



The Top 5 Ways Coupons Increase Sales for a Home Improvement Business

With the cost of living continuously rising and people looking for ways to cut costs, potential clients might be hesitant about pursuing home-related projects. As an owner of a home improvement business, you understand this is a tricky challenge worth addressing. Additionally, there's always a new competitor moving on to the scene that you need to contend with.

Coupons are the solution you've been seeking in order to boost sales for your business. Here are the top 5 ways that coupons can attract clients who are on a budget, all while continuing to grow your business.

1. *Customers Save Money*

This is the most basic function of coupons. And who could resist? In America today, almost every consumer would prefer to have a coupon so they can lower the costs of their day-to-day purchases.

Plus, the savings power of coupons will remind any of your former clients about the important services you offer and the problems you can solve. Sometimes people stop calling on a particular home improvement company simply because they've forgotten about it. Perhaps this has happened with your business. With coupons, you'll offer a compelling incentive for them to come back once again and hire you for their next home project.

Advertise your exclusive coupons and deals through [Ad Pages](#) so that you can reach the mailboxes of consumers in and around your community. When locals learn that they can receive a high-quality service for a stunning discount, it will be very hard for them to resist the opportunity.

2. *Word Gets Around*

You might be thinking that if someone discovers a significant discount or sale, they'll keep that information to themselves. The opposite of that is true. Consumers have a tough time holding back their excitement over stumbling upon amazing deals, and soon enough they'll be telling all their friends and family about it.

After distributing and promoting new coupons, you'll see the ripple effects pretty quickly. Don't be surprised if people mention their coupons and tell you that your services were recommended by previous clients whom they knew. Imagine if you hadn't publicized any coupons at all. That's a whole domino effect of sales opportunities that you would've missed out on acquiring.

Order your coupon materials online by visiting [AdPagesPrinting.com](#). In addition, you can promote your coupons across your social media accounts via targeted ad campaigns, designed and executed with the help of Ad Pages Solutions.

3. *Measurable Benefits*

With coupons that have bar codes, your business will be able to capture the identities of clients paying for your services and get an exact number for all of the transactions made by coupon-holders who purchased your services.

In the end, you'll be able to tell which sort of coupons were successful and which ones didn't do as well. Chances are, though, all your coupons will be pretty popular. However, it's still best practice to collect data to determine what's working with your clients, as this will help you make more accurate promotional decisions in the future.

Reach out to one of the business development advisors here at Ad Pages. We can help you strategize and optimize your coupon marketing strategy to help you reach your goals. Attracting new customers and generating more revenue is what we do for our clients. We'll show you the measurable benefits in real time.

4. *You'll Be More Competitive*

Are there other home improvement businesses in your community that offer the same services as you? Competing with them is essential for your business to stay afloat. Otherwise, if you don't know how to compete, you'll lose all your customers to those other businesses.

Coupons are certainly influential on people's buying decisions. On top of that, if you're the sole home improvement business in your category (e.g. plumber, electrician, etc...) within the local region that's providing coupons, you'll ultimately get the majority of business. You will start with a competitive advantage by channeling all the traffic from the competition.

5. *They're Cost-Effective for You Too!*

Your customers will be saving money, that's a given. But so will you! That's because Ad Pages makes it affordable for your business to promote coupons through print and digital media.

What's more, coupons will enable you to sell more services and/or upgrades to current services. Think about it: Almost every time that a customer uses your business as a result of a special coupon, they'll be more likely to agree to hire you to do more work than originally intended. Not only are coupons affordable for you to create and promote; you'll see the increased sales results right away.

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.

Ready to increase sales for your home improvement business with the power of coupons? If so, contact our consultants at Ad Pages for a [free consultation](#).