

Marketing Strategist For Changescape Web To Present Expo2020 Online Marketing For Painters Workshop

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Ken Tucker, Owner and Chief Marketing Strategist of Changescape Web, has been selected as one of the main presenters at the Painting Contractor Association (PCA) Expo 2020, the world's leading event for Painting Industry Professionals. It will be held from February 19-21 in Phoenix and Glendale, AZ.

This exhibition has become a national gathering place for painting business owners. Over the course of the three day conference, they can access education and training relevant to their industry. Expo 2020 also gives them many opportunities to connect with the brightest minds in the industry.

Ken Tucker boasts a great many qualifications that make him an excellent choice to lead this workshop. In addition to his current post at Changescape Web, Tucker has several marketing certifications that include being a Google Partner, Digital Marketer Certified Partner, Duct Tape Marketing Certified Consultant, and SEO (Search Engine Optimization) for Growth Consultant. Over the course of his career, he has written three books on online marketing, all of which are available on Amazon. His latest book (released Sept 2019) is fast

becoming an Amazon Bestseller in the Marketing Category. It is titled Content Marketing for Local Search: Create Content that Google Loves & Prospects Devour.

Reviewing the book on Amazon, Jay Baer, Founder of Convince & Convert and author of Youtility, says, "Content Marketing for Local Search is practical, tactical, and doable! The best guide ever on using smart content to win the all-important search engine contest. Highly recommended!"

At the Expo, Tucker will present Creating a Comprehensive Online Marketing Map, a two-part workshop. He explains that, ?Having a healthy web presence is vital for modern businesses.

However, many people whose main businesses require a hands-on approach, such as painters, can find that deciding where to start is an overwhelming process. Their options may include their official website, followed by social media platforms and other outlets such as Facebook, Instagram, YouTube, Google My Business, SEO, PPC, Display Ads, Email Marketing, Directory Sites, Apps, and more. This workshop will help you decide what you need and where you need to be found to create an effective online presence.?

He continues, ?The workshop covers the key elements of developing an effective web presence, including understanding the customer value journey, describing your ideal customer, determining what to prioritize to create an effective web presence, and how to calculate a marketing budget.?

Those who find themselves unable to take time away to get to this workshop, or who are simply interested in what Changescape Web has to offer, may learn more at PainterSEO.com. The website offers a variety of tools that can help painters maximise the impact of their websites. It is Tucker?s belief that, using the right tools, a painter can double their sales. Online, he offers a Double Painter Sales Consultation, a program designed to help a business focus on the tactics that will help it grow.

His philosophy is simple, identify tactics that work and use the tactics that will give the biggest return. He has identified 73 different methods that a painter can use to double the business they do. Regardless of the platform utilized, be it Facebook, Instagram, Direct Mail, Google Ads, and so on, Tucker believes the worst thing a business owner can do is intermittently use a variety of these 73 tactics without a real marketing strategy.

Changescape Web has received many recommendations and testimonials from painter businesses they have worked with in the past. Cleve Dayton, Owner of the Painting Pros of Los Gatos, CA enthusiastically shares that, ?I have nothing but good things to say about Changescape. Finding a good website and SEO company has been difficult for me. I've used several companies with just OK results, and I never felt like I was getting the attention I needed. That all changed when I decided to give Changescape a try. They are all nice people. They have great ideas. They know what they are talking about.?

?Painters often start and stop using tactics without any clear results, because they have not first put a strategy in place,? Tucker explains. ?Just as Architects create blueprints, you should have a marketing strategy and system in place to grow your painting business. Changescape Web can help you put a sustainable painter digital marketing strategy in place.?

Ken Tucker is pleased to have this opportunity to share his knowledge with an audience at Expo 2020. He observes, ?I feel this is a rare opportunity to share these valuable marketing techniques with people in the painting industry.?

Those who wish to learn more about the Expo may get in touch with Ken Tucker directly. More information can also be found on Changescape Web?s official website and social media channels. The Changescape Web team can usually be found online, where they are happy to offer their services to painters who wish to use SEO to expand their businesses.

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Changescape Web

Changescape Web is a Google Partner, Digital Marketer Certified Partner, Keap Certified Partner, and WP Engine Partner and has developed marketing solutions for Local SEO, Painter SEO, Roofer SEO, and Remodeler SEO. Changescape Web was founded in 2005.

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