing marketing.



1. Who? Market

- Develop your customer avatar
- Who is going to be the best and most profitable customer to deal?

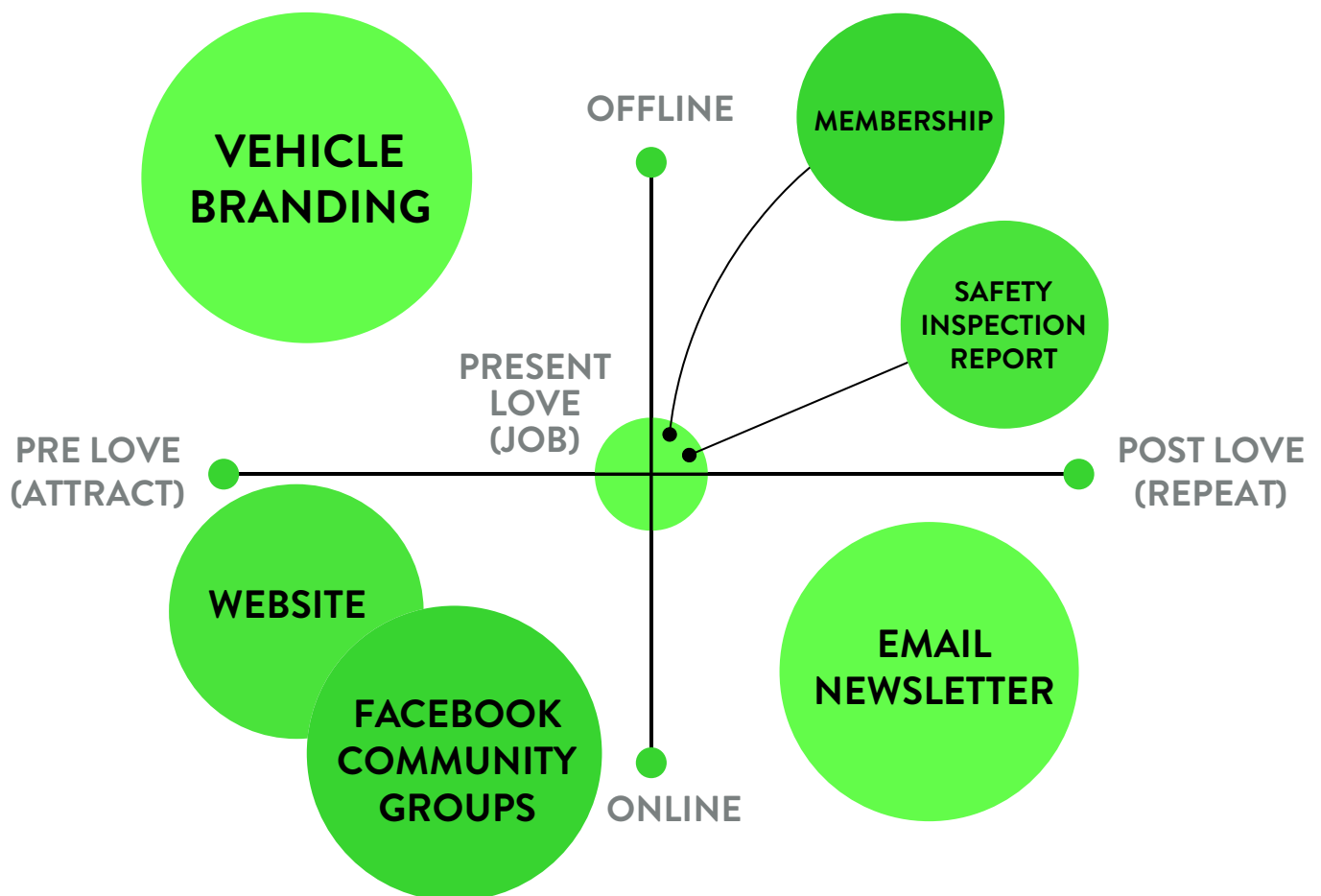
2. What? Message

- What are you talking to your target market about?
- What do they need a solution for?
- What problems do they have?
- What solution can you provide?

3. Where? When? Media

- Where does your target market hang out?

‘The Marketing Maximiser’ explains the marketing activities that must take place to give pre-love, present-love and post-love to customers. Here is an explanation of these three areas and examples of online and offline methods of doing this.



## Pre-love (attract)

Pre-love is about attracting new leads.

### Examples:

#### Website (online)

- Your customer will judge your business based on your website so make sure that their first impression is good

#### Facebook local community groups (online)

- Type into the search bar your suburb to see what relevant groups come up that encompass the areas you service

#### Vehicle branding (offline)

- If you have good sign writing people will notice you all around and recognise your brand so when it comes to them wanting your services it will be more likely that your business will come to mind first.
- Keep branding consistent

## Present-love (job)

This involves dealing with current customers while you are onsite.

- What do you do to build a relationship and loyalty with customers?
- What do you do to increase average dollar sale?

### Examples:

#### Safety inspection report (offline/online - can be paper based or on a tablet)

- Increase your average dollar sale while you are with your customer
- What other things are there that may need servicing while you are already at the customer's house?

#### Membership (offline)

- Keeps customers loyal
- Keep in contact with members with newsletters
- Discounts

## Post-love (repeat)

- After you have finished the job
- Encourage repeat customers
- Staying in contact to ensure the customer comes back

### Examples:

#### Email newsletter (online)

- Staying in contact
- Staying top of mind

# What's next?

You're the one wearing the heavy load of responsibility — and suffering major stress.

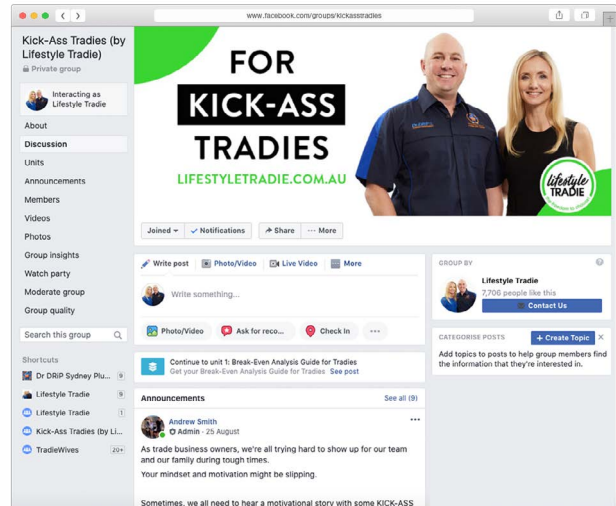
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**Kick-Ass Tradies**

Where you can gain access to trade-specific tips and resources, PLUS join the conversation with a community of like-minded tradies.

[facebook.com/groups/kickasstradies](https://www.facebook.com/groups/kickasstradies)



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