

# Marketing Essentials for Spray Foam Contractors:

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TRADITIONAL, DIGITAL, AND BEYOND

*CORRINE TAM*

## Corrine Tam

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Corrine leads Elastochem's communications strategy, driving brand visibility and engagement. She previously taught marketing at Conestoga College and has worked across industries including medical devices, finance & insurance, and tech startups.

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# SPFA Antitrust Policy

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*"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."*

*It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.*

*Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.*

*If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.*

*Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.*

*Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.*

# Spanish Translation Disclaimer

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# The Many Hats of a Contractor

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# What is Marketing?

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Marketing means something different to every business. While for big brands it means spending millions on a one-time ad during the Superbowl, for spray foam contractors this means...

Building  
visibility and  
trust in your  
community

Attracting  
the right  
customers

# Who is your audience?

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Identify your customers:



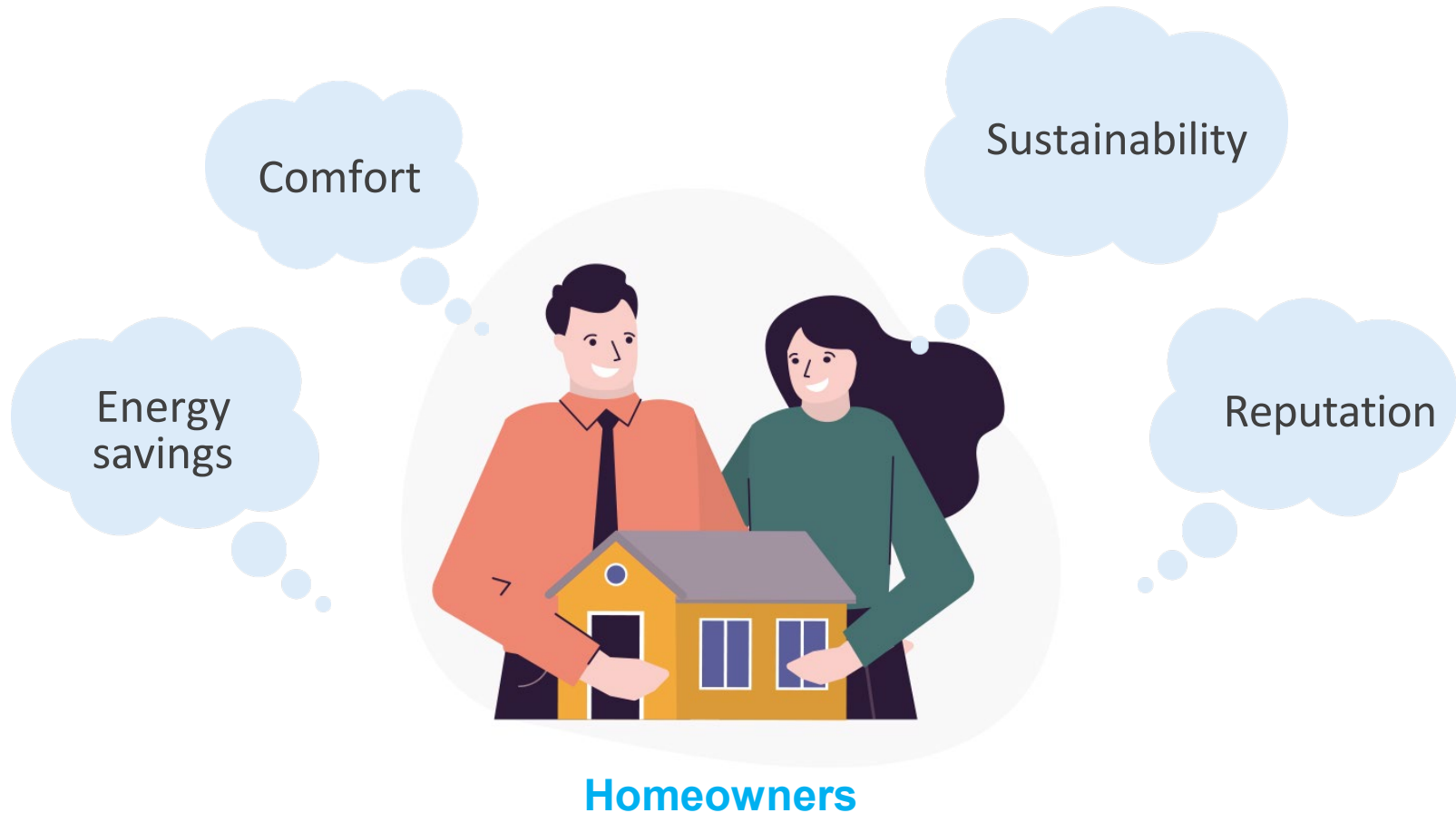
**Homeowners**



**Builders**

# Understanding your audience

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# Understanding your audience

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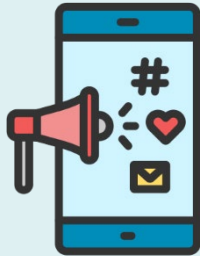
# Reaching your audience

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# Digital vs. Traditional Marketing

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## Digital Marketing

- Build visibility
- Generate leads
- Engage with potential customers



## Traditional Marketing

- Connect locally
- Establish trust
- Create referrals

# Rate yourself!

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## Purpose:

Get a snapshot of your current marketing efforts and where you can improve

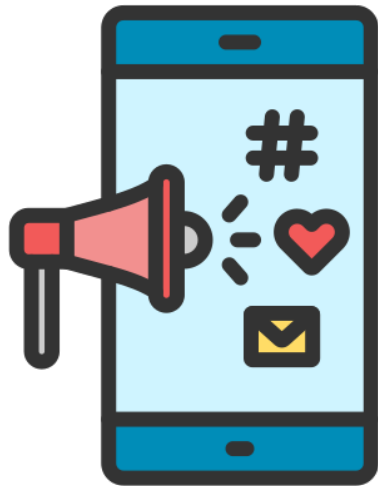
## How it Works:

Each tool/platform (digital & traditional) gets rated from 1 to 5. Rate yourself honestly based on where you stand today and identify areas where you can boost your efforts.

## Why It Matters:

This exercise helps you focus on areas that need more attention to maximize your marketing success.





# Digital Marketing

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Social Media

# Social Media

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Reach a wider audience, showcase your work, and build relationships online.

## Some stats:

**54%** of consumers use social media to research products/services

**50%** of consumers follow brands on social media

**71%** of users base purchasing decisions on social media reviews

Video content is **40x** more likely to be shared on social media than other types of content.

<https://www.winsavvy.com/social-media-marketing-by-the-numbers-key-statistics-for-2024/>

<https://profiletree.com/purchasing-guide-social-media-shopping-statistics/>

# Social Platforms

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The platforms that connect with homeowners are Instagram, Facebook and TikTok



# Social Media: Practical Tips

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## Instagram and Facebook

### ✔ Showcase your work

Post a variety of photos and videos of foam projects

### ✔ Build Community

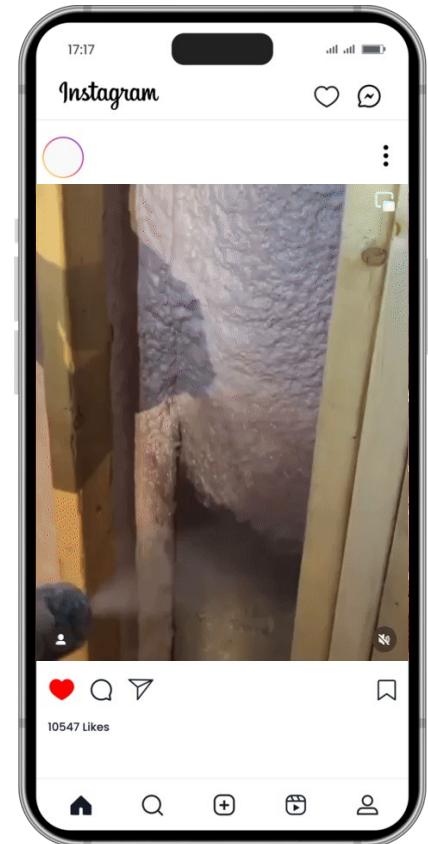
Tag the builder, GC, Architect firm where possible to increase visibility and engagement

### ✔ Stores & Reels

Use Stories or Reels to showcase projects and your process: helps you look busy and in demand!

### ✔ Be Responsive

Respond quickly to messages and comments to build trust





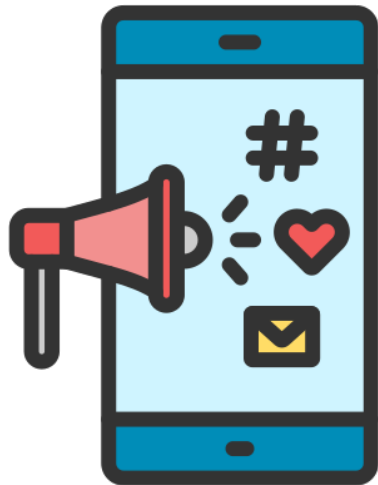
# Rate yourself!

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**1:** Social media? I thought that was for cat videos

**5:** I'm basically a TikTok influencer



# Digital Marketing

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Websites

# Website Marketing

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Why having a strong website important:

24/7 online presence, provides key information, boosts credibility

Ensures customers find you when Googling insulation services

Showcases reviews, certifications, and your experience

# Website Marketing: Practical Tips

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## Mobile Friendly

Having a responsive design ensures your site looks great and functions seamlessly on all devices



## Call-to-Action

Guide visitors clear CTAs like "Request a Quote," "Contact Us," or "Learn More."



## Testimonials

Build trust and credibility by featuring real customer success stories and visual examples of your work



## Regular Updates

Keep your site design fresh and make ongoing functionality improvements. Recommended every 4-5 years

# Website Marketing: Call to Action



Insulation ▾

Concrete Lifting ▾

Roofing

Thermal ▾

About ▾

Careers

Contact



## Your Calgary Insulation Specialists

We're proudly family-owned and operated, servicing Calgary and Southern Alberta. As experts and leaders in the spray foam insulation industry we guarantee the best service planning, executing, and following up on your project.

[Request a Quote](#)

Call us at

[403-730-8080](tel:403-730-8080)

Spray Foam  
Insulation



Concrete  
Lifting



Commercial  
Roofing



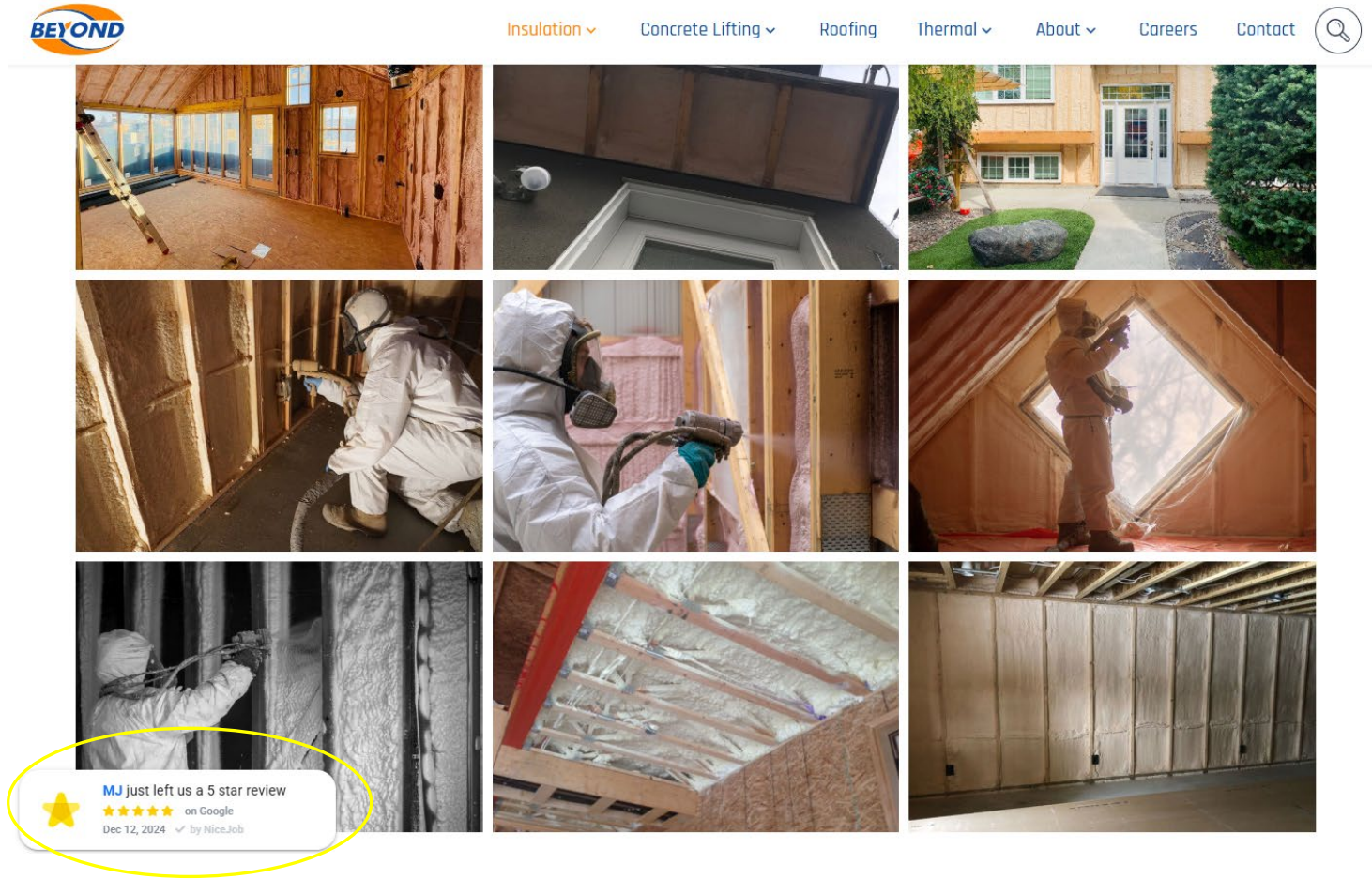
Fireproofing  
Firestopping



VIRTUAL QUOTING NOW AVAILABLE

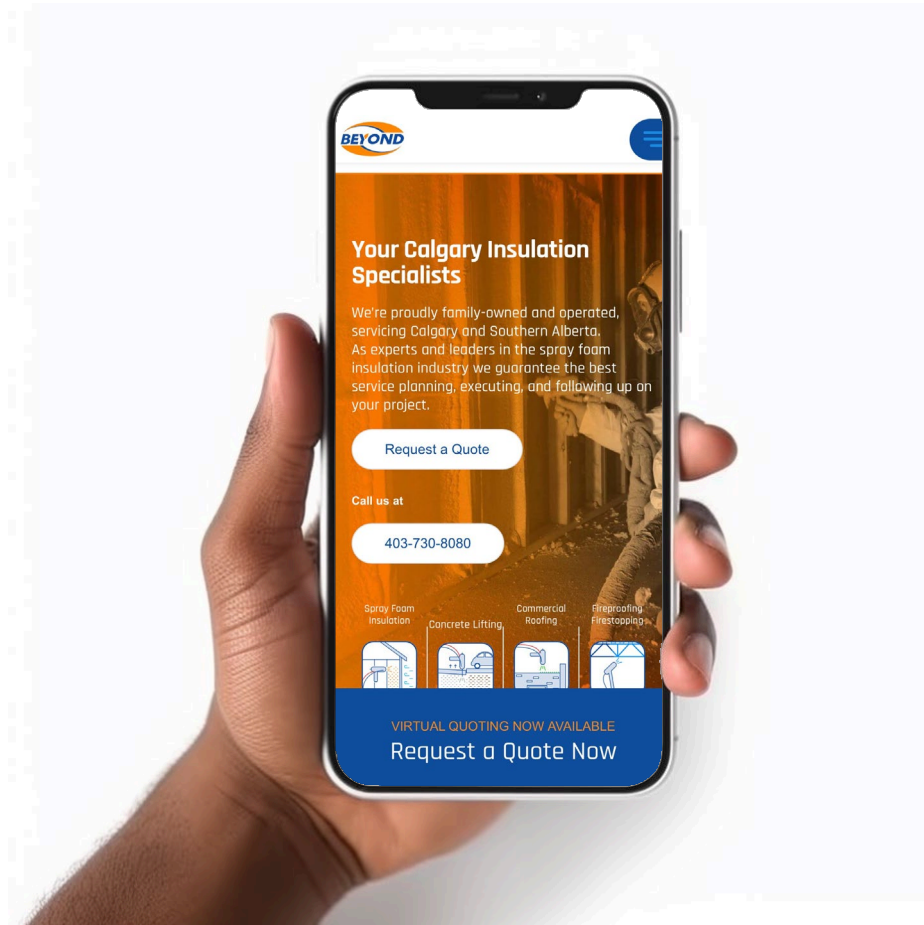
[Request a Quote Now](#)

# Website Marketing: Gallery and Testimonials



# Website Marketing: Mobile Friendly

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# Website Marketing: Updated Design



Beyond Foam's Support Program leads the Calgary spray foam insulation industry. We assess, educate, and stand firmly behind our work. THE Foam Insulation Experts in Calgary - Beyond Foam Insulation Ltd. We provide spray foam insulation in Calgary and all outlying areas. Beyond Foam Insulation is a family owned and operated business, serving Calgary and area since 2006. We guarantee the best service during planning, executing and follow-up after your foam insulation project. We would like the opportunity to earn your business. If you are considering spray foam insulation, or have any questions about spray foam insulation, please call us for a free on-site visit and consultation. ----> Approved Contractor with Efficiency Alberta <--- Please contact us for questions regarding the new Home Improvement Rebates Program.

[Learn More](#)



# Website Marketing: Tools

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You don't need to be a website developer or a huge budget! There are many website hosts and builders for creating modern, functional, mobile friendly website with templates and easy plug and play features



**SQUARESPACE**

Starting from:  
\$16/month



Starting from:  
\$10/month



Starting from:  
\$17/month

# Website Marketing: Tools

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Custom and affordable websites for start-ups and small businesses:



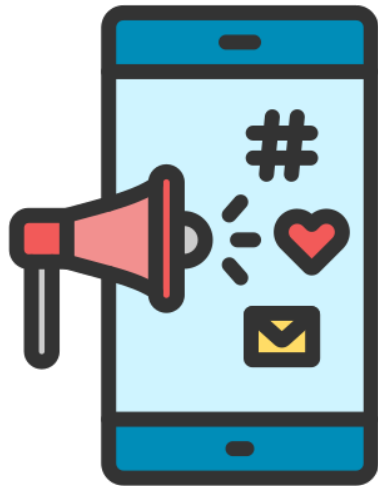
# Rate yourself!

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**1:** My website is a Coming Soon page

**5:** My website is a 24/7 Sales Rep



# Digital Marketing

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Google Business

# Google Business

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Why Google Business is important:

Makes your business visible on Google Search and Maps when locals search for insulation services

Builds credibility with reviews and accurate business information

Helps customers quickly find your location, website, contact info

Without a Google Business Profile, your business is harder to find, reducing visibility to potential customers

**IT'S FREE**

# Google Business: Practical Tips

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## Claim Profile

Claim and verify your Google Business profile



## Add Photos

Upload high-quality photos to show your work and different applications



## Update

Regularly update your business hours (holidays), and contact information



## Respond

Respond to customer reviews. Thank positive reviewers and address concerns professionally

# Google Business: Practical Tips

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The screenshot shows a Google Business profile for 'Foam It'. At the top, there are two images: an aerial view of a construction site with 'Foam It' trucks and a street-level view of the building. Below the images is the business name 'Foam It', a 4.9-star rating with 229 reviews, and the description 'Insulation contractor in Mississauga, Ontario'. A row of action buttons includes 'Website', 'Directions', 'Save', and 'Share'. Below these are 'Call' and 'Address' fields. The 'Address' field contains '7310 Torbram Rd unit 1c, Mississauga, ON L4T 3X2'. Below the address are 'Hours' (Open, closes 6 p.m.), 'Phone' ((416) 893-8712), and 'Province' (Ontario). At the bottom are links for 'Suggest an edit' and 'Own this business?'. Yellow circles highlight the 'Website' button, the 'Address' field, the 'Hours' field, and the 'Phone' field.

**Foam It**  
4.9 ★★★★★ 229 Google reviews  
Insulation contractor in Mississauga, Ontario

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

[Call](#)

**Address:** 7310 Torbram Rd unit 1c, Mississauga, ON L4T 3X2

**Hours:** Open · Closes 6 p.m. ▾

**Phone:** (416) 893-8712

**Province:** Ontario

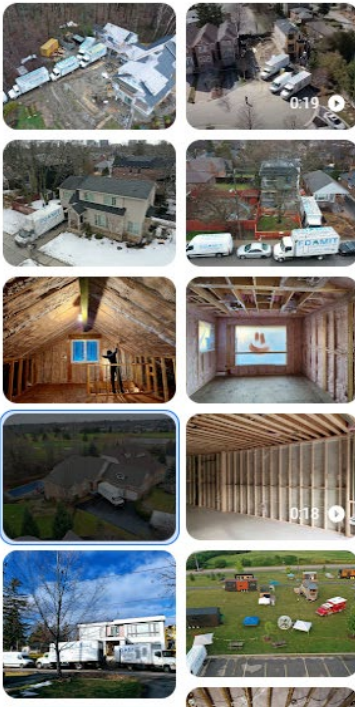
[Suggest an edit](#) · [Own this business?](#)

# Google Business: Practical Tips

Foam It



- All
- Exterior
- Inside
- By owner
- Street View & 360°
- Videos



Images may be subject to copyright





# Google Business: Practical Tips

## Foam It

7310 Torbram Rd unit 1c, Mississauga, ON

[Write a review](#)

4.9 ★★★★★ 229 reviews ⓘ



**Rafael Lopez**

5 reviews · 10 photos

★★★★★ 4 years ago

I have used Foam It in the past, and can truly say, that the service they provide is outstanding, the Owner Mohamed is very trustworthy and honest, they take pride in their job and go above and beyond to provide you with a great experience ... [More](#)



4

**Response from the owner** 3 years ago  
Thank you Rafael

# Google Business

Google My Business Overview Business Profile Website FAQ

[Sign in](#) [Manage now](#)

## Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

**Chicago Music Exchange**  
4.8 ★★★★★  
Guitar Shop - Open  
Follow

OVERVIEW PHOTOS POSTS ABOUT

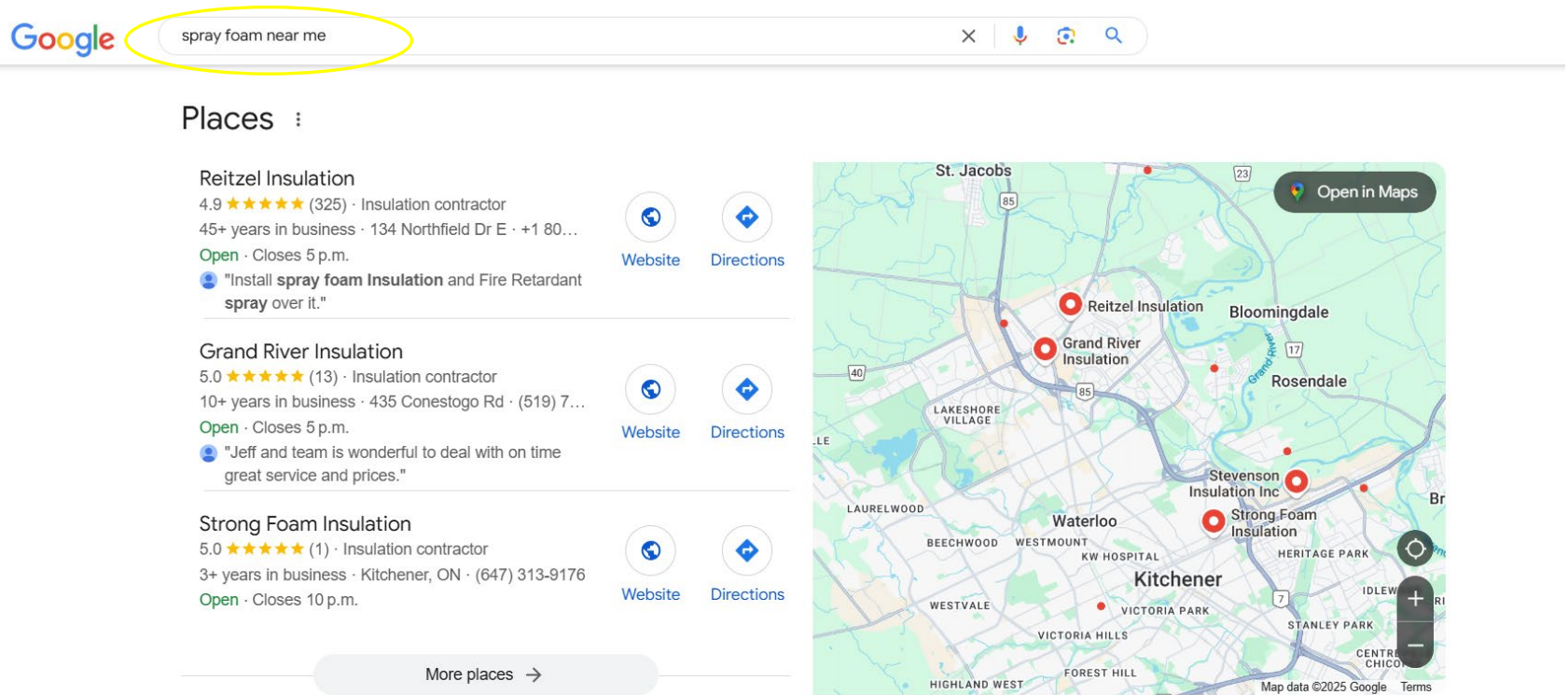
CALL DIRECTIONS MESSAGE WEBSITE

The Chicago Music Exchange is a music equipment retailer based in Chicago

3316 N Lincoln Ave  
Chicago, IL 60657  
2.3 mi - 10 min drive

# Google Business

Allows customers to find you through keywords



The screenshot shows a Google search interface with the query "spray foam near me" in the search bar. Below the search bar, the "Places" section lists three insulation contractors:

- Reitzel Insulation**: 4.9 stars (325 reviews), Insulation contractor, 45+ years in business, 134 Northfield Dr E · +1 80...  
Open · Closes 5 p.m.  
"Install **spray foam Insulation** and Fire Retardant **spray** over it."
- Grand River Insulation**: 5.0 stars (13 reviews), Insulation contractor, 10+ years in business, 435 Conestogo Rd · (519) 7...  
Open · Closes 5 p.m.  
"Jeff and team is wonderful to deal with on time great service and prices."
- Strong Foam Insulation**: 5.0 stars (1 review), Insulation contractor, 3+ years in business, Kitchener, ON · (647) 313-9176  
Open · Closes 10 p.m.

Each listing includes a "Website" and "Directions" button. A "More places" button is located at the bottom of the list. To the right, a map shows the locations of these businesses in the Kitchener-Waterloo area, with red pins marking Reitzel Insulation, Grand River Insulation, Stevenson Insulation Inc, and Strong Foam Insulation. The map includes street names like St. Jacobs, Bloomingdale, Rosendale, Waterloo, and Kitchener, and features like "Open in Maps" and "Map data ©2025 Google Terms".

# Rate yourself!

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**1:** Isn't Google Business just for Pizza joints?

**5:** My Google Business is always updated and makes it easy for customers to contact us

# Bonus: Google PPC (Pay-Per-Click)

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Allows customers to find you through keywords

**01**

## Choose Keywords

Choose words your customers search for.  
Example: “spray foam insulation near me.”

**02**

## Set a Budget

Decide how much you’re willing to spend per click

**03**

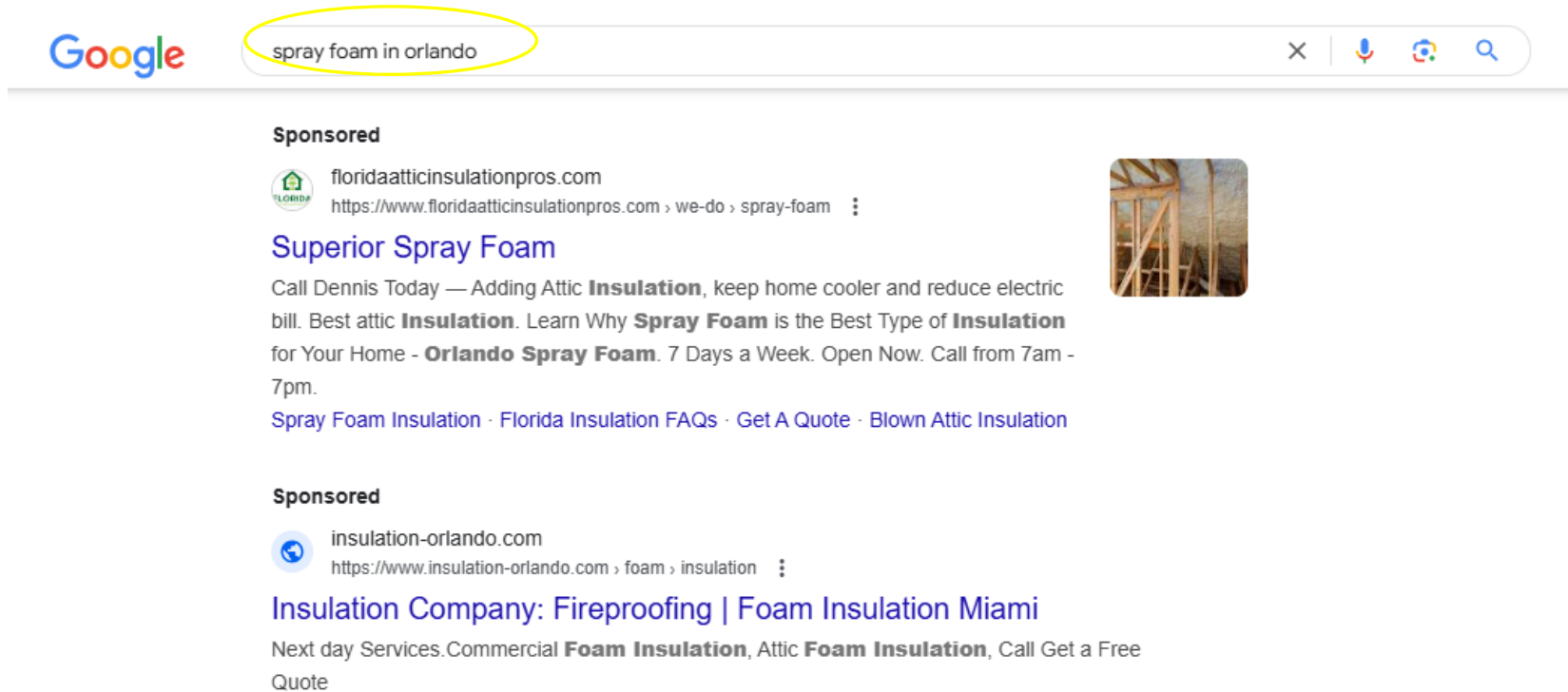
## Google Shows Your Ad

Your ad appears on top of Google when people search your keywords.

**You pay only  
for clicks**


**Average cost  
per click: \$1-2**

# Google PPC (Pay-Per-Click)



The image shows a Google search interface. The search bar contains the text "spray foam in orlando", which is circled in yellow. To the left of the search bar is the Google logo. To the right are icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar, two sponsored ads are displayed. The first ad is from "floridaatticinsulationpros.com" and features a small icon of a house with "FLORIDA" written below it. The second ad is from "insulation-orlando.com" and features a small icon of a globe. Both ads include a title, a short description, and a list of links.


**Sponsored**

 floridaatticinsulationpros.com  
https://www.floridaatticinsulationpros.com › we-do › spray-foam


**Superior Spray Foam**

Call Dennis Today — Adding Attic **Insulation**, keep home cooler and reduce electric bill. Best attic **Insulation**. Learn Why **Spray Foam** is the Best Type of **Insulation** for Your Home - **Orlando Spray Foam**. 7 Days a Week. Open Now. Call from 7am - 7pm.

[Spray Foam Insulation](#) · [Florida Insulation FAQs](#) · [Get A Quote](#) · [Blown Attic Insulation](#)



**Sponsored**

 insulation-orlando.com  
https://www.insulation-orlando.com › foam › insulation

**Insulation Company: Fireproofing | Foam Insulation Miami**

Next day Services. Commercial **Foam Insulation**, Attic **Foam Insulation**, Call Get a Free Quote

# Google PPC (Pay-Per-Click)

The image is a screenshot of a Google search results page for the query "spray foam in orlando". The search bar at the top shows the query and standard search controls. Below the search bar, there are two sponsored ads. The first ad is from "floridaatticinsulationpros.com" and features a photo of a spray foam application. The second ad is from "insulation-orlando.com" and highlights fireproofing and foam insulation services. Below the ads, the "Places" section is circled in yellow. It lists three local businesses: "Extreme Spray Foam of Orlando" (5.0 stars, 42 reviews), "All Florida Insulation" (5.0 stars, 110 reviews), and "USA Insulation of Orlando" (4.6 stars, 68 reviews). Each listing includes a brief description, address, and phone number. To the right of the listings is a map showing the locations of these businesses in the Orlando area, with red pins and labels for "All Florida Insulation" and "USA Insulation of Orlando".

**Sponsored**

floridaatticinsulationpros.com  
https://www.floridaatticinsulationpros.com › we-do › spray-foam

**Superior Spray Foam**

Call Dennis Today — Adding Attic **Insulation**, keep home cooler and reduce electric bill. Best attic **Insulation**. Learn Why **Spray Foam** is the Best Type of **Insulation** for Your Home - **Orlando Spray Foam**. 7 Days a Week. Open Now. Call from 7am - 7pm.

Spray Foam Insulation · Florida Insulation FAQs · Get A Quote · Blown Attic Insulation

**Sponsored**

insulation-orlando.com  
https://www.insulation-orlando.com › foam › insulation

**Insulation Company: Fireproofing | Foam Insulation Miami**

Next day Services Commercial **Foam Insulation**, Attic **Foam Insulation**, Call Get a Free Quote

**Places :**

**Extreme Spray Foam of Orlando**  
5.0 ★★★★★ (42) · Insulation contractor  
15+ years in business · 420 E Church St · +1 407-5...  
Open · Closes 6 p.m.

**All Florida Insulation**  
5.0 ★★★★★ (110) · Insulation contractor  
15+ years in business · Sanford, FL, United States · ...  
Open · Closes 6 p.m.  
Onsite services

**USA Insulation of Orlando**  
4.6 ★★★★★ (68) · Insulation contractor

Map showing locations of All Florida Insulation and USA Insulation of Orlando in the Orlando area.



# Traditional Marketing

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Flyers & Direct Mail





# Flyers and Direct Mail

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Why Direct Mail is important:

**Localized Targeting:**  
Creates awareness in specific areas and demographics

**Creates Impression:**  
Physical materials leave a lasting impact

**Reaches offline audience:**  
Targets older generation that may not be online

**Integrates with Digital:**  
Additional touch point to reach audience through multiple channels

**Bonus:** Doubles as literature to leave behind when visiting potential customers

# Direct Mail: Practical Tips

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## **Grab Attention Quickly**

- Use bold headlines
- Add compelling visuals to catch their eye.
- Keep it clear and concise – your message should be understood in seconds.

## **Call to Action**

- Clear contact info (phone, email, or website).
- A simple call-to-action: “Call for a free quote!”

## **Focus on Benefits**

- Highlight what homeowners care about
- Example: “Lower your energy bills with spray foam insulation!”

# Direct Mail: Easy to use templates

# Canva

No design experience needed:

- Create professional flyers, with drag-drop features
- Choose a template, add your own text, images, and logos
- AI tools to help write content



Free templates: [canva.com](https://www.canva.com)

# Direct Mail: Easy to use templates

Read in  
under 30  
seconds



**Fauget**

## PLUMBING SERVICE

Welcome to Premier Plumbing Service, where quality, reliability, and customer satisfaction are at the heart of everything we do.



### Our Service Include:

- ✓ Sewer Line Services
- ✓ Leak Detection & Repair
- ✓ Fixture Installations
- ✓ Water Heater Installation

Call Number:  
**+123-456-7890**

**Contact Us:**



**SEAL & SAVE**

## SPRAY FOAM INSULATION LOWER YOUR ENERGY BILLS

With 15 years of experience, we provide expert spray foam insulation that seals out drafts, keeping your home energy-efficient and comfortable year-round.



### Why Choose Spray Foam Insulation?

- ✓ Save on heating & cooling
- ✓ Reduce drafts and air leaks
- ✓ Increase home comfort
- ✓ Create a more comfortable home

Call Number:  
**+123-456-7890**  
[sealandsave.com](http://sealandsave.com)

**Get a free quote!**

# Literature: Talk to your rep

Reach out to your sales rep/manufacturer for support and resources

**INSULTHANE**

## Invest in the Best with Spray Foam Insulation

Experience unmatched comfort and energy-efficiency with Insulthane® Spray Foam Insulation

Spray foam insulation is a wise long term investment that combines exceptional thermal performance with an airtight seal, keeping your home comfortable year-round

**Re St**

### How Does Spray Foam Insulation Compare?

	Spray Foam	Fiberglass
<b>R-Value</b>	High R-value and air sealing provides consistent temperatures	Lower R-values and allows air to pass, leading to energy loss
<b>Air Sealing</b>	Creates an airtight barrier, minimizing drafts and energy loss	May leave gaps, resulting in air leaks and uneven temperatures
<b>Moisture Resistance</b>	Closed-cell spray foam resists moisture, limiting mold growth	Can trap moisture over time, which may lead to mold and damage
<b>Longevity</b>	Doesn't settle or degrade, often lasting as long as the home itself	Can degrade or settle over time, requiring replacement
<b>Cost</b>	Higher upfront investment that offers long-term savings	Affordable upfront but leads to higher utility costs over time
<b>Environmental Impact</b>	Less energy usage means a more sustainability solution	Thermal efficiency is lower, leading to more energy usage

**Energy Savings**  
High R-values and air sealing can lower heating and cooling costs by up to 50%, blocking drafts and creating consistent home temperatures.

**Air & Moisture Control**  
Closed-cell spray foam acts as an effective air and moisture barrier, sealing gaps to prevent leaks, reduce mold risk, and limit allergens for healthier home.

**Helps Reduce Noise**  
Spray foam can contribute to noise reduction, helping to create a quieter and more peaceful environment.

**Eco-Conscious**  
Insulthane spray foam is made with renewable materials that reduce environmental impact and energy consumption.

**ELASTOCHEM**  
Elastochem Specialty Chemicals Inc.  
37 Easton Road Brantford, ON N3P 1J4  
1-877-787-2436 | www.elastochem.com

**TRINITY ENERGY GROUP**  
Trinity Energy Group  
102 MacGregor Avenue Stellarton, NS B0K 1S0  
1-877-955-4333 www.trinityenergygroup.ca

**GREENGUARD** **ISO 9001:2015**



Trinity Energy Group  
102 MacGregor Avenue Stellarton, NS B0K 1S0  
1-877-955-4333 www.trinityenergygroup.ca

Co-branded materials through manufacturer

# Rate yourself!

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**1:** I still use business cards from 2007

**5:** My flyers are so good, people hang them on the fridge



# Traditional Marketing

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Vehicle Designs



# Vehicle Designs

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Why designing your rig is important

Turns your vehicle into a **mobile advertisement** seen by potential customers wherever you go

Builds **brand visibility** as you drive through your service area

# Vehicle Design: Practical Tips

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## Keep it simple

Less is more: Use a clean, simple design for easy readability, even in traffic



## Clear Contact Info

Highlight key contact info (phone, website) and a brief description (“spray foam insulation” or “energy-efficient insulation experts”)



## Avoid Clutter

Don't overwhelm the design with too much text or graphics. Keep it neat and to the point



## Instant Readability

Drivers only have seconds to read. Ensure your message is clear and understandable at a glance.

# Vehicle Design: Practical Tips

## Too much:

- Not clear what services are offered
- Too much content to read in traffic
- Hard-to-read Text



# Vehicle Design: Practical Tips

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## Too much:

- Not clear what services are offered
- Too much content to read in traffic
- Hard-to-read Text



# Vehicle Design: Practical Tips

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## Too much:

- Not clear what services are offered
- Too much content to read in traffic
- Hard-to-read Text



# Vehicle Design: Practical Tips

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## Too small:

- Key info is hard to find
- What's the company name?



# Vehicle Design: Practical Tips

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## Just right:

- Company name prominent
- Services listed concisely
- Key contact info repeated on back and side



# Vehicle Design: Practical Tips

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## Just right:

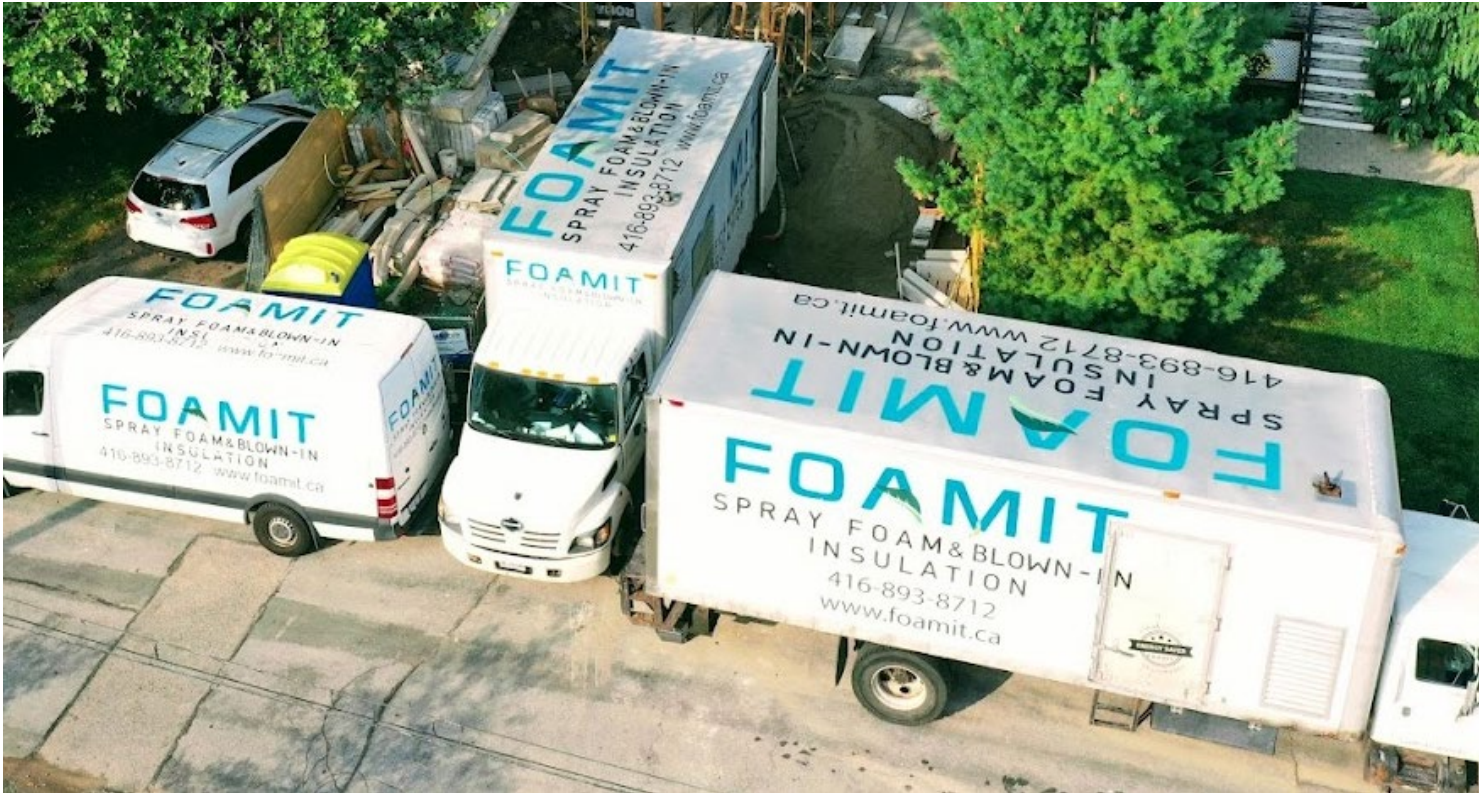
- Company name prominent
- Services listed concisely
- Key contact info repeated on back and side





# Vehicle Design: Practical Tips

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# Vehicle Design: Practical Tips

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**You don't need to have a budget for a full wrap.  
Remember the key principles:**

- Company name prominent
- Services listed concisely
- Key contact info repeated on back and side



# Bonus: Reinforce Brand with Lawn Signs

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- Affordable
- Target neighbourhoods
- Day/Night visibility
- Establish trust (my neighbour recommends them)



# Rate yourself!

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**1:** My rig has a business card taped to the dash, is that enough?

**5:** My vehicle is a mobile billboard seen by hundreds every day



# Traditional Marketing

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Referrals & Networking

# Referrals and Networking

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Why networking and referrals are important

Builds trust and credibility  
within your community  
through word-of-mouth  
recommendation

Creates lasting connections  
with potential customers and  
industry peers  
(GCs, realtors, etc.)

# Referrals and Networking: Practical Tips

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## Attend Local Events

Participate in industry events and home shows to meet potential clients



## Partner with Local Businesses

Build relationships with realtors and builders who can refer you



## Incentivize Referrals

Show appreciation with rewards like gift cards or swag for customer referrals.



## Ensure Online Presence

Keep your Google Business, website, and social media updated to be easily searchable by referrals

**Without proper marketing tools, strong referrals might go to a competitor.**

# Rate yourself!

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**1:** Referrals? I just hope for the best

**5:** My business practically runs on referrals. It's where most of my leads come from!



# Bonus: Home Show tips

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## What to bring:

Branded materials  
(brochures,  
business cards)

Banners and table  
cloth that display  
your company  
brand

Product  
samples/photos  
(digital screen/iPad)

Lead capture tools  
(sign-up forms)

Stay organized: Pen  
holders, business  
card holders,  
literature holders

Back drop if large  
enough space

# Bonus: Home Show tips

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## **Be approachable**

Understand your audience's needs and concerns



## **Dress Professionally**

Ensure your team wears matching branded shirts or uniforms for a cohesive look.



## **Keep It Organized**

A clean, tidy booth makes a professional impression.



## **Get Manufacturer Support**

Reach out for literature, giveaways, and backdrops to enhance your booth.



## **Respond Quickly**

Contact leads within 48 hours to secure their business. If possible, schedule a quote on the spot.

# Referrals and Networking: Practical Tips

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Clutter:



# Referrals and Networking: Practical Tips

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**Organizers make a difference:**



# Referrals and Networking: Practical Tips

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Reach out to your sales rep:





**Time to add up  
your scores!**

# Scoring Breakdown

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## **1–6 Points:**

### ***Just warming up the rig***

You're in the early stages. There's lots of potential to build a strong foundation

## **7–12 Points:**

### ***Laying down your first pass***

You've got some of the right tools, but it's time to refine and fill in the gaps for better results

## **13-18 Points:**

### ***Dialing in the details***

You're doing great! Keep fine-tuning to reach every corner of your market

## **19-25 Points:**

### ***A Flawless Application***

Your marketing is as smooth as the foam that you spray. You're setting the standard for other contractors!

# Next Steps

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Based on your scores, choose one or two areas to improve or focus on

Set goals for each platform/channel and experimenting with new strategies



# Wrap Up

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## Digital Marketing

Use social media, website, and Google Business to expand reach



## Traditional Marketing

Leverage flyers, vehicle wraps, and networking to build local trust

# Integration is Key

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## Remember:

- The key is consistency and integration
- Don't treat them as separate strategies, use both to reinforce each other



# Questions?

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