

5 Lead Generation Strategies for Home Improvement Service

When someone is looking for home improvement services, you want to present them with a clear track to your company. So how do you guide them down the sales funnel? Don't just sit back, cruise along and wait for calls. Instead, use online lead generation strategies to propel your home improvement business forward.

These five strategies have a proven track record of helping home service companies generate more leads.



Online Chat

Most people prefer to message businesses instead of calling them. If you can't accept those messages, then you may lose out to other companies who do. Instead, give your potential clients the option of contacting you through an online chat. Chat is great because:

- With artificial intelligence (AI), your chatbot can respond instantly to inquiries or questions
- Online chat is available 24/7, 365 days a year
- The technology may enable you to reduce staffing needs or rely on staff less during holidays or weekends.





Book Online

Answering questions instantly online is one thing, but the goal is to get your clients past the finish line so they book your services now. Research demonstrates that up to 70% of customers would choose to book services online if they could. Online booking is great because:

- Customers who work during your business hours can book at their convenience
- Customers don't have to wait on hold or navigate your phone system
- You provide a better customer experience with an online booking by using email confirmation and reminders
- You can take advantage of the moment! Customers who are on your website can book in the moment, which is very powerful. When a customer leaves your site to call you for service, you risk that they'll get sidetracked or distracted and then not book at all.



Book Now



Email Reminders for Service

Email reminders are great for booked service appointments, but they are important to use for so many other elements of your home improvement business. Capturing the maintenance needs of all of your installation customers is critical to make the most of each sales opportunity. It will also improve key performance indicators (KPIs) like improving the performance and value of your customer's home and property. Sending out email reminders is a smart way to reengage customers and ensure they get the maintenance they need at optimal times. Automated email reminders:



- Allow you to reach out to customers in a personalized way
- Reduce the hours you spend on administration
- Help you efficiently cover customers who are using different units which may be on different maintenance schedules.



Optimized Blogs and Videos

Do you feel like you're churning out blogs and videos that don't make much impact on your bottom line? Instead, you should produce optimized blogs and videos that will better speak to your audience and encourage them to become customers. To optimize your blogs and videos and get the traction from them that you're after, you need to:



- Clearly define your audience and provide content that speaks to them (answers their home improvement questions, provides DIY info, etc.)
- Use keywords and complete the meta descriptions and titles for your blogs and videos
- Publish on your website, YouTube, and elsewhere.



Google Local Service Ads

When you want more leads for your home service business, reaching people in your service area, not just across the whole internet, is critical. Google local service ads are a great way to get quick leads in your service area. They can be a powerful boost for your business. If this service is available in your area, it is worth looking into.

Google local service ads:



- Position your ad above traditional paid search ads, so they are clicked first
- Turn away searchers who aren't serious without costing you anything
- They are also featured in Google voice search, letting you capture customers using a device like Amazon Alexa or Google Assistant.

Start Generating Leads for Your Home Services Company.

The starting pistol has gone off. If you don't jump on these five strategies, you can be sure that your competition will. WEB ROI can guide you in planning and executing these strategies to get more leads before the competition. So, schedule your appointment now to start generating more leads for your home improvement company.