



Top 10 Marketing Strategies for Home Improvement Businesses

Customers who trust you to provide high-quality and reliable services will always stick with your business for future improvements. Having loyal homeowner clients is a basic necessity. But how do you go from there to making your small business popular throughout the community at large?

Marketing your home improvement business will take some patience and effort, but in the end, you'll see major results. It will require hands-on care and attention, just like fixing a roof or a ventilation system.

Below are 10 simple yet effective marketing strategies for growing and sustaining your home improvement business.

1. *Update Your Website*

Your website sets the overall tone for your brand image. Trends in web design are constantly changing, so you should review your main website to see how visually up-to-date it looks.

Ultimately, customers will have more trust in your business if the website design is clean and intuitive. On the other hand, if the design looks outdated and a bit clunky, people may not believe your home improvement business is legitimate.

Ad Pages Solutions offers [free website audits](#) that can improve your online presence. These audits cover web design and many other services.

2. *Improve SEO*

On your website, posting unique keyword-related content can boost you to the top of search results. SEO (search engine optimization) is the key to escaping Google's much-dreaded second-page results.

Most people think you're only supposed to incorporate SEO into blog content. In fact, you can also use SEO in different subpages on your website. Keeping pace with Google, Yahoo, and Bing with high-quality and authoritative content will help your business build on its existing site and reach new clientele.

Ad Pages Solutions offers [free SEO audits](#) that can improve your online presence.

3. *Create Targeted Ads*

Display advertising reaches potential customers based on their browsing behavior and the kinds of content they look at already. These online viewers will only be seeing ads they might be interested in, which means you're more likely to be reaching the correct audience. You probably can't afford a huge advertising budget, so targeted ads help you to raise brand awareness while staying economical.

Ad Pages Solutions offers a custom strategy and design to our clients for their Targeted Ads. Let us do the heavy lifting and target the exact customer demographic you're trying to reach online.

4. *Encourage Referrals*

Referrals organically foster trust and draw new customers to your business. Potential buyers enjoy recommendations when they're told face-to-face and/or over the phone by someone they know and feel comfortable around.

After completing a particular service for a client, ask them to help out by spreading the word about what your business does. They can do this by talking with friends and family in the area or posting about your business on social media.

You can even offer special discounts to customers who pass your name along to new ones, so they get something in return for helping you.

5. *Embrace Social Media*

Make a Facebook page and Instagram account so that people can find out basic information about your business, such as your hours of operation and what services you provide. Facebook and Instagram are great for posting pictures of the recent work you've done as well as visual tutorials for how homeowners can keep their homes safe and secure.

You should also regularly monitor your social media presence in case potential customers message you anything during the day. In other words, treat your accounts like phone lines. You wouldn't want to miss an important direct message!

Ad Pages Solutions offers free social media audits that can improve your online presence. These audits cover everything from content creation to targeting your exact demographic on Social Media.

6. *Send Email Campaigns*

Almost everyone who uses the internet checks their email on a daily basis. Email campaigns make it super easy to directly reach homeowners who frequently browse the web. Consider launching a newsletter that includes relevant content and business updates. Include a sign-up option on your website so clients can enter their email addresses to receive your newsletter.

Ad Pages Solutions offers comprehensive support for email marketing. It is vital that you get in front of your customers. Think of all of the different brands that you're subscribed to, and the emails you get in your inbox that keep you engaged with those brands.

7. *Print Coupons*

Ad Pages, the popular coupon magazine that reaches almost 2 million homes a month, has found that many Americans rely on coupons to help lower the costs of their everyday purchases. What's more, lots of people online will inform their buying decisions based on print ads.

These statistics show why coupons are key to growing your business. Offering coupons for home improvement needs that are fairly common is a great tactic. Time your coupons with changes in the seasons, such as offering a winter or spring deal.

Home Improvement businesses have seen incredible success with Ad pages. Talk to one of our Business Development Advisors today to find out what your colleagues are doing to see success with Ad Pages.

8. *Promote Exclusive Digital Deals*

Promote monthly contests where you ask your social media followers to share a particular post, and by doing so, those followers can be entered into a raffle to win free or heavily discounted services.

9. *Maintain Positive Reviews*

Reviews are the best guarantee that future clients will visit your business. Ask your customers to write about your services on Google reviews, Yelp, and/or social media like Facebook.

The more positive reviews you get from people, the higher your business will appear in Google's search rankings. With that, you'll have greater chances of bringing in new homeowner customers.

Ad Pages Solutions offers review generation programs that help to make sure your prospects know how incredible you are!

10. Pursue Direct Mail Advertising

Print is far from a static medium. You can get coupons into print media, which informs locals about small businesses in their area. Also, familiarize yourself with the newspapers in your town and the surrounding region, so you know how people get their local news.

Ad Pages owns Printing presses and can get you direct mail or printed materials at a discounted rate. Talk to one of our business development advisors about that today.

If you're ready to get started with boosting your home improvement business and growing your clientele like never before, contact our consultants at Ad Pages for a [free consultation](#).