# Spray Foam Genius Marketing Sets New Standards for Marketing in the Spray Foam Industry

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Spray Foam Genius Marketing, founded by Spencer Lund, has announced an expansion of its digital marketing services designed specifically for spray foam and insulation contractors. The new offerings aim to help contractors reach potential customers more effectively through improved online visibility and more responsive digital engagement.

The expansion comes as consumers increasingly rely on online research to select service providers. According to a 2024 BrightLocal study, 87% of consumers used Google to evaluate local businesses, and nearly all read reviews before making hiring decisions. For contractors in the spray foam and insulation industry, a strong digital presence has become essential for securing new projects.

Spencer Lund, owner of Spray Foam Genius Marketing, said, ?The company is expanding services to help contractors connect with the customers who need their services most. By introducing additional digital tools and strategies, contractors can respond more efficiently to inquiries and ensure their expertise is visible when potential customers search online.?

The expanded services include search engine optimization (SEO), website design, content creation, Google Ads management, and online review management. These offerings are structured to improve contractors? visibility in search results, facilitate direct engagement with local audiences, and support timely responses to customer inquiries.

Digital marketing has become a significant factor in service-based business performance. Research from HubSpot and Statista indicates that nearly 80% of mobile searches for local services result in direct contact with a business within 24 hours. For spray foam contractors, who rely on responsiveness and reliability, appearing prominently in search results can directly affect booking rates and project scheduling.

Mobile search optimization is a key focus of the expansion. More than 60% of service-related searches occur on smartphones, often by homeowners seeking immediate solutions. By ensuring contractor websites and Google Business Profiles are mobile-friendly and optimized for local search, they aim to increase the likelihood that potential customers can locate and contact contractors efficiently.

Local engagement is another critical element of the new offerings. Managing social media accounts, customer reviews, and location-specific content helps contractors build community recognition and trust. Data from BrightLocal shows that 73% of consumers will choose a business based on positive local reviews, highlighting the importance of a targeted, locally focused online presence.

The initiative reflects broader industry trends, where digital marketing strategies increasingly influence growth for small and mid-sized contractors. As consumer behavior shifts from word-of-mouth referrals to online search and reviews, contractors who maintain consistent online visibility are more likely to attract high-intent leads and reduce reliance on paid-only advertising.

The expansion also addresses efficiency and performance improvements in digital engagement. Structured digital campaigns can provide measurable outcomes, including click-through rates, website traffic, and inquiry volume. By integrating these metrics, contractors can adjust strategies to improve responsiveness and streamline lead management.

This development aligns with the evolving expectations of consumers and the operational needs of contractors. By offering an expanded digital marketing program, they provide tools and strategies that support informed customer decisions, faster project acquisition, and reliable communication between contractors and clients.

Contractors interested in learning more about the expanded digital services can contact Spray Foam Genius Marketing directly through the company?s website. The program is intended to help professionals in the spray foam and insulation industry maintain a competitive presence online, engage effectively with local customers, and manage inquiries efficiently.

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For more information about Spray Foam Genius Marketing, contact the company here:Spray Foam Genius MarketingSpray Foam Genius Marketinginfo@sprayfoamgeniusmarketing.com

# Spray Foam Genius Marketing

*We specialize in helping spray foam insulation contractors grow their businesses by ranking higher on Google, generating more local leads, and booking more jobs through proven strategies that deliver consistent calls and long-term growth*

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