



TENT

CONFERENCE



Building Your
Online Presence
To Set Your Business Up For Success

Luke Eggebraaten
Founder of Phaser Marketing





Bell Bank

Member FDIC

THANK YOU
for
CHILLIN'
for the
CHILDREN

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PM
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TS OBER





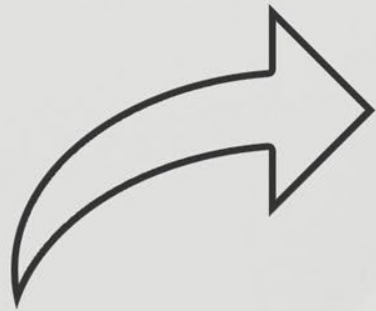
TWR
TURF WARS
RACING







NOW AVAILABLE
ON AMAZON



amazon

THE DIGITAL DIRT WORLD

THE ULTIMATE GUIDE FOR CONSTRUCTION COMPANIES TO SUCCEED ONLINE

ABOUT THE AUTHOR

Luke is a serial entrepreneur that has a passion for scaling construction companies. He is involved in many business ventures including Phases Marketing, Dirt Work Marketing, The Dirt Bags Podcast, Turf Wars Racing, and more. Luke loves speaking at trade shows, conferences, and construction events around the country to continue providing value to the industry!

THE DIGITAL DIRT WORLD

THE ULTIMATE GUIDE FOR CONSTRUCTION COMPANIES TO SUCCEED ONLINE

LUKE EGGEBRATEN



The Problem





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AGENDA

01

COMPLETING THE LOOP -
From Offline to Online

02

The Big 4 & the 80/20 Rule

03

The Three “Ates”

04

SEO is your best friend

05

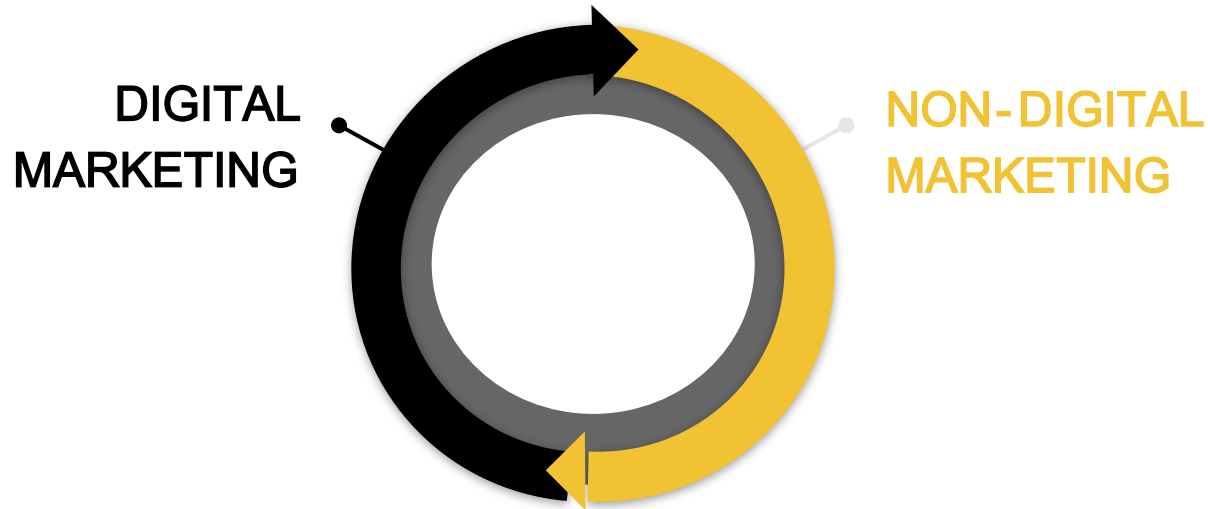
Optimizing your GBP for
Success



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**Does your online presence
accurately represent your
company's history,
values, story, and work?**

CLOSING THE LOOP





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DIGITAL MARKETING

- Website
- SEO
- Paid Ads
- Graphic Design
- Social Media
- Google Business Profile
- Google Analytics

NON-DIGITAL MARKETING

- Equipment Branding
- Handwritten cards
- Custom Air Fresheners
- Educating the Customer
- Wrapped Vehicles
- Branded Invoices
- Hats/Sweatshirts

The Big 4



THE 80/ 20 RULE





WHY IS THIS
IMPORTANT?

ATTRACT

EDUCATE

ACQUIRE

ATTRACT

EDUCATE

ACQUIRE

- Show up organically in search
- Social media presence
- Branded equipment/trucks/merchandise
- Yard signs, billboards, fliers, fundraisers
- Digital ads
- Business cards, mailers, cards, gifts

ATTRACT

EDUCATE

ACQUIRE

- Answer your customer's FAQ's on your website
- Explain the service, why/how, and maintenance
- Build trust by educating before selling
- Be a resource FIRST

ATTRACT

EDUCATE

ACQUIRE

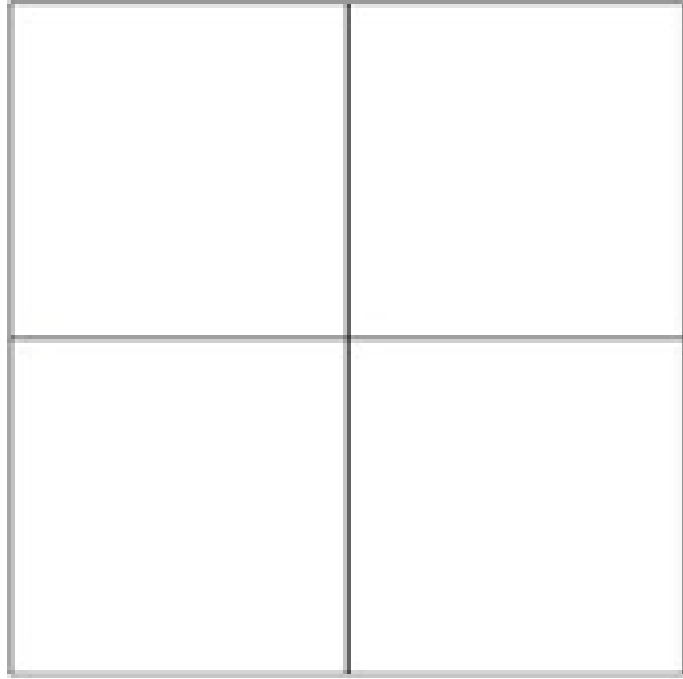
- Make it easy to choose you
- Answer your phone (WHO)
- Streamline the process utilizing your website
- Quick communication, follow up, follow through
- Appeal to your clients: CTA, forms, call, email

The Three “Ates”

Delegate

Automate

Eliminate



What is Search Engine Optimization? (SEO)

A black and white photograph of a bulldozer working in a wooded area, clearing a path through trees and rocks. The bulldozer is positioned in the center, pushing a pile of dirt and rocks. The background is filled with tall, thin trees, and the foreground shows a rough, cleared path.

Does anyone use Google?

- 8,500,000,000 google searches - Per Day
- 2,000,000,000,000 each year
- 99,000 every second
- Google has 91.47% Global Market Share



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 **andersonseptic.com**

Last Updated: (Feb 12th, 2024)

 **Export**

 **Share**

21

Keywords Up

since start

62/₈₄

In Top 3

↑ +5 since start

72/₈₄

In Top 10

↑ +1 since start

75/₈₄

In Top 20

↑ +2 since start

75/₈₄

In Top 30

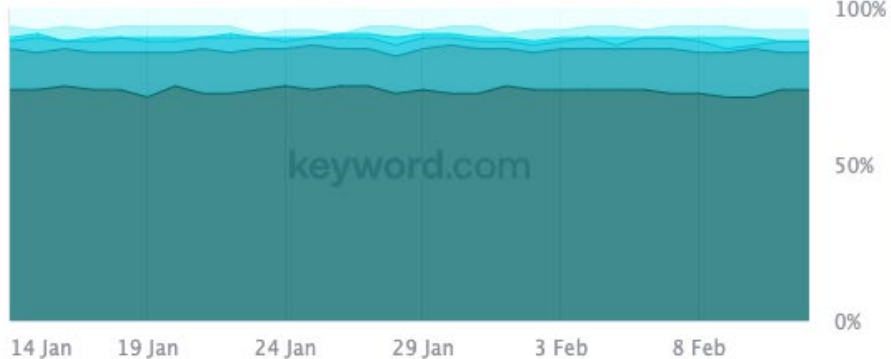
↑ +2 since start

78/₈₄

In Top 100

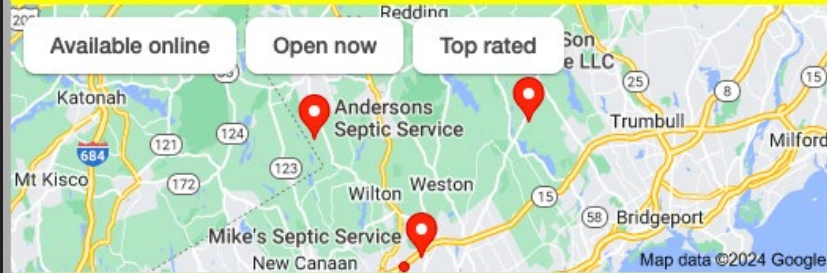
↑ +3 since start

Keywords in top positions for the last 30 days



☐	Keyword	Search...	Start i	Rank i	SERP Features	1d i	7d i	30d i	Li	URL
☐	  septic tank pumping			1	1	    	—	—	—	 /septic-tank...
☐	  septic pumping	 		1	1	   	—	—	—	 /
☐	  septic services			1	1	  	—	—	—	 /
☐	  septic services in my area			1	1	  	—	—	 1	 /
☐	Location: Wilton, CT, USA  ping service	 		1	1	 	—	—	—	 /
☐	  septic repairs   	 		1	1	  	—	—	—	 /
☐	  septic tank pumping wilton ct			1	1	   	—	—	—	 /
☐	  septic tank maintenance wilton ct			1	1	  	—	—	—	 /
☐	  septic system install wilton ct	 		1	1		—	—	—	 /
☐	  septic tank inspection wilton ct			1	1	   	—	—	—	 /
☐	  septic system design wilton ct			1	1	   	—	—	—	 /septic-syst...

Places



Andersons Septic Service

4.9 ★★★★★ (62)

Septic system service · 140 Kellogg Dr

Closed · Opens 8:30 AM Mon

Onsite services · Online estimates



CALL

Barcello & Son Septic Service LLC

5.0 ★★★★★ (28)

Septic system service · Easton, CT

Open 24 hours

🗣️ "... Barcello came with two of his employees to pump my septic tank."



CALL

Mike's Septic Service

4.7 ★★★★★ (13)

Septic system service · Norwalk, CT

Closed · Opens 9 AM Mon



CALL

Your GBP and how to dominate with it





phaser marketing



All

Images

Videos

News

Forums

Shopping

Web

More

Tools



Your business on Google

11,617 customer interactions

Profile Strength



Looks good!



Edit profile



Read reviews



Photos



Performance



Advertise



Edit products



Edit services



Bookings



Q & A



Add update



Ask for review...

New 5-star review

Congrats! Thank them for their review



Create ad

Promote your business with an ad on Google



Turn more views to customers

Complete your profile to convert your 529 monthly views into customers



Only managers of this profile can see this



Phaser Marketing

Website

Directions

Save

Call

5.0 ★★★★★ 82 Google reviews

Marketing agency in Gilbert, Arizona

You manage this Business Profile

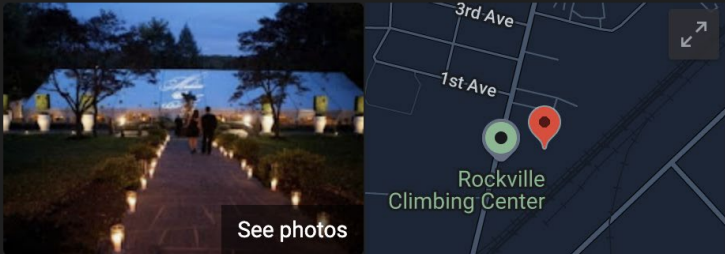
BOOK ONLINE

Marketing agency dedicated to providing digital marketing services for excavation companies.

Generative AI is experimental. Learn more

Address: 1187 W Salmon Ct, Gilbert, AZ 85233

Hours: Open 24 hours



See photos

L&A Tent Rentals Inc

4.1 ★★★★★ 10 Google reviews

Party equipment rental service in Hamilton Township, New Jersey

[Website](#) [Directions](#) [Save](#) [Share](#)

[Call](#)

Address: 200 Whitehead Rd, Hamilton Township, NJ 08619

Hours: Open · Closes 4:30 PM

Christmas Eve might affect these hours · [More hours](#)

Phone: (609) 584-0054

[Suggest an edit](#) · [Own this business?](#)

Updates from L&A Tent Rentals Inc

[View previous updates on Google](#)

From L&A Tent Rentals Inc

"The Best Events since 1899 L & A Tent Rentals delivers the finest in long and short-term tent rentals for memorable weddings, parties, corporate events and other special and spectacular occasions throughout the Mid-Atlantic Region"

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Send

Questions & answers

Be the first to ask a question

[Ask a question](#)

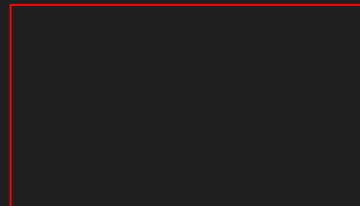
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Phaser Marketing

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Tent rental service

Additional category

Party equipment rental service



+ Add another category

Save

Cancel

Description

L&A Tent Rentals Inc

200 Whitehead Rd, Hamilton Township, NJ

 Write a review

4.1  10 reviews 



Ted Nero

11 reviews · 8 photos

 a year ago

Very friendly. Fast unload

 Like

No Reply on Reviews



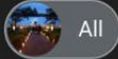
Bob Sloma

5 reviews

 a year ago

We used L&A for graduation chairs. 650 of them. Some chairs didnt have the proper feet pads for hardwood floors but they came thru and brought some extra. Then we accidentally over paid and they refunded us. Thank you.

 Like



All



Exterior



Inside



By owner



Videos



L&A Tent Rentals Inc · 3 years ago





Edit profile



Read reviews



Photos



Performance



Advertise



Edit products



Edit services



Bookings



Q & A



Add update



Ask for review...

FIND YOUR WHY



Luke Eggebraaten

(218) 234-7345

