



How to Get New Business Through Local Advertising for Your Home Improvement Business

Consumers love to support local entrepreneurs and root for the success of small businesses. When you demonstrate your value to the community as a home improvement business, it's a sure shot that your business will be around for a long time.

As a home improvement business, you strive to make your neighborhood clients feel safe and comfortable knowing that everything is running smoothly in their homes. Through local advertising, your home improvement business can leverage the trust which you've already established among clients to get new business. Keep reading to find out how.

Over time, your business has probably gathered that homeowners in your town and nearby towns deal with similar issues to each other in their homes. The issues could include leaks in the roof, power outages, defective central air systems, and much more. Make these community needs the focus of your local advertising. Chances are, a ton of homeowners who haven't heard of your business before are experiencing the same issues as your current base of homeowner clients.

Local Magazine Ads & Marketing Materials

Get in touch with local newspapers and other print media, like the [Ad Pages](http://adpagesolutions.com) Magazine, to learn how your business can get ads that highlight your ability to rectify common home improvement problems to local homeowners. You can also pass out business cards and pamphlets to furniture makers, kitchen

appliance stores, car dealerships, and other kinds of establishments that would be relevant to homeowners in the region.

Locals will be able to tell from your ads that you're closely attuned to the household needs of the community. Right away they'll realize the level of care and trustworthiness of your home improvement business.

For any printing needs go to AdPagesPrinting.com. Here we discount our printing services for local businesses.

Get Your Business into Local Business Directories

The web is full of people talking about home improvement projects and trying to find businesses like yours. But not every business owner has the time to build and keep track of their online presence. In order to improve your ranking in local search results, you must have a good online presence. One effective way to do this is by creating profiles across many local business directories.

A local business directory lists vital information about your business including hours, location, and contact information, along with pictures and other relevant information (e.g., reviews or other links). The majority of these listings are free. Ways in which using local business directories can help your business grow include:

- Building backlinks - more and higher quality backlinks can equal a higher rank in organic search results when someone is actively seeking your services.
- Increasing traffic to your site
- Helping people find you when advertising just isn't in your budget

Ad Pages can help get your listings on multiple directors through our many online marketing programs.

Who Can Resist Coupons?

Almost every consumer in America will seek coupons to lower the cost of their spending habits. A coupon is all it could take for homeowners in the community to hire you to fix the problems in their home, which they might have otherwise been putting off indefinitely. Showing that you want to make your services affordable will foster trust and interest among your prospective clients.

By promoting exclusive coupons and deals through Ad Pages, you'll deeply connect with local homeowners. Create coupons for home improvement needs that are fairly common, and time them with changes in the seasons, such as winter or spring coupons. When people see the high-quality job that you fulfill, they will call on you for future improvements.

Follow these essential tips for local advertising and you'll bring in more and more clients in the long run. With that, if you're ready to boost your home improvement business, contact our consultants at Ad Pages for a [free consultation](#).