

# 6 Tips for Writing a Great Ad for Your Home Improvement Business

Every home improvement contractor puts in serious time and energy to establish themselves in the marketplace. You attract loyal customers and get good referrals, perfect your craft, deal with complaints, and walk the tightrope of profit and wages. What about your business growth, though?



Unfortunately, the fine points of marketing were missed while you perfected that crown molding or tile backsplash. That's not a problem, though, because you learn them just as you did with kitchen remodel. Here are quick tips for online ads to guide you:

- 1. Get Their Attention.** You know what their concerns are, get to the point in the headline. Not fully listening to their requests or taking time to do things right are top homeowner complaints. Tell them, "Every Last Thing Done Right. The First Time!"
- 2. Tell Them The Benefit.** Don't distract them with your state-of-the-art tools or usual service area, tell them the difference it will make for them. Don't say you are prompt and professional, but that they won't be waiting to take their kid to school or face a mess after you are gone.
- 3. Use Testimonials.** Sorry to say it, but first time customers trust other customers more than the contractor. You have satisfied customers or you wouldn't be in business, so ask them for a quick testimonial. It doesn't have to be a strain, just five minutes over the phone.
- 4. Use Keywords.** The Internet has gotten very sophisticated and it takes more than a great job to show up at the top when a customer searches for contractors. Search engines look for popular terms and phrases in your text. Use terms like "kitchen", "remodel", "modernize", "gourmet", "home improvement", and "cabinets" in your ad.
- 5. Build Credibility.** Have you won any awards or been favorably reviewed on Yelp or Angie's List? Include that in your ads, because customers trust third-party tests and statistics.
- 6. Finally, Get Them to Act.** Words like "Now" and "Today!" can impact their buying decisions. If you have any limited time offers or bonuses, employ them and give the customer that extra push.

So, there are some quick tips to turbo-charge your online ad. You may not be a marketing expert, but with a few techniques, you can have the same impact.