

FROZEN *FIRE*

Digital Business Development:
Strategies for Insulation Contractors



Why Must Insulation Contractors Market Themselves Online?

- Broaden Reach and Visibility
- Cost-Effective Marketing
- Data-Driven Decision Making
- Competitive Edge and Market Share Growth
- Recruitment and Talent Acquisition

Before You Invest in Digital Business Development

Target Audience Analysis <

Competitor Research <

Technology Infrastructure Assessment <

What is Digital Business Development?

- Content Marketing for SEO
- Social Media Engagement
- Email Marketing Campaigns

Content Marketing for SEO

What is SEO? <

Why Is SEO Important? <

High-Performing SEO Tactics <

Social Media Engagement

- Customer Testimonials
- Digital Community Building
- Educational Infographics



Email Marketing Campaigns

Automations <

Newsletters <

Referral Farming <

LANDING
PAGE

DIGITAL BUSINESS DEVELOPMENT FUNNEL



A background image of three business professionals in a modern office setting. A woman with curly hair is writing on a whiteboard, while two other women look on. A large, stylized graphic consisting of an orange triangle and a dark grey arrow points to the left, containing the number '1' and the word 'Awareness'.

1

Awareness



2

Traffic



3

Prospects

A man with dark hair and glasses, wearing a light blue button-down shirt, is looking out a window with white horizontal blinds. He is holding a white mug with both hands. The scene is brightly lit, suggesting daylight. Overlaid on the image is a large orange arrow pointing to the right, with the number '4' inside its tail.

4

Inquiries

A close-up photograph of two hands shaking in a firm grip. The hand on the left is light-skinned, and the hand on the right is dark-skinned. A semi-transparent orange graphic is overlaid on the center of the handshake. The graphic consists of a large orange arrow pointing downwards, with a white number '5' inside its upper triangular portion. To the right of the arrow's shaft, the word 'Conversions' is written in white text.

5

Conversions

A close-up photograph of a hand holding a white rectangular card. An orange triangle is superimposed over the center of the card, containing the word 'Refferrals' in white text. The background is a blurred office setting with papers and a laptop.

Refferrals

ANALYTICS

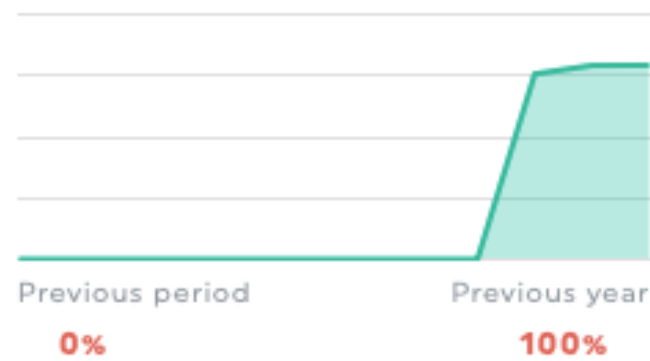


HOW TO READ ANALYTICS

WEBSITE ANALYTICS/GA4

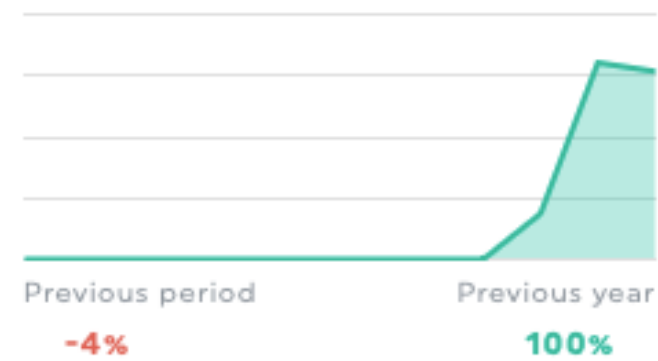
BOUNCE RATE

31.70%



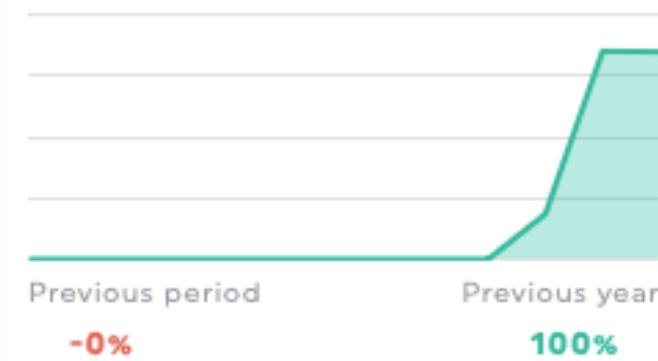
NEW USERS

30,689



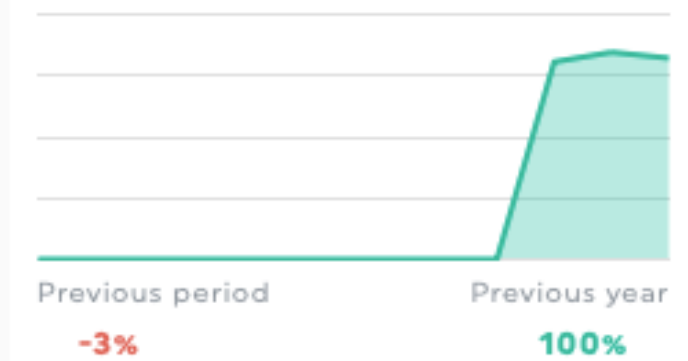
SESSIONS

42,353



VIEWS PER SESSION

1.64



HOW TO READ ANALYTICS

FACEBOOK

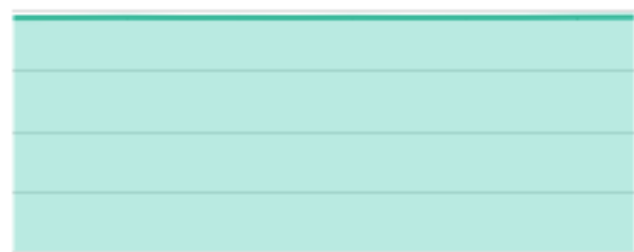
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image

	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares
	9.96% +9.96%	57 +57	3 +3	3 +3
	7.01% +7.01%	171 +171	19 +19	10 +10

FANS COUNT

29,255



Previous period

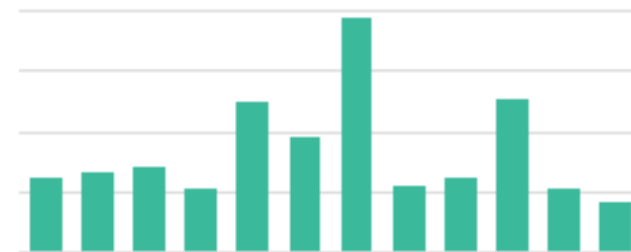
0%

Previous year

0%

PAGE IMPRESSIONS

215,713



Previous period

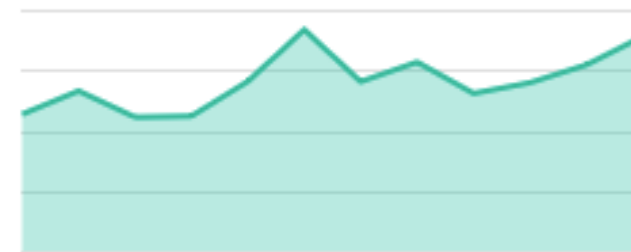
-19%

Previous year

-26%

PAGE ENGAGEMENT RATE

3.58%



Previous period

15%

Previous year

53%

ENGAGED USERS

7,715



Previous period

-7%

Previous year

13%

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QUESTIONS?