



Contractor Marketing Expert Gives Advice On Online Lead Generation

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Contractor Media, a business in Culpeper, VA, has announced that they provide advice on online lead generation. As an online marketing expert for contractors, they point out that they offer media and PR marketing services, which can help remodeling contractors acquire more customers online. These services are now essential due to changes in how homeowners search for contractors.

Bradley Benner, CMO of Contractor Media, says: "Homeowners' online search habits have evolved dramatically in the past two years. The days of just having an online listing being sufficient for contractor lead generation are long behind us. Now savvy homeowners shop around for top-rated remodeling contractors before shelling out tens of thousands of dollars for a renovation project. Contractors must stay proactive to compete."

The company is offering a report for home service contractors that shows them how to increase leads and sales, specifically by utilizing the power of high quality video. This report can be requested for free through the company's website. Furthermore, the company has released a video to demonstrate the effectiveness of this type of marketing.

Video marketing is incredibly powerful and important in online marketing. Indeed, it is the internet's most engaging medium. This is due to the fact that it creates pitch perfect messages about the business. Research has also revealed that 58% of people online now prefer to watch a video, rather than read text on a web page. Additionally, 68% of people who shop online spend at least two minutes more on a website after they have seen a video. Lastly, the research has revealed that 85% of people are more likely to make a purchase after they have watched a video.

This contractor marketing expert provides a video marketing blueprint in the report that can be requested at the website. This will allow remodeling contractors to understand the kind of services that they would need for their video marketing campaign. Through the video marketing services that are offered by Contractor Media, contractors can attract highly qualified leads. The company offers this service on a no contract basis, which means that clients only have to pay for performance, without being locked into a lengthy contract.

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For more information about Contractor Media, contact the company here: Contractor Media Bradley Benner (866) 271-2004 bradley@contractor.media Contractor Media 205 S Main St # 666 Culpeper, VA 22701

Contractor Media

Contractor Marketing provides media and publicity (PR marketing) services to home service contractors in the United States.

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