



The 4 Best Ways to Advertise Your Home Improvement Business

Any home improvement business owner knows that the quality of their work is proven by the quality of workmanship and how the client feels in the end. Top-notch home repairs, for example, are a reflection of whoever was responsible, and in that way, they're a lot like advertisements.

Your advertisement is also a reflection of your own business. You want it to be perceived as offering something valuable and it needs to look visually appealing and professional. With so many advertising tactics, we've decided to focus on the top 4 that will help promote and grow your home improvement business.

1. *Advertise with Coupons*

Coupons have a significant influence over the buying decisions of almost every consumer in America. Who wouldn't opt to buy a service or product for less money if they had the option? Your home improvement business can greatly benefit from offering coupons.

Discounts on popular products or services will prompt locals to call your business for a consultation, especially people who might've been putting off a home project because those services were out of budget. As a matter of fact, customers are likely to spend more on other services after they receive the initial discount from a coupon.

Your local community will be more likely to support your home improvement business when you choose to advertise exclusive coupons and deals. And if you need help, a business like [Ad Pages](#) can help. Ad Pages has helped thousands of local home improvement businesses reach new revenue goals and has been part of their marketing strategy for over 34 years.

2. *Native Advertising*

What is native advertising? Think of it as an advertisement that is incognito. That is, while it is an advertisement in the true sense of what that means, to the person looking at and reading it, it may appear as if it's purely meant for informational purposes and not promoting anything. For instance, you may want to write a short article on the top 3 signs that it's time for a new roof.

At the end of the article, you'd include a brief statement asking something like... "Still need help? Contact our office for a free estimate". There is a topic for every subject, so whether you're a plumber or an electrician, they'll be something you can write about that people will value and that you can advertise.

One example of native advertising is to create an article that appears as if it was published by the website or publication it's in. You will pay the publication for the "ad space" even though the format is that of an article. This will inherently produce trust with the reader since they may not be aware that it's an advertisement.

You can also have your articles published on other websites as "sponsored" content. This means that you are paying for your article to be published.

Talk to one of the business development advisors here at Ad Pages, who can help you strategize and optimize your native advertising strategy to help you achieve your goals.

3. *Tackle Social Media Advertising*

Upon first glance, social media advertising might feel intimidating, but not to worry, there are companies out there that can help you through this. Launching ad campaigns on social media platforms is intrinsic to increasing your followers, generating brand awareness, and acquiring potential new clients. These ads should ultimately direct viewers to a particular landing page on your website. And that landing page should speak directly to the content that was featured in your ad.

It's critical when developing your social media ad campaign that you create a visually appealing ad as well as offer something that your target audience truly desires along with a promotion they can't refuse! Additionally, be sure to utilize all of the campaign's features when developing the ad - which will help target your intended audience - including your target audience's demographics. For instance, if you're a local general contractor, target your ads to people who live in your area and that will have the funds to pay for your services, possibly 35+ year-olds.

You should also log on to your social media accounts regularly during the day, in case people have questions about things that your ads don't answer.

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.

4. *Display Target Advertising*

Display ads feature images or videos and are published in designated places within any given website or blog that supports advertisements. Since they're highly visual, they are effective at catching people's eyes. The most common way to develop a display ad campaign is via Google Adwords, which can be very successful if executed correctly. One important thing to mention here is that there are a lot of technical aspects that you need to understand when creating display ad campaigns and if not done with precision and accuracy, you'll end up wasting your money.

[Display advertising](#) is great for local home improvement businesses since you can easily create visual representations of your work that can be illustrated with photos and/or videos. Additionally, these campaigns are very effective when wanting to target people in a specific geographic area, like your town or city.

You can also take advantage of remarketing your display ads. This means that if a person visits your website and then goes to another website afterward that allows advertisements, your display ad will show up. This is why targeted display ads are one of the most powerful ways to reach the exact audience you want to attract.

Ad Pages Solutions offers a custom strategy and design to our clients for their Targeted Ads. Let us do the heavy lifting and target your exact demographic online.

While advertising campaigns like these four above are very effective to bring in additional business to your home improvement business, unless you have the qualifications to ensure your ads are developed and executed accurately, it is advised that you contact a professional.

When you're ready to boost your advertising, contact our consultants at Ad Pages for a [free consultation](#). Helping to attract new business, reach new customers, and generate more revenue for local businesses is their mission statement and they have helped thousands of local businesses to date.