



Why your painting marketing isn't working (and the 5-step fix)

Five strategies, in order, for a painting company that wants a full calendar: answer every call, show the work, own the map pack, follow up, then advertise.

By Austin Gailey · 3 min read

Most painting companies we talk to have tried marketing. They ran a Facebook ad for a month, paid a lead service for a season, and posted a few photos. Some of it worked for a while. None of it compounded.

The reason is usually order. Ads before the phone is answered pay for leads that slip through. Posts before the Google profile is complete impress nobody who is searching. Below are the five strategies that work for residential painters, in the sequence that makes each one pay for the next.

1. Answer every call in under a minute

Most estimate requests arrive between five and nine in the evening. The homeowner is on the couch with a quote from the first painter in hand and your number from Google. They call. You are washing brushes.

The winner is the first painter to reply. A missed-call text-back replies in seconds: sorry we missed you, interior or exterior, here is a link to pick an estimate slot. It is the highest-return change a painting company can make, and it costs nothing in ad spend.

2. Show the work, on a site that loads on a phone

Homeowners compare about three painters in two minutes, on a phone. They pick the one whose site shows a house like theirs, finished recently, with a number they can tap.

That means real photos of last month's jobs, exteriors above the fold in spring and interiors in winter, and an estimate request that goes to your CRM instead of an inbox you check at night. It does not mean a long page about your values.

3. Own the map pack

Most painting searches are local. "Painters near me", "exterior painter Lakewood", "cabinet painting Littleton". Most of those clicks go to the three businesses in the map, not to the websites below it.

Getting there is not a trick. A complete Google Business Profile, the right service area, photos added every week, and a steady stream of reviews. The reviews are the part painters skip, because asking is awkward. Automate the ask (a text after the final coat with a direct link) and it stops being awkward.

4. Follow up on every estimate

About half of lost jobs are estimates nobody followed up on. The homeowner meant to decide, got busy, and the painter who checked in a week later got the job.

A CRM sends the reminder before the walkthrough, the thank-you after, and a check-in a week later if there is no answer. None of that requires remembering anything.

5. Then run ads

Ads work once the phone is answered and the site converts. Facebook and Instagram, aimed at the neighborhoods you already work, with before-and-after photos of a house nearby. Budget stays with you, and nothing runs that you have not seen.

Start here, before the four steps above, and you will spend money bringing people to a phone nobody answers.

What to skip

Leaning on Angi or HomeAdvisor as your base (fine for a slow week, but requests are often shared with other painters and nothing stays with you when the spend stops). Daily posting with no plan. A contact form and nothing else. Chasing every review site instead of Google first.

How this maps to what we do

Phase 1 of [Marketing for Painters](#) builds steps one through four and wires them into one CRM. Phase 2 runs the ads. If you want the [full order of operations](#) or [how marketplaces compare with your own pipeline](#), those pages go deeper. Or [book twenty minutes](#) and we will tell you what it would look like for your crew.

NEXT STEP

Want this set up for your company?

Twenty minutes on the phone. We look at your site, your Google profile, and how your calls get answered, and you leave with a plan. Do it yourself or have us do it.

Book a call: marketing4painters.com/book