

Best Home Improvement Marketing Tactics to Grow Faster

Your home improvement company can have the best closers in the world. But you still have to get your salespeople in front of qualified people to sell to. That means you need to generate or buy qualified leads. And that, in turn, means investing in digital marketing and other marketing strategies.

Here are some of the most important home improvement marketing strategies, digital marketing strategies, and lead generation techniques in use today among home improvement contractors and remodeling services businesses.

Begin with the end in mind.

Take a step back and think about your home improvement business model as a whole. Exactly what products or services do you want to sell, and what kinds of people buy them? Only once you answer those questions can you create an efficient, focused marketing system that will reliably place your home improvement company message in front of the right people.

Define Your Key Marketing Techniques and Metrics.

These are a little different for any home improvement business. Every market is different. But there are two vital metrics you should be looking at because they drive your marketing strategy and decision-making process:

Measure Your New Customer Acquisition Cost (CAC).

This figure represents your marketing and onboarding expenditure for each of your new customers. Your CAC is the number of marketing dollars you need to spend, on average, to bring a new home improvement customer on board. It's an accounting of your all-in cost to promote your brand, generate quality leads, and nurture leads through the sales process.

This marketing budget figure may include, but is not limited to:

- Advertising costs and ad charges per click,
- Web content
- Direct mail
- Sales recruitment and training
- Commissions and incentives paid
- Total costs paid for qualified leads
- Digital marketing consultation and digital marketing agency fees
- Cost of time spent monitoring online reviews and responding to customers on review sites
- Search engine optimization and online marketing costs

Your goal is to lower this number and keep it low, by keeping your marketing spend very efficient. But don't be afraid to spend what it takes to rank well in the search engines.

Measure Your Customer Lifetime Value.

This is the net present value of the total future stream of income you can expect of a new customer.

Lots of people don't stop at one home improvement repair or upgrade. They'll do multiple projects over a period of years. They may move across town and need work done on their new home. Or they may have kids move away and want to turn a bedroom into a home office.

Either way, a certain number of your existing customers will come back to you for other work.

Create a digital marketing strategy to keep your name and brand in front of your customers.

Focus on Customer Retention.

It's usually a lot cheaper and more profitable to get repeat business than it is to generate a new customer from scratch. Your existing customers already know you and

your work. They know your brand. They already know you can deliver. It's just a matter of leveraging digital marketing tools and techniques and reaching them at the right time, maintaining a "top-of-mind" presence... and making sure your customers are very happy with the value of your offering.

That doesn't mean you don't market to them. That just means your digital marketing to this segment will be much more efficient than your marketing to the general public. Upselling and cross-selling to your existing customers maximize your CLV number and is a great way to invest your marketing dollars.

Provide Potential Customers With Flexible Finance Plans.

Many customers won't have the cash on hand for your services up-front. In fact, studies show that most Americans would have trouble [meeting a \\$1,000 expense](#) without having to borrow money.

While homeowners tend to be more affluent than renters, that doesn't mean they have enough cash on hand to handle emergency home expenses or start the improvement projects they'd like to do.

According to a recent [Consumer Affairs report](#):

- 69% of homeowners feel "house poor."
- 3 in 5 homeowners didn't expect repair, maintenance, and upkeep costs to be as high as they are.
- 3 in 5 homeowners are sacrificing home-related essentials in order to afford their housing costs.

This is where flexible finance plans come in: Flexible financing allows customers to pay for projects or services in convenient and affordable installments. We [help home improvement companies](#) help their customers do just that.

A good financing program with a finance company that understands your business and your customers is absolutely a differentiator from your competition – and you should advertise it as such. Don't limit your market to people who happen to have oodles of cash on hand. Offering a flexible financing plan enables you to serve exponentially more people, and generate more business and growth.

The best finance companies for a home improvement business should offer the following:

- Easy, quick applications
- Fast credit decisions
- Common-sense, manual underwriting of 'on the edge' applications
- Approves a wide range of credit types - not just people with perfect credit
- Lends enough to cover a large sale
- Flexible terms to keep payments down
- Competitively priced.

The beauty of offering financing is that it's both low-cost and easy to implement, as long as you have the right support.

To offer financing to your customers with a best-in-class consumer finance company that specializes in the home improvement industry, fill out this brief [vendor information form](#).

Create A Powerful Home Improvement Internet Marketing and Email Campaign.

Email marketing is a solid and results-proven way to grow your home improvement business.

Great email marketing strategies are based on three key components:

- A captivating subject line that compels people to open your email and read it.
- High-quality content, such as blog posts or videos, for viewers so that they stay engaged with your message.
- Relevant clickable links throughout the email for readers to take immediate action and convert into customers.

As a home improvement business launching an email marketing campaign, strong calls to action at the end of each email rather than simply providing information about home improvement services or products will be effective in engaging your potential home improvement clientele.

For example, ask recipients if they want to see more examples of completed past home improvements projects in your portfolio or how their experience was when using a particular product. This way you will see which types of messages resonate better than others so you know what kinds of details to focus on.

Develop an advertising strategy that makes sense, targeting specific keywords such as "home improvement contractor."

Make sure you have a responsive website that displays well on both desktop/laptop computers and mobile devices.

A good digital marketing plan will create sales 'funnels' designed to convert visitors into sales leads, capture detailed information on those leads, and then nurture leads through the entire sales process until they become new home improvement customers.

Create a Powerful Incentive for Referrals.

The easiest way for a home improvement contractor to incentivize customer loyalty and drive sales is through referral programs. For instance, if someone invites their friends or family members on Facebook to use your services, you can offer them an exclusive discount in exchange for it.

Social media sites like Twitter also enable people to share information about your company with others who may be interested enough in your services, thus making these different social network avenues worth exploring.

Leverage Social Media and Online Groups.

Nowadays, businesses are realizing that they can tap into their target audience via online social groups. If you're in the home improvement industry, then this is a great way to find potential customers. Be active, friendly, and helpful in relevant online discussion forums and bulletin boards.

The best social media practice builders know how to sell by not selling. That is, they position themselves as approachable, reliable, and knowledgeable subject matter experts. They don't pitch their own products or services, other than letting people know who they are. They concentrate on serving their customers and the general public.

And they get more than their share of business by doing just that.

Maximize Home Improvement Company Local Search Results.

Unless you're a truly national business that can work anywhere, you want to focus on generating search results specific to your city, county, or state.

Here's why:

- [46%](#) of all searches on Google have local intent.
- 97% of users searched online to find a local business.
- 28% of all local searches are followed by a purchase.
- 24.4% of clicks on local searches will go to the first business listed.
- "Near me" searches grew by 136% last year.

To maximize your benefit from local search traffic, make sure you have content on your website or blog specific to your location. It could be case studies from local projects, reviews of other local businesses or contractors, blog posts that mention your town or the places you want to do business.

Ready to Take Action?

The time to take advantage of the home improvement industry is now.

A compelling marketing strategy that lays out the roadmap for the tactics you need to implement will serve you well.

Without a doubt, flexible finance plans are one of the most powerful ways to grow your business.

Best Home Improvement Lead Generation Tactics

The home improvement industry is big - and getting bigger: In 2020, the home improvement industry was valued at [\\$763 billion](#), and estimated to surpass \$1 trillion by 2027.

But it's getting more competitive, too. Owners who did business the old way are retiring, and being increasingly replaced by a younger cohort of digital natives who understand how to use the Internet to market their businesses and generate a steady stream of leads.

You've got to keep up with them and beat them on a regular basis. That's how to keep your crews busy.

Of course, you can buy leads from other people. That's a start. And if you don't have enough organically-generated leads created within your business itself, you should buy them and get your salespeople on them.

But relying on purchased leads means you'll always be perceived as part of the pack.

The lead you bought isn't optimized for your brand. In many cases, you've bought a lead that's been sold several times over. And you're often just one of many companies contacting the lead for the work.

And, of course, purchased leads cost money. If you're relying on purchased leads, you'll always have a high customer cost of acquisition.

But the real progress and the real growth will happen when your business is generating a constant stream of exclusive home improvement leads that are 100 percent your own.

Optimize your Website.

First, ensure your website is optimized to receive incoming traffic and help you capture contact information or generate a phone call or email.

You need to optimize your site on at least two fronts: Keyword searches, including searches on local terms (e.g., "plumbers near me"), and Google Maps searches.

Fortunately, setting this up is very simple. Using [Google My Business](#) online, you can jumpstart your Google business listing. Be sure to complete every section of your Google My Business profile, without skipping any information, or you won't get the best possible results.

Get Listed on Online Directories.

Search for local or industry-specific directories that match your business or industry. Search for the relevant local lists and online directories in your area. Ensure your contact information is correct and up to date. Try to add photos and images. The more complete you can make the profile, the better. The more complete your information, the more solid you look to customers looking for businesses like yours.

Use a CRM.

A CRM, or customer relationship management program, helps you capture incoming leads, and create a system for managing your contact-to-sales pipeline. Once you've onboarded a new customer, your CRM helps you stay on top of that existing relationship. CRMs also allow managers to create a system to track and fix complaints or follow up at key intervals to generate upselling and cross-selling opportunities.

There are many CRM options out there, so choosing the best one for your company's needs might be challenging. With that in mind, we reviewed the [best CRMs for small businesses](#).

Practice Reputation Management.

Customers routinely look at online reviews when they shop for goods and services, and home improvement/repair is no exception. Even great businesses can get an occasional bad review. But great businesses also respond to bad reviews promptly. Have someone monitor Google, Yelp, and other key review sites every day. Respond on the review site itself, and contact the customer directly, if possible.

Readers know that no business is perfect. But when they see that management is responsive and proactive at addressing and fixing problems, that can go a long way to earning their business.

Additionally, make sure your happy customers leave good reviews on your site. Keep them genuine, of course. But provide an incentive for happy customers to share their experiences.

Invest in local SEO.

Nearly half of all search traffic on Google now involves [a local search term](#). And local searches have high buyer intent: 80% of local searches convert to leads. So it's a great idea to focus on your own neighborhood, town, city, county, or state. Even with a limited budget, you can do very well ranking for local search terms ahead of much larger companies who have to dilute their marketing over entire states or regions.

Invest in Retargeting Ads.

The term “retargeting” means showing ads to people who landed on your site, but didn’t take action. These people have already shown interest in your product or service. Even if they aren’t ready to buy right away, this is a great set of people to keep your name in front of. They may be ready to buy very soon. A retargeting ad with a good call to action has a much better chance of catching them at the moment they’re ready to act than an ad to a general local audience.

Leverage Direct Mail and Newsletters

88% of advertisers agree that a newsletter effectively targets and reaches customers without third-party data. You can deliver your lead magnet to your prospects through value-filled newsletters.

Newsletters ensure your prospects stay aware of your brand. Newsletters allow you to share promotions, offers, premium services, and project details to attract prospects as a home improvement contractor. This strategy can drive contractor leads down the purchase funnel.

In addition, newsletters can include special or premium offers, upcoming events, new blog posts, updates or changes in terms of services, etc.

Invest in Email Marketing.

While you might regard email as an ancient marketing method, it is ranked as the most effective marketing medium. This is quite surprising as several people might think "email is dead," whereas its popularity is on the rise.

Despite the rise of social media users, more than 50% of the population in the world has an email account. In 2020, the number of email users rose to about 4 billion.

Marketing your home improvement business via emails can yield an average return of [\\$38 on every \\$1](#) you spend. This is why you need to set up an email ad campaign to boost your sales.

One of the ways to market your brand via emails is by sending out relevant content to your subscribers. For instance, you can provide guides, tips, DIY tutorials, and other information pertinent to your business.

Before you can pull off successful email marketing, you need a database of the email addresses of people who are interested in receiving valuable emails from your business.

An excellent way to achieve this is by providing enticing offers, and in return, you ask them to subscribe to your newsletter. You can also include your newsletter subscription form on your website so that visitors can sign up whenever they visit your page.

Master Inbound Marketing.

Where outbound marketing is active, Inbound marketing is passive. It works when you sleep. Inbound marketing is designed to attract people who are out there actively looking for *you*, the home improvement contractor.

If you have a good inbound marketing program, you'll get a steady flow of people coming to your website and filling out their contact info, expecting you to contact them.

These are valuable leads because they are already demonstrating a buyers' intent. They're already thinking about purchasing the products or services you sell - that's why they filled out your contact form or sent you an email.

So how do you build an inbound marketing machine?

Start with your website.

Look at your website from a customers' point of view. Is it informative and easy to navigate? Is it too sales-y? Is it believable? Is it readable? Does it load quickly on both desktop and mobile devices? Do you have a defined sales funnel on your website that logically moves viewers from your landing page to filling out their contact information or actually placing the order, without skipping any steps?

If there are problems on the front end, visitors won't hang around long enough for your site to help you build a perception of value.

Develop a content strategy.

A content strategy leverages great content design and structure to bring and engage visitors and then convert them into leads or even customers.

That could mean creating a blog that focuses on actionable tips and advice for your target market.

Other possible elements of a content strategy could include:

- Youtube videos
- Online webinars/seminars
- E-books
- White papers
- Frequently-asked-questions
- Bulletin board and forum posts that link back to your website, and more.

Use your financing program as a differentiator.

There are still lots of home improvement contractors who are over-reliant on the customers' bank's willingness to lend to them, or on credit card financing.

But these are notoriously poor matches for home improvement projects. Banks typically don't like to work with people with less than perfect credit, while credit cards have notoriously low borrowing limits and high-interest rates.

Instead, you can make it clear from the beginning that for your customers, financing is available, affordable, and you don't need great credit to qualify. [We can help](#) with that part.

Write blog posts.

Creating SEO blog posts will drive more web traffic to your site and raise your brand's visibility. Besides your site, a blog is an avenue to tell your audience more about your business by providing them with helpful content. It is a means of telling them more about your home improvement company, products, and services.

Posting valuable blog content will also help to rank your site higher on SERP. Companies that blog usually have 55% more website visits than those that do not.

Bonus Tip: Segment Your Market.

Whether you're setting up your CRM for the first time, creating an email or direct mail marketing campaign, or creating an ad campaign, You need to think a few moves ahead: Segment your market and your growing list of leads by message.

One very basic segmenting system would be having one list for private homeowners and another list for commercial property owners. The messaging and product line may be very different, so you don't want them getting the same newsletter.

Best Home Improvement Advertising Ideas

"Early to bed, early to rise, work like heck, and advertise. "

Advertising is simply doing what it takes to get the word out about what you do. Some advertising is paid, other advertising is free, or nearly free, after you make a bit of initial investment. Home improvement businesses should take advantage of both kinds of opportunities.

Before we get started here are a couple of advertising statistics for home improvement businesses to chew on:

As of 2021, paid advertisements generate an [average ROI of 200%](#). Furthermore, ads can increase brand awareness by 80%.

Social Media Marketing for your Home Improvement Business

As of 2020, about 3.6 billion people are active users of social media websites around the world. All of them live somewhere. And many of them own their own home.

Social media advertising is affordable, fast, and extremely segmented. You can work with your ad agency or platform to target 38-year-old homeowners in Milwaukee who own dogs and are vegan if you would like.

There are several ways you can grow and engage your audience on these platforms.

'Before' and 'After' Pictures

To market your brand on social media, you need to create content to compel your target audience to buy your services. One of such content is the "Before" and "After" pictures.

These pictures considerably affect lead generation, as many people are moved by what they see.

Placing images of what a home looks like before and after you renovated it would showcase how good your work is. When people are pleased by what they see, they become more interested in your service.

These can be great advertisements, blog posts, brochure images, and much more.

Free Services for Target Customers

Offering a free service to your followers on your social media space is an excellent means to get their attention. However, this free service doesn't mean providing free remodeling or renovations. No, that's not it.

Instead, you can offer free estimates, consultation, guides, DIY tutorials, etc.

Contests or Raffles

You can also create contests and offer to provide free service in exchange. This can generate tons of leads in a short period, as most people are interested in getting free stuff.

Similarly, you can do a giveaway. For this example, you can tell participants to refer their friends and offer the person with the highest referrals a free upgrade or a discount on your services.

Paid Advertisements

Paid ads are one of the effective ways of marketing your brand and generating more sales. In paid marketing, you select and pay to a medium for advertisements such as Google or Facebook. Then, your adverts are displayed on the search engine results page or social media pages.

Google Ads for Home Improvement Companies

Google Adwords work under a pay-per-click approach. That is, you would only be charged for an advert that a user clicks. You set a maximum bid, and the advert runs till your money is used up. So, you won't spend more than your planned budget.

When you advertise your brand with Google, your products and services are displayed whenever users search for specific keywords. This means that your services are displayed at the top of the Search Engine Result Page (SERP). This is helpful and can boost your online presence even if your business web page is not ranking high.

TIP: Got a safety issue that affects your product or service? Public safety and awareness announcements make great advertisements. For example:

- Fireplace and chimney vendors can do a television ad raising awareness of chimney safety.
- Kitchen remodelers can do a PSA each year before thanksgiving on kitchen and fire safety - and especially how to safely fry a turkey.
- Pool cleaners can do a PSA on Legionnaires' Disease and how to prevent it, or how to childproof a pool or hot tub.

These types of ads build goodwill in the community and help brand you as a subject matter expert.

Traditional Advertising

Your home improvement business can also benefit from TV and radio advertisements.

Running a commercial is a fantastic way of appealing to your customers while showcasing your expertise, projects, past testimonials, and experience.

For instance, you can create a commercial that features your previous clients, explaining how they are impressed by your homes' upgrades.

It could also be a video or an audio recording of your staff discussing how they help clients achieve their desired home.

Television Ads

Television ads often produce a longer-lasting effect on the customers compared to radio ads. Because the audience isn't just reading it, they are watching and listening to the ad simultaneously. This has a more effective way of getting their attention and engaging their senses. As a result, target customers are more likely to recall a TV advert.

Also, television ads can help you reach a larger audience interested in hiring home improvement contractors. For instance, you can sponsor a local DIY or historic homes-related show.

Radio Ads

Although they do not involve videos like TV ads, airing them multiple times has a way of sinking into the minds of the target customers. Radio ads can be much more affordable, and yet still create a tremendous amount of brand awareness and loyalty, if you're associated with your customers' favorite shows.

Tip: After each home improvement advertising campaign, do a careful audit and nail down your average cost to reach these potential customers - on a per lead and per sale basis. Did your message work? What does each new lead cost? Did your home improvement advertisement campaign generate leads sufficient to pay for its cost? Run some analytics on each of your ad campaigns. Compare your spending per lead for every new potential customer, and compare your ratio of leads to appointments to closed sales for each of your different ads and campaigns.

Ready to Boost Your Home Improvement Business Sales?

As you plan for continuous business growth, investing in different forms of advertising is key. The different forms of advertisement we outlined here are proven to make a significant impact in lead acquisition for organizations in the home improvement industry.

But keep in mind that ads by themselves aren't enough to generate new customers. You also need to invest in sales training and provide good home improvement services at competitive prices. You should also offer more ways for homeowners to pay. Your customers might not have the cash to pay upfront for a home upgrade or renovation.

So, if you don't offer consumer financing options yet, make sure to check that box first. [We can help](#) with that. But if you already offer consumer financing, go ahead and pick one of the advertisement tactics we talked about and get ready to see customers coming through.

Best HVAC Contractor Marketing Strategies to Increase Your Customer Base

The HVAC industry is competitive. Every HVAC company out there is looking for an edge. To cut through the noise and differentiate yourself from the others, you need to

have a solid HVAC marketing strategy in place. Here are some of our best HVAC marketing ideas you can put to work to help your business grow.

Optimize your website.

It's not enough just to have a website – you also need to *optimize* it. If your site is still using 20-year-old technology because you created it using Windows XP in 2002, it's long past time for an upgrade. Technology and HVAC clients are rapidly passing you by.

For example, a slow-loading blog will frustrate website visitors. Having quality images on your website is crucial for an HVAC service provider. But if the images take too long to load, or appear garbled on a mobile device, your site is not delivering its full potential.

You should consider the following when creating your HVAC business website.

- Optimize your business page so the site loads quickly.
- Ensure you make navigation on your website easy.
- Make your Call To Action be conspicuous to website visitors.
- Let customers know you have easy, convenient financing available. [We can help you](#) with that part.
- Add a subscription link or form on your landing page.
- Pitch your special offers, discounts, sales offers, etc., quickly.
- Include short videos
- Consider employing a digital marketing agency to optimize your business page.
- Make your Call To Action be conspicuous to website visitors.
- Add a subscription link or form on your landing page.

Leverage 'pay-per-click' ads.

Suppose you employ a digital marketing agency to handle your HVAC company marketing for you. In that case, one of the first digital marketing strategies the agency

will likely set up is a 'pay-per-click' (PPC) for your HVAC company. PPC advertising is when you set up your HVAC company ads across different online platforms to reach leads and pay when they click on them. What PPC does is allow you to **only pay for the ad as each lead clicks on them.**

Reach out to customers via email.

Many digital marketers say email marketing is their primary lead generation tactic. Well, that's true. Every \$1 spent on email marketing generates \$38 in ROI.

To get started: you should first focus on building an email subscribers list. Whether you have done it before or you are just starting your email campaign, you need a list of subscribers.

You can start by putting up simple forms on your website for users to sign up for your HVAC business updates, news, promotional offers, etc.

Ensure the information you request is limited so you do not seem intrusive. Only ask for their names, addresses, emails, and phone numbers. Be sure to tell them what information they will be getting in return for their contact information, including any planned future events or promotions like discounts, distress sales, giveaways, exclusive HVAC content, flash sales, and the like.

TIP: Optimize your emails to work easily and look attractive on mobile devices.

Note that email marketing may not generate immediate sales. It takes time for your email list to grow, and it takes time for customers to become ready to buy from you. Keep sending regular and value-added emails, and soon you'll start converting your share into active leads, appointments, and sales.

Stay active on social media.

HVAC companies with a strong social media presence attract more business.

Studies show that more than 90% of prospects use social media to make purchase decisions. Social media is a proven ground for generating home improvement leads and providing vendors with an opportunity to interact with the public about your HVAC business - and convert them to sales.

As part of the plan to optimize your social media content, we advise HVAC companies to share only related, and quality content on their social media handles to increase brand awareness and improve their online presence.

You can use Facebook, LinkedIn, Instagram, Twitter, Pinterest, etc. Each of these platforms have their own advantages and disadvantages.

Target local search terms.

Another helpful HVAC marketing strategy is to start a local SEO campaign. The idea is to generate qualified leads and new customers specific to your local vicinity.

Local Search Engine Optimization is a targeted searching engine strategy that helps your local services to connect with future customers close to your local company and service area.

To improve your marketing campaign with local Search Engine Optimization, you should:

- Ensure you complete all local SEO directories by adding your name, company address, and phone number to your website.
- Enter business listings and generate citations in your local directories. Search engines will use your citations to add your HVAC local business to the local SEO directories.
- Optimize your [Google My Business \(GMB\)](#) to improve your SEO rankings and brand recognition on search engine results (SERPS). Local customers can always find your business on the top of search results on Google. Google Maps also uses this information in generating driving directions.
- Create and share locally-focused content about your local services to connect with people within your local community.

Leverage customer reviews and feedback.

Reviews and feedback help you measure and gauge customer satisfaction. Plus, customers will alert you to problems in your business you may never find out about on your own.

Negative online reviews are often more helpful in brand improvement than positive ones. We advise HVAC contractors to ask for customer reviews upon completing their works. This is critical information, and the business that best harnesses consumer feedback has a definite competitive edge.

Prospects often trust what other people say about you more than you say about yourself as an HVAC contractor. So, sharing customer reviews and feedback is a failsafe strategy to market your HVAC services. In fact, showing reviews on your website makes it look more attractive.

TIP: You can even request video reviews from your happy clients.

Embrace video marketing.

YouTube allows you to share information not just about your company, but also industry news, tutorials, do-it-yourself guides, maintenance and safety tips, installation advice and the like.

Also, many HVAC contractors use YouTube because it is cost-effective. Interestingly, YouTube has added new features like YouTube Shorts - a new video-making feature that allows HVAC companies to share short videos from time to time.

Finally, HVAC companies can add YouTube-hosted videos directly to their websites.

Create offers, discounts, bonuses, and referral perks.

Generating qualified leads is not all about pitching unique services. Sometimes, you need to offer something unique on a temporary basis to establish a 'buy now' factor.. Examples include price discounts, bonuses, coupons, and special offers.

In other cases, it may involve special access to information, such as white papers, tutorials, or guides. In each case, the customer should move further down the sales funnel.

Write ‘customer appreciation’ posts.

Part of HVAC marketing strategies is appreciating your customer. This is a very effective customer retention tactic. Small businesses that want to build a strong customer relationship should understand the need to appreciate their loyal customers. It shows that they are concerned about the needs of the customer.

Since you have a website and social media handles, writing appreciation posts for your customers will go a long way in rewarding brand loyalty and generating new leads.

Invest in customer service.

Good customer service is another practical marketing tactic. Having a professional customer service system is a stage to convert a doubtful lead. Leads interested in your HVAC services who want to know more will often start by contacting your sales or customer service staff.

How you respond to their inquiries and objections affects your brand identity and market image. Your customer service team should be respectful, cordial, and professional in their dealings.

Social Media Marketing for Home Improvement Companies

In a statistical report published by Backlinko, about [4.48 billion people](#) are now using social media. This is more than double the 2.07 billion social media users in 2015.

With the right tips and techniques, you can grow your home improvement businesses' presence online and use the internet as a tool to attract potential clients to your construction business.

What Is The Purpose of Social Media Marketing?

Social media marketing involves using social media websites to promote brand awareness or sell a product or service. This involves creating and sharing content that can drive your audience.

While marketing your company on social media, the goal is to:

- Create a credible online presence
- Build an interactive community
- Sell your services
- Increase your Return On Investment (ROI)
- Increase awareness about your brand
- Offer good online customer service to your customers
- Listen to people's opinions about your business
- Advertise your home improvement business to a larger audience.

Best Social Media Marketing Strategies

Social media marketing isn't just posting random content on your Facebook business page or Instagram feed. There is so much more to it. If you want to build a digital brand presence, you need to develop a social media strategy to guide your decisions.

Here are ten of the best tips and strategies you can use to generate leads and sales for your home improvement business:

1. Define Your Target Audience and Social Media Platforms.

You can't be active on every platform. Decide whom you want to reach - and then choose a handful of social media platforms based on that. The goal isn't to reach a

larger audience, but to reach the *right* one. For instance, as a home improvement company, you should focus on online platforms that are used frequently by most homeowners.

2. Build A Credible Social Media Profile.

Once you have decided which social media networks to use for your marketing campaign, the next important step is to create an authentic profile. Your profile must be able to convert more customers to your business.

Ensure that your branding, that is, logo, images, name, etc., is consistent throughout your marketing media and website. This makes it easier for people to identify your brand.

3. Engage Your Audience with Quality Content.

It's important to create engaging, useful, value-added content for your audience. Your content may include blog posts, articles, tutorials, reviews, videos, webinars, white papers, 'best practice' sheets, checklists, guides, or anything else you like.

Good content does not necessarily have to be lengthy and boring articles or posts about your business. They could be pictures or time-lapse videos depicting recent projects, with short and exciting captions and dramatic before-and-after posts.

Finally, provide tips and advice to your customers on how they can improve their homes. Most people love to hire those who have expert knowledge in a field. Telling people how to beautify their home, make minor repairs, enhance curb appeal or property values, [find ways to finance](#) home improvement and remodeling projects, or DIY tips makes them want to see your page often – and eventually pay you for your work.

4. Interact With Your Followers.

Frequent interaction helps boost customer engagement, trust, and loyalty. You can interact with your readers or viewers by responding to their questions, private messages and comments, or appreciating their replies. This makes your customers and prospects feel important, because they should be.

Also, responding to negative comments with kind words is an excellent way to showcase your good customer service. Everyone gets a bad review sooner or later - often through no fault of their own. Many people don't worry about a bad review if they see an immediate response from the company management taking ownership of the issue and doing something about it.

TIP: spark up engagement by posting questions or prompts on your site or on industry or home improvement bulletin boards. For example, you could ask for their opinions, their preferences, and a lot more.

Give more than you get. 'Like' and 'share' quality posts - even from your competitors. Contribute to discussions. Shed insight on trending topics. Add value to the community. All this builds brand credibility and goodwill.

5. Post Consistently.

Consistency is a significant key to creating successful online brand awareness. Abandoning your followers after building an online presence will affect your brand reputation. Instead, ensure that you choose and stick to a specific time to post relevant content and engage your followers regularly. For example, you can post 3 to 5 times every week. This way, they will regularly see your posts, and you can maintain top-of-mind awareness.

6. Run Pay-Per-Click (PPC) Advertisements.

With more companies using social media platforms these days, it is becoming more challenging to break away from the crowd and stand out.

This is why many businesses pay money for online advertising and social media marketing.

PPC or Pay-Per-Click advertisement is a form of online advertising in which you pay the publisher of the ad every time someone clicks on the link. This is great because you do not have to pay if your link is not "clicked on." So, you would only pay for a working ad. This advertising model is prominent in Google Adwords and on social media marketing websites like Facebook.

[Google Ads](#) allows you to rank for specific keywords that are associated with your business. For example, a person looking for a renovator to hire in California will probably type in "Renovators in California" or "Top 5 Renovators in California". So, if you run an ad to rank for that keyword, your service or social media page will be shown prominently among the results.

In contrast, [Facebook Ads](#) (now 'Meta') works by suggesting your ad to different users based on their location, preferences, search history, and interests. Therefore, the users do not need to run an immediate search request before the ad is shown.

7. Provide Valuable Offers To Potential Customers.

Certain customers will not buy your services until you make a compelling offer. For example, you can offer a DIY tutorial, a free estimate or consultation, or a detailed design guide.

A free estimate is a great tool to attract interested people who are still contemplating whether to hire your company. Similarly, the design guide will help your buyers make quick decisions when choosing the perfect interior for their home.

Offering a free initial consultation can help build a good personal relationship with your potential buyers. Plus, it is an excellent way to establish your own expertise and credibility and identify the customer's true needs.

8. Scout Out the Competition.

You can learn a lot from what your competitors are doing on social media. Here's how to conduct a competition analysis - a key component of your SWOT (strengths, weaknesses, opportunities, and threats) analysis, which every business owner should prepare and continually update.

a. Identify Your Competitors.

- Select a list of high-ranking keywords relevant to your brand.

- Find out companies ranked for the selected keywords on social media websites such as Facebook or search engines like Google.
- Check out other companies your customers are following.

Tip: Pay close attention to what the buyers say about your competitors - their complaints, reviews, and opinions. You can work on these to improve your own company. Learn and improve from their mistakes - not just your own.

b. Analyze Your Competitors' Weaknesses and Strengths.

Some of your competitors might have a strong online presence on a platform and a weaker one on other social media platforms. It is crucial that you look out for this and use it to your advantage. For example, if a competitor has a stronger Facebook presence but isn't active on Pinterest, you can focus on building your Pinterest presence.

9. Create a company blog.

As a home improvement company, a blog is where you can post exceptional content valuable to your customers. In addition, having a blog can help you to rank better on search engines. Google and other search websites often suggest blog posts with the most relevant results to search queries entered by the users. Consequently, creating blog posts on content such as DIY tutorials, FAQs, tips, and guidelines related to home improvement makes people more likely to visit your site.

10. Promote Your Social Media Page.

While you use your page to promote your brand's website, you should also use other channels to promote your social media page. You can add links to your social media page on your website. You can also download the social websites' icons from Google and link them to your account. So, when people visit your website, they can easily access your social media page.

Ready to Take Your Business to the Next Level?

Building a social media presence is great for your business to reach a larger audience. However, your customers need to be financially buoyant to patronize your business.