FREE MARKETING GUIDE

THE ONSLAUGHT METHOD

Dominating your local concrete coating market

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Good news: The concrete coating industry is booming.

Bad news: Every guy with a grinder and a degree from YouTube University is calling himself an expert concrete coater. Most of these newbs are undercutting you on price because they don't know the numbers, and your market gets more crowded every month.

That means the window to own your territory is closing fast.

This isn't a marketing 101 guide. I'm not going to tell you to "build a brand" or "leverage social media." If you want that, there's a blog post out there somewhere for you.

This is what actually scales a concrete coating business. Not a grab bag of tactics. One connected system where every piece feeds the next, so a homeowner who finds you once keeps seeing you until they book. We call it the Onslaught Ecosystem. It's what I've seen work with real concrete coating companies in real USA markets.

Six parts. None of them are complicated. All of them require execution, and all of them have to run at the same time.

Let's go.

THE SYSTEM

THE ONSLAUGHT ECOSYSTEM

Here's the problem with how most contractors market. They buy one thing at a time. A website from one guy. Some Facebook ads from an agency. Maybe an SEO package they don't understand. None of it talks to each other, so every lead is a one-shot deal. The homeowner sees you once, doesn't call, and you never get another swing.

Homeowners don't buy a $4,000 garage floor the first time they hear about you. They see you, forget you, see you again, check your reviews, think about it, see you one more time, and then they call. The contractor who shows up at every one of those moments wins the job. The one who showed up once loses it.

The Onslaught Ecosystem is built to show up at every one of those moments. Five pieces, one loop:

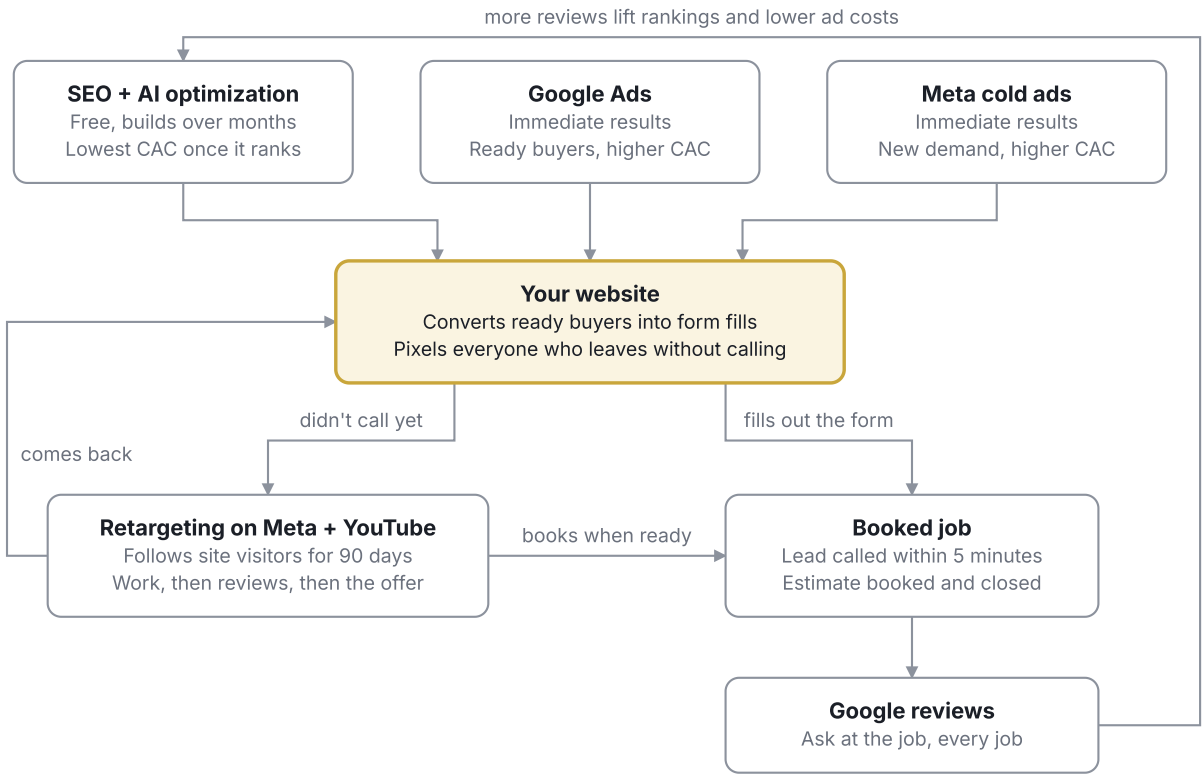
1. **SEO and AI optimization** get you found. When a homeowner Googles "garage floor coating near me" or asks ChatGPT who the best coater in town is, you're the answer. That drives a steady stream of traffic to your website without paying per click.
2. **Your website** converts the ready buyers and tags everyone else. Every visitor gets pixeled the second they land, whether they fill out the form or not.
3. **Retargeting on Meta and YouTube** follows the ones who didn't call. Your before-and-afters show up in their Facebook feed, their Instagram, and before the YouTube video they're watching. Over and over, until they book.
4. **Google Ads** catch the homeowners who are ready right now, at the moment they search, and send them back to the same website so they get pixeled too.
5. **Google reviews** make every one of those touches land harder, because every time they see you they also see 200 five-star reviews.

Each piece makes the others work better. SEO fills the retargeting pool. Retargeting raises the close rate on your ad spend. Reviews lift your SEO rankings and your ad conversion at the same time. Pull one piece out and the whole thing leaks.

Quick definition, because it shows up all over this guide. **CAC is customer acquisition cost:** the total you spend on marketing to land one paying customer.

THE ONSLAUGHT ECOSYSTEM

Every homeowner who finds you once keeps seeing you until they book



Traffic comes in from the top through search, AI answers and ads. The website converts the ready buyers and pixels the rest. Retargeting brings the rest back around until they book, and every booked job adds reviews that strengthen the whole loop.

PART 1

GET FOUND. SEO AND AI OPTIMIZATION

Everything in the ecosystem starts with traffic. Not just any traffic. Homeowners in your service area who are already thinking about their garage floor. The cheapest, most durable source of that traffic is search, and search has two faces these days.

Google. When someone types "Epoxy flooring near me" or "garage flooring Boise," Google shows a map with three businesses and a list of websites underneath. If you're not in that map pack or at least on that first page, you don't exist to that homeowner. SEO is the work that gets you there: a fast site with real pages for each service and each city you serve, a Google Business Profile that's complete and active, consistent business listings across the web, and a steady flow of reviews. It's not fast. It takes months. But once you rank, you get leads every single day without paying for a click.

AI. This is the part your competitors haven't figured out yet. Homeowners are asking ChatGPT, Gemini and Google's AI Overviews "who does garage floor coatings in Kaysville?" and getting a short list of names. Those tools pull their answers from the same signals Google does, plus how clearly your website explains what you do, where you do it, and what it costs. AI optimization means writing your site in plain language that answers the questions homeowners actually ask, keeping your business information identical everywhere it appears, and stacking enough reviews that the AI has a reason to recommend you. When the AI names three companies and you're one of them, you just got a referral from the most trusted source on the internet.

Here's why this matters for the rest of the ecosystem. Every homeowner who clicks through from Google or an AI answer lands on your website. Most of them won't call on that first visit. That's fine. They just entered your retargeting pool, and you'll see them again in Part 3.

> **SEO and AI optimization fill the top of the funnel for free. That's the traffic the whole machine runs on.**

PART 2

THE WEBSITE THAT CONVERTS AND CAPTURES

Your website is the hub of the entire ecosystem. Every piece of traffic from Part 1, every Google Ad click, every retargeting ad, all of it lands here. If the website is weak, you're pouring water into a bucket with a hole in it.

Most concrete coating websites are digital business cards. They technically exist. They have your phone number and a stock photo of a shiny garage floor that isn't even yours. That's not a website.

Here's the test. Pull up your site on your phone right now and pretend you're a homeowner who just Googled "garage floor coating near me." You've never heard of your company. Would you fill out that form? Do you even have a form? Would you stay on the page for more than 3 seconds?

If the answer isn't an obvious yes, your website is costing you jobs every day, my friend.

WHAT A CONVERTING WEBSITE NEEDS:

Speed. If your site takes more than 3 seconds to load, over half your visitors are gone before they see a single photo. They're Googling on their lunch break. They're not patient.

Mobile first. 60% of your traffic is on a phone. If your site looks like a shrunken desktop page, you've already lost.

Before and afters above the fold. The first thing a visitor sees should be proof you do great work. Not your company history. Not your mission statement. The work.

A contact form that goes to your phone. Not an inbox you check on Tuesdays. The lead that fills out a form at 7pm and gets a call at 7:02pm gets booked. The one that waits until morning calls the next guy on Google.

Social proof, immediately. Google reviews, a testimonial, a 5-star rating. Something that tells a stranger "people like me trusted these guys and they're glad they did."

WHAT MAKES IT AN ECOSYSTEM WEBSITE, NOT JUST A NICE WEBSITE:

The pixels. Your site needs the Meta pixel and the Google tag installed and firing correctly on every page. This is the single most important thing most contractor websites are missing. Every visitor who lands and leaves without calling gets tagged, and that tag is what lets you

follow them to Facebook, Instagram and YouTube in Part 3. No pixel, no retargeting, no ecosystem.

Call tracking and form tracking. Every call and every form submission gets attributed to where it came from. Search, AI, Meta, Google Ads, retargeting. Without this, Part 6 is impossible and you're guessing.

Pages built for search. A page for each service and each city you serve, written in the plain language homeowners use. These are the pages Google and the AI tools surface in Part 1.

WHAT TO KILL:

Stock photos. If it's not your work, don't put it on your site. Homeowners can smell stock photos from a mile away.

The $11 test. If you won't spend $11 a year on a real domain and you're still on a free Wix URL, homeowners assume you're not serious. Get a real domain. Set up a professional email. craig@phoenixepoxy.com, not jimmysfloors@gmail.com.

> **Your website isn't a brochure. It's your hardest working salesperson, and it's the net that catches everyone the rest of the system brings in. Treat it like one.**

PART 3

FOLLOW THEM EVERYWHERE. RETARGETING ON META AND YOUTUBE

This is the part that turns a pile of website visitors into a pipeline. It's also the part almost nobody in concrete coating is doing.

Think about what happens without it. A homeowner finds you on Google, clicks through, scrolls your before-and-afters, thinks "that looks great," and then their kid screams from the other room and they close the tab. Gone. You paid for that visit, through SEO work or an ad click, and you got nothing for it.

Now think about what happens with it. That same homeowner closes the tab. Two hours later they open Facebook and there's your best garage floor transformation. The next morning on Instagram, a 15-second clip of your crew grinding and coating. That night, before a YouTube video, a 6-second spot with your 4.9-star rating and "Free estimates in Davis County." They see you three, five, eight times over the next two weeks. By the time they're ready, there's only one company they're going to call.

How it works. The pixels you installed in Part 2 build an audience of everyone who visited your site in the last 30, 60 or 90 days. You run ads to that audience only. These people already know you. They already looked at your work. You're not introducing yourself. You're reminding them.

Meta (Facebook and Instagram). This is where homeowners spend their evenings. Your retargeting ads here should be your best before-and-afters, a short video of a finished floor, a review screenshot, and a clear offer. Rotate the creative every couple of weeks so they're not seeing the same ad eight times.

YouTube. Most contractors ignore this and it's a mistake. Homeowners watch YouTube on their TV, their phone and their laptop. A short, skippable video ad in front of the content they're already watching costs pennies per view when it's aimed at people who've been to your site. Nobody else in your market is doing this, which means you own that screen.

Why this is the cheapest money you'll spend. Cold advertising means paying to reach people who may not care. Retargeting means paying to reach people who already raised their hand. Click costs are lower, conversion rates are several times higher, and you're squeezing every drop out of the traffic you already earned in Part 1.

The sequence. Week one, show them the work. Week two, show them the reviews. Week three, show them the offer. You're walking them from "that looks nice" to "I trust these guys"

to "let's book it," without a single cold call.

> **This is what makes it an ecosystem instead of a list. SEO brings them in. The website tags them. Retargeting brings them back. Nobody slips through.**

PART 4

CAPTURE THE HOT DEMAND WITH GOOGLE ADS

SEO takes months. Google Ads take a day. While your rankings are climbing, and even after they get there, paid search puts you at the very top of the page the moment a homeowner searches.

When someone types "concrete floor coating near me" into Google, their wallet is already out. They're not browsing. They have a project and they want a quote. Google Search Ads let you bid on exactly those searches in exactly your zip codes. "Epoxy garage floor Tampa." "Polyaspartic coating Salt Lake." You show up first, they click, they land on your website.

And here's where the ecosystem kicks in again. Not every one of those clicks fills out the form. But every one of them gets pixeled. So the Google Ad that didn't convert today just added another homeowner to your retargeting pool, and your Meta and YouTube ads pick them up tomorrow. A click you'd normally write off as wasted becomes a second, third and fourth chance to close.

Meta also works cold. Beyond retargeting, Meta can create demand from scratch. Facebook and Instagram put your work in front of homeowners who've never heard of you and have never thought about their garage floor. You're showing up in their feed at 9pm making them think "man, my garage looks terrible." Your product is visual, your jobs are high ticket, and you can target by zip code and income. Those cold viewers who click through get pixeled too, and the loop catches them.

> **The math. $50 a day in ad spend, 40 leads a month, 6 closed jobs at a $2,800 average. That's $16,800 in revenue from about $1,500 in spend. Over 1000% return. And that's before retargeting goes to work on the 34 leads who didn't close the first time.**

Where contractors screw it up. Garbage creatives, slow follow up, and quitting too early. Use real before-and-afters. Call every lead within 5 minutes. Give the algorithm at least 30 days to optimize before you judge it.

Why you need every channel at once. A homeowner sees your Meta ad on Tuesday. Googles "concrete coating near me" on Thursday. Reads reviews on Saturday. Sees your

YouTube ad on Sunday. Calls Monday. If you're missing from any one of those moments, you may have just paid to warm up a lead for your competitor. Google Ads and Meta are how you make sure you're there at the top of the funnel. Retargeting is how you make sure you're there at the bottom.

PART 5

REVIEWS THAT COMPOUND THE WHOLE SYSTEM

Reviews aren't a separate marketing channel. They're the multiplier on every other part of the ecosystem.

Here's a scenario that plays out daily in your market. A homeowner Googles "concrete coating near me." Two companies pop up. One has 14 reviews at 4.9 stars. The other has 180 reviews at 4.8. Which one gets the call?

The one with 180, and it's not even close. They look more established, more trusted, more legit. Review count beats a perfect rating all day long. Volume equals trust.

WHY REVIEWS FEED EVERYTHING ELSE:

SEO and AI. Review count and recency are some of the strongest signals Google uses for the map pack, and the AI tools lean on them even harder when deciding who to recommend. More reviews, higher rankings, more free traffic into the top of the funnel.

Your website. A live feed of 5-star reviews above the fold is the social proof that turns a visitor into a form fill.

Google Ads. Your star rating shows up right in the ad. A 4.9 with 200 reviews gets clicked more and costs less per click than a 4.9 with 12.

Retargeting. Week two of the retargeting sequence is review ads. A screenshot of a glowing review from a neighbor is the ad that moves a homeowner from "nice floors" to "I trust these guys."

HOW TO ACTUALLY GET THEM:

Ask at the job. I'll say this until I'm blue in the face. When the homeowner is standing in their garage looking at their brand new floor with that look on their face, ask right then. "If you're happy with how it turned out, a Google review would mean the world to us." Hold your phone out with the QR code and wait. Wait like you're waiting for a Venmo payment. Don't walk away until you get it.

Follow up. Life gets busy. A simple text 2 or 3 days later with the link. Not a paragraph. "Hey Roger, thanks again for trusting us with your garage. When you get a sec, here's the link to leave a review. Means a lot that the locals love our work."

Make it one tap. A direct link. Not "go to Google Maps, search our name, scroll down, click reviews."

Respond to every single one. Five stars get a thank you. One star gets a calm, professional explanation. Future customers read your responses, and how you handle a bad review does more for your reputation than ten good ones.

Keep your Google Business Profile alive. Categories, service area, photos, posts. Post your before-and-afters there. Google rewards businesses that stay active, and most of your competitors are too lazy to do it.

> **The challenge. Under 50 reviews? Hit 50 in the next 90 days. Over 50? Add another 50. The more reviews you have, the more Google and the AI tools trust you, the higher you rank, the more traffic hits your site, the more people enter your retargeting pool, the more jobs you close, the more reviews you get. It compounds.**

PART 6

MEASURE DOLLARS, NOT LIKES

An ecosystem has a lot of moving parts. That's exactly why you have to track it in dollars, or you'll never know which part is leaking.

If your marketing people send you a monthly report full of impressions, reach, engagement rate and follower count, and you can't find a single dollar amount on it, you have an expensive problem. You hired a social media manager, which is a liability, not a social media marketer, which is an asset.

Vanity metrics feel good. They make your marketing person sound smart on a call. But likes don't pay the crew and followers don't cover materials. A post that gets 200 likes and zero leads did something for your ego, not your business.

Think about it this way. Your ideal client does not follow local contractor pages on Facebook. They're not liking your posts or sharing your reels. They're on the couch after dinner, your ad stops their scroll, they fill out a form, you call them, you book the job. They were never part of your "audience." They just saw the right ad at the right time. That's the metric that matters.

THE NUMBERS THAT PROVE THE ECOSYSTEM IS WORKING:

WHAT TO TRACK	WHAT IT TELLS YOU
Website visitors by source	Is SEO and AI traffic growing month over month? Is the top of the funnel filling?
Retargeting pool size	How many homeowners are you reaching back out to? This should grow every month.
Cost per lead (CPL)	What does it cost to get a homeowner to raise their hand, by channel?
Cost per booked estimate	How many of those leads turned into an appointment, and what did each one cost?
Customer acquisition cost (CAC)	What did it cost to close a job?
Revenue per ad dollar	For every dollar in, how many came back?

WHAT TO TRACK	WHAT IT TELLS YOU
Average job value	Are the leads the system brings in the right kind of jobs?
First touch vs. last touch	Did the job start on Google and close on a retargeting ad? That's the ecosystem working.

That last row is the one most agencies can't show you. In an ecosystem, a job rarely comes from one channel. It starts with a search, gets nurtured by three retargeting ads, and closes on a review. If your tracking can only credit the last click, you'll think SEO isn't working and cut it, and then watch the whole loop dry up.

> **Here's the question to ask on your next call with your marketing company. "For every dollar I gave you last month, how many dollars came back, and where did those jobs first find us?" If they stumble, change the subject, or start talking about brand awareness, you have your answer.**

This isn't about being cheap. Spend money on marketing. Spend a lot. But know whether it's working. The best marketing dollars you'll ever spend are the ones you can trace to a job on the books. Everything else is a guess, and guessing is expensive.

THE BOTTOM LINE

You know how to coat concrete. You're good at it. That's not the problem.

The problem is the guy across town who does B-minus work but markets like an A-plus business is booked out three weeks, and you're checking your phone wondering why it's quiet.

He's not better than you. He's just everywhere. The homeowner found him on Google, saw him on Facebook that night, got his YouTube ad on the weekend, read his 200 reviews, and called him Monday. You showed up once, if at all.

That's the Onslaught Ecosystem. SEO and AI optimization that get you found. A website that converts the ready buyers and tags everyone else. Retargeting on Meta and YouTube that follows them until they book. Google Ads that catch the hot demand. Reviews that make every touch land harder. And tracking that tells you, in dollars, that the whole thing is working.

None of it is complicated. But it only works when every piece is running at the same time. A website without pixels is a brochure. Ads without retargeting are a one-shot deal. SEO without a converting site is traffic to nowhere. The contractors who own their markets aren't doing one of these things well. They're doing all of them, together, every day.

If you want this built for you, from the SEO and the website to the ads, the retargeting and tracking every dollar back to a job on your books, that's what we do at Onslaught Concrete Coating Marketing.

We work with one concrete coating company per territory. If your market is still open, let's talk.

Book your free 15 minute strategy call here.

onslaughtmarketing.com/schedule