



Why Does Your Home Improvement Company Need A Marketing Strategy?

The advertisement features a woman with curly hair, wearing a yellow sweater and denim overalls, holding a red paint roller. She is standing in front of a large, detailed architectural blueprint of a house. The blueprint includes various rooms and fixtures, with some handwritten notes and arrows. In the top right corner, the Practina logo is displayed. Below the logo, the text reads: "Why does your Home Improvement Company Need a Marketing Strategy?". At the bottom, there are two buttons for downloading the app: "GET IT ON Google Play" and "Download on the App Store".

If you are wondering why you need a home improvement marketing strategy to grow your business, this is where your search ends.

Having a [home improvement marketing](#) strategy in place can benefit your business in many ways. Besides, you risk leaving money on the table if you're not planning ahead. Whether your marketing strategy is simple or complex, how you execute your plan of action will impact the growth of your home improvement business.

You could also be spending too much or too little money on your ads in the wrong places. Perhaps, reviewing your marketing strategy can help you maximize results from your ads.

Top five reasons why your home improvement business needs a marketing strategy.

1. To Attract More Customers - To grow your customer base for your home improvement business, you must know who they are.

Once you identify this, it can be easier for you to craft marketing messages and ads that clearly communicate to your target audiences that they need your services.

These three basic questions can help you identify who your target audience is:

- What is their problem?
- How can your service or product help solve their problem?
- What do they hope to gain?

You may not realize, but one of the biggest mistakes you can make is to say that everyone can use your services. That may be true to an extent, but the better you can identify who your ideal customers are, the easier it gets for them and your home improvement business.

2. To Boost Sales - It's apparent that to grow your business, you'll want to sell more. And, how can a marketing strategy boost your sales?

Most businesses have busy and not so busy seasons, which has a lot to do with demand. This is especially true for home improvement businesses since there are specific times when people are looking to change and improve spaces in their homes.

For instance, homeowners in the Northeast start thinking of building a new deck in March mainly because they want to be outside. Entice them by promoting your services if they don't usually call you until May or June. What more? Try luring them by offering special discounts if they schedule a project earlier in the season.

A strategic marketing strategy can help you sell even during slower times. Figure out the types of services people may need when you see a dip in your sales and then pitch your offers.

Think of giving off-season deals to attract customers.

3. To Build Brand Name - With a clever marketing strategy, more people will remember your company's name quite easily and quickly. Here's what you need to do:

- Update your signage if your business has a location.
- If you have delivery or service trucks, make sure to paint and brand them alike. You can also have your staff and crew wear branded t-shirts or uniforms.
- Place your yard signs out with your logo on them while you're on-site.

When your customers and community see your company logo repetitively, it can help you build trust and name recognition over time. Here are some fun and creative community-focused ideas to build name recognition:

- Sponsor sports teams at different events.
- Help Eagle Scouts with their projects.
- Help spread the word about local drives, fundraisers, food banks, and other community events on your social media.

To set your [home improvement business](#) apart from the rest, build long-term connections in your community by prioritizing quality work and customer service.

4. To Stay Ahead Of The Competition - You need to stay focused and consistent with your marketing efforts to claim your share in this competitive industry. Moreover, by tracking your results, you can allocate your budget in the right places to boost your sales and grow your business.

A few simple ways include:

- Add call tracking numbers to your ads.
- Review Insights on Facebook and Instagram.
- Install Google Analytics on your website and analyze data.

Increasing your budget isn't the best solution, but using it wisely will help you get a competitive edge.

5. To Engage Your Customers - Having a marketing strategy can help you to engage more customers. It's beyond pushing discounts and sales.

Here's how you can come up with ideas to attract the attention of your customers:

- Help them identify their problems.
- Share creative ideas and solutions to inspire them.
- Explain more details to solve their problems.

It's not rocket science to understand that engagement equals relationship, relationship equals trust, and trust equals more profitable customers. In fact, paying attention to your social media marketing can help you engage more customers.

You can keep in touch with your customers and prospects by:

- Monthly newsletters via emails.
- Service update texts.
- Social media posts.
- Birthday or anniversary postcards, and more.

Endnote

It's never too late to start working on your home improvement marketing strategy and don't be afraid to take the help of an expert like Practina.

Download the **Practina app** today, a complete [social media management tool](#) that can take your online marketing to the next level.