



ZEN CONTRACTOR

Essential Marketing Checklist For Home Services Contractors

This checklist isn't a comprehensive list of everything you can do to market your home services business. There's a lot more you can do beyond this, but this will give you a good marketing foundation for your business if you do everything on this list.

Memorable Company Name

Choose a name for your business that conveys your commitment to professional work. Even a one-person business can benefit from a strong company name. The name you choose should be strategic and not just the first thing you think of.

Strong Brand Identity

Along with a good company name, you need a well-designed brand identity. This includes everything from your logo, color scheme, typefaces, in all of your marketing materials, and the tone and voice of your written content. Your brand's look and feel will be most people's first impression of your company. Make it a good one.

Dress for Success

You should look like a professional every day on the job. That could mean branded t-shirts and hats for a lot of home pros. Make sure your whole team wears the "uniform" on every job site. This also includes your trucks. You can get a lot of business from people who drive by and see your truck with your phone number and website address. If you don't have the budget to do a full wrap, you can place vinyl stickers on each door that still do the job.

Mobile-Friendly Website

You need a website, but that doesn't mean you need to spend a fortune on it. It doesn't need a lot of bells and whistles, but it should showcase some of your work, customer testimonials, and contact information. Most people will see your site on their phones, so make sure it looks good on mobile devices.

Custom Domain Name

Use a custom domain name for your website. Go with the .com name that matches your company name exactly (with no hyphens) if possible. In addition to the website, you should use your domain for your email (yourname@yourdomain.com). You can finally go pro and ditch the gmail address! If your name isn't available, you might need to get creative, or even consider changing your company name to match a domain name that is available. It's that important.

Answer the Phone

One of the biggest complaints in our industry is that contractors don't answer the phone and they are slow to return calls, or never call back. Just answering the phone will set you apart from the majority of your competitors who are "too busy" to answer theirs. Consider hiring a call answering service to screen calls and set appointments if you don't have the staff or time to answer every call. Try to find a phone answering service with experience in home services, so they will handle your calls correctly.



Call Tracking

You should track how many people call in on your phone number and how many of those calls are answered. You can also set up unique phone numbers to track calls from different ads to see which ones generate the most calls and new customers.



Text Messaging

In addition to answering incoming voice calls, you should communicate with your customers and prospects via text messaging. Many people prefer text and it's a convenient way to share quick updates on product status and scheduling.



Email

Email is another important communication channel. It can be useful for sending bids, invoices, and other more in-depth communication that is too long for text. Email is also a great way to check in on past customers to see if they have maintenance needs, friends they can refer, or to send birthday and holiday greetings.



Customer Video Testimonials

Your potential customers want to hire someone for the job that they can trust. Video testimonials are a great way to let your customers do the talking for you. Video is so much more powerful than a written testimonial and conveys a lot stronger feeling of trust because they can see them and know they are a real person.



Search Engine Optimization (SEO)

It can take a lot of work over a long time to show up at the top of the organic google results for competitive keywords, but you might be able to shoot to the top for your keywords in your local market niche. Include localized keywords in your website page titles and headings, and also in the body of the web pages.



Google My Business

This is Google's local business listing that's available for any business. Get yours set up and make sure you've got it completely filled out with your info. This is the foundation of how your business will be found in your local area. [Get started here.](#)



Local Directory Listings

In addition to your Google My Business listing, there are hundreds of other local business directories and apps you can get listed in. Even the small ones that don't get a lot of traffic are valuable because they each count as a citation that factors into Google's algorithm to rank you higher.



Paid Search Ads

You can bid on the keywords that are most relevant to your business. The great thing about these is that you can completely control your overall budget and how much you will pay for each click. Be sure to limit your ads to the geographic area where you provide service.



Home Services Marketplaces

There are several large marketplaces where people request bids from multiple contractors and then choose the one they want to work with. Each marketplace has different rules and processes, and you'll end up paying a percentage of the project fees to the marketplace for sending you the lead, but worth exploring if you have availability and need the work. A few to look into: [Home Advisor](#), [Thumbtack](#), [Porch](#), [Bark](#), [Angie's List](#), [Amazon Home Services](#), [Houzz](#), [Yocale](#), and [HomeYou](#).



Customer Feedback

Sending a simple survey to customers asking for feedback after completing a job is great because you can learn what you did right and where you can improve. It's also a marketing opportunity, because you can ask your satisfied customers to write a review of your business on Google, Facebook, Yelp, or another platform.



Customer Referrals

Your happy customers will also be one of your best sources of new customer referrals. Their friends will ask who did the work and they'll gladly refer their friends if they had a good experience. Make it easy by giving them business cards or flyers they can pass along. You can even sweeten the incentive by giving them some kind of referral bonus or gift for referring their friends.



Industry Referral Partnerships

Another great source of referrals is other contractors. When a homeowner is getting one project done, there are often a few more that need to be done, so it helps to be on good terms with other, non-competing contractors who can refer business to you. Be on the lookout for people you can refer their way, too. As you refer business to them, they'll be more likely to reciprocate with referrals, too.



Local Networking Groups

This could include your local chamber of commerce, BNI groups, or other groups in your area where you can make friends with other business owners who may need your services themselves, and may also have customers who they could refer to use your services.

Learn how Zen Contractor can help you grow your home services business at zencontractor.com.