



# 8 THINGS YOUR HOME IMPROVEMENT BUSINESS CAN DO TO GENERATE LEADS

# 1

## ASK FOR REFERRALS/REVIEWS

Don't be afraid to ask your past clients for a referral! If you delivered exceptional work, your customers would most likely be happy to leave a review or recommend you to someone they know. Having a list of credible sources to back the quality of your company is crucial for expansion and is also one of the easiest and most affordable ways to market your business for lead generation.



# 2

## LEVERAGE YOUR REVIEWS

What's the first thing you do when you're researching a new company? The answer is probably to look at the reviews. Reviews play a huge role in lead generation. People want to see the problems you've solved for others, along with testimonials to the quality of your work. Have raving reviews? Add them to your website, social media, and emails!

# 3

## UNDERSTAND YOUR MARKET

When taking your lead generation efforts online, you need to fully understand your target market to get your services in front of them. Once you've found out who they are, what their age is, what they're searching for and how, and what platforms they frequent, you'll then be able to build a strategy around targeting them efficiently and effectively.



# 4

## OPTIMIZE YOUR WEBSITE

After researching your target audience and understanding their needs, you'll then be able to optimize your content for those specific search terms. The goal here is to get in front of potential customers by making your business searchable. They search for a problem, you pop up as a solution.



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## 5

### REACH POTENTIAL CUSTOMERS WITH ONLINE ADS

Once you've optimized your website and understand your brand and your audience, you can start using ads such as Google Search Ads to get in front of the right people. Google ads allow you to customize your targeting so you know exactly who you're reaching.



## 6

### FOLLOW-UP

When you start building a comprehensive list of clients, it's important to keep up with them regularly. Following up through email can be a great way to stay top of mind with current clients. Email marketing is also another successful way your business can generate leads.



## 7

### EMAIL MARKETING

Once someone has shown interest in your business by filling out a form or downloading a resource, it's important to stay top of mind with those potential customers. Email marketing can help nurture your existing relationships and stay top of mind with your current clients or those who have shown interest in your company.

## 8

### HIRE A LEAD GENERATION COMPANY

Lead generation requires a lot of time and work. It's not enough to have a website and run an ad campaign; you need to develop a real strategy. While running your own business, putting time aside for lead generation can be difficult. conXpros specializes in helping home improvement companies generate leads for their business. We don't just provide genuine opportunities — we help grow your business using automated texting technology to make sure you're never missing out on a deal.





Let conXpros help you get  
exclusive, quality leads.

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