



SMART MARKETING FOR BUILDERS

Social, AI & Staying Visible



Hi, I'm Jodine

I teach business owners to run their own digital marketing well, without it taking over their life.

- Teaching digital marketing for more than 7 years
- Have a membership called The Social Smarty Society
- Taught thousands of business owners to do it themselves, from sole traders to national marketing teams



Right now, there's one question on every business owner's mind...

***What do I do about all
this AI stuff?***

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***First, let's break down what AI has
actually changed for you...***

Two things AI has changed for Builders:

1. **How customers find you.** They're now asking AI for recommendations - sometimes without even realising it!
2. **How you do your marketing.** AI can now do a whole lot of the heavy lifting, so creating content is faster and easier than it's ever been.

AI is not a fad.

***Almost a billion people use
ChatGPT every week.***

Source: OpenAI, 2026

45% of people have now used AI to find a local business.

A year ago it was 6%.

Source: BrightLocal Local Consumer Review Survey, 2026

That puts AI third for finding a local business, behind Google and Facebook.

Source: BrightLocal Local Consumer Review Survey, 2026

***The heaviest AI users are
30 to 44 year olds.***

***That's a pretty relevant age group
if you're in the business of building
and renovating homes.***

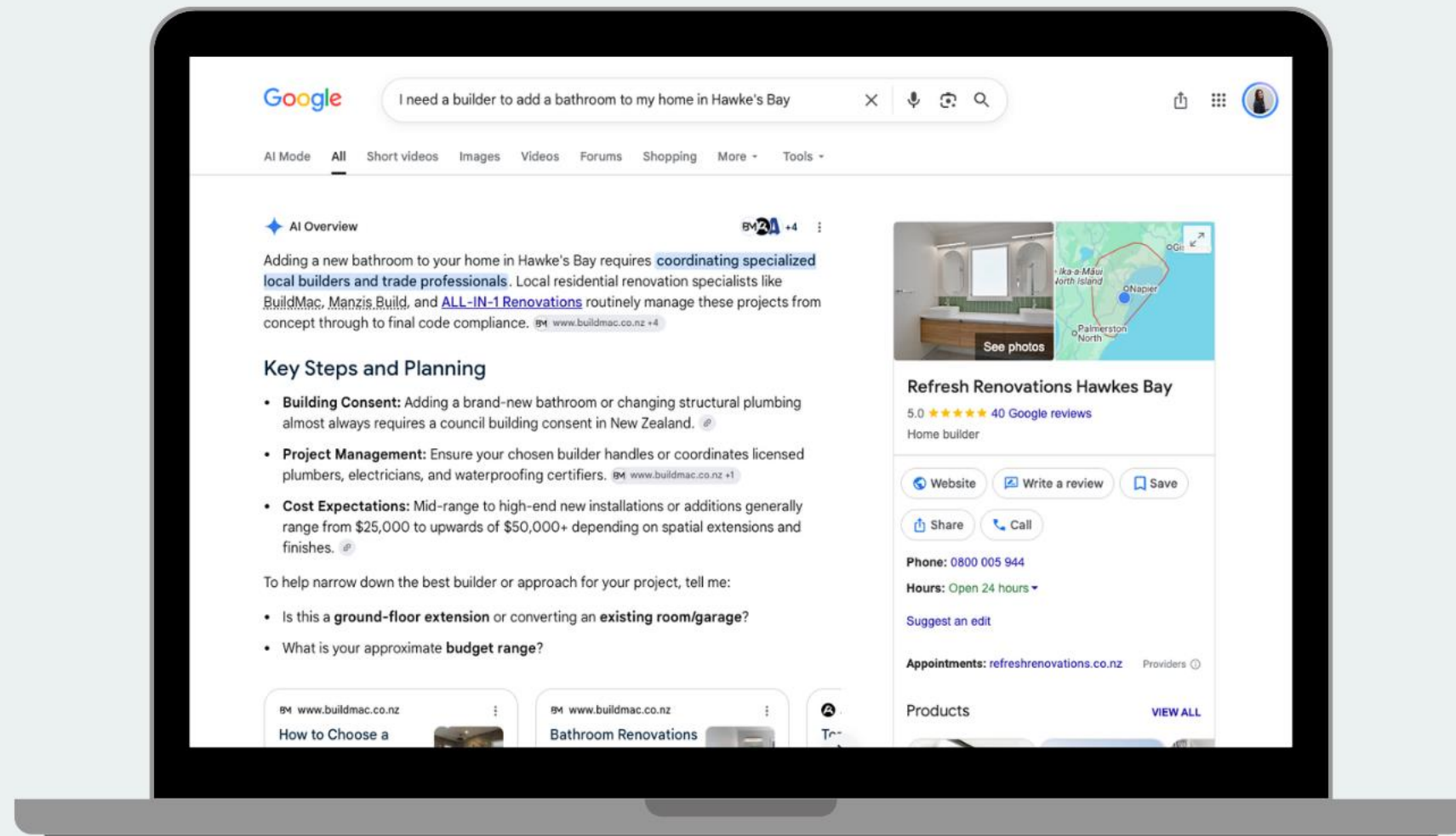
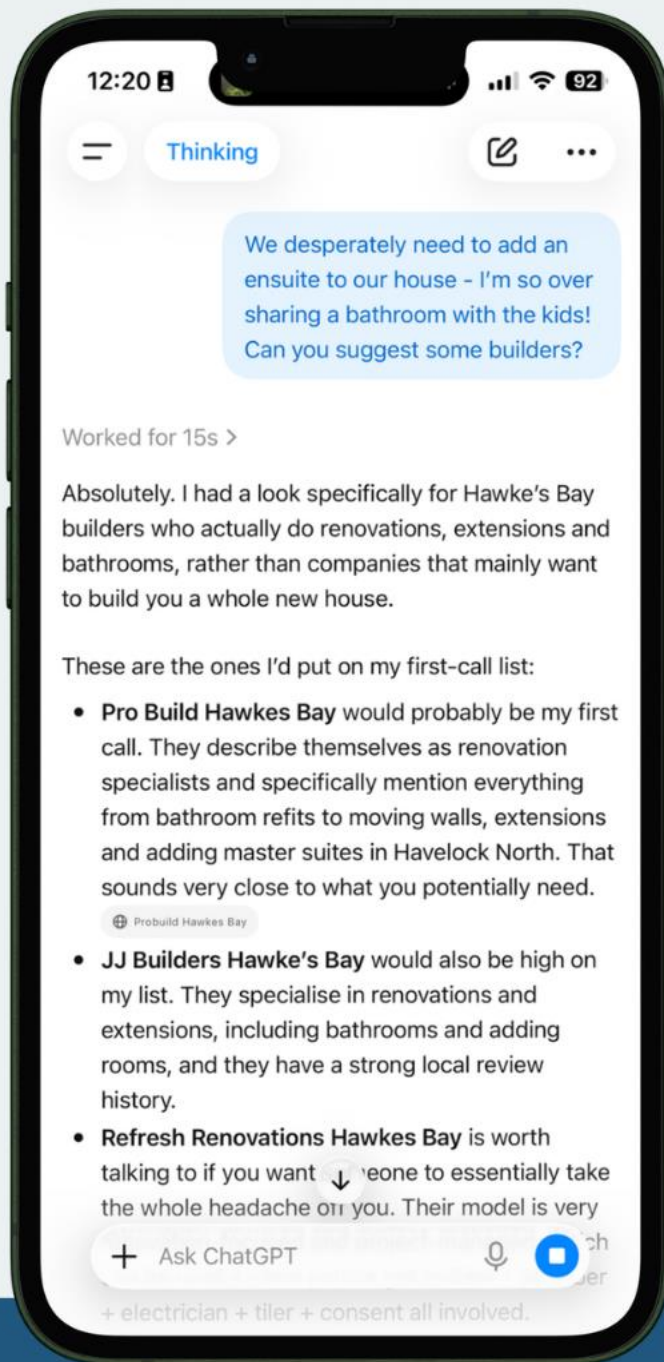
Source: BrightLocal Local Consumer Review Survey, 2026

One

***Getting Your
Business
Recommended
by AI.***

Right now, someone is asking AI to help them find a builder.

Maybe in ChatGPT. Maybe a good old fashioned Google search. Either way, AI is helping decide what comes up.



So how does AI decide who to recommend?

AI is looking for the same things a human looks for:

- Are you clear about what you do and where you work?
- Do other people rate you? Do you have reviews and recommendations?
- Is there proof? Real jobs, real photos, real results.
- Does the same story stack up everywhere it looks? Is the messaging consistent?

Where AI is actually looking online:

- Your website and the words on it
- Your Google Business Profile and your reviews
- Your social media and what you post
- Directory and trade listings, like Master Builders and NoCowboys
- Local Facebook groups where people ask for a builder
- Anywhere else your business name shows up online

***How to get AI to
recommend you?***

1. Sort your Google Business Profile:

- Claim it and fill in every single field, leave no gaps
- Set your main category, then add others for the work you do
- Add your services and a clear description of what you do
- Load real photos of your jobs, not stock images
- Keep it active, post updates and reply to reviews

2. Get more reviews (and reply to them!)

- Ask every happy customer, most will say yes if you just ask
- Make it easy, text or email them your Google review link
- Ask them to mention the job and the town in their review
- Reply to all of them, good and bad, it shows you're active

3. Write the words on your website the way people talk

- Use the words customers use, "bathroom renovation" not "wet area upgrade"
- Name the towns you work in, on the page, in writing
- Have a page for each main service, not one page for everything
- Cover the things that you always get asked
- Skip the jargon and the fluffy marketing speak

4. Answer the questions people ask (FAQs)

- Write down the questions you get on every job
- Put the answers on your website, in plain words
- Things like cost, timeframes, consents, where you work
- This is often the exact text AI reads out as its answer

5. Keep your details the same everywhere

- Same business name, spelled the same way, everywhere
- Same phone number and address on every listing
- Check old directories and profiles you've forgotten about
- Mismatched details make AI unsure it's the same business

6. Show proof that you're the real deal

- Add real photos of your actual jobs, named and described in words, on your website
- Testimonials on your site, as text, not just screenshots
- Say "Registered Master Builder" in writing, not just the logo
- Put your guarantees, awards and years in business in the text

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Source: Bluehost State of Small Business AI Confidence, 2026

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87% of small businesses aren't doing anything to optimise for AI search.

Get the basics right and you're already ahead of most of your competitors.

Source: Bluehost State of Small Business AI Confidence, 2026

Two

***Using AI in your
Marketing.***

AI is a tool, not a magic button.

***The businesses getting it wrong let
AI do the whole thing.***

***The ones getting it right use it to do
the heavy lifting, then add
themselves.***

Use AI for the first 80%, not the final 20%

- Let AI do the heavy lifting, the draft, the ideas, the tidy-up
- You do the last 20%, the bit that makes it sound like you
- Most people do it backwards and copy and paste straight from AI
- That's why so much of it sounds like slop

What AI can take off your plate:

- Turning a job into a social media post (or multiple posts!)
- Writing your website and service pages
- Replying to enquiries and quote follow-ups
- Drafting emails to clients
- Coming up with content ideas when you're stuck
- Helping you ask for and reply to reviews

***So how do you get AI to help you
with your marketing without it
churning out slop that sounds like
every other builder?***

Your 3 Steps:
Talk. Tell. Test.

Step 1: Talk, don't type.

The fastest way to create content that sounds like you is to talk.

Open the voice recorder on your phone or open your AI tool, tap the microphone icon and just talk!

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Why it works

- It sounds human because you sound human and AI copies your rhythm
- You'll mention details you'd never think to type
- You gave it a real job, not a generic topic

Step 2: Tell it what you want back.

Turn that into a Facebook post for local homeowners. Keep it under 100 words. Keep my words where you can. No hashtags or exclamation marks, and don't make it too polished or salesy. Finish with one line on how to get in touch.

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Why it works

- Naming the platform sets the tone
- "Keep my words" means it won't overly polish it

Step 3: Test it by reading out loud.

Read the whole post out loud. If a line makes you cringe or there's a word you'd never use, change it.

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Why it works

- Your ear catches what your eye skims over
- It takes about thirty seconds
- It makes all the difference - this is putting the human back in the post

Let's give it a go...



The Result:

"It's probably just a loose tile." It was not just a loose tile...

They called us because the floor by the shower felt spongy. When we pulled it up, the joists underneath were rotten. Water had been getting in for years.

We replaced the joists, then did the full reno on top. Walk-in tiled shower, double vanity, the works. About three weeks start to finish.

If the floor near your shower or bath feels soft, get it looked at early. It's a much smaller job before it reaches the framing.

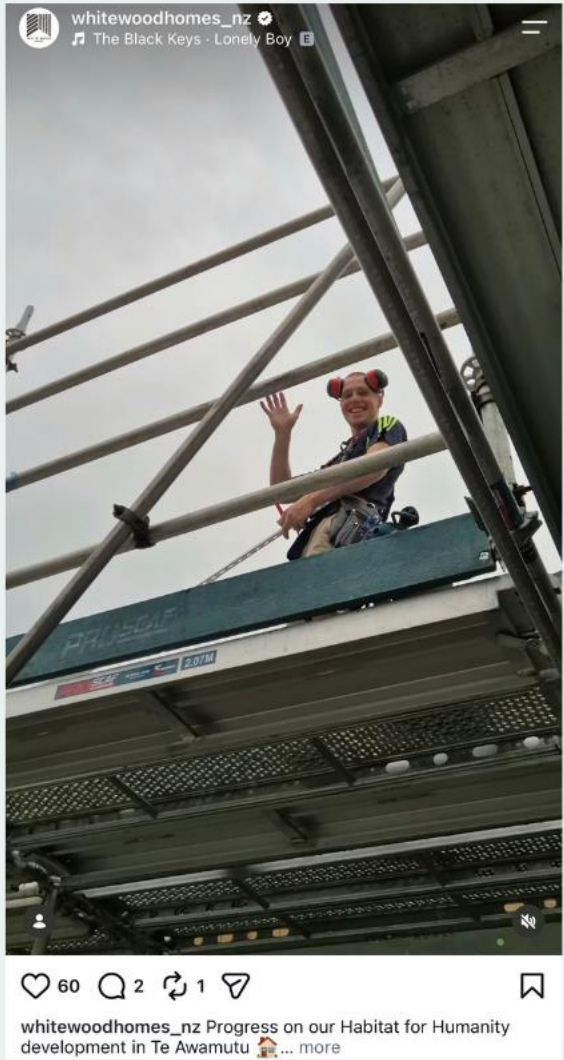
Give John a call 022 123 4567 if you'd like us to take a look.

Three

***What AI
can't fake.***

***As AI fills our social media feeds,
real proof becomes even more
important.***

This is what real looks like:



Not this:

**Rando Builders**
2 days ago · 🌐

...

Your bathroom should be more than just functional — it should be your favourite room in the house.

From concept to completion, we create spaces that blend style, quality, and everyday comfort.

Thinking about a bathroom renovation? Let's make it happen.



 76

12 comments 1 share

 Like

 Comment

 Share

Don't use AI-generated images to pretend they're your work.

Someone will spot the shower with no door and then they'll wonder what else about you is dodgy.

You've already got what AI can't fake:

- You do the actual work, so the proof is already yours: real photos, finished jobs, and clients who'll put in a good word.
- The real details are the part AI can't invent. It could tidy up that loose-tile post, but only the builder on the job knew the joists were rotten.
- Use AI to help you get the real stuff out there.

***So, what do you do about all this
AI stuff?***

The short version:

- **Get found by AI:** make sure your business shows up when customers search, however they're searching now.
- **Use AI for the heavy lifting:** let it do the first 80%, then always add the 20% that sounds like you.
- **Stay real:** your actual work is the proof AI can't fake, so put it where people can see it.

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***Right now, doing this makes you
competitive, because most builders
simply aren't.***

Where to start this month:

1. Sort your Google Business Profile
2. Ask three recent clients for a review
3. Use Talk, Tell, Test to keep posting to social media consistently
4. Answer three questions you always get asked, as FAQs on your website

The Builder's AI Marketing Checklist:



www.socialsmarty.co/constructive

Questions?