

TOP 8 CREATIVE WAYS TO MARKET TO HOMEOWNERS

INTRODUCTION

Marketing to homeowners as a home service professional is a nuanced and highly competitive endeavor. Homeowners often have unique needs and concerns when it comes to their properties, making it essential to tailor your marketing strategies to address their specific pain points and desires.

1. Capture the Moment with Videos

Video marketing is a digital marketing strategy that involves creating and sharing video content to engage and connect with a target audience. It can include showcasing success stories, offering home improvement tips, and more. By creating compelling, informative, and well-produced videos and sharing them through various channels, you can establish trust, showcase your expertise, and position yourself as a go-to expert for homeowners in need of your services.

What can you do with video marketing?

- Showcase success stories and testimonials to build trust and credibility.
- Create neighborhood tours and provide valuable home improvement tips.
- Engage homeowners through live Q&A sessions and virtual open houses.

Where to begin?

- Understand your target audience and create buyer personas.
- Invest in high-quality production, ensuring good lighting and clear audio. (or work with an agency like The Video Dept.)
- Distribute videos on various platforms, including social media and programmatic video advertising, and maintain a consistent posting schedule.

2. Get Your Followers Involved

Social media marketing is a digital strategy that home service professionals can use to engage with homeowners. It involves using social platforms to build relationships, share valuable content, and promote services to a target audience. It is a versatile and effective tool for home service professionals. By hosting engaging contests, posting consistently, and creating a purposeful content strategy, you can build trust, engage homeowners, and ensure your brand remains top-of-mind in a highly competitive market. Paid advertising can further boost your reach, helping you connect with your target audience and grow your business.

What can you do with social media?

- Host engaging contests, such as "Best Garden Makeover" or "Home Office Setup Challenge," to generate user-generated content and brand buzz.
- Consistent and purposeful posting demonstrates reliability, keeps your brand top-of-mind, and boosts visibility in users' feeds and algorithms.
- Develop a content strategy, including educational posts, before-and-after showcases, customer testimonials, and interactive content.
- Consider incorporating paid advertising for targeted reach.

Where to begin?

- Start by defining your social media goals and identifying your target audience.
- Create engaging and relevant content that resonates with homeowners.
- Develop a posting schedule and maintain consistency to build trust and visibility.
- Explore paid advertising options on platforms like Facebook and Instagram for increased reach.

3. Podcasts and Radio

Businesses can advertise on the radio by selecting relevant stations, crafting compelling messages, and negotiating airtime. For podcast advertising, choose podcasts that align with your target audience, create personalized ads, and use tracking methods to measure ROI. Both radio and podcast advertising offer reach, engagement, credibility, and trackable results, making them effective ways to connect with your audience and boost brand awareness. The choice between them depends on your goals and budget.

4. Streaming Services

Streaming platforms enable you to segment your audience based on demographics, interests, and location, making it easier to reach homeowners specifically. You can create ads that are relevant to homeowners, such as home improvement services or real estate, increasing the likelihood of engagement. Additionally, streaming services often offer interactive and data-driven ad formats, allowing you to measure the effectiveness of your campaigns and adjust your strategies accordingly.

5. Webinars & Workshops

Hosting webinars or workshops on home improvement topics provides an excellent opportunity for home service professionals to showcase their expertise and establish themselves as industry authorities. By offering valuable insights into DIY repairs, interior design, or landscaping, professionals can position themselves as go-to resources for homeowners seeking guidance. These educational sessions allow participants to interact directly with the experts, asking questions and receiving personalized advice, fostering a sense of trust and credibility. Additionally, the content generated during these webinars can be repurposed for other marketing channels, such as blog posts, social media updates, or email newsletters, further extending the reach and impact of the expertise shared.

Moreover, webinars create a platform for professionals to engage with their audience on a deeper level, addressing specific concerns or challenges homeowners may face. This personalized approach not only builds trust but also establishes a connection that goes beyond a simple transactional relationship. By offering practical tips and solutions, professionals position themselves as partners in the homeowners' journey towards improving their living spaces, reinforcing the perception of reliability and competence. As attendees gain valuable knowledge from these workshops, they are more likely to turn to the hosting professionals when they require professional services, creating a positive feedback loop of trust and customer loyalty.

6. Be There After Storm Damage

By closely monitoring local weather forecasts, they can create timely and relevant ad campaigns. When inclement weather like storms, hail, or heavy rains is predicted, the roofing company can launch targeted ads that offer emergency repair services, roof inspections, or storm damage assessments. These ads not only help the business reach homeowners in need but also position the roofing company as a reliable and proactive solution during weather-related crises.

Weather-based ads for home service professionals leverage real-time weather data to tailor advertisements to the specific weather conditions in a given location. For instance, during colder months, heating and insulation service providers can target ads emphasizing the importance of a warm and well-insulated home. Ad creatives might highlight energy-efficient heating solutions or insulation upgrades to help homeowners stay cozy during chilly weather. Similarly, in warmer months, air conditioning and landscaping services can be promoted, focusing on the need for a cool and comfortable living environment. By aligning their services with current weather conditions, home service professionals can address immediate concerns and provide solutions that resonate with potential customers.

Moreover, dynamic weather-based ads enable home service professionals to optimize their advertising budgets and enhance targeting precision. For example, if a sudden cold spell is forecasted, a plumbing service could run targeted campaigns emphasizing the importance of preventing frozen pipes. This real-time approach ensures that marketing efforts are contextually relevant, increasing the likelihood of engagement and

conversions. Weather-based advertising not only allows home service professionals to adapt their messaging to meet immediate needs but also enables them to establish a more personalized connection with their audience by demonstrating an understanding of the local climate challenges and offering timely solutions.

7. Be Where the People Are (Geography)

Geo-fencing in digital advertising involves setting up virtual boundaries around specific geographic locations, enabling businesses to deliver targeted ads to users within those predefined areas. For home service professionals, leveraging geo-fencing during conventions allows them to precisely target potential customers attending these events. By creating a virtual perimeter around the convention venue, they can push relevant ads to attendees' mobile devices, promoting services like home maintenance, repairs, or renovations. This approach maximizes exposure to a concentrated and potentially lucrative audience actively seeking home-related services.

Furthermore, home service professionals can strategically use geo-fencing to target specific neighborhoods. By setting up virtual boundaries around desired locations, such as affluent or high-demand areas, they can deliver tailored ads to residents within those geographies. For instance, a landscaping company could run ads promoting lawn care and landscaping services specifically to homeowners in upscale neighborhoods, while a security system provider might target ads emphasizing home safety to residents in areas with recent security concerns. This geographically precise targeting enhances the efficiency of digital advertising efforts, ensuring that home service professionals reach the right audience at the right place and time.

8. Collaborate With Influencers

Collaborating with local home and lifestyle influencers offers home service professionals a powerful avenue to amplify their brand presence. These influencers, with their engaged audiences, can authentically showcase the services or products offered by professionals in real-world home improvement scenarios. For instance, a plumbing service could partner with an influencer to create content demonstrating the ease and efficiency of their emergency repair services, providing a firsthand look at how they address common household issues. This partnership not only taps into the influencer's credibility but also leverages their ability to create relatable and compelling content that resonates with homeowners facing similar challenges, thereby increasing the reach and impact of the professional services.

COMPANY 119

(440)565-5655

info@Company119.com

115 Wilson Mills Rd., Chardon, OH