



Benjamin Moore[®]

Digital Best Practices Guide for Contractors

Benjamin Moore is committed to supporting the professional paint contractor. Your business can benefit from a social media strategy, which is why we offer you the following social media best practices guide.



Benjamin Moore®



Why use Google My Business?

Google My Business is a free service provided by Google that lets you list your business for search purposes. This incredibly powerful tool allows you to manage what information people see when doing a Google search or a Google Maps search. You also have the ability to respond directly to customer feedback. With the right information in your profile, you will get found as people search for local painters on the most popular internet search engine. Maintaining and monitoring your profile is critical, so be sure to follow these pointers:

- **Profile:** Make sure your business information is complete and accurate, including business name, phone number and hours of operation.
- **Description:** Write a good description and use a compelling image as your photo, possibly of your work. Consider a before/after photo instead of a photo of you or your staff or simply your logo. Show them what you can do for them immediately.
- **Location:** Consider adding “service areas” by ZIP code, city or area to let your customers know that you will travel to them.
- **Categorization:** Choose the appropriate business category, such as Painter or General Contractor, to increase the likelihood of customers finding you.
- **Photos/Portfolio:** Before/after photos featuring a range of jobs that showcase the breadth of your capabilities—interiors, exteriors, commercial—can be most effective.
- **Reviews:** Encourage customers to leave reviews. Email them a link to your Google My Business to make it easy for them. According to SEO marketing firm, BrightLocal, 93% of local consumers use reviews to determine if a local business is good or bad, so reviews are crucial.
- **Respond to Feedback:** Make sure you reply to all feedback, whether it is positive or negative, in a tone that’s personal yet also professional. Consider providing an email so you can continue conversations in private.



Benjamin Moore®

- **Share Updates:** Leverage “Posts” to share updates with your customers. The GMB “Posts” section lets you share all kinds of information. Be creative.

Examples:

***Promotions:** New customers get X% off

***Updates:** High-profile jobs or expanded services

***Paint 101:** Statements on quality and craftsmanship, borrowing tips and insights from the [Benjamin Moore website](#)

Additional Resources:

[Learn more about Guidelines to Representing your Business on Google](#), or [explore The Ultimate Guide to Google My Business.](#)



Benjamin Moore®

©2020 Benjamin Moore & Co. Benjamin Moore and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. All other marks are the property of their respective owners. 7/20