



## How to Get More Clients for Your Home Improvement Business

When your customers trust you to provide high-quality and reliable services, they'll keep coming back to you for future improvements. Since a home is a major investment, homeowners will opt to stick with improvement businesses they have already had positive experiences with.

Maintaining a dedicated base of customers is necessary, there's no doubt about that. But how do you build on that existing base?

Just like fixing a roof or a ventilation system, building your audience requires hands-on care and attention. You'll need to execute marketing strategies a few hours every day. Here are some tips for attracting more clients to your growing home improvement business.

### *Referrals*

After completing a particular service, ask your clients to help spread the word about your business. They can do this by talking with friends and family in the area or posting about your business on social media. Sending text messages to your clients after the service asking them to rate your service from 1-10 is always a fabulous idea. If the client has a great experience then you can share a review link with them.

Getting referrals is a great strategy for organically building trust and attracting new customers to your business. Even in the age of social media, people really enjoy being told about things face-to-face and/or over the phone by someone they know.

Perhaps a family you recently worked with had an issue in their home which you resolved, and they know of another family dealing with a similar issue. If this is the case, offer the family a business card and pamphlet outlining your services for them to pass along to the people they know. All the better if you have a current sale to point to.

What's more, you can offer special discounts to customers who pass your name along to new ones. That way they get something in return for helping you.

### *Promote and Distribute Coupons*

Coupons are a fun and effective marketing solution that can be both physical and digital. They're an opportunity to stay relevant with your community and remind them that you value their support.

According to Ad Pages, the popular coupon magazine that reaches almost 2 million homes a month, around 85% of Americans rely on coupons to help lower the costs of their everyday purchases. What's more, 82% of people online will inform their buying decisions [based on print ads](#).

This is why home improvement coupons in your local area are key to growing your business. Familiarize yourself with how people get their local news—not just in the town where you're based, but neighboring towns, too.

Focusing on offering coupons for home improvement needs that are fairly common is a great tactic. Be sure to time your coupons with changes in the seasons, such as offering a winter or spring deal.

Because of the discount in a coupon, customers will feel more comfortable about spending more on your business. As a result, they might ask you to fix more things in your home in addition to their initial request.

Ad Pages has seen success with local Home Improvement Businesses. Specifically, one of our Remodeling Clients saw \$120,000 in revenue generated straight from their Ad Pages ad in 4 months! We know what works for Home Improvement clients to get new customers.

Visit [AdPagesPrinting.com](http://AdPagesPrinting.com) to order custom-made coupon materials for your home improvement business.

### *Take Online Reviews Seriously!*

One of the most powerful influences on customer decision-making is online reviews. It goes a long way to have a sizeable quantity of reviews that demonstrate your business's level of quality.

Encourage your customers to give meaningful reviews of your business on Google, Yelp, and/or Social Media. People will be able to tell if someone is trolling or being honest. Ad Pages Digital has tools and programs that help to bring in new reviews. Whether it is through an Email Campaign or SMS campaign to your customers. Ad Pages will help to create a custom campaign for you to increase reviews.

Promoting exclusive coupons and deals through [Ad Pages](#) will allow you to connect more deeply with your community. And that in turn will increase the positive reviews about you. Following these promotional tips for building a foundation of trust with the people around you will sustain your home improvement business, and you'll bring in more and more clients in the long run.