

Promoting Your Business:

**MARKETING & SALES STRATEGIES
FOR TEMP FENCE RENTALS**



SONCOTM
SAFETY MARKETPLACE



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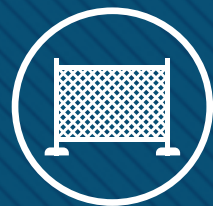
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Introduction: Building Your Business Through Strategic Communication

A clear communication strategy helps a temporary fence rental business stand out, attract potential customers, and build brand recognition.

Marketing drives awareness and builds trust, two essentials for reaching new customers.



Challenges in temp fence rentals:

- Seasonal demand affects revenue patterns.
- Local competition makes standing out essential.
- Audience diversity (construction managers, event planners) requires personalized messaging.



Benefits of strong marketing communications:

- Draw in potential new, high-quality customers.
- Establish credibility.
- Build a lasting presence in your local market.

Keep reading to learn more and position your business ahead of the competition in your region.



Finding New Customers & Building Campaigns

Creating interest in your temp fence rentals is all about reaching the right audience with the **right message**.

Successful campaigns take a targeted approach, blending **digital channels** and **in-person efforts** to get your business noticed by potential customers.

Effective Campaign Types

Different campaigns work well for different audiences and services.

Here are some proven approaches for temporary fence rentals:



Organic Social Media

Share posts on local projects, customer testimonials, and rental options to build familiarity with your brand.



Digital Ads

Run ads on social media and search engines like Google to reach local businesses and event organizers looking for rentals.



Networking

Attend industry events and join local business groups to connect directly with those likely to need your services.



Creating Content for Customer Interest

Content that educates or showcases your rentals helps **bring in new business**.

Consider these ideas:



Educational Guides

Share helpful tips or explain the benefits of temp fence rentals for projects or events.



Case Studies

Show the value of your services by highlighting successful past projects with results and photos.



Visual Showcases

Use photos and videos to display the types of fencing you offer and the quality customers can expect.

Mixing online outreach, useful content, and local connections helps bring in a steady flow of new customers and keeps your business growing.



Get insights and strategies to grow your temp fence rental business:

DOWNLOAD THE GUIDE NOW!



Identifying Your Ideal Customer

Knowing who your ideal customers are helps you **focus your efforts** on the people most likely to need temp fence rentals.

A clear customer profile saves time, resources, and brings in the right business.



Key Customer Types

For temporary fence rentals, these are the two main groups to consider:



Construction Professionals

Needs:

Robust fencing solutions for site safety and security.

Priorities:

Reliability, quick setup, and secure fencing options.

Decision-Makers:

Project managers, site supervisors, superintendents.



Event Companies

Needs:

Short-term fencing for event safety and crowd control.

Priorities:

Speed of delivery, ease of setup and removal, and customizable options.

Decision-Makers:

Event coordinators, producers, and management teams.





Adjusting Your Message

Adapt your communication to speak directly to each group's needs:



For Construction Customers

Emphasize:

- Durability
- Reliability
- Safety features



For Events Customers

Emphasize:

- Fast delivery and setup
- Flexibility
- Multiple uses for temp fencing (designates restroom areas, secures equipment zones, ensures privacy)

By targeting these messages, your business will stand out to the customers who need your services most.



Digital Strategies & Tracking Success

A strong online presence is one of the best ways to attract new customers.

By optimizing your website, using social media effectively, and measuring results, you can reach more customers and refine your approach.



Website Optimization

To stand out online, make sure your website is easy to find and use:

- **Local Search:** Include local keywords (like “temp fence rental in [your city]”) to rank higher in searches.
- **Service Pages:** Create pages for specific services, like “event fencing,” for easy navigation.
- **Mobile-Friendly:** Ensure your website works well on phones.



Social Media for Visibility

Social media is a simple way to showcase your services and build a local following. Some ideas include:

- **Choose Platforms:** Focus on channels like Facebook and LinkedIn where your customers are active.
- **Post Engaging Content:** Share project photos, tips, and customer feedback.
- **Connect Locally:** Engage with local groups or hashtags to boost visibility.



Tracking & Measuring Results

Monitor metrics to see what's working:

- **Website Traffic:** Track visitors and popular pages.
- **Customer Inquiries:** Measure contacts and rentals from your website.
- **Customer Acquisition Cost:** Use tools like Google Analytics to track ad spending and customer acquisition.



Portfolio & Testimonials

Instill confidence in potential customers with a solid portfolio and testimonials.



*Promote your business and
build a high-quality portfolio*

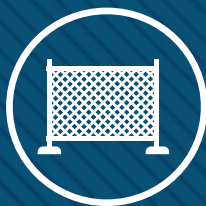
SONCO has the marketing assets you need
to attract customers.



Access Product Specifications



Download High-Quality Product Images



Request mini fences and barricades
to use as business swag



**GET YOUR MARKETING
ASSETS NOW!**



Portfolio Basics

Include these elements to make your portfolio effective:



Photos: Show before and after shots and your fencing in action.



Project Variety: Feature different setups [construction sites, events] to highlight your versatility.



Results: Mention specific outcomes like improved safety or quick setup.

Customer Testimonials

Customer feedback is powerful for building trust. To maximize impact:



Collect Regularly: Ask customers to share their experiences.



Share Widely: Display testimonials on your website, social media, and in marketing materials.



Tell Success Stories: Use reviews that highlight how your fencing added value or solved a problem.



Find Rental Opportunities in Your Region with SONCO

SONCO has industry contacts nationwide and connects temp fence rental opportunities to businesses like yours through our **Lead Sharing Program**.

We send qualified prospects directly to vetted rental partners—businesses carefully validated before joining SONCO's network—helping you grow your customer base.



BECOME A RENTAL PARTNER

HEAR FROM ONE OF OUR CUSTOMERS

Brian Horsburgh highlights a key benefit SONCO provides: sharing potential customers with his business.

As a small company without a large marketing team, he values SONCO's lead-sharing support for generating new business opportunities, which has been essential for his growth.

"It's always good getting business that you otherwise would never have known about through that; it's been great!"

Watch the video:





Conclusion

With over 45 years of experience serving thousands of rental companies across the country—and more than 20 years of past experience as a rental company—SONCO understands the unique needs and challenges of the temporary fence rental industry.

Our team is here to support your growth with expertise, resources, and reliable service — every step of the way.



SONCO™

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