



# Building A Better Powder Coater Brand

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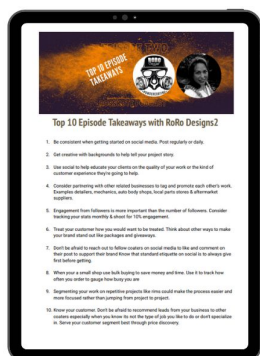
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## Overview



Hello, welcome, & thank you! We're excited you have signed up to receive this report and hopefully many more in the future.

As promised! **RossKote's Top 10 Tips with Roro.** [Click Here.](#)

These tips tie hand in hand with what the survey results show to give you a clear cut understanding from the inside out. You'll find out you're not alone as coaters in all stages of business from around the world have similar struggles.

The purpose of the brand report is to develop a priority and vision by identifying through others where you might be struggling & start building a better brand from there. Over the next few paragraphs, we'll be focusing on giving you ideas and actionable strategies to get new clients for your business.

*Note: Because our industry is so segmented, I try to write to readers of all business stages. Feel free to skim the parts that interest you the most. There is something for everyone.*

## Goals

1. Highlight areas of strength & weakness in branding from the survey results for comparison
2. How to start today: whether taking first steps or needing to pivot

## Survey Results

### I. Brand Research

**We found that almost 60% of business owners did the research in their market and customer segments before starting.** In choosing logo colors black, white,

blue & red were dominant. Secondary colors were green, purple & orange. In terms of conveying meaning of the image, they chose here was the results:

**A. 45% felt that their logo or personal image was timeless.**

**B. They chose images that avoided too trendy of a design. 33% gravitated to an original idea or color combination that no other company has.**

**C. Only 20% wanted super trendy with popular colors & design trends to ensure their logo remains current & popular with today's styles & consumer trends.**

## II. Customer Interaction

**Over 62% approach interaction with their customers as being helpful or educational.** 20% dealt with customers in a direct, straightforward or to the point manner. A smaller percentage used technical data or proven experience to woo customers.

### Biz Tip

#### 5 PROVEN WAYS TO GENERATE MORE LEADS!

- Offer incentives.
- Take action when you receive positive feedback.
- Provide multiple avenues to participate.
- Give before you receive. Share tips or customer stories.
- Make yourself referral-worthy.



When trying to describe their customers' level of understanding about powder coating when coming to them with services, **over 60% agreed that the customer "doesn't know what it is but knows that he needs it"**. Only about 30% of customers already were familiar with coating or knew how they'd like it to look.

**Continuing with interactions with customers, expertise was the most likely reason for building trust in the relationship.** Transparency and flexibility were secondary. When asked about how they strive to make customers feel about

interacting with their customers over 83% responded that they make them feel confident.

*Finally, how customers find out about a powder coater's brand an overwhelming majority (91%) responded said by referrals/Word-of-Mouth. 79% responded on social media and 50% said at their store or workshop. **Both advertising and website came in at 33%. This could seem to indicate either a growing trend upward into both or utilizing website & ads working in tandem to generate quality leads.***

*Email(25%) and events(20%) were still one-fifth of the total number of ways consumers learn about their brand. To summarize the outcome of these results we focused on the number of responses to this question. **At least 7 used all 7 methods while 10 focused solely on social media & making the best of first impressions at their workshop.***

### III. Lead Generation

When it came to tracking those leads the answers told a different story.

**66% did not track leads.**

*But a clearer picture arose when 37% thought that tracking leads & client info was what was keeping them from building a better brand. Almost 30% needed to improve their social media presence, while 20% that building and improving their product was more important. Only 12% would like to build or improve their website.*

## About Branding

**Branding is about getting people to relate to your company and products.**

It's also about trying to make your brand synonymous with a certain product or service. If you're a small company or a company big enough to have working budget strategies may vary. **But branding can also be about risk vs reward.**

With that being said the goals you set when it comes to marketing your brand can actually be easier to attain. The more foundational your approach is to branding at the beginning the faster you can attain your marketing goals.

## Translating Brand

**Thinking about what you, as a brand, want to communicate to the world is fundamental.**

It should happen as soon as you decide you want to start a powder coating company. Believe it or not, if you think powder coating is hard thinking deeply about your mission and values could be more challenging. It's not something you can task off from the gig world to do. **These are invested thoughts and philosophies that will define you, your company, & employees.**



It's about your mission, the things that make your brand into your brand. Take some time to define your brand values. That way, you're able to communicate your main message in a clear and consistent way. It makes your marketing all the easier. **By being relatable through your values helps inspire & entice customers to buy your product or service.**

## Taglines

**Next, once you've settled on a company mission and values decide on a tagline.**

They not only help your customer "get it" but stand to help you remember why you're here.

**Taglines are an easily repeatable mantra that should inspire you on good days & provide courage on tough days.** One or more taglines are good to have but having too many can complicate your identity.

## Social media

*As powder coating becomes more mainstream getting access to everyday customers means going to where they share & hang out.*

**That means checking in or following hashtags in our industry like #powdercoating #powdercoated as well as local hashtags specific to where you live.** If this seems like a mountain for you to climb, just pick one platform to master then move on to another if you need to. Many offer to interlink between platforms.

For example, a business account on Instagram allows you to forward the link to other platforms like Twitter, Facebook, Tumblr & even other connected accounts in your profile.

Social platforms are becoming more friendly to businesses that want to pay for ads but growing your account organically is more important. Why? **Because the audience you gain here will be following you based on your reputation, authority & personal message.** Social media can make you a celebrity tomorrow but the relational links are weak and need consistent grooming. You don't have to be perfect, but you do have to make an effort posting quality content, otherwise, the message will be lost and the effort not.

***The goal: If done right your feed turns into an actionable audience.***

## Goal setting vs effort

When I first started down the road of social media 3 short years ago, I knew practically nothing about it. I didn't even have a personal Instagram account. Before I started, I had

decided to think about how much time and effort I had to dedicate to each marketing avenue.

I broke it down by type, the goal I wanted to achieve, the money it would cost, the rate of conversion(converting customers into sales) & finally my own mental fortitude to execute it well on a scale of 1-10 with 10 being the hardest.

### Here's my example:

Type	Budget	Hours	Goal	Cost to Convert	Outcome	Effort Level
Mailed Flyer	250.00	8-10	25 calls	16.00	15 new customer	3
Email Mktg	10.00	5	100 contacts	0.00	15 visits	9-10
FB ads	120/wk 500/mo	1-2	1000 visits	2.00	50 visits/ 25 calls	7-8
Instagram	0.00	3-5	3 posts	0.0	1000 follows	5-6

### Sometimes low tech pays!

**I ended up starting with the flyer because the effort was low and the net result was actual customers with money to spend rather than a link click or visit on my profile or website.** My budget was higher than you might expect for printing only because I bought an app to help me create graphics. The printing was only about 100-150. The hours I spent the most on was manually collecting the addresses. There was a big margin of error. I got about 75 returns or undeliverables because I pulled most from Google Maps. To me, the 8-10 hours was not a drawback.

### Don't throw away money

Most of you may be spending money on FB, Instagram, or Google ads but at the time we just didn't have 1200 to drop every month. My goal was to grow organically there. **Plus FB ads are more complex than they appear.** Their platform is not user friendly and rigged to make the newb spend more. If I do end up paying for ads I usually pay someone to set up the ad correctly to get the maximum on my ad spends. I also subscribe to A/B split testing.

## I hate paying for ads

**I'm not going to lie crafting a post for Instagram requires effort, at least on the outset.** You have to continuously hammer that effort with every post until your followers get it or reach your goal. Our goal was 1000 followers, it took us 2.5 years to do this. We have a small demographic & in case you forgot... I hate paying for ads. **The good news is new content is generated in powder coating with every project you do.** First, the message needs to be clear as discussed in previous paragraphs. Then the images need to be clean and clear because viewers(potential customers) will be scrutinizing your work. **Getting the audience to engage is the most important factor for ranking in feeds.** However, negative comments or engagement on a poorly worded message is a worst-case scenario and could get you booted off the platform.

## Warming up to email marketing

Only recently we established enough email addresses from clients to warrant a move to this type of marketing. So far it's been like shooting buckshot, I put a 9-10 on my example because the effort seemed enormous. Crafting the message seems difficult- what should I say? But then, I feel the same way about greeting cards.

I haven't seen the monetary return on email marketing yet but I suspect this is the long term gain on relationship building. **I do not recommend this for newbies, those that specialize in automotive or those who find writing a combat sport.**

## Summary

It's no wonder that branding is often associated with investing lots of money in marketing and promotion. However, for a lot of small business owners, the investment in branding will have to be made with a relatively small budget — especially during a crisis. You might be a small local powder coater with 1-10 employees, or an industrial company employing up to 500 people. These all can be qualified as 'small business'. All have the same main goal when they start: the need to establish a name in their field of expertise.

***If this is you - know that you're not alone.***

Good Luck, RossKote!