

# BUSINESS MARKETING TACTICS

FOR DUSTLESS BLASTING® BUSINESS OWNERS



The most effective methods for promoting your mobile paint stripping and cleaning business.

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The **Future** of **Surface Preparation**<sup>®</sup>

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## What is marketing?

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### **MARKETING** *noun*

The process of gaining the interest of potential customers and clients in utilizing or purchasing your products and/or services.

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Marketing is essential for the success of any business, and mobile paint stripping and cleaning is no exception. It is important to know how marketing techniques can assist in boosting your business as effective marketing is the best way to get customers, grow your business, and make more money. You can go from two or three jobs a week to daily bookings if you are marketing your business correctly!

As a Dustless Blasting® contractor, you are offering the best service in your industry. We already know what makes Dustless Blasting so great, but your customers may not realize it can be the solution to their problems too.

Most people do not know or realize that there is a solution to their paint, rust, or cleaning problem. The guy who restores classic cars might think that sanding for weeks or using hazardous chemicals to strip their vehicles are the only options they have. It is up to you to educate them on your service and how your service will save them time and money in their renovation processes. You have to get in front of them and show them there is a better way!

The same can be said about the business owner with graffiti sprayed across the walls of his business who thinks the only way to get rid of it is to paint over it. If you tell them they can make it as if it was never there, they will be thrilled to use your services instead!

In this guide we will share the tips and tricks to getting your name out there as well as the various outlets you should consider when building up your business. In other words, the methods in which you will get people to think of you first!



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**66%** OF SMALL BUSINESS OWNERS SAY THAT FINDING NEW CUSTOMERS IS A TOP CONCERN.

Be part of the 34% that says it's easy.

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# Why use print media?

Print media advertising is a form of advertising that uses physically printed media such as business cards, brochures and more to elevate their business marketing methods. With print media, you can promote yourself anywhere and at any given time, as well as provide informative literature on your service for potential customers who want to learn more.

Some examples of Print Media are:

- |                |                 |
|----------------|-----------------|
| Business Cards | Banners         |
| Yard Signs     | Vehicle Magnets |
| Brochures      | Newspaper Ads   |
| Fliers         | Magazine Ads    |



## I'm interested! How do I reach you?

Potential clients are everywhere! They're shopping in the same stores as you, driving down the same roads, at the same baseball games, and even at the same barber shop you go to! You just have to get talking and next thing you know they're asking for your information for help with that "little car project" they're working on or that so-called "art" on their company's exterior walls that needs to be cleaned off.

The great thing about print media is the immediate availability of it. You should keep business cards and brochures in close reach at all times. In doing so, you always have handy information about your product and services readily available for potential customers as well as your contact information so they can get in touch with you again. This also presents you as a professional business owner who is serious about the services they provide.

## I read about them in the news!

Though it is not the best route of marketing anymore, newspapers and local magazines can still offer you a wide area reach for marketing your company. Most publications will offer you a deal on running your ad for several runs of that particular magazine or newspaper as well as offering a digital ad placement on their website. This allows you to reach out to your entire local community and get your name out there.

## I saw them at the event the other day!

The ability to talk to your customer and fully understand their needs or requests is so important. In talking to your clients, meeting them and holding a conversation, you get to not only understand what they are looking to do, but you can also provide them information on your services and how what you do is the solution to their problems. One of the best ways of getting out there and meeting your potential clients in a face-to-face environment is at local events such as trade shows, fairs, and other like events. Show off your services with your brochures, business cards, and a banner with your company name, phone number, email, or whatever pertinent information you can offer. By going to these types of events and showcasing your services, you not only get potential clients, but those clients will tell others about what they have seen and learned as well!



# Why use social media?

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## **SOCIAL MEDIA** *noun*

The use of websites and applications that enable users to create and share content or to participate in social networking.

## **SOCIAL NETWORKING** *verb*

The use of dedicated websites and applications to interact with other users, or to find people with similar interests as you.

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The top method of advertising today is through the use of social media and social networking. Think of it as word of mouth, but instead of someone speaking to one person at a time, they're speaking to **hundreds**.

Imagine this: the car guy you just did work for was so excited about how fast he got his car stripped, or how great the profile came out, that he decides to post about it on his Facebook or Instagram account. Now all of his car buddies are seeing how great Dustless Blasting can be for their projects and they're asking for your number in no time!

Not only are there a seemingly endless amount of networks to choose from, but the vast majority of them are **FREE TO USE!** Facebook and YouTube are probably the most popular social media platforms available, but you might also consider Instagram, Google+, and LinkedIn, just to name a few.

## **Get active on FACEBOOK!**

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Facebook is one of the most powerful social media tools available. It is a low-cost marketing tool where you can publicize your business name, address, and contact details while briefly describing your services. It also connects you with your community and the area that you service.

One of the many benefits of Facebook is the ability to share pictures and videos from your business to showcase the services you offer and the quality of work you produce. With the permission of your client, you can "tag" your clients in photos so their Facebook friends see the images as well.

Another benefit of Facebook is the easy communication that it allows. Besides posting or commenting on others posts, you can easily answer questions and inquiries through Facebook Messenger's chat or call system.

## **Show off your skills with YOUTUBE!**

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YouTube is a video hosting service that allows people to share videos of all kinds, including entertainment, promotions, and instructions. YouTube is one of the most popular and well-known forms of social media, which makes it an excellent source to market your business and show off the quality of your services.

YouTube videos can easily be shared across other social media platforms as well as embedded in websites and blogs. Easily share videos of the jobs you have worked on including the before and after product, as well as the blasting process itself, across your Facebook, LinkedIn, Google+, and more!

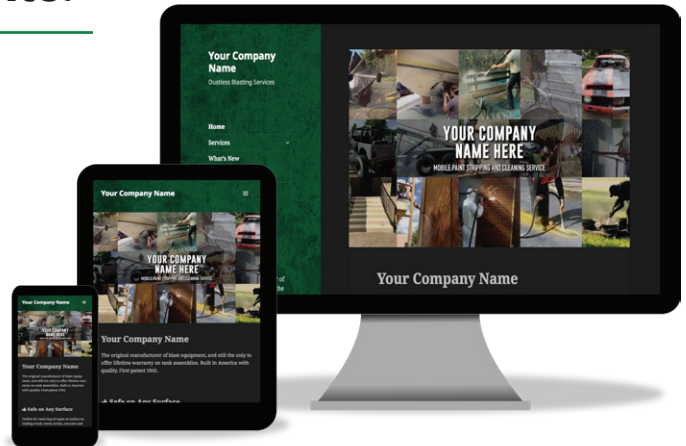


## Update and maintain your website.

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It is best practice to keep your website updated and have a constant flow of content. This content can come in the form of new images, videos, posts from your social media outlets, or even blogs.

Your Facebook account will be connected to your website with a live feed option. That way, any time you post an image or video to your Facebook, your website will automatically receive that post as well. One stone, two birds. It's as easy as that!



## The wonders of WordPress.

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WordPress is one of the easiest web building platforms available. It offers hundreds of templates for you to choose from as well as different plug-ins or widgets to give your website cool or handy tools. Most, if not all, of WordPress' templates are mobile responsive as well, so they will automatically work on other devices such as tablets or cell phones.

If you are willing to learn the software, you can constantly add your own videos or images to your website, or even start a blog if you want. Blogs are a great way to reach out to the public and draw in new website visitors. If you decide to start a blog, it is recommended to write about a wide variety of topics that might interest your readers. You might write about "House Flipping 101" or "Cleaning up the Community". Something related to your services but with more general interest.

If you are interested in updating your website, but you're not too sure about learning the software or just don't have the time because you're rolling in blasting jobs, then you might try connecting with someone in your area who knows their way around WordPress already and will be able to help you with the maintenance and upkeep of your site.



**BLOGS** are regularly updated web articles, typically run by an individual or small group, that are written in an informal or conversational style. The topics of your blog can vary greatly depending on what you wish to tell your audience. You might write about "Tips and Tricks for Car Restoration" or "Cleaning Up Your Neighborhood," and anything else that might interest those who visit your website.

## A note about your business website:

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Please note that MMLJ, Inc. will build and populate your website and host it for three years with an offer to renew upon the end of that term. Though we are happy to offer assistance with tech support or minor changes, we will not be held responsible for updating your website.

If you wish to be able to change or edit your website yourself, just let us know and we will provide an administrative account. Once that account has been provided to you, please note that MMLJ, Inc. will no longer be held responsible for any damage or deletion that may occur on your website.

## Using online sources.

Besides using social media outlets, you should be aware of other online sources that will help get your business name seen. Some of these sources include Google AdWords, Craigslist, Facebook Marketplace, ClassifiedAds, and more. These sources are typically free or very inexpensive and can help boost your business in certain regions or make it easier to search for your company on the web.

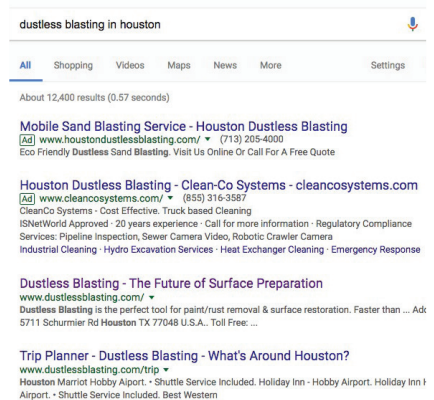
### You should Google it!

These days, very few people look in the yellow pages for a business. The vast majority of people use a search engine, such as Google, to find what they want. Obviously, you want your website to appear when people are searching for blasting services in your area. This is why it's important to have good keywords on your website. Unfortunately, these steps will not necessarily guarantee your website's appearance in search results.

There is a paid solution to this problem called Google Adwords. This is a service that lets you target keywords or keyword phrases, and shows your ad to the people who are searching for those terms.

The good thing about this service is that the ads look very similar to regular search results, so people know it corresponds to what they're looking for, rather than most ads which are just unsolicited crap you don't care about. The other good thing about Google Adwords is that they can accommodate any budget.

Some Dustless Blasters are bringing in a lot of jobs this way! If you are willing to learn, you can manage your own Adwords campaigns. There are many online resources that can teach you the basics. For customers who are willing to spend \$10/Day or more, a Google Adwords specialist will setup and run your ads for no additional cost.



**KEYWORDS** are what people are searching for, on Google for example, when they're looking for your service. For example if you are located in Phoenix, AZ your keywords may be "Phoenix sand blasting" or "Phoenix media blasting" or "Phoenix blasting service" or "paint stripping Phoenix," etc.

### Have you checked Craigslist?

Craigslist.org is one of the largest classified ad sites on the internet, and is one of the most popular websites in the United States. That means two important things; one is that people in your city are almost certainly looking at it, and two is that since it has such incredible traffic, classified ads that get posted there are very visible to search engines.

Posting an ad is free, just make sure to post it under Services Offered. Under that posting type there are the following categories that you might want to post in: Automotive Services, Marine Services, Farm and Garden Services, and Labor Services. It all depends on what type of business you're interested in drumming up. You obviously shouldn't post in Marine services if you don't want to blast boats.

For the best results, I would recommend posting multiple ads in all of the categories that you are interested in, and tailoring the text in the ad to fit each category. Craigslist is one of the easiest websites to navigate and use. Not only will your ad be visible to anyone browsing the site, but it may also appear in Google search results as well. For this reason I would recommend putting your main "keywords" somewhere in the ad.

## Craigslist

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If you have a website, it is a good idea to include it in the Craigslist ad, preceded by "http://". Writing your website in this format (<http://www.example.com>) insures that it becomes a clickable link to your website. This is important not only because it makes it more convenient for customers to get to your website, but also because it gives your website a "backlink". Backlinks can improve your website's search engine ranking.

Having your web address in the ad also helps your business seem more legitimate since just about every company has a website these days. If you do not have a website, you may want to think about having one created for you. We offer a website as part of our Marketing Package, which you can learn more about on our website.

Craigslist also lets you add photos to your ad, so I recommend showing off what you can do with some before and after photos of your work.

Below is an example of a general Craigslist ad which you can copy and paste, or edit to your needs. The list of services in it is not only for human readers, but also for search engine robots as well. If you can think of more services to add to that list, I encourage you to do so.

## Copy and Paste Classified Ad Template

### Mobile Paint Stripping and Cleaning!

If you need paint stripped or something cleaned, BUSINESS NAME has the perfect solution for you! We use chemical free, environmentally friendly material to strip paint, rust, or grime from any surface. We use the revolutionary Dustless Blasting® system! We can clean, de-paint and restore any material, and best of all, we come to you!

Call us now for a FREE estimate if you need any of the following services:

Paint stripping, rust removal, anti-fouling paint removal, automotive stripping, antique restoration, concrete cleaning, graffiti removal, paint removal, parking stripe removal, brick cleaning, sand blasting, media blasting, pressure washing and more!

We serve the CITY NAME, CITY NAME, and CITY NAME areas.

Visit our website at <http://www.example.com> or call us at (123) 456-7890 for a free estimate!

Be sure to adapt it to your needs and change it based on the type of work you are looking for. In other countries there may be websites better than Craigslist for this task. For example, in Canada a similarly popular classifieds website is kijiji.ca, it is the 10th most popular website in Canada. Another popular classifieds site in the US is Backpage.com. The more ads you've got out there, the better!



### Examples of work-based ads.

Here are a few examples of how you might change the template based on the type of work you provide.

#### *Automotive Restoration*

"If you need assistance with stripping your classic cars, fleet trucks, recreational vehicles and more, BUSINESS NAME has the perfect solution for you!"

#### *Marine Vessels*

"Need to get your boat back in the water FAST? BUSINESS NAME has the perfect solution for you!"

#### *Swimming Pools*

"Want your pool to look like new this summer? BUSINESS NAME has the perfect solution for you!"



## Using online directories.

Another way your business can be found is through the use of online directories such as Yelp, LinkedIn, and more. Think of this as similar to the yellow pages of a phone book or the classified section of the newspaper.

Adding a listing to these online directories is easy and usually free. Including a link to your website in the directory listings can also have SEO benefits for your website.

Every individual directory that you submit to is another chance to get found online. I recommend registering your business with a few of the most well known sites. [Click here for a list of 50 online business directories.](#)

When populating these online listings, the importance of maintaining a professional appearance cannot be overstressed. Yes, you want to include searchable keywords or keyword phrases, but you also want to assure your potential customers that you are worthy of their money.

**SEO** stands for search engine optimization.



It refers to techniques that help your website become more visible in search results for the people who are looking for your brand or service via search engines like Google, and Yahoo.



When it comes to maintaining a professional appearance in your company descriptions, it is wise to keep an eye on spelling and grammar as well as phrasing. Your description should be clear and concise and straight to the point. Briefly describe who you are, the areas you service, the service you provide, and a way to reach you.

### For Example:

“Doug’s Blasting Services offers mobile surface stripping and cleaning services in Tyler, Texas and the surrounding areas. Our quality blasting services will leave you a primer-ready surface for automobiles, marine vessels, residential and industrial buildings, and much more. Call us for your free quote today at 123-456-7890!”

In this example, we have listed the business name, service areas, and a way to contact us. We have also placed some keywords and keyword phrases in reference to our services such as “blasting services,” “surface stripping and cleaning,” or “primer-ready surface”. These keywords will assist with SEO and spreading your company name online.



### Things to keep in mind when writing your business description:

#### Remember to use **KEYWORDS**

Write your descriptions with SEO in mind. How will you potential customers phrase their search to find you? Ex. “Blasting Services Ohio” or “Ohio Paint Stripping”

#### Speak to your **AUDIENCE**

Though you should absolutely include keywords whenever possible, do not place them awkwardly within your listing. Keep in mind that you are reaching out to humans, and should keep your listing natural. Speak to humans first, Google second.

#### Keep it brief and **PROFESSIONAL**

Keep your descriptions worded as precisely and professional as possible. Keep it concise and easily understandable. You might consider having a friend proof read it for you as well.

# Get involved with local businesses!

Finding local businesses that need your services can be a great way to secure ongoing work. Many of our Dustless Blasting contractors have created mutually beneficial relationships with local businesses and are happily reaping the rewards.

Below are the most common businesses who are in need of stripping or cleaning services, and a few specific selling points you can use when offering your Dustless Blasting solution to them.

## Powder Coating Companies

Powder coat is extremely difficult to remove, but not with your machine. With your Dustless Blaster coming to the rescue, these companies are freed from the hassle and time it takes to use caustic, or the expense of burning powder coat off in a furnace.

## Body and Custom Shops

When a car needs to be stripped, these folks don't want to spend weeks sanding or grinding. But they also don't want to outsource to a sandblaster, because often parts come back warped or ruined. Being able to blast wherever they want without causing damage makes you a wonderful asset.

## Municipalities

Cities, counties and states have a lot of maintenance to handle. Several Dustless Blasting contractors have gained contracts to refresh fire hydrants and manhole covers, and to remove graffiti from public buildings and parks.

## Paving and Road Marking Companies

Your machine can remove parking lines and thermoplastic road markings without gouging trenches in the road. These companies might need that exact solution.

## Pressure/Power Washing Companies

Call local power or pressure washing businesses and tell them your equipment is ill-suited for very simple cleaning, but is great for heavier stuff. Agree to give them all of your too-easy work if they'll give you all of their too-hard work. If necessary you could negotiate a two-way finder's fee or percentage.

## Painting Companies

Painting contractors are good at putting on paint, but often don't have the equipment to remove it. Because of this, they end up passing on some jobs, and leaving money on the table. With your help, they'd be able to tackle more projects and make more money. Not to mention, their paint will last longer on a surface that has been properly prepared.

## Swimming Pool Companies

Sometimes pools need to be re-painted or re-plastered. Many of our contractors have done swimming pool restoration, calcium stain removal, tile cleaning, and more.

## Marinas

Dustless Blasting makes it easier to capture blasting byproducts and reduces environmental impact, while helping get boats back in the water faster! Be sure to understand and comply with local laws governing marine blasting.

# Reference Material

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We hope you have found the content of this guide helpful and that you have learned a thing or two along the way! For more information or guidance with marketing your business, please refer to the reference material listed below and click the link you wish to view.\*

## **DustlessBlasting.com**

[Watch Jacob as he explains marketing your company on Facebook!](#)

## **SmallBizTrends.com**

[Small Business Advertising Campaign - A Checklist](#)

## **Qwaya.com**

[Checklist to a Successful Facebook Campaign](#)

## **DirectCreative.com**

[9-Point Success Checklist for Print Ads](#)

## **SearchEngineJournal.com**

[8 Simple AdWord Tips](#)

## **Entrepreneur.com**

[9 SEO Tips to Rank in Google](#)

## **LinkedIn.com**

[Describe Your Business in Two Sentences](#)

## **Score.org**

[6 Advertising Tips for Small Businesses](#)

## **Hubspot.com**

[How to Use Facebook for Business](#)

