

YOUR

2025

PAVING COMPANY

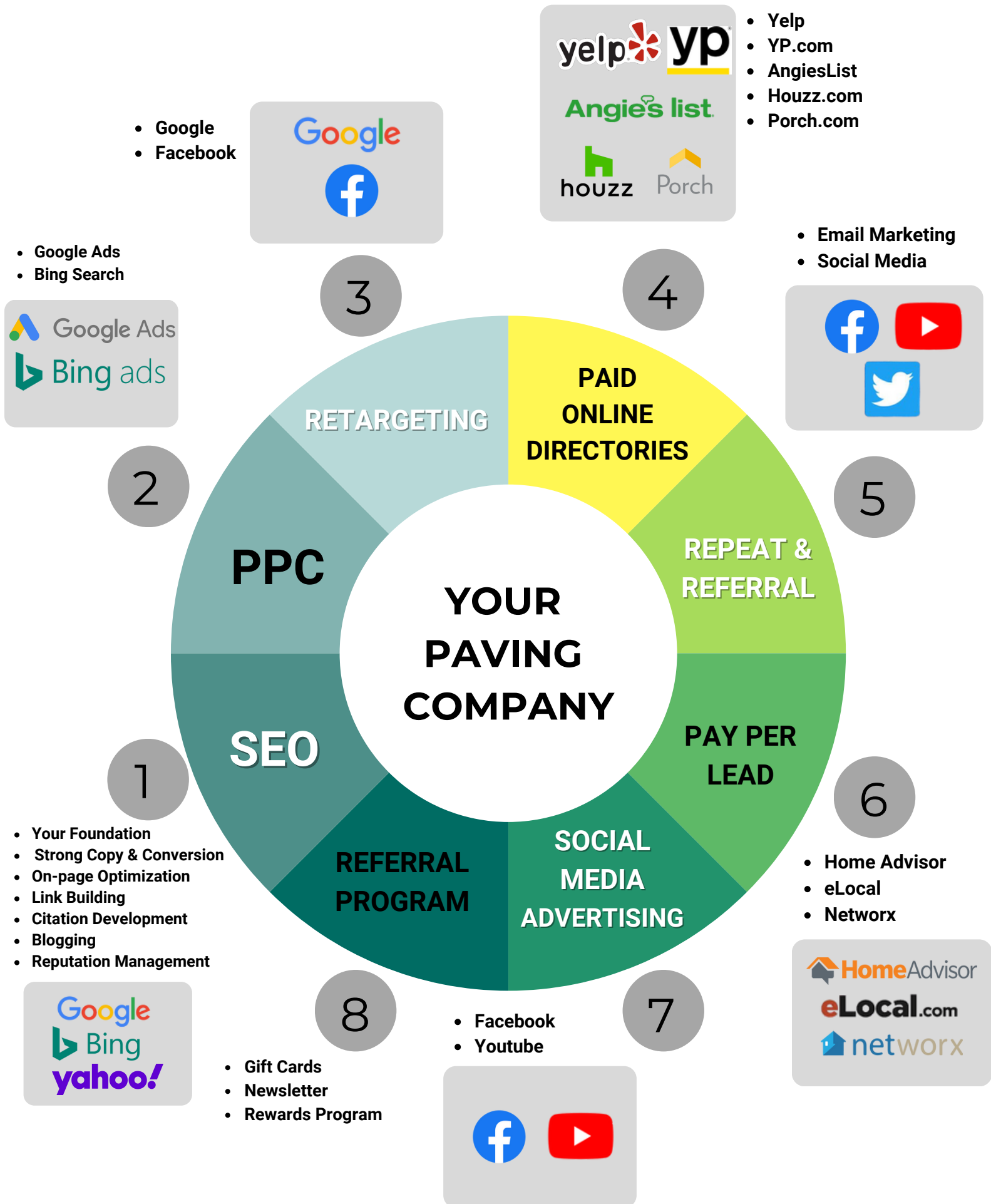
DIGITAL MARKETING PLAN



# KEY INSIGHTS AND ACTIONS

<b>GOALS AND TARGETS</b>			
<b>YOUR MARKETING FOUNDATION: MARKET - MESSAGE - MEDIA</b>			
<b>WEBSITE CONVERSION OPTIMIZATION</b>			
<b>YOUR 2025 PLAN &amp; BUDGET</b>			

# THE DIGITAL DOMINANCE METHOD



# YOUR 2025 PAVING COMPANY DIGITAL MARKETING PLAN

## GOALS AND BUDGET ALLOCATION WORKSHEET

### Lead Generation Target Planner

#### Step 1: Revenue & Booked Jobs Target

Annual Revenue Goal / Target	\$1,000,000.00
Monthly Revenue Target	\$83,333.33
What is your average project revenue?	\$2,500
How many projects would be required to hit your monthly goal?	33

#### Step 2: # of leads required to hit target

What is your average conversion rate from caller/lead to booked job?	35%
# of leads needed per month to hit target	95
Average cost per generated lead	\$65
Budget required to hit target	\$6,190

You can access this worksheet here:  
[pavingmarketers.com/2025-worksheet](https://pavingmarketers.com/2025-worksheet)



**"Success is Goals. All Else is Commentary."**

**-Brian Tracy**

## 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/installers 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 -



# THE FUNDAMENTALS OF YOUR PAVING MARKETING PLAN

**MARKET**

**MEDIA**

**MESSAGE**

## MARKET

The first thing you have to determine is 'who is the market?' Most would say, "we sell to everyone with pavement." As the saying goes, when you try to sell to everyone you are selling to no one. Get it out of your mind that everyone is your customer. So, who is your customer? Is it the commercial property manager, the middle-class suburbanite, or the high-end multi-million dollar homeowner? You have to find your market known as your avatar.

## MESSAGE

Once you define your avatar, you then need to define our message. When you know who exactly your customer is, you can craft the message to them. If your customers feel like you are talking to them, they can relate to you. The person that lives in a multi-million dollar home has different priorities than someone looking for the lowest price.

## MEDIA

When you have your avatar and message in place, you can figure out where and how to deliver the media.

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# YOUR 2025 PAVING COMPANY DIGITAL MARKETING PLAN

## WHAT IS YOUR TARGET CUSTOMER AVATAR?

You may have several avatars. For example maybe you service both residential and commercial clients, you would need a different avatar for both. Or perhaps you service two different types of residential clients.

**Consider the following factors when defining your residential paving repair avatar:**

### Demographics

- Homeowner
- 5+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- \$65K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

### Pains and Frustrations

- Driveway or walkway deteriorating
- Can't get a paving company on the phone or to return her call
- Need to get a paving issue resolved
- Too busy to deal with it
- Concerned about the safety and appearance of the property
- Worried that the state of the driveway could affect the overall home value

### Fears and Implications

- Being ripped off or overcharged
- Paying too much for something she could have gotten elsewhere
- Having home damaged by faulty workmanship
- Having to wait around for the paving crew to arrive at the home
- Being inconvenienced trying to coordinate with the paving company
- May cause disasters for the house
- Bill will be too high or more than expected

### Dreams and Aspirations

- Be well respected by family and friends
- Buy that nicer home or car
- Retire at 65 without any worries
- Kids grow up healthy, happy & successful

### Goals and Desires

- Get the paving problems fixed
- Have the issue behind them
- Have a well-kept home
- Take care of her family
- More income, money, wealth
- Live in a nicer, more luxurious home
- Drive a nicer car
- Spend more time with family
- Respect and approval of friends, family and relatives
- Peace of mind

### From A Paving Company?

- Friendly, affordable, honest & convenient
- Work with a paving contractor who can accommodate her schedule (after hours or during the weekend if needed)
- To find someone that does such a good job she can proudly recommend him to her friends and look like a hero

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# WHAT IS YOUR MESSAGE?

**Why should someone choose to do business with you vs. the competition?**

- 1.
- 2.
- 3.

**What benefits do you offer that your target customer avatar will resonate with?**

- 1.
- 2.
- 3.

With a clear understanding of your customer avatar, you can focus on crafting messaging for your website that resonates with the customer!

- Same Day Service or Emergency Services or 24 Hour Service or On-Time Service
- Straightforward Pricing or Upfront Pricing or Satisfaction Guaranteed
- Trustworthy Technicians or Trusted Technicians or Experienced Technicians

**You can make the case:**

1. Fast Same Day Service
2. Money Saving Offers
3. 24 Hours, With No Overtime Charges!
4. Clean-Cut Professional Technicians / We'll leave your home cleaner than we found it
5. Great Service - Guaranteed!

# YOUR 2025 PAVING COMPANY DIGITAL MARKETING PLAN

## YOUR WEBSITE IS THE HUB WHERE EVERYONE ENDS UP... IS YOUR WEBSITE OPTIMIZED TO CONVERT SEARCHERS INTO BUYERS?

Does your website speak to your target avatar? Does it address her fears and frustrations? Does it explain why she should choose your company?

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?

IMPORTANT  
CONVERSION  
MESSAGING

COMPANY  
STATEMENT

EASY ACCESS  
CONTACT  
FORM

CLEAN,  
UNCLUTTERED  
DESIGN

The screenshot shows the homepage of DNE Asphalt Services. At the top, a dark navigation bar contains the company logo, a menu with 'Home', 'Services', 'Gallery', 'Testimonials', 'About', and 'Careers', and a prominent red 'FREE QUOTE' button. Below the navigation is a large hero section with an aerial view of a parking lot. The hero text reads 'ASPHALT PAVING CONTRACTOR IN MERRITT ISLAND, FL' and 'CALL US TODAY FOR YOUR FREE QUOTE'. A phone number '(321) 307-2678' is displayed in yellow. At the bottom of the hero section, there are two buttons: 'OUR SERVICES' and 'CALL US'. The callouts point to the 'FREE QUOTE' button, the hero text, the phone number, and the overall layout design.

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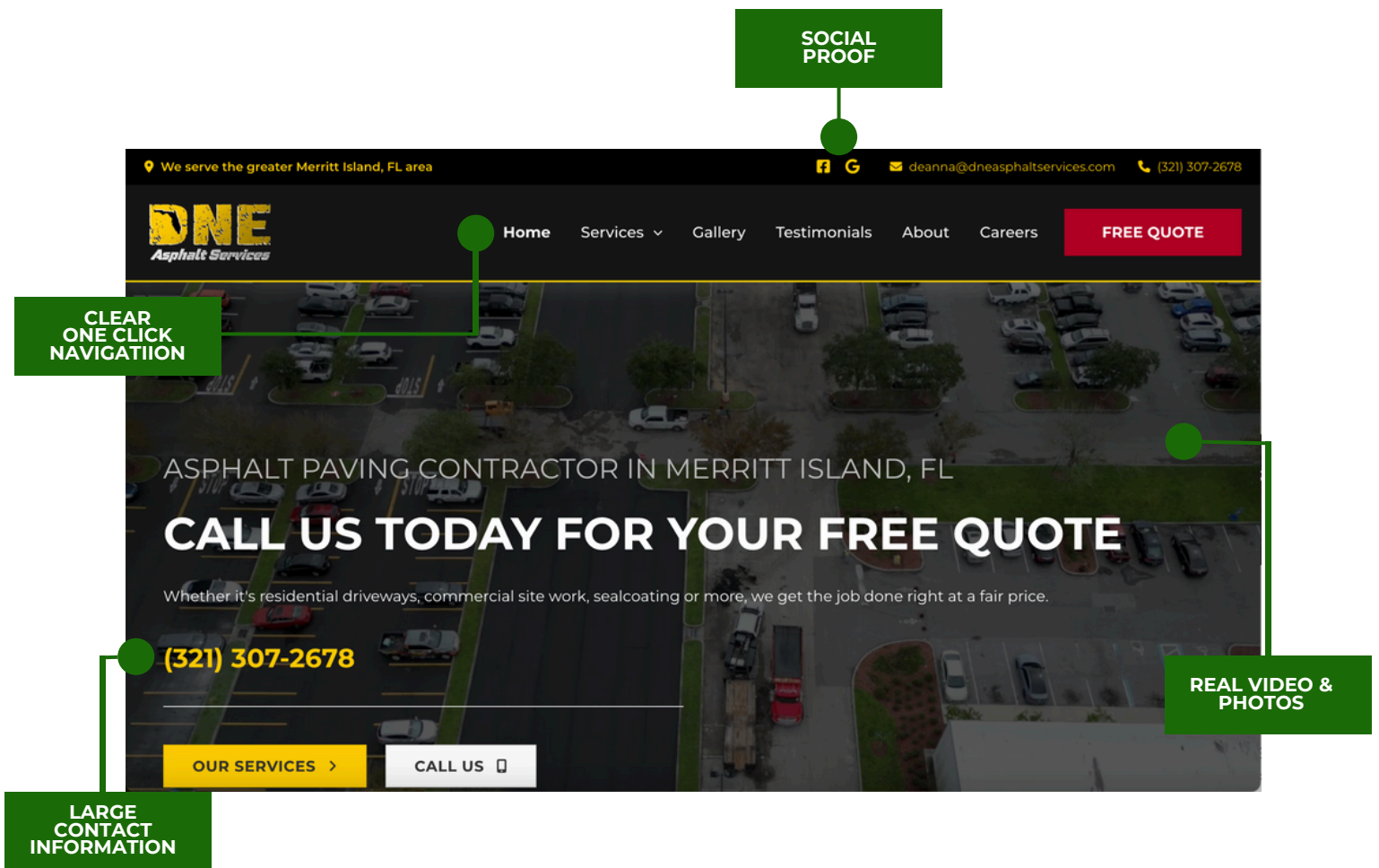
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Does your website make it easy for potential customers to take action and contact your company?

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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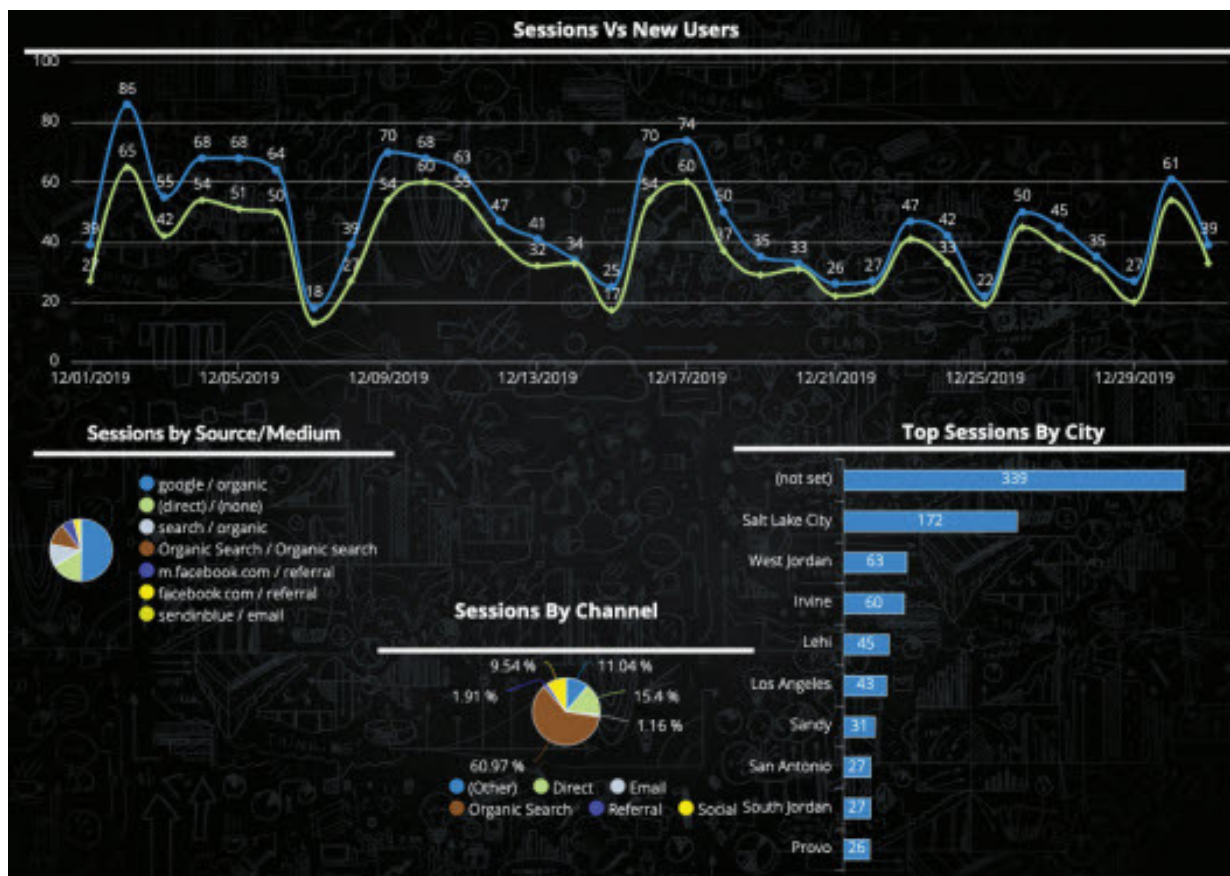
# YOUR 2025 PAVING COMPANY DIGITAL MARKETING PLAN

## 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.

## ONLINE MARKETING CHECKLIST

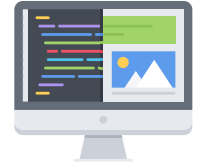


# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR PAVING COMPANIES

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 Paving | 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 asphalt paving", "your city concrete contractor", "your city driveway paving" 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 Business Profile? Do you have the login?
- Have you properly optimized your Google Business Profile?
- 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 Business Profile weekly & responding to questions?



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or go to [www.pavingmarketers.com/apply-now](http://www.pavingmarketers.com/apply-now)



# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR PAVING 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 Facebook 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, Instagram, LinkedIn, & YouTube?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?



## Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?



## 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 (ServiceTitan)



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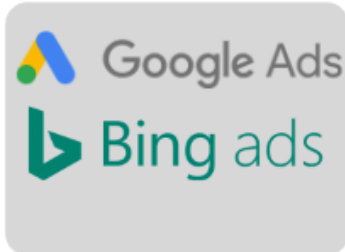


- Google
- Facebook



3

- Google Ad Words
- Bing Search

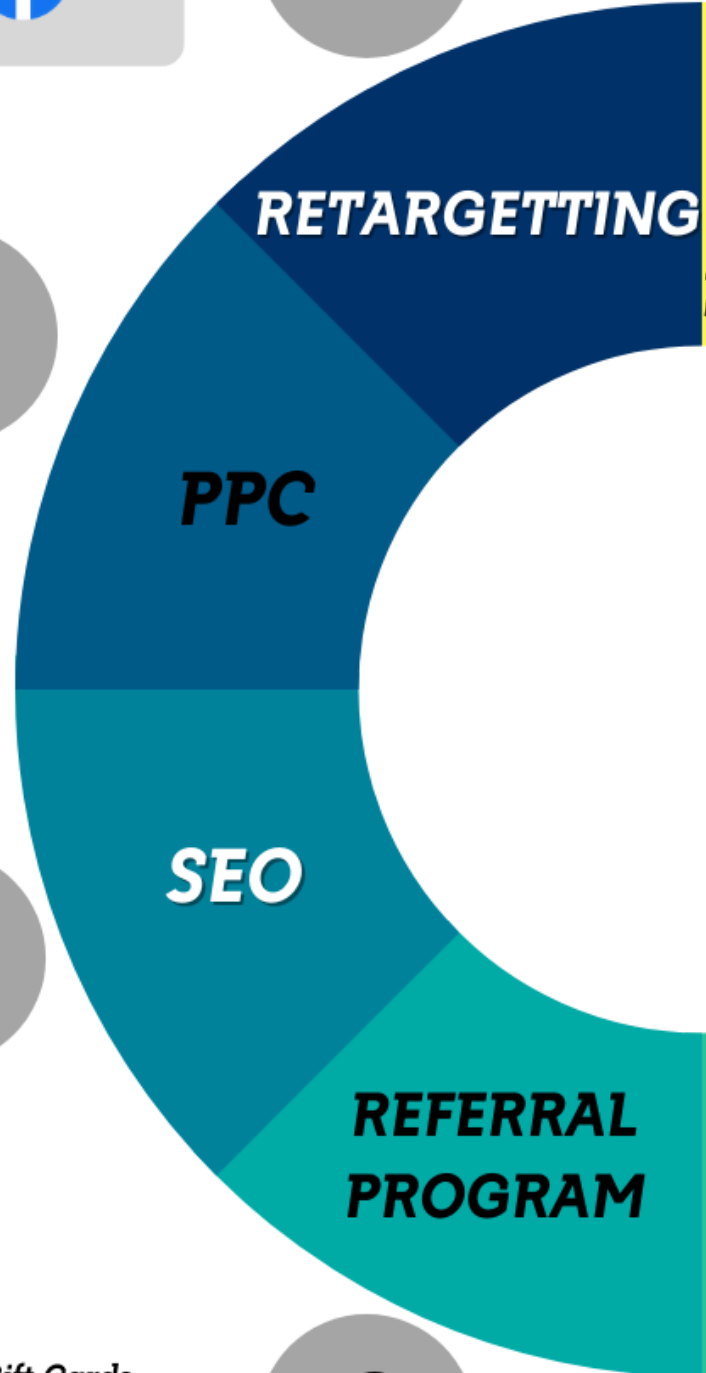


2

- Your Foundation
- Strong Copy & Conversion
- On-page Optimization
- Link Building
- Citation Development
- Blogging
- Reputation Management



1



- Gift Cards
- Newsletter
- Rewards Program

8

4

yelp  yp

Angie's list

houzz  Porch 

- Yelp
- YP.com
- AngiesList
- Houzz.com
- Porch.com

**PAID  
ONLINE  
DIRECTORIES**

5

**REPEAT &  
REFERRAL**

- Email Marketing
- Social Media



**PAY PER  
LEAD**

6

- Home Advisor
- eLocalPlumber
- Networx

 HomeAdvisor  
 eLocal.com  
 networx

**SOCIAL  
MEDIA  
ADVERTISING**

- Facebook
- Youtube

7



## INTERNET MARKETING INITIATIVES

What are the top 3 internet 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 paving companies face. They either try to implement a campaign on their own or 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?

# PAID INTERNET MARKETING CAMPAIGNS

Although a good website and a solid SEO plan is important for a long-term plan, it's also beneficial to employ solid paid campaigns along the way

## What paid initiatives will you implement?

Pay-Per-Click - Google Adwords, Bing Search

Retargeting (Banner Ads)

Premium advertising on authoritative directories:

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

Pay-per-lead sources

- HomeAdvisor
- eLocal
- Networx

## Why most pay-per-click campaigns fail

- You set up only one ad group for all services (residential paving, commercial paving, asphalt repair, 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.

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# PPC MARKETING WORKSHEET

## Ad groups you will set up

- 
- 
- 
- 
- 

## 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 pertain 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

e.g. Looking for a paving company in the Dallas area? Contact the experts at XYZ Asphalt Paving for fast, high-quality, and affordable service at 554-555-5533.

Then restate your value proposition, experience, link to reviews, etc.

Get \$250 off your project by referencing the coupon below:

COUPON

Call Today 554-555-5533

# IT TAKES A *Team* TO TAKE YOUR PAVING COMPANY TO THE NEXT LEVEL!



**PAVING  
MARKETERS**



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
- Custom Designed Websites Built to Convert
- Conversion Tools to Close More Calls
- Online Reputation Monitoring

If you are ready to take your paving company to the next level, then one call is all it takes!

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