

040 – OB Carpentry- How times have changed



I had the opportunity to chat with Oliver from OB Carpentry in Brisbane. Like every good writer, I started with what I thought would be the story, chatting about some of the projects that Oliver has completed. However, that never ended up being the case.

Oliver has been in the game for more than 30 years and has watched complexity steadily grow; this complexity is all the younger generations of construction workers know.

But it has been the rise of social media over the last few years that has changed the way marketing takes place in construction. As Gary Vaynerchuk (Gary Vee social media and business icon) mentions in numerous videos, if you are in business, you are a media company that happens to sell something.

In terms of marketing in the field of construction, the best form has always been word of mouth. As the digital age has taken hold, word of mouth is slowly becoming less valuable. Once word-of-mouth-generated business was what really showed the strength of someone's workmanship.

Does that mean a shift in what word-of-mouth advertising is?

For industry veterans like Oliver, the shift in marketing is adding another complexity in an already complex industry. Going back six years, before the explosion of social media, word of mouth came from personal experience of

working with someone. But now, people are starting to recommend people by what they are watching on social media without having that personal experience.

As Oliver mentioned, “for someone, who has always been strongly recommended, making the shift to social media has become more prevalent than ever for him and his business.”

At one time it was automatically granted when a trusted friend or family member recommended you. Now, as more and more of the younger generations become homeowners, gaining access to them is forcing people like Oliver to shift away from old forms of marketing. It’s one thing to be recommended in today’s market, it’s another to demonstrate your work over time.



As times change, it’s tradesmen like Oliver, willing to back themselves, move with the times, and adapt, who will continue to thrive where others may not.

Website: [OB Carpentry](https://obcarpentry.com)

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