

Photos & Videos: Turn Everyday Jobs Into Marketing Assets



You don't need expensive advertising or a dedicated marketing team to promote your business. Some of the most effective electrical contractor marketing comes from projects you're already completing every day. Photos and short videos from jobsites help demonstrate your expertise, build credibility, and keep your company visible to potential customers.

If you're looking for practical marketing ideas, start by documenting your work. A consistent library of project photos and videos can support your website, proposals, recruiting efforts, and social media.

MARKETING YOUR ELECTRICAL CONTRACTING BUSINESS

You don't need a big advertising budget to market your electrical business effectively. Referrals, your website, online reviews, email campaigns, networking, and social media all play a role, but one of the simplest and most effective marketing tools is showcasing real projects.

Instead of telling potential customers what your company can do, show them.

WHAT TYPES OF PHOTOS AND VIDEOS SHOULD YOU CAPTURE?

Nearly every project creates marketing opportunities.

Consider documenting:

- Before-and-after project photos
- Installation progress
- Completed electrical rooms or finished spaces
- New equipment or technology installations
- Energy efficiency upgrades
- Your crew at work (while following all safety requirements)
- Company training, apprenticeships, or community involvement

Keep the focus on quality craft and completed results. Always obtain client approval before photographing private or restricted jobsites.

WHAT ARE THE BEST ELECTRICAL CONTRACTOR MARKETING IDEAS?

The best marketing is consistent, authentic, and easy to maintain.

In addition to project photos, consider sharing:

- Customer testimonials (with permission)
- Employee spotlights
- Safety milestones
- Project milestones
- New certifications or licenses
- Community service events
- Company anniversaries or awards

This variety keeps your content fresh while demonstrating the experience, professionalism, and people behind your business.

WHAT ARE THE BEST SOCIAL MEDIA PLATFORMS FOR ELECTRICIANS?

You don't need to be everywhere. Focus on the platforms that best fit your audience.



LinkedIn

Ideal for commercial contractors, developers, engineers, architects, and other industry partners. Share completed commercial projects, company news, certifications, and industry insights.



Facebook

A strong choice for residential contractors and local businesses. Post project photos, customer reviews, company updates, hiring announcements, and community involvement.



Instagram

Perfect for visual storytelling. Share before-and-after photos, installation progress, finished projects, and short videos through Stories or Reels.



Google Business Profile

Regularly upload project photos and encourage satisfied customers to leave reviews. An active profile helps improve local search visibility and gives prospective customers confidence in your work.

TIPS FOR TAKING GREAT JOBSITE PHOTOS

Professional photography isn't always necessary. A smartphone is usually all you need. For better results:

- Take photos in good lighting.
- Capture wide shots and close-up details.
- Photograph projects before, during, and after installation.
- Keep the work area clean and organized.
- Show completed work from multiple angles.
- Avoid capturing confidential information or identifying client details.
- Never compromise safety to take a photo.

WHAT SHOULD YOU INCLUDE IN A PROJECT POST?

You don't need a lengthy caption. A few sentences provide helpful context. Include:

- The project type
- Services performed
- The general location, when appropriate
- A notable challenge, solution, or outcome

Adding relevant hashtags and tagging manufacturers, project partners, or general contractors (when appropriate) can also help extend your reach.

HOW OFTEN SHOULD YOU POST PROJECT PHOTOS?

You don't need to post every day. Sharing one or two projects each week helps build an online portfolio that demonstrates your experience over time.

Every completed project is an opportunity to showcase your work, reinforce your reputation, and stay top of mind with future customers. Start documenting your projects now, and you'll build a marketing library that continues working long after the job is complete.

