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# **7 Ways to Grow Your Surface Preparation Business**

# The Surface Prep Contractor Marketing Guide

## Practical Strategies to Win More Work and Grow Your Business

Great contractors lose jobs every day because potential customers can't clearly see the quality of their work.

The good news? You don't need a large marketing budget to stand out. A few simple habits can help you build credibility, generate referrals, and win more projects.

This guide covers practical marketing strategies that surface preparation contractors can implement immediately.

## 1. Document Every Project

**Your completed jobs are your best marketing asset.**

Too many contractors finish a project, pack up their equipment, and leave without capturing proof of the transformation they created.

Before leaving every jobsite:

- Take before photos
- Take after photos
- Capture wide-angle shots
- Capture close-up detail shots
- Photograph equipment in action
- Photograph the finished surface

Over time, you'll build a portfolio that demonstrates your experience and capabilities.

## 2. Build a Strong Online Presence

**When a potential customer hears about your company, one of the first things they do is search online.**

Make sure they find:

- A professional website
- Current contact information
- Recent project photos
- Customer reviews
- Clear descriptions of your services

You don't need an elaborate website. A clean, professional site with examples of your work is often enough to build trust.

## 3. Optimize Your Google Business Profile

**Many contractors underestimate the importance of Google.**

A complete Google Business Profile can help potential customers find you when searching for:

- Concrete grinding contractors
- Floor removal services
- Surface preparation companies
- Shot blasting services
- Concrete polishing contractors

Keep your profile updated with:

- Current contact information
- Service areas
- Project photos
- Customer reviews

## 4. Collect Reviews Consistently

**Positive reviews help build trust before you ever speak with a prospect.**

After a successful project:

- Thank the customer
- Ask for feedback
- Provide a direct review link
- Make the process easy

A steady stream of reviews often has a greater impact than paid advertising.

### **Pro Tip**

Request reviews while the project is still fresh in the customer's mind.

## 5. Share Your Work on Social Media

**You don't need to post every day.**

Even posting one project per week can keep your company visible. Share:

- Before-and-after photos
- Time-lapse videos
- Equipment in action
- Project highlights
- Jobsite tips

Focus on demonstrating your expertise rather than selling.

## **6. Invest in Professional Equipment**

**Your equipment is part of your brand.**

Reliable, productive equipment helps:

Complete jobs faster  
Improve consistency  
Reduce downtime  
Deliver better results

Customers notice professionalism, and professional equipment reinforces confidence in your work.

## **7. Make Referrals Easy**

**Satisfied customers are often willing to recommend your business.**

Ask for referrals directly and make it simple for customers to share:

- Your website
- Your phone number
- Project photos
- Testimonials

Referrals remain one of the most effective ways to generate high-quality leads.

**Growing a surface preparation business doesn't require a massive marketing budget.**

**By documenting your work, collecting reviews, educating customers, and consistently showcasing your expertise, you can build credibility, generate referrals, and position your company for long-term growth.**

**Small actions repeated consistently often produce the biggest results.**