

THE SCAFFOLDING PLAYBOOK!

WHY MARKETING MATTERS IN 2026



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QUICK SUMMARY

The conversation centred on a simple but important truth: Marketing in 2026 is not about being loud. It is about being deliberate.

The businesses that will win are not necessarily the biggest — they are the ones that consistently show up, communicate clearly, measure what matters, and back themselves. In competitive markets, capability is assumed. Visibility, clarity, and trust are what separate businesses that grow from those that simply stay busy.

Barry shared his firsthand experience building a scaffolding business during uncertain times and the impact that consistent, authentic visibility has had on credibility and opportunity. Todd unpacked what “good marketing” actually means for SMEs, cutting through the noise and tactics to focus on first principles, drive commercial outcomes, and disciplined execution.

The session reinforced that marketing is not about hype or vanity metrics. It is about building trust before the quote is requested, strengthening conversion systems before increasing spend, and treating marketing as a deliberate business function — not something done “when there’s time”.

KEY TAKEAWAYS

1

Marketing Is Not Sales -
It's Trust at Scale

Marketing is how your business communicates value before a conversation ever begins. It reduces doubt, builds familiarity, and makes it easier for clients to choose you.

2

Most Trade Businesses Operate
Reactively

Many rely heavily on word of mouth or only focus on marketing when work slows. This creates inconsistency and unpredictable pipelines.

3

Conversion Comes Before
Advertising

Before spending on ads,
businesses should strengthen:

- Clear messaging
- Website clarity
- Testimonials and proof
- A visible and credible leadership presence

Driving traffic to a weak system
amplifies problems.

4 Consistency Builds Commercial Advantage

Showing up every 2–3 days, even with simple content, builds recognition and familiarity.

Familiarity builds trust. Trust drives enquiries.

Consistency beats occasional bursts of activity.

5 Marketing Must Be Measured by Revenue

Likes, followers, and views are not outcomes.

Enquiries, conversion rates, margin and revenue are.

Good marketing should show up in your P&L.

LEARNT LESSONS

- Marketing should be planned, not improvised.
- Businesses must protect time to think strategically.
- Revenue targets should inform marketing activity.
- Authentic visibility often outperforms polished campaigns.
- Backing yourself and showing up publicly builds confidence internally and externally.
- Marketing budget should be intentional and tied to outcomes — not guesswork. There is always budget available, its about prioritising.

**SEE YOU.
UNDERSTAND YOU.
TRUST YOU.**

ACTION POINTS

1 Clarify Your Position and define:

- Who you help
- What you do differently
- Why someone should choose you

2 Set Up Good Conversion Foundations

- What are you tracking – Phone Calls or Lead forms on Website.
- Content clarity on website
- Add Case studies and testimonials and or Google Reviews.
- Create a Video – introduction explaining who you are and how you work

3 Commit to One Consistent Visibility Habit

- One piece of content every week
- One project showcase per fortnight
- One leadership insight post per week

4 Weekly Marketing Review Time

Have 30 minutes per week reviewing:

- Enquiries – *Phone Calls & Forms*
- Conversions – *Quotes to Jobs*
- Visibility efforts – *Meta Data*
- Pipeline health – *How many jobs*

5 Marketing needs leadership attention.

Align budget with outcomes and set a clear revenue goals.

Work backwards to determine:

- Required enquiries
- Required leads
- Required visibility

Treat marketing as an investment in stability and growth.

Start simple. Stay consistent.