

Trade Finance in Ten Podcast: Episode 14

Marketing and Customer-Facing Basics

1. Why Today's Topic Is Important

Your customer-facing presence exists to reduce hesitation. People search you before they call. A clean Google profile, working website, real phone number, and marked truck don't just make you look big - they make you look safer to hire. That's what gets the call.

2. Key Takeaways

- Google Business Profile is probably your highest-impact free marketing tool - claim it, complete it, keep it current. Google reviews build trust fast - ask right after the job, send a direct link, respond to every review.
- Domain-based email (info@yourcompany.com) looks more established than personal email. A dedicated business phone number with a real voicemail greeting prevents missed opportunities.
- Your website doesn't need to be fancy - it needs to exist, load, and show how to contact you.
- Branding means consistency: logo, colors, and name should match across website, trucks, estimates, and shirts.
- Your truck is a great ad - test ideas with decals or magnets before full wraps; phone number readable from 50 feet.
- Social media helps to prove you're still in business - one real post per month minimum.

3. Action Steps to Consider

- ☐ Pick the one item most broken or missing - fix that first, then move to the next.
- ☐ Google yourself in incognito mode and note what a stranger sees.
- ☐ Claim and complete your Google Business Profile with real photos and a full description.
- ☐ Set up a simple system to request Google reviews after completed jobs.
- ☐ Get a domain-based email if still using personal email account.
- ☐ Assign one number to be your company's phone number. Record a voicemail greeting with your company name on your business line.
- ☐ Confirm your website loads fast, shows your phone number prominently, and lists your services.
- ☐ Check your state/local rules for license number display requirements on ads, estimates, website, and vehicles.

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