

5 Proven Steps to Creating More Effective Ads for Your Home Improvement Business

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Generating new sales leads is the lifeblood of a successful independent home improvement contractor. More new leads equals more business. Get a potential customer to contact you and you're more than halfway to closing a sale.

The problem is...*how do you get potential customers to notice you before they notice your competition?* Consumers today are deluged with advertising...mailers, email, web, even yard signs. You need to create a good impression of your business and leave your target audience eager to contact you.

Here are **5 proven effective steps you can take** to make your ads attract more attention and generate more sales leads.

1. Recognizable Logo

Research shows logo recognition can outperform even name recognition among consumers searching for contractors. Spend a little money on an easily recognizable logo that draws attention. Use it on all your ads and yard signs. Be visible and recognizable.

2. Some Good Pictures

Don't just tell potential clients what you do...show them! Use pictures of your technicians in action to put a human face on your company. Add before-and-after pictures of your best home improvement jobs. Show them what you can do if they hire you.

It's like the old saying...a picture is worth a thousand words. Or in your case...more sales calls.



3. Memberships and Certifications

Potential customers need a rational reason to justify choosing you over your competition. If your widget cabinet installers are certified members of the National Association of Certified Widget Cabinet Installers...that's a good reason. Your five-star rating by the National Association of Independent Widget Cabinet Contractors is another good reason.

Once your potential customers decide they like you, give them tangible reasons to justify spending their money on you.

4. Testimonials

Testimonials are the same as personal referrals...it's like someone telling their best friend they would use you again. And even in this electronic age few marketing methods beat good old fashioned word-of-mouth.

Let your best clients be your best advertisers.

5. Contact information

Make it easy for prospects to contact you. Give them lots of options (phone, fax, email, website etc.). If it's an email or web ad make sure there's a "Click here to ask for a price quote" button that leads to a signup page. Make sure your contact information is obvious on your ads.

Do these 5 things and you won't have to spend your time chasing customers...they'll be chasing you!

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