

Greg Gutkowski

21st Century Subcontracting



How To Run Your Whole
Construction Business
From Your Smartphone

Make More Money

Reduce Stress

Do More With Less



3 CLICKS

The Power of Simplicity



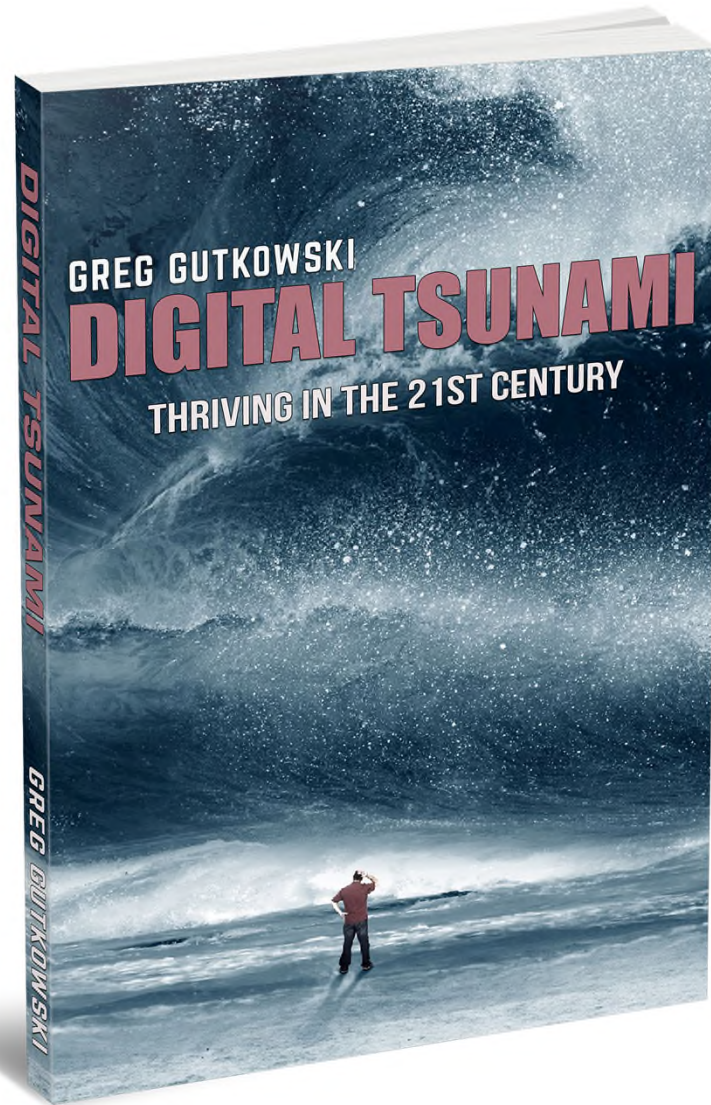
Digital Strategist at 3CLICKS
Bestselling Author
Professor at the UNF





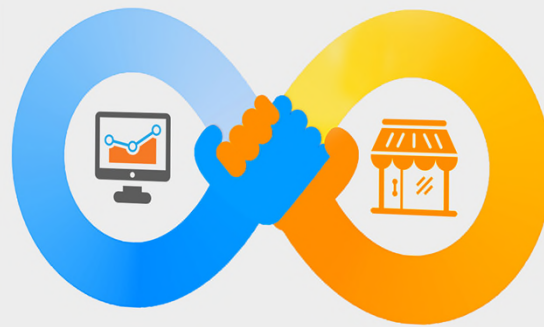
MBA IT Management
MS Economics
MS Journalism





21ST CENTURY MARKETING

HOW TO BLEND
DIGITAL AND TRADITIONAL METHODS



GREG GUTKOWSKI

THE MEASUREMENT REVOLUTION

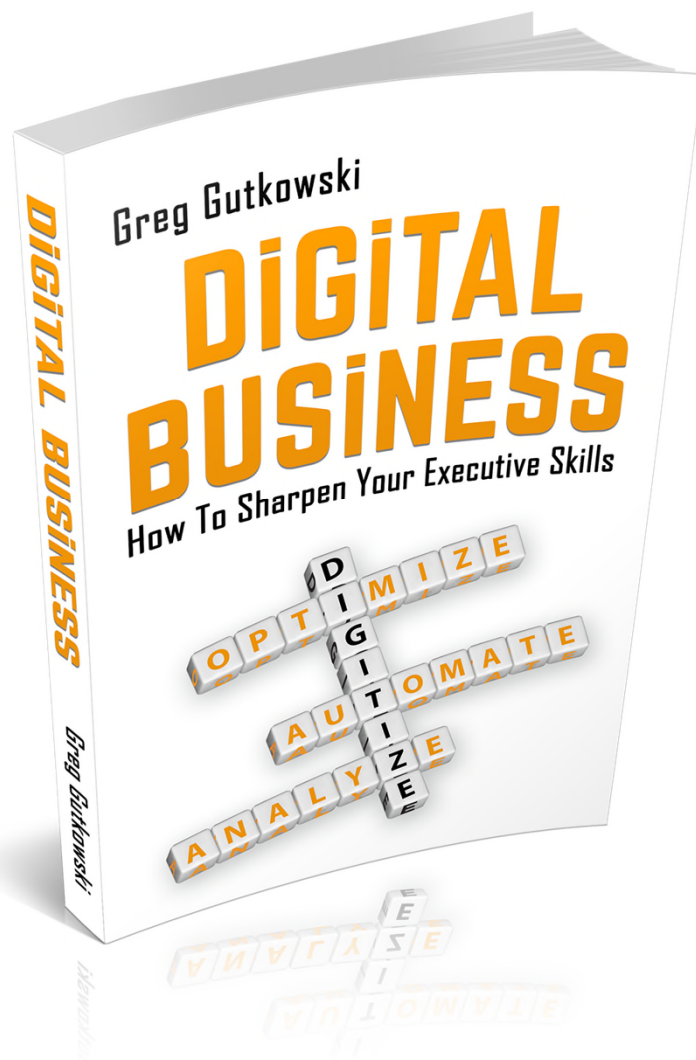
How To Thrive With Digital Analytics



Greg Gutkowski

THE MEASUREMENT REVOLUTION

Greg Gutkowski



9 BEST KEPT
SECRETS OF



B2B

DIGITAL MARKETING

Digital Marketing
Strategies for
Executives and
Sales Managers



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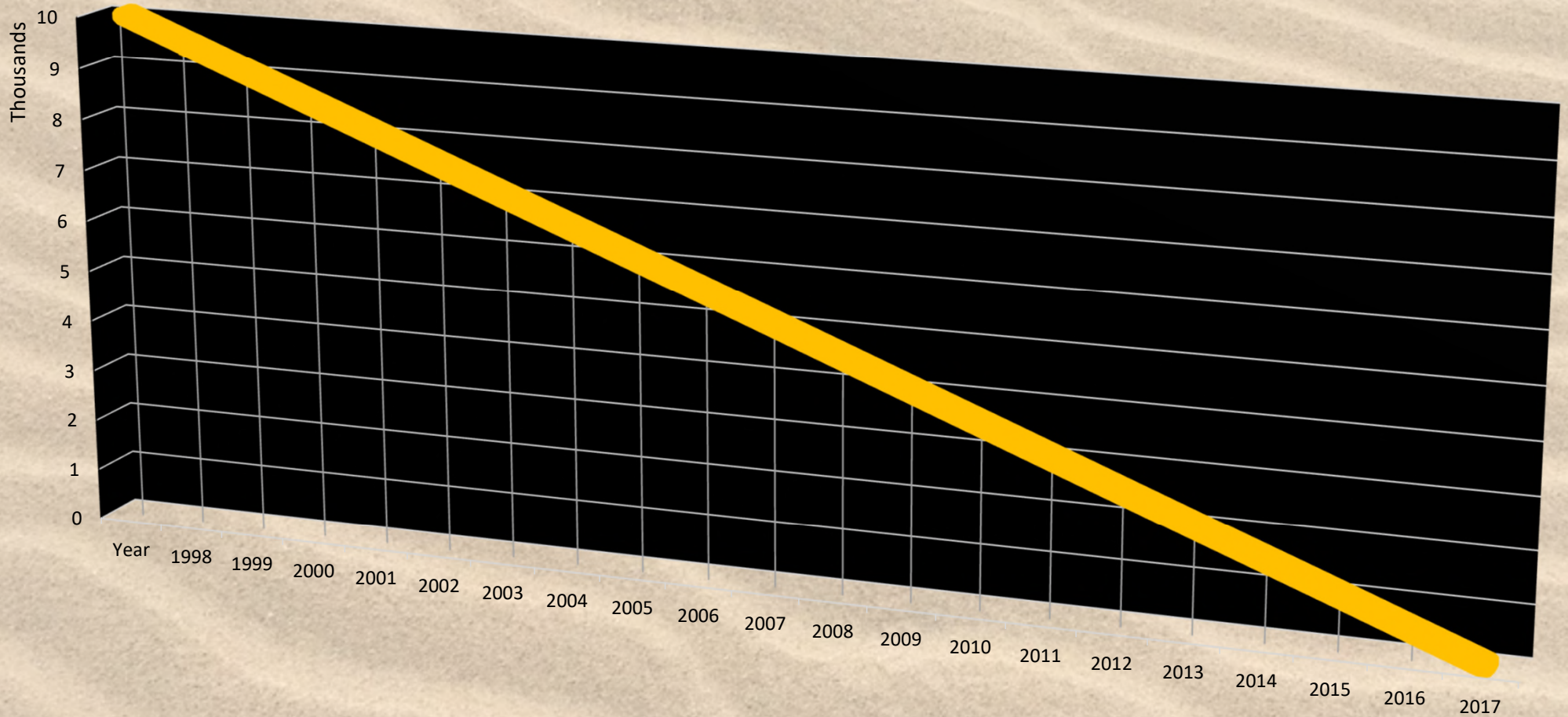
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Technology Prices





\$30,000 15 mpg

\$3 150,000 mpg

Business Problem



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- **Subcontracting is a commodity business**
- **Only two ways of growing business**

Problem



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- 1. Superior customer experience**
 - Word of mouth
 - Increased customer retention
 - Easy to do business with - just 3 clicks 😊
- 2. Very effective and efficient operations**
 - Should we even bid on a job
 - When we get a job > maximize profit



CUSTOMER EXPERIENCE

STAGE



STEPS



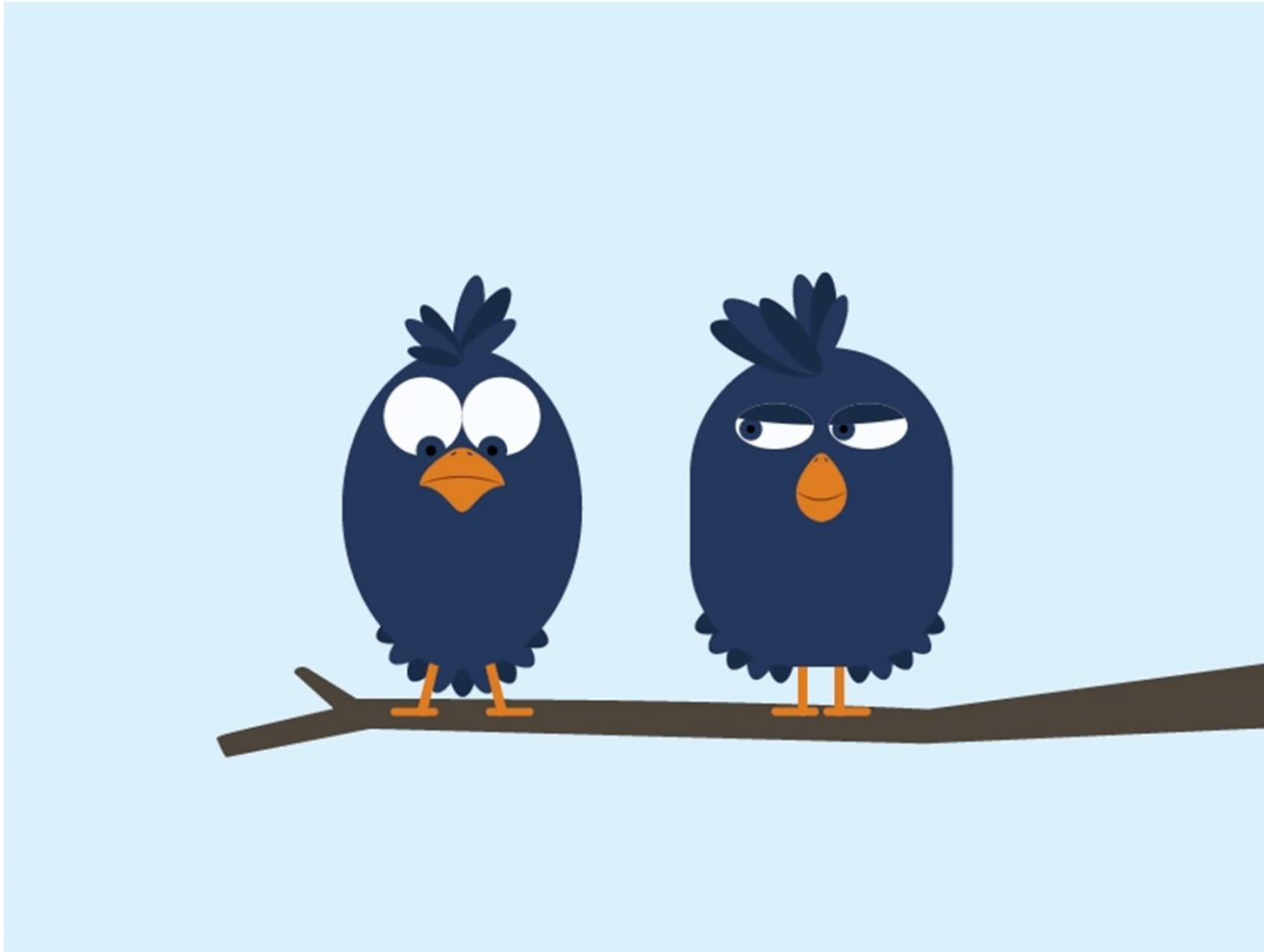
TOUCHPOINTS



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- **Impossible to provide superior customer service without automation**
- **Well implemented automation increases profits**

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What And How To Automate?





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3STEPS METHODOLOGY

- **Define touchpoints**

- **Prioritize touchpoints**

- **Aligned with the readily available technology / Implement**

CUSTOMER EXPERIENCE

STAGE



STEPS



TOUCHPOINTS



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3PACKAGES

- **Accounting - QuickBooks**

- **Operations – Field Management Software**

- **Marketing & Sales – Marketing Automation Software**

3CLICKS

No API – Don't buy



3 CLICKS

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