



30 WAYS TO GROW YOUR HOME SERVICES BUSINESS

Looking to grow your home services business this year? Here's a quick list of 30 things contractors have done to generate leads.

Remember, these are just bulleted ways to grow. Each of these requires its own level of effort, investment and business risk. Each idea will work differently for individual businesses and depends on your market, competition, marketing budget and business stage.

01. Ask current customers for referrals
02. Put yard signs out at all of your existing jobs
03. Canvass the neighborhood/go door-to-door
04. Call past customers and ask for referrals
05. Create a Google My Business profile
06. Create a NextDoor profile
07. Make a business Facebook page and ask your friends & family to follow
08. Join Facebook groups
09. Update/create your Yelp listing
10. Launch a Facebook Ads campaign
11. Launch a Google PPC campaign
12. Put an ad in a local newspaper
13. Sponsor a local little league team
14. Promote your blog content on Facebook
15. Build relationships with other contractors in your area
16. Use Instagram to highlight your work locally
17. Make YouTube videos for FAQs your customers have
18. Launch a direct mail campaign
19. Advertise with local radio stations
20. Attend local networking events
21. Exhibit at local home/builder shows
22. Buy a billboard ad
23. Invest in TV advertising
24. Create a website and use a content strategy to attract customers
25. Launch an email campaign to prospective customers
26. Partner with HomeAdvisor/Houzz/Angie's List, etc.
27. Upsell your existing clients
28. Partner with other contractors/subcontract your work
29. Partner with new suppliers
30. Leave business cards at local businesses