

Top 10 Most Effective Marketing Ideas, Tips & Strategies for... Home Service Contractors

1. Optimize for Local SEO

TIP: Ensure your business is optimized for local search by claiming and completing your Google Business Profile listing, using location-based keywords, and gathering reviews.

STRATEGY: Focus on local SEO to rank higher in search results for home service queries like “plumber near me” or “electrician in [your city].” Ensure your NAP (Name, Address, Phone Number) is consistent across all platforms.

2. Get Reviews & Build Social Proof

TIP: Encourage happy customers to leave positive reviews on Google, Yelp, and other review platforms.

STRATEGY: Make it easy for satisfied customers to review your services by sending follow-up emails or text messages with links to review sites. Positive reviews not only improve your local SEO ranking but also build trust with potential customers.

3. Claim and Optimize Listings on Contractor Platforms

TIP: List your business on popular home service platforms like Angi’s, Thumbtack, and Yelp.

STRATEGY: Having a presence on these platforms increases your visibility and gives potential customers more ways to find you. Ensure your listings are complete with updated service offerings, photos, and customer reviews.

4. Develop Targeted Landing Pages

TIP: Create service-specific landing pages for each of your core services.

STRATEGY: Instead of driving all traffic to your homepage, create highly focused landing pages (e.g., for kitchen remodeling, HVAC installation, or hardscaping services). Each page should be optimized for keywords relevant to that service and designed with a clear call to action (CTA), like scheduling a service or requesting a free quote.

5. Offer Free Estimates or Consultations

TIP: Provide potential customers with free estimates to remove the barrier to entry.

STRATEGY: Highlight your free estimate service in your marketing materials, website, and social media profiles. Offering this gives potential customers peace of mind and makes them more likely to reach out for a quote, especially for larger projects like renovations or installations.

6. Offer Seasonal Promotions

TIP: Create time-sensitive, seasonal offers to encourage immediate action.

STRATEGY: Tailor your promotions to seasonal needs, such as discounted HVAC tune-ups in the fall or gutter cleaning in the spring. Promote these offers via email, social media, and on your website to capture customers during key service times.

7. Leverage Google Ads (PPC)

TIP: Use Google Ads to target local customers actively searching for your services.

STRATEGY: Set up targeted pay-per-click (PPC) campaigns with carefully chosen keywords to drive immediate traffic to your website (or, better yet... a Landing Page). Use ad extensions to highlight promotions, service areas, and contact details.

8. Utilize Social Media Ads

TIP: Run targeted social media ads on platforms like Facebook and Instagram to reach local homeowners.

STRATEGY: Create localized ad campaigns that target specific demographics, such as homeowners in your area. Promote seasonal offers or discounts to entice immediate action.

9. Use Remarketing Ads

TIP: Set up remarketing ads to target potential customers who have visited your website but didn't convert.

STRATEGY: Remarketing (or retargeting) ads on platforms like Google and Facebook keep your business top-of-mind by displaying ads to users who have interacted with your site. These ads can remind them to book your services or complete their purchase.

10. Use Email Marketing to Stay Top of Mind

TIP: Regularly send out email newsletters to keep your brand top-of-mind and share promotions or helpful tips.

STRATEGY: Use email marketing to nurture leads and keep customers engaged. Include special offers, seasonal reminders (e.g., HVAC servicing before winter), and helpful home maintenance tips to build long-term relationships with your customers.

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