



Flood IMG

Blue Collar Business Solutions

CONTRACTING IN THE TECH AGE

A quick reference guide to connecting your trade business to the tools that find more work, follow up faster, and run while you're on the job.

PART 1

Why Tech Is Now a Trade Tool

SaaS · CRM · SEO · Automation · Closed-Loop Systems · Google Ecosystem · Social Media · Lead Capture

For decades, the winning edge in the trades was simple: do good work, answer the phone, and rely on word of mouth. That era is over. Today's top-performing contractors aren't just skilled with their hands—they're set up to be found first, responded to fastest, and remembered longest.

Homeowners and property managers now make decisions long before they ever call you. They Google the problem. They scan reviews. They compare options in minutes. If your business doesn't show up, doesn't look credible, or doesn't respond quickly, you're quietly losing jobs to competitors who may not be better at the work—but are better at the system behind it.

This is where technology stops being "optional" and becomes a trade tool, just like your truck, your tools, or your crew. Technology is what turns interest into inquiries, inquiries into booked jobs, and one-time jobs into repeat customers.

It's how small operators compete with big companies—and how busy contractors become profitable ones.



The good news? You don't need to be tech-savvy or obsessed with software. You don't need to "do everything." You just need the right tools, connected the right way, to support how your business already works. This guide breaks down the tech that actually matters for trade businesses, what each tool does, and how it helps you win more work without adding more hours to your day.

PART 2

Know the Language

Before we go any further, let's get you fluent. These are the tech terms that shape how modern trade businesses attract leads, follow up, and get paid. You may already be using some of them—now you'll finally know what they mean.

Key Terminology

SaaS	Software as a Service. Apps you pay monthly to use — runs in a browser, no install. Think Jobber, HoneyBook, QuickBooks Online, Google Workspace.
CRM	Customer Relationship Manager. Your digital rolodex — tracks every lead, client, job, quote, and follow-up in one place.
SEO	Search Engine Optimization. The work you do so Google shows your business when someone nearby searches 'roofer near me' or 'AC repair.'
API	Application Programming Interface. The digital handshake that lets two apps talk to each other and share data automatically.
Automation	A rule-based trigger that does a task for you — like sending a quote follow-up text 24 hours after no reply, without you lifting a finger.
Funnel	The path a stranger takes from first hearing about you to paying you. Awareness → Interest → Quote → Booked → Done → Review.
Closed Loop	A system where every lead is tracked, followed up, and either converted or formally lost — nothing falls through the cracks.
KPI	Key Performance Indicator. A number you track to know if something is working — cost per lead, close rate, average job value, etc.

Mastery of the Modern Trade Terms

You don't need to be a tech genius to dominate your local market, but you must speak the language of the modern economy. These terms aren't just buzzwords—they are the levers you pull to stop "hustling" and start operating.

When you understand how Automation tools work together, you stop being a slave to your phone and start running a business that works as hard as you do on the job site. Fix your vocabulary, and you'll fix your foundation.

PART 3

The Google Ecosystem

If technology is now a trade tool, then Google is the jobsite where most buying decisions begin. It's the central nervous system of your online presence.

When a homeowner's AC goes out, a pipe bursts, or a roof starts leaking, they don't flip through a phone book or ask Facebook first—they open Google. In seconds, they're shown a short list of contractors in their area, complete with photos, reviews, hours, and how easy it is to contact them. Most customers never scroll far. They choose from what Google puts in front of them.

That means Google isn't just a search engine—it's your digital storefront, reputation manager, and lead source rolled into one. Whether you realize it or not, Google is already judging your business and deciding when (or if) to show it to potential customers.

The contractors who dominate their markets have one thing in common: they've built a strong Google ecosystem. Their business is easy to find, easy to trust, and easy to contact. Their phones ring not because they outspend competitors, but because Google trusts them more.

The best part? Much of this ecosystem is free—and wildly underutilized. Too many trade businesses either ignore it entirely or only get half of their profile setup, leaving money on the table every single day. **Are you maximizing the Google resources available to you?**

Ecosystem Components

Google Business Profile

Your free listing on Google Maps and Search. Fill every field, upload job photos weekly, and ask every customer for a review. This single tool can outperform a paid ad campaign.

Google Workspace

Gmail, Drive, Calendar, and Meet — connected under your brand. Use a professional email, store contracts in Drive, and sync your schedule on every device.

Google Ads — Local Services

Pay-per-lead ads at the top of search. You only pay when someone actually contacts you. Set a weekly budget and let Google find buyers in your service area.

Analytics & Search Console

Free tools showing how people find your site, what they click, and where they leave. Use the data to sharpen what's working and cut what isn't.

PART 4

Social Media That Works for Trades

Social media is about staying visible to your service area, not going viral. Before & after photos, short job videos, and honest customer shout outs build trust faster than any flyer.

By dominating the digital feed of your specific service area you stay "top of mind." You want the local homeowner to see you in their feed so often they feel like they already know you as their go to pro. Even a shaky 30-second video explaining a common issue on a job site does something a flyer can't: it lets them get to know you.

Complete the circle by giving a shout out to a happy customer (with permission). Now you aren't just reaching followers, you're reaching their local network of friends and family. This is the modern version of the "over the fence" recommendation or refferal.

Facebook & Instagram

Still the #1 platform for local home service leads. Run retargeting ads to people who visited your website. Post job photos 3–4x per week.

Nextdoor

Hyperlocal platform where neighbors recommend tradespeople. A few strong reviews here can own an entire neighborhood.

TikTok & YouTube Shorts

Short-form video of your work process builds authority fast. Even 60-second before/after clips can drive real leads.

LinkedIn

Best for B2B — property managers, builders, facility managers. If commercial work is in your sights, this is your platform.

The Reality Check

Most contractors fail at social media because they treat it like an archive rather than a conversation. Visibility is about recency. It tells the market: "We are here, we are working, and we are solving problems right now."

Automation for the Win!

Many CRMs have social media tools that can automate posting or reminders, turning social media into a byproduct of operations, not extra work. When social media is connected to your Google presence and your CRM, it's proof that your business is active, trustworthy, and worth calling.

Out of three social media actions (Photos, Videos, and Shout Outs) which one feels like the biggest "chore" for you to keep up with?

PART 5

The Closed-Loop Client System

A closed-loop system means every lead that enters your world is tracked through every stage until they either become a paying client or are formally marked as lost. Nothing floats in limbo. Nothing gets forgotten. This is the difference between a busy contractor and a profitable one.

The five components of a Closed-Loop Client System, below, are often automated into a single Customer Relationship Management (CRM) tool. How much of your system is automated?

Aspects of the System

ATTRACT	Ads, SEO, Social, Referrals
CAPTURE	Targeted Ads, Lead Forms, Free Materials
NURTURE	Automatic Reply via Text or Email
CONVERT	Quote, Book, Invoice
RETAIN	Request Reviews & Referrals, Seasonal Emails to Existing Clients w/ Deals

Common CRM Tools

Jobber - Built for field service. Handles quoting, scheduling, invoicing, and client comms.

HoneyBook - Super Simple, plug and play options for Mom & Pop size Businesses

GoHighLevel - powerful all-in-one for automation, funnels, and follow-up sequences.

HubSpot - free tier is great for lead tracking and email follow-up. Start with Jobber if you're under 10 trucks.

Many CRMs (refer to Part 5) and social tools can automate posting or reminders, turning social media into a byproduct of operations, not extra work. When social media is connected to your Google presence and your CRM, it stops feeling optional—and starts acting like what it really is: Proof that your business is active, trustworthy, and worth calling.

PART 6

Connecting It All — Your Tech Stack

A 'tech stack' is the set of tools your business runs on, connected so data flows automatically between them. A new lead comes in anywhere — ad, website, social, referral — lands in one place, triggers a follow-up, and gets tracked to the close.

TIER	TOOL TYPE	EXAMPLES	CONNECTS TO
Foundation	Google Workspace	Gmail, Drive, Calendar	Everything
Visibility	SEO + Google Ads	GBP, Search Console, LSA	Website, CRM
Social	Content + Paid Ads	Meta Ads, TikTok, Nextdoor	Landing pages, CRM
Hub	CRM	Jobber, GoHighLevel	Forms, Email, SMS, Invoicing
Automation	Native CRM / Zapier / Make	Trigger-based workflows	Connects all platforms
Finance	Accounting	QuickBooks, Wave	CRM, Invoicing

Summary Key

Take aways

Connecting tech to your business creates an automated lead-to-invoice workflow that runs while you sleep. In today's web connected world, is the cornerstone of a profitable trade business today. When these systems are implemented correctly, they nuke hours typically wasted on admin and lead chasing.

You don't need every tool. You don't need to overhaul everything at once. But you do need a clear, connected system that supports how your business actually operates—and stops money from leaking through missed calls, forgotten follow-ups, and lost opportunities.

If you're tired of chasing leads, juggling apps, or relying on memory to run your business, now is the time to fix the foundation.

Contact us today for a free consultation!

Your 30-Day Quick-Start Checklist

Week 1 — Get Found

- Claim & fully fill out Google Business Profile
- Set up Google Workspace with a branded email
- Install Google Analytics on your website

Week 3 — Capture Leads

- Set up a CRM
- Add a contact form or chat widget to your website
- Connect your form to your CRM

Week 2 — Get Social

- Create/optimize Facebook Business Page & Instagram
- Post 3 before/after photos with captions
- Claim your free Nextdoor business profile

Week 4 — Automate Follow-Up

- Build a 3-step text/email sequence for new leads
- Set up an auto-review request after job completion
- Turn on Google Local Services Ads with a small budget

Wire Up Your Business Today with Flood IMG

This guide is just the starting point. If you want help with building or installing a CRM system, creating ad campaigns, website design, business consulting and more we have 35+ years of construction to get tech working for you!

www.floodimg.com

Don't Work For Tech



Make Tech Work For You

