



## Grand Opening Ideas for Your Home Improvement Business

Grand openings are called “grand” for a reason. As a small business owner making a first impression among the community is your opportunity to illustrate the value of your home improvement business to the fullest extent. Grand opening events and advertising them are all about going big, having fun, and being creative. But they’re also necessary for initiating and cultivating long-lasting relationships with locals to ensure your business stays around.

As a professional service provider, you may not have a physical brick and mortar location to hold a grand opening at - that’s okay! Here are some ideas on how to promote the launch of your new business that makes a splash, while garnering support for the business long term.

### *Promoting the Launch of Your New Business Online*

Whether you’re launching ad campaigns on mobile, email, social media, or some other digital means, the fundamental goal is to make sure you get people to reach out to you to request a quote for your service(s)! Because YOU are your business, it’s important to gain the trust of a potential client in order for them to feel comfortable contacting you for the first time. Therefore, it is suggested that you maintain a somewhat personal approach when advertising or promoting your new home improvement business. After all, you are in your client’s homes to perform work, which is a very personal experience and trust is a must.

Research keywords that are relevant to locals so you can incorporate them into targeted online ad campaigns. As a result, people who browse social media or who read Patch.com, Nextdoor.com, and other local community outlets will learn about your new business. Targeted Google display ads, for instance, are cost-effective and show your business to the precise audience you're ultimately trying to attract. This might be a great tactic to incorporate a brief testimonial and/or "before and after" photos.

In these targeted ads, be sure to emphasize your upcoming grand opening date. Your goal with promoting your soon-to-open business is to have people contact you as soon as you're open for business. Think about creating video ads showing before and after work you've completed. Everyone loves watching the dramatic makeovers that home improvement businesses have done. Or you can have a few past clients interviewed explaining what their issues were and how you solved them. Set up your YouTube ad campaigns to only show to people living within your community.

In addition to promoting these videos on social media, email, and mobile, you can also promote your grand opening celebration in print media like [Ad Pages](#), which is a Local Direct Mail Specialist for getting the word out to your community, delivering results to small business owners. Print media is alive and well; you should take advantage of it for the grand opening as well as for future promotional endeavors.

So what sort of exclusive deals can you offer for your grand opening event? To motivate potential customers, promote limited-time offers like discounted services within a specified period (e.g. 10% off all services for first-time customers - good through January 31, 2023).

There's a lot of room for fun and creative discount ideas to publicize simultaneously as your grand opening. When people know that you're offering special deals or discounts, they'll want to check back with you often, beyond just the grand opening.

### *Send Postcards*

If you're opening a new business in a well-populated residential area, a great way to attract more attention is a direct mail campaign. Utilize a company that can provide you with counts and demographics of who you can potentially reach and the cost for a direct mail campaign. Once you've nailed down your mailing audience, create postcards advertising your grand opening promotional offer.

Creating an eye-catching design with a call to action that can't be ignored will be sure to gain you some new customers. Go to [AdPagesPrinting.com](#) to order your custom direct mail postcards and even have our graphic design artists design this for you.

### *Post Grand Opening Flyers and/or Business Cards*

Many coffee shops, small local businesses, and grocery stores have spaces on their walls or counters dedicated to community events and businesses. You can look into posting flyers advertising your business or leaving business cards in these spaces to reach potential customers. Take care in your design to help your flyer stand out from the many others that are bound to be posted there.

You can take this one step further and post a digital rendering of the flyer to your social media pages and encourage your followers to share. Go to [AdPagesPrinting.com](http://AdPagesPrinting.com) to order your custom direct mail postcards and even have our graphic design artists design this for you

Are you planning to launch a new home improvement business? Ad Pages is offering Free Grand Opening Ads in our magazine. That means design, postage, printing, and delivery to 25,000 homes are FREE for new business owners.

If you want to advertise among your local community and acquire new leads and customers, contact our consultants at Ad Pages for a [free consultation](#).