

THE NO-NOISE MARKETING GUIDE

MAKE THE PHONE RING

FOR ASPHALT CONTRACTORS

Seven things to do, in the right order, to generate more calls, more estimates, and more paving jobs. No theory. No jargon. Just the work.

01

WHAT TO DO

02

WHY IT WORKS

03

HOW TO DO IT



ASPHALTMARKETING.CO
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DO THESE SEVEN THINGS IN THIS ORDER

Your marketing plan is not fifty random tactics. It is one simple system. Each step feeds the next. Skip one and the rest leak.

- | | | |
|---|-----------------------|---------------------------------------|
| 1 | GET FOUND | Own your Google Business Profile |
| 2 | LOOK LEGIT | A website that converts on a phone |
| 3 | USE EVERY JOB | Photos, reviews, referrals, neighbors |
| 4 | ANSWER FAST | Call every lead immediately |
| 5 | FOLLOW UP | Every estimate until yes or no |
| 6 | WORK THE LIST | Old leads and past customers |
| 7 | BUY MORE CALLS | Google Search Ads, tracked to jobs |

THE RULE

DO NOT SPEND MONEY ON ADS UNTIL STEPS 1 THROUGH 5 ARE WORKING.

Ads do not fix a weak system. They send more people into it. A leaking bucket does not get better when you turn the hose up.

SCORE YOUR OWN SYSTEM

Score each step honestly: **0** if it is not happening, **1** if it happens sometimes, **2** if it happens every time without you chasing it. Fourteen points is a machine.

		0	1	2
1	GOOGLE PROFILE 0 = incomplete or unclaimed 1 = complete but stale 2 = fed and checked weekly	☐	☐	☐
2	WEBSITE CONVERTS ON A PHONE 0 = no clear call to action 1 = decent but slow or thin 2 = clear, fast, proof-heavy	☐	☐	☐
3	EVERY JOB CREATES MARKETING 0 = photos when someone remembers 1 = photos yes, reviews no 2 = photos, review, referral, neighbors	☐	☐	☐
4	LEAD RESPONSE TIME 0 = hours or next day 1 = same day 2 = under five minutes, every time	☐	☐	☐
5	ESTIMATE FOLLOW-UP 0 = send and hope 1 = one follow-up 2 = fixed schedule to a decision	☐	☐	☐
6	OLD LEADS AND CUSTOMERS 0 = never contacted 1 = once in a while 2 = worked every season	☐	☐	☐
7	ADS TRACKED TO JOBS 0 = not running or not tracked 1 = tracked to clicks 2 = tracked to calls and revenue	☐	☐	☐

YOUR TOTAL OUT OF 14

0-5

Stop all ad spend. You are paying to send strangers into a leaking bucket. Steps 1 through 5, in order.

6-10

The pieces exist but nothing is systematic. Fix response time and estimate follow-up first. That is free money.

11-14

Your system can hold more calls than it gets. Now buying traffic is the right move. Go to Step 7.

OWN YOUR GOOGLE PROFILE

Make sure local customers can find you, trust you, and call you.

WHAT TO DO

Build the strongest Google Business Profile in your market. Complete it once, then keep feeding it real proof from real jobs.

WHY IT MATTERS

A customer searching for a paving company may see your Google profile before your website. Complete information, real photos, and genuine reviews make it easier to choose you.

HOW TO DO IT

- 1 Claim and verify the profile.** Use the real business name. Do not stuff extra cities or services into the name.
- 2 Complete every field.** Add the correct phone, website, hours, service area, business description, services, and categories.
- 3 Upload 20 strong photos now.** Before, during, after, crew, equipment, and finished project. Add 3 to 5 new photos every week.
- 4 Check it every Monday.** Confirm hours, services, phone number, and website are still correct. Reply to every review.

THE MONDAY 5-MINUTE CHECK

Hours correct

Phone rings the right person

Website link works

Call button tested from a phone

New reviews replied to

3 to 5 new job photos posted

DONE WHEN The profile is verified, every field is complete, the call button works, and at least 20 real project photos are live.

MAKE YOUR WEBSITE CONVERT

A visitor should know what you do and how to call you in ten seconds.

WHAT TO DO

Build a simple mobile-first website that turns visitors into calls and estimate requests. It does not need to be fancy. It needs to be clear.

WHY IT MATTERS

People use your website to decide whether you look like a real operation. If the phone number is hard to find or the site is confusing, they move to the next contractor.

HOW TO DO IT

- 1 Use one clear headline.** "Asphalt Paving in [Primary Service Area]." Under it, list the work you want more of.
- 2 Put two buttons above the fold.** Call Now and Request an Estimate. Make the phone button sticky on mobile.
- 3 Create a page for each core service.** Paving, sealcoating, repairs, crack sealing, striping, and commercial work should not be buried on one page.
- 4 Show proof fast.** Real project photos, reviews, service areas, equipment, crew, insurance, and a simple explanation of the estimate process.

COPY THIS HOMEPAGE FORMULA

Headline: Asphalt Paving in [City / Region]

Subheadline: Driveways, parking lots, repairs, sealcoating, and commercial paving.

Buttons: Call [Phone] | Request an Estimate

Proof: Real projects. Real reviews. Clear service area. Clear next step.

DONE WHEN On a phone, a customer can understand the company, see proof, and call or request an estimate without hunting.

TURN EVERY JOB INTO MARKETING

One completed project should create photos, reviews, referrals, and nearby opportunities.

WHAT TO DO

Use a repeatable job-completion routine. The crew should not leave a finished job without collecting the marketing assets that create the next one.

WHY IT MATTERS

Your best marketing material is already sitting on the jobsite. Real work in a real neighborhood is more believable than stock photos or generic claims.

HOW TO DO IT

- 1 Take the same five photos every time.** Before, prep, paving in progress, finished surface, and a wide shot with equipment or crew.
- 2 Ask every real customer for an honest Google review.** Send the review link by text immediately after the final walkthrough.
- 3 Ask for one referral.** Use a direct question: "Who else do you know that may need paving or maintenance this season?"
- 4 Market the neighbors.** Use a jobsite sign when allowed and deliver a simple "we are working nearby" door hanger to the closest 20 to 30 properties.

REVIEW REQUEST TEXT

Hi [Name], thank you for trusting [Company] with your [project]. Would you mind leaving an honest Google review? It helps other local customers find us: [Review Link]

Important: never pay, discount, or give a gift in exchange for a Google review.

DONE WHEN Every completed job creates new photos, a review request, a referral ask, and a nearby-marketing action.

ANSWER EVERY LEAD FAST

A lead is not a lead until a real person makes contact.

WHAT TO DO

Call every new lead immediately. Send a text at the same time. Keep following up until you connect or the lead clearly says no.

WHY IT MATTERS

Asphalt customers often contact several contractors. The company that responds quickly, asks good questions, and gives a clear next step has an immediate advantage.

HOW TO DO IT

- 1 Send an instant text.** Confirm the request was received and tell the lead who will call.
- 2 Call within five minutes.** Ask for the project address, service needed, timing, approximate size, and who makes the decision.
- 3 No answer?** Leave a short voicemail, send a text, call again later that day, then follow up on days 1, 3, 7, and 14.
- 4 Put every lead in one pipeline.** Every record needs an owner, status, next action, and follow-up date. No notes on scraps of paper.

FIRST TEXT & CALL OPENER

Text: Hi [Name], this is [Rep] with [Company]. I just received your request for [service]. I am calling now to get the project details and next step.

Call: "I saw your request for [service] in [city]. I have a few quick questions so we can tell you the best next step."

DONE WHEN Every new lead gets an immediate text and call, and no lead sits without a scheduled next action.

FOLLOW UP EVERY ESTIMATE

The estimate is the start of the sales process, not the end.

WHAT TO DO

Follow every open estimate until the customer buys, declines, or gives a real future date. Never send a quote and wait silently.

WHY IT MATTERS

Many jobs are lost because the contractor assumes silence means no. Customers get busy, compare options, wait on partners, or simply forget. Organized follow-up wins work.

HOW TO DO IT

- 1 Send the estimate quickly.** Confirm the customer received it and offer to walk through the scope, options, and timing.
- 2 Use a fixed follow-up schedule.** Same day, day 2, day 5, day 10, day 21, and day 30.
- 3 Follow up with a reason.** Clarify scope, answer questions, share a similar project, discuss scheduling, or confirm whether the job is still active.
- 4 Close the loop.** Mark every estimate Won, Lost, or Future. Save the reason so you know what to improve.

ESTIMATE FOLLOW-UP TEXTS

Same day: I just sent your estimate for [project]. Did it come through? I can walk you through the scope if helpful.

Day 5: Are you still planning to complete the project this season? I can answer questions or adjust the scope if needed.

Final: Should I keep this estimate open, move it to a later date, or close it out?

DONE WHEN There are no forgotten estimates. Every open quote has a next follow-up date and a clear final outcome.

WORK YOUR OLD LIST

The fastest calls often come from people who already know your company.

WHAT TO DO

Contact old estimates, past customers, and dormant leads before spending more money on new traffic. Give them a simple reason to talk now.

WHY IT MATTERS

Past contacts are warmer than strangers. They may have delayed the project, need maintenance, own another property, or know someone who needs work.

HOW TO DO IT

- 1 Export three lists.** Unclosed estimates, past customers, and leads that never scheduled an estimate.
- 2 Send one short campaign at a time.** Keep it personal, mention the service, and ask a simple yes-or-no question.
- 3 Call the people who reply.** Do not try to sell the entire job by text. Use the message to restart the conversation.
- 4 Repeat seasonally.** A spring reopening campaign, a mid-season schedule-fill campaign, and a fall maintenance campaign.

REACTIVATION TEXTS

Old estimate: Hi [Name], this is [Rep] with [Company]. Are you still planning the [project] we quoted at [address]? We are scheduling work in your area.

Past customer: Hi [Name], we completed your [project] in [year]. Do you need any paving, repair, crack sealing, or sealcoating work this season?

DONE WHEN Old estimates and past customers are contacted on a planned schedule instead of sitting forgotten in a spreadsheet.

BUY MORE HIGH-INTENT CALLS

Use Google Search Ads after the rest of the system is ready.

WHAT TO DO

Run Google Search Ads for people actively searching for the exact services you sell in the exact markets you serve.

WHY IT MATTERS

Search ads put the company in front of people already looking for a contractor. But the campaign only pays when calls are tracked, answered, qualified, estimated, and followed up.

HOW TO DO IT

- 1 Build separate campaigns by service.** Paving, parking lots, driveways, sealcoating, and repairs should have matching ads and landing pages.
- 2 Target only the service area.** Exclude locations you do not serve and run ads only when someone can answer the phone.
- 3 Block junk searches.** Add negatives such as jobs, careers, salary, DIY, equipment, asphalt plant, suppliers, training, and definition.
- 4 Track real conversions.** Measure qualified calls and estimate requests. Review search terms twice a week and pause waste.

SIMPLE AD FORMULA

Headline: Asphalt Paving in [City]

Proof: Commercial & Residential | Local Crew | Request an Estimate

Landing page: Match the exact service, show real projects, explain the process, and make the call button impossible to miss.

Judge the campaign by qualified calls, estimates, jobs won, and revenue. Not clicks.

DONE WHEN Every ad dollar can be traced to a call or form, every lead enters the follow-up system, and junk search terms are removed weekly.

THE 30-DAY ACTION PLAN

Install the system. Then turn up the traffic.

WEEK 1

GET FOUND

Finish the Google Business Profile. Upload 20 photos. Create the review link. Ask the last 10 customers for an honest review.

WEEK 2

CONVERT THE TRAFFIC

Fix the website headline, phone button, estimate form, service pages, proof, and mobile experience.

WEEK 3

FIX LEAD HANDLING

Set up instant texts, call assignments, lead stages, estimate follow-up, and the old-lead reactivation campaign.

WEEK 4

BUY MORE CALLS

Launch one Google Search campaign for the most profitable service in the best market. Track calls and estimates.

IF YOU ONLY DO ONE THING THIS WEEK

ANSWER THE PHONE INSIDE FIVE MINUTES AND FOLLOW UP EVERY ESTIMATE.

That costs nothing and it is where most contractors are losing jobs they already paid to create.

TRACK ONLY THESE SIX NUMBERS

Once a week, same day, same five minutes. If you cannot answer these six questions, you do not have a marketing problem yet. You have a measurement problem.

LEADS How many new opportunities came in?	FAST RESPONSES How many were called within five minutes?
ESTIMATES How many qualified projects were quoted?	JOB WON How many estimates became jobs?
REVENUE WON How much sold work was created?	AD SPEND What did it cost to create the calls and jobs?

WHAT THE NUMBERS TELL YOU

Plenty of leads, few estimates	Lead handling is broken. Go back to Step 4.
Plenty of estimates, few jobs	Follow-up or pricing. Go back to Step 5.
Not enough leads	Steps 1, 2, 3, and 6 before you touch ads.
Ad spend up, revenue flat	You are buying calls the system cannot hold.

SIX THINGS NOT TO DO

Most paving companies do not have a marketing problem. They have a wasted-money problem. These are the six most common ones.

01 **BUYING LEADS YOU DO NOT CALL**

Shared lead services and ads only work if someone calls in minutes. Otherwise you are paying for someone else's job.

02 **REBUILDING THE LOGO INSTEAD OF THE PIPELINE**

New branding does not make the phone ring. Proof, speed, and follow-up do.

03 **CHASING SOCIAL MEDIA FOLLOWERS**

Post your job photos, sure. But nobody hires a paving crew because of a follower count.

04 **RUNNING ADS WITH NO CALL TRACKING**

If you cannot tell which calls came from which campaign, you cannot cut the waste or scale the winner.

05 **LETTING THE ESTIMATE BE THE LAST CONTACT**

Silence is not a no. Unworked quotes are the cheapest revenue in the business.

06 **GOING QUIET IN THE OFF-SEASON**

Reviews, photos, and reactivation campaigns built in winter are what fill the spring schedule.

THE MASTER CHECKLIST

The whole system on one page. When all seven are checked, you have a machine instead of a hope.

☐

1. GOOGLE PROFILE VERIFIED AND COMPLETE

Every field filled, call button tested, 20+ real project photos live, all reviews replied to.

☐

2. WEBSITE CONVERTS ON A PHONE

Clear headline, sticky call button, estimate form, a page per service, visible proof.

☐

3. EVERY JOB PRODUCES MARKETING

Five photos, a review request, a referral ask, and a neighbor action before the crew leaves.

☐

4. EVERY LEAD ANSWERED IN FIVE MINUTES

Instant text, immediate call, days 1, 3, 7, 14. One pipeline, one owner, one next action.

☐

5. EVERY ESTIMATE FOLLOWED TO A DECISION

Same day, day 2, 5, 10, 21, 30. Every quote marked Won, Lost, or Future with a reason.

☐

6. OLD LISTS WORKED ON A SCHEDULE

Unclosed estimates, past customers, and dead leads contacted every season.

☐

7. ADS TRACKED TO CALLS AND JOBS

Campaigns by service, service area only, negatives added weekly, conversions measured.

NEED THIS INSTALLED FOR YOU?

YOU DO NOT HAVE TO BUILD IT ALONE

Most owners know what this list is worth. They just do not have the hours to install it between bids, crews, and weather. That is what we do.

ASPHALT MARKETING

BUILDS THE TRAFFIC

Google profile, website, service pages, and search ads built for paving companies.

ASPHALTMARKETING.CO

GOPAVE CRM

HANDLES THE LEADS

Instant texts, one pipeline, estimate follow-up, and reactivation campaigns on autopilot.

GOPAVECRM.COM

GET A FREE MARKETING AUDIT

We will walk your Google profile, website, and lead handling against this checklist and tell you exactly what is costing you calls. No pitch deck. No retainer talk. Just the list.

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