

Home & Building Services

Making Sense  
of Online Marketing

The



# DOWN LOAD



THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

© 2020 Constant Contact

# Contents

---

02

## Introduction

Our goal is to show you how to connect the dots in online marketing.

07

## CHAPTER ONE

### How people find you online

Whether people search for your business by name or by a service you offer, your customers and prospects should be able to find you.

14

## CHAPTER TWO

### How to set yourself up for online marketing success

With an understanding of how people may find you online, let's talk about the tools you should use to make sure you have a strong foundation in place.

52

## CHAPTER THREE

### How it all comes together

Let's take a look at how you bring it all together to position yourself for success.

62

## CHAPTER FOUR

### How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take the next steps.



# Introduction

## People are looking for businesses online all the time.

97%

**of consumers go online to find a local business or local service**

That means there's significant potential for people to find your home services or construction business when they go looking.

ACCORDING TO BRIGHTLOCAL



**Businesses that are online experience growth.**

55%

**of home services customers run a search before scheduling an appointment**

And most of them don't have a specific company in mind when they start their search.

ACCORDING TO LSA



**That means there's potential for your phone to be ringing more. *A lot more.***



If you're considering getting started with online marketing for your home services or construction business, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find it's not as easy as many claim it to be.

---

## **You're not alone.**

If you're like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

# What if there were a way to make sense of online marketing?

Here's the thing: Success in online marketing isn't just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a business owner by trade and a marketer by necessity.

**This guide is designed to give you practical advice.**

Our goal is to show you how to connect the dots in online marketing—to point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



**There's something else that's important to note.**

As a small business, you have a huge advantage over big businesses because you actually know your customers. Many times you interact with them in a way big businesses cannot. That intimate knowledge can keep your business top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format, but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.**

## Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us “word of mouth.” When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find you online

**Chapter 2:** How to set yourself up for success

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

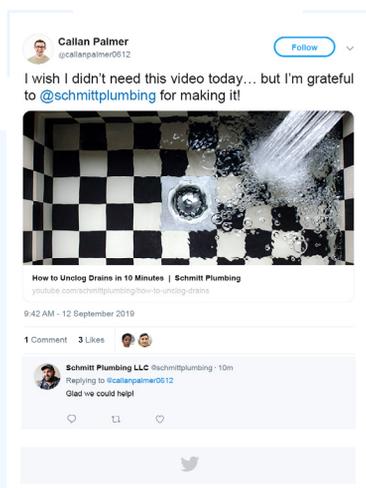
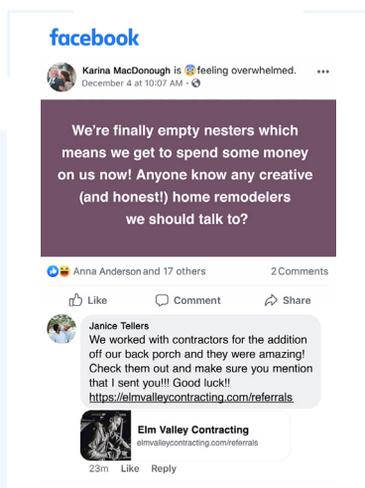
## Now let's get to it!



# How people find you online

# We can't overexaggerate the importance of *online* word of mouth.

As reported by The Next Web, Facebook is the third most visited website – just behind Google and YouTube. People do all sorts of things on Facebook of course (#catvideos), but here's why the enormity of the platform should matter to you: 1 in 3 people on Facebook use it to find recommendations and reviews. According to Tech Crunch, "More people ask for recommendations related to home services on Facebook in the U.S. than any other topic."

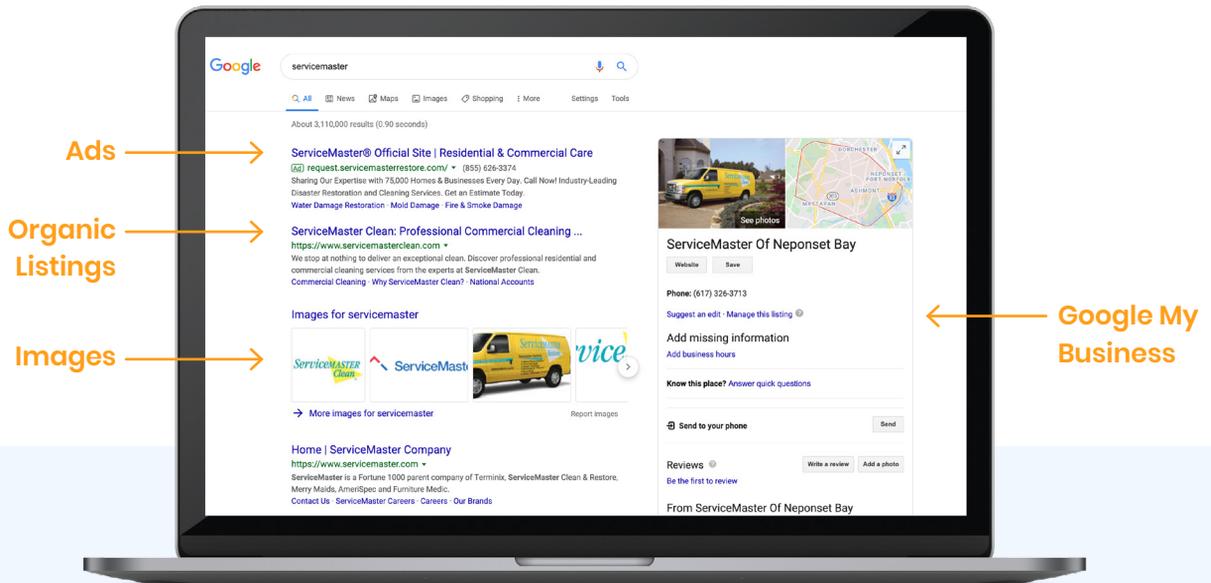


Your home services or construction business has an opportunity to be a part of more of these conversations. According to *The Book on Digital Marketing for Plumbing & HVAC Contractors*, personal referrals convert at a 1:1 ratio. So, the more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business – either by name or by a service you provide.

**And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"**

# What do people find when they search for your business name online?



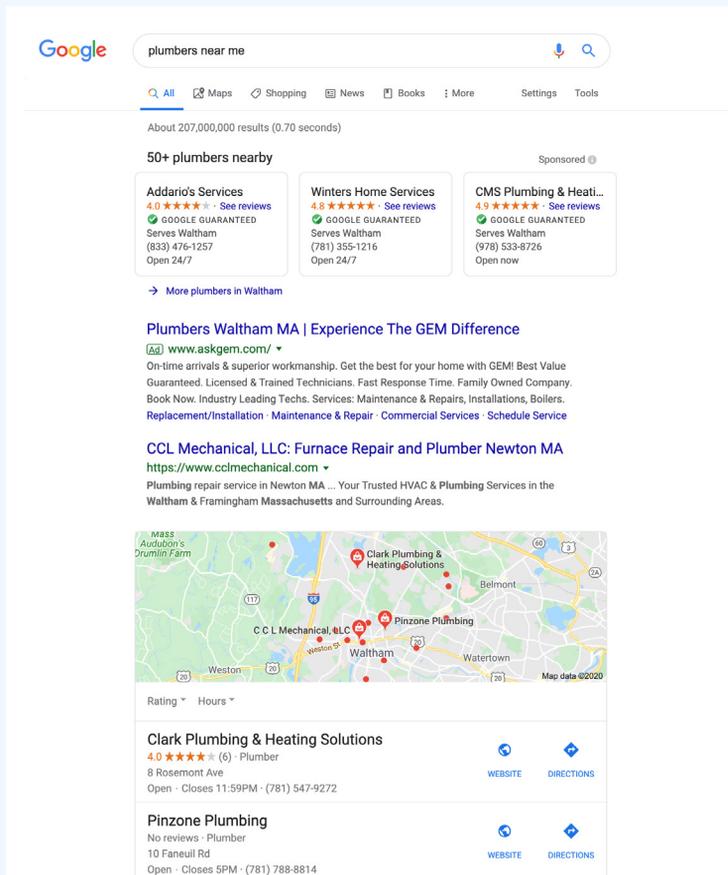
Example using "ServiceMaster" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

# What if people are looking for something your business offers?

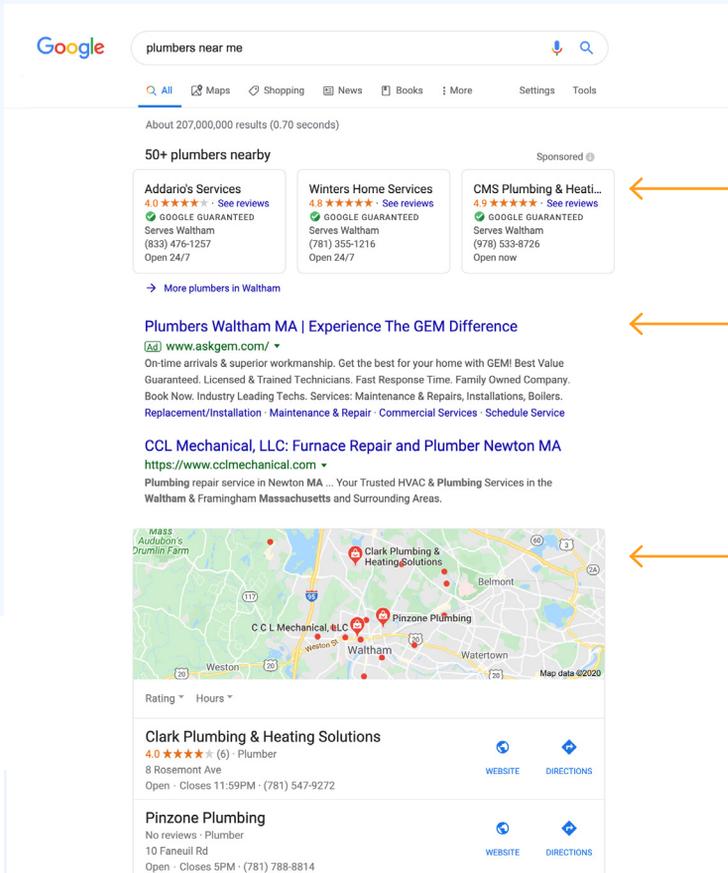
In the example on the previous page, we searched for a specific business — ServiceMaster — by name. But, people don't always search by name. Sometimes they know they need specific services, but they don't know who offers them. So they type in a more generic search term, like "home builders near me" or "water heater repair" or "[city name] HVAC installation."



## Let's take a look at an example.

Imagine you were feeling some concern about a bulging water pipe in your basement. Hoping to avoid a flood, you jump on your computer (or more likely your mobile device) and search "plumbers near me."

Here's an example of what may come up — of course, your actual results will differ.



← Google Guaranteed Ads

← Google Ads

← Google Maps

## Google Guaranteed Ads

Notice that “plumbers near me” brings up Google Guaranteed ads first. Google Guaranteed is part of the new Google Local Services product, which is currently only available for specific service categories and regions. Becoming Google Guaranteed (and getting that spot at the top of the results) requires:

- Completing a background check.
- Verifying your license and insurance.
- Purchasing Local Services ads.

Keep in mind, Local Services is not the same thing as Google Ads; it’s an entirely different product with an entirely different purpose. Google Ads PPC is pay per click; Google Local Services is pay per lead.

## Google Ads / Google Maps

Next in the search results are Google Ads (more on that later) and listings from Google Maps, which comes from Google My Business profiles (more on that later, too).

### Plumbing Services | Waltham, MA - Scott Robillard Plumbing ...

<https://www.sr-plumbing.com> ▾

Ensure your home is operating efficiently when you turn to us for plumbing services in Waltham, MA. Contact us today for bathroom and kitchen remodeling.

### 25 Best Plumbers - Waltham MA - HomeAdvisor

<https://www.homeadvisor.com> ▾ ... ▾ Massachusetts ▾ Waltham ▾

Results 1 - 25 of 39 - Hire the Best Plumbers in Waltham, MA on HomeAdvisor. We Have 3551 Homeowner Reviews of Top Waltham Plumbers. Marquis of Granby ...

### Top 10 Best Waltham MA Plumbers | Angie's List

<https://www.angieslist.com> ▾ Local Reviews ▾ Plumbers ▾ MA ▾ Waltham ▾

Plumber reviews in Waltham. High Quality Plumbing LLC. Simon has been servicing our previously poorly installed Navien for the 3 years we've been here. GARDENS BY THE YARD. Kerivan-Lane, Inc. Denis Goguen Plumbing & Heating Inc. Rhino Rooter. Papalia Home Services. Maximum Renovations. Scott Robillard Plumbing & ...

### Best 30 Plumbers in Waltham, MA with Reviews - YP.com

<https://www.yellowpages.com> ▾ Waltham, MA ▾

2322 results - Local Plumbers in Waltham, MA. Compare expert Plumbers, read reviews, and find contact information - THE REAL YELLOW PAGES®

### Top 10 Plumbers in Waltham, MA (with Photos) | BuildZoom

<https://www.buildzoom.com> ▾ Find a Pro ▾ Plumbers ▾ Waltham ▾

Request a quote or view customer reviews, work photographs, building permits, pricing guides / cost histories for 116 plumbers in Waltham, MA.

### Waltham Plumbing | Waltham Expert Plumbers

[www.walthamplumbing.net/Waltham/Plumber](http://www.walthamplumbing.net/Waltham/Plumber) ▾ (781) 328-1116

Super Service Today. We're Ready to Help With All Your Plumbing Needs. We offer many plumbing solutions, including installs, replacements & trenchless plumbing. Coupons & Specials. Proud BBB Member. 24 Hr Emergency Service. Fully Insured.

[Plumbing Services](#) - [Sewer Service](#) - [Service Area & Contact](#) - [Awards & Associations](#)

### Heating Installation & Repair | Family Owned and Trusted

[www.wilsonbrothers.com/](http://www.wilsonbrothers.com/) ▾

Call Now For Expert Repairs and Installation. Service Contracts Available. Water Heaters.

[Oil Delivery And Prices](#) - [Water Heaters](#) - [Plumbing Services](#) - [Cooling Systems](#)

📍 35 Lomar Park, Pepperell, MA - Open today · 8:30 AM – 5:00 PM ▾

### Kitchen & Bath Room Plumbing. | Water and Gas Piping

[www.denommeeplumbing.com/](http://www.denommeeplumbing.com/) ▾ (978) 649-8886

Installations and alterations of existing systems of natural gas, and liquefied propane. Water heater, toilet, faucets, sinks, leaks, pipe repair and boiler replacement. Water Softeners & Filters. Highlights: Offering 24-Hour Emergency Service, Founded In 1999.

📍 21 Westech Dr, Tyngsborough, MA - Open today · 7:00 AM – 4:30 PM ▾

← Websites

← Reviews

← Listings

**Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the plumbers near your location in the search results.**

If we apply these results to what may show up for your business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings



## ACTION STEPS



### **Search for your business by name.**

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



### **Search for generic terms related to your business.**

Is your business there from either an organic or paid perspective?



### **Make a list of results that show up on the first page in both scenarios.**

## Here's the reality: If you're not online, prospects can't find you.

---

Whether people search for your business by name or by a service you offer, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business—your knowledge, experience, ethics, and more. Ultimately, they're asking themselves, "Can I trust this company to do what I need them to do?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



**The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.**



# How to set yourself up for success

Now that you understand how people might find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date cause-specific listings



5

A way to easily create content



# 1



## A mobile-responsive website: Your online hub.

---

Yes, your home services or construction business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. Since nearly half of all internet traffic occurs on mobile devices, there's no question that having a mobile-responsive website is important.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



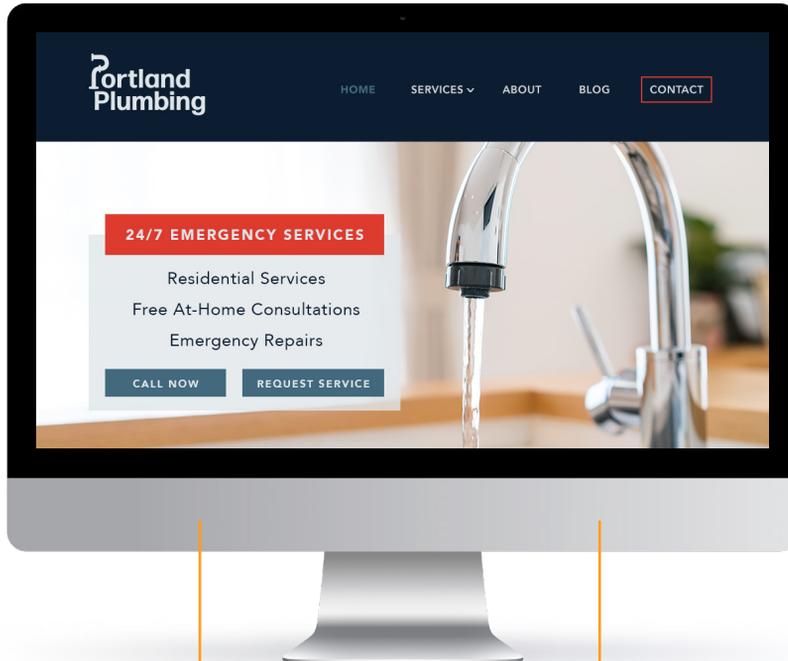
### TIP

#### **Buy a domain name for your website to match your business name.**

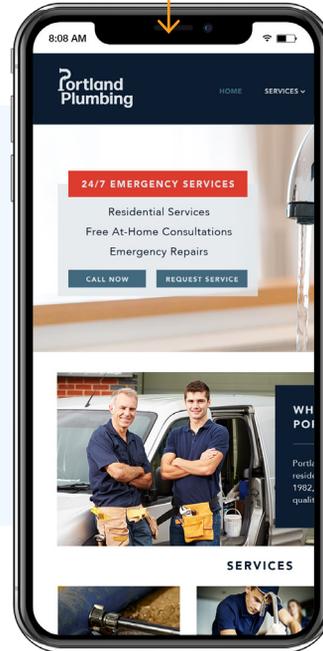
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



**Responsive**  
website  
on mobile



**Non-responsive**  
website  
on mobile



**DID YOU KNOW?**

**Want a custom designed site?**

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

**Need a logo?**

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

## Your website should have at least five pages.

When people visit your website, they're looking for answers to their questions and solutions to their problems. Use the following pages to answer them.



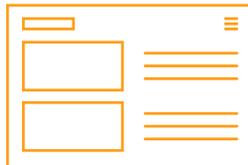
← **HOMEPAGE**  
*Your front door*



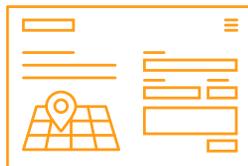
← **SERVICES PAGE**  
*How you help*



← **ABOUT PAGE**  
*Why you're qualified to help*



← **BLOG PAGE**  
*A place to be helpful—for free (more on that later)*



← **CONTACT PAGE**  
*Your chance to connect*

## What should you put on those five core pages? Let's take a look.



## HOMEPAGE

# What questions should you answer on your Homepage?

### What service(s) do you offer?

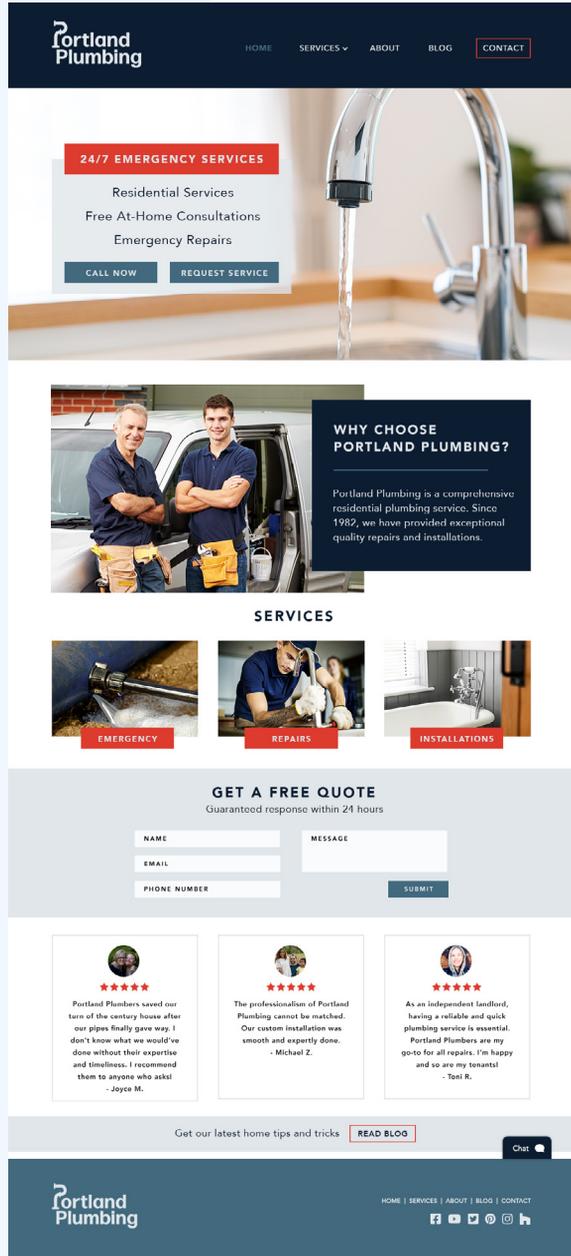
People don't have a lot of time, so be clear and specific. Also, be brief. You can link to your Services page for more details.

### Who are your services for?

Let your site visitors know they're in the right place by speaking directly to your ideal customer. If you're primarily a commercial installer, make that clear. If you'll happily service residential customers, say so. Don't assume people already know they're in the right place.

### So what?

Briefly describe the unique value you bring to customers. Without criticizing your competitors, make it clear why people should choose you instead. Do you offer a money-back guarantee? 24/7 service? Free estimates? Flat-rate pricing? Keep in mind that everyone offers "outstanding customer service," so be more specific than that. In what way is your customer service outstanding?



Homepage example on desktop



### Why should people trust you?

Include a couple of brief testimonials (and/or links to your Google reviews) or logos for companies you've served.

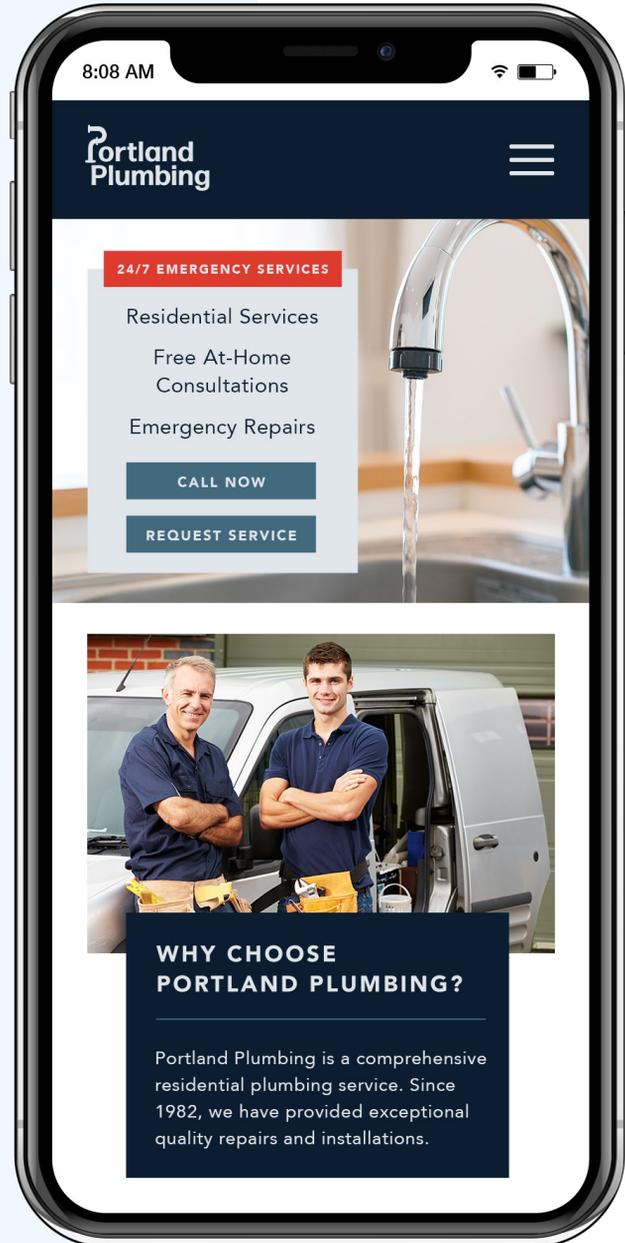
### What should visitors do next?

Make it easy for customers to do business with you by including a clear call to action, such as: Make a service appointment. Request a free consultation. Call now.



**TIP**

**Make your “call now” links clickable. In some cases, people will be reaching out in an emergency situation, so make it easy for them to get to you.**



*Homepage example on mobile*



## SERVICES PAGE

# What questions should you answer on your Services page?

### What services do you offer?

List each of your services, and offer a brief explanation using layman's terms. Remember the people visiting your website won't know your industry jargon, so use words they're likely to understand—quickly.

### What problems do you solve?

This might seem like the same thing as what services you offer, but it's a more customer-centric way to talk about you do. For example, if you're a plumber who offers hydrojetting, the problem you solve is plugged-up sewer lines. Potential customers don't know they need hydrojetting; all they know is they have a mess in their shower.

The screenshot shows the desktop version of the Portland Plumbing website's Services page. At the top is a dark navigation bar with the logo and links for HOME, SERVICES, ABOUT, BLOG, and CONTACT. Below the navigation is a hero image of plumbing tools with a red 'SERVICES' button. The main content area features a section for 'Emergency Services' with a brief description of 24/7 availability. This is followed by a 'WE CAN HELP WITH' section containing a list of services such as 'Frozen Pipes', 'Leaky Appliances', and 'Clogged Shower Drain'. Below the list are two buttons: 'CALL NOW' and 'REQUEST SERVICE'. A secondary section titled 'Check out our other services' includes images for 'REPAIRS' and 'INSTALLATIONS'. The bottom of the page features a 'GET A FREE QUOTE' form with fields for name, email, phone number, and a message, along with a 'SUBMIT' button and a chat icon. The footer contains the logo, navigation links, and social media icons.

Services page example on desktop



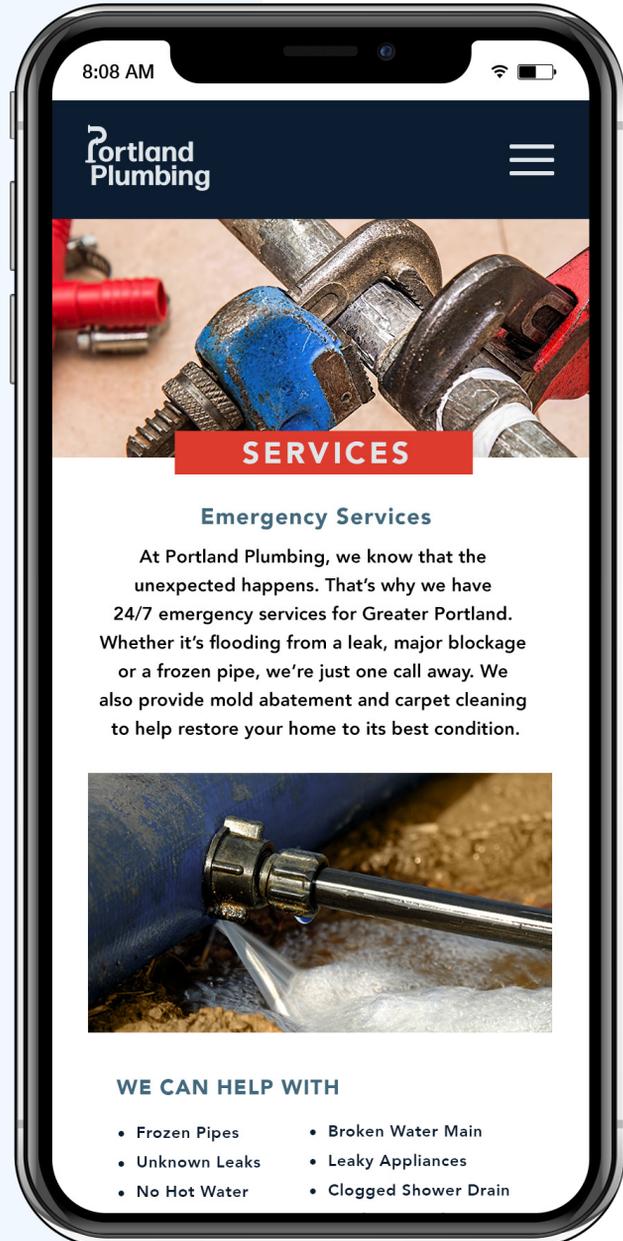
## What's your service area?

List all the communities you serve. Keep in mind that people need to be able to understand the geography of a service area from a website. For example, if your business is in a metropolitan area, your customers will need to know if you're willing to send your team from the far northwest corner of the area to the far southeast corner where they are. That information should be sprinkled throughout the site.



### TIP

As your business grows, you'll want to have a page for each of your services and each of your service areas. Having separate "landing pages" allows you to better target your Google Ads and can improve your SERP rank.



*Services page example on mobile*



## ABOUT PAGE

# Everything on your About page should be focused on two goals.

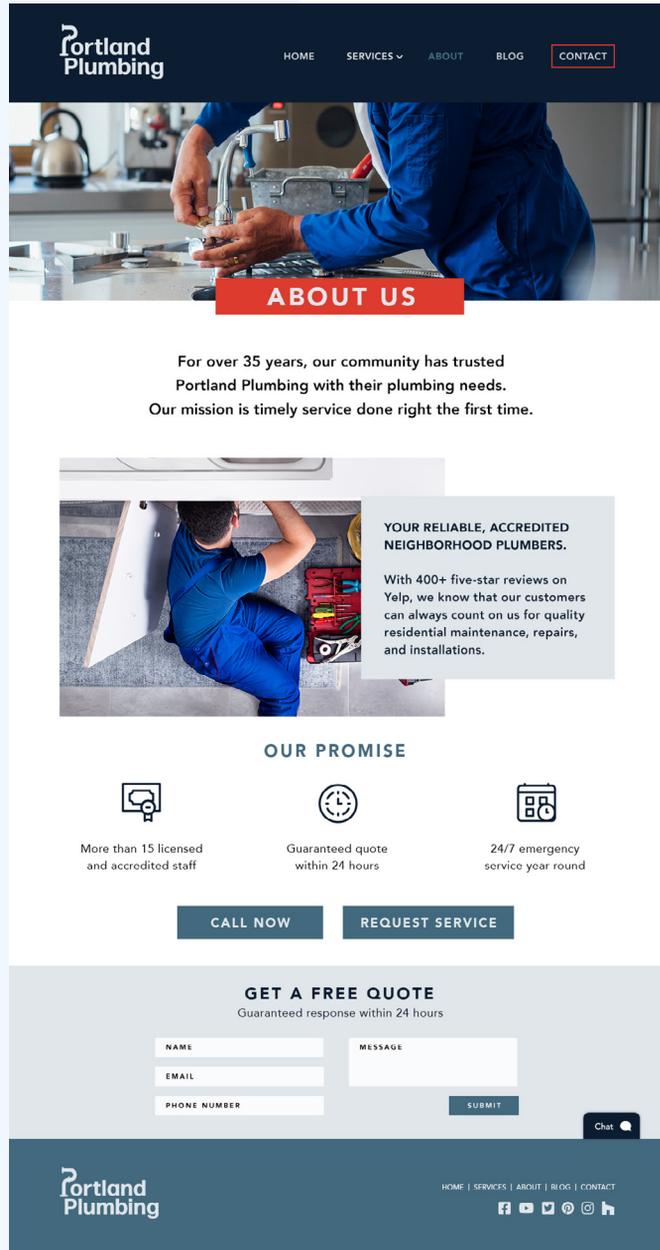
Most businesses waste their About page spending too much time talking about how their company got started and offering too much detail about their team. The truth is, prospective customers don't come to your About page to learn about your company's history. Rather, they want to learn two things:

1. If you understand what they want or need.
2. If you're qualified to provide a solution to that want or need.

# What questions should you answer on your About page?

## Do you understand what I'm looking for?

Customers want to know that you "get" them – not only that you can solve their home building or home services problems but also that you empathize with their pain points. For that reason, your About page should begin by talking about your customer, not about you. Think about what they want, and lead with that. For example, they don't just want to have their heater repaired; they want peace of mind that it'll be repaired right the first time.



About page example on desktop

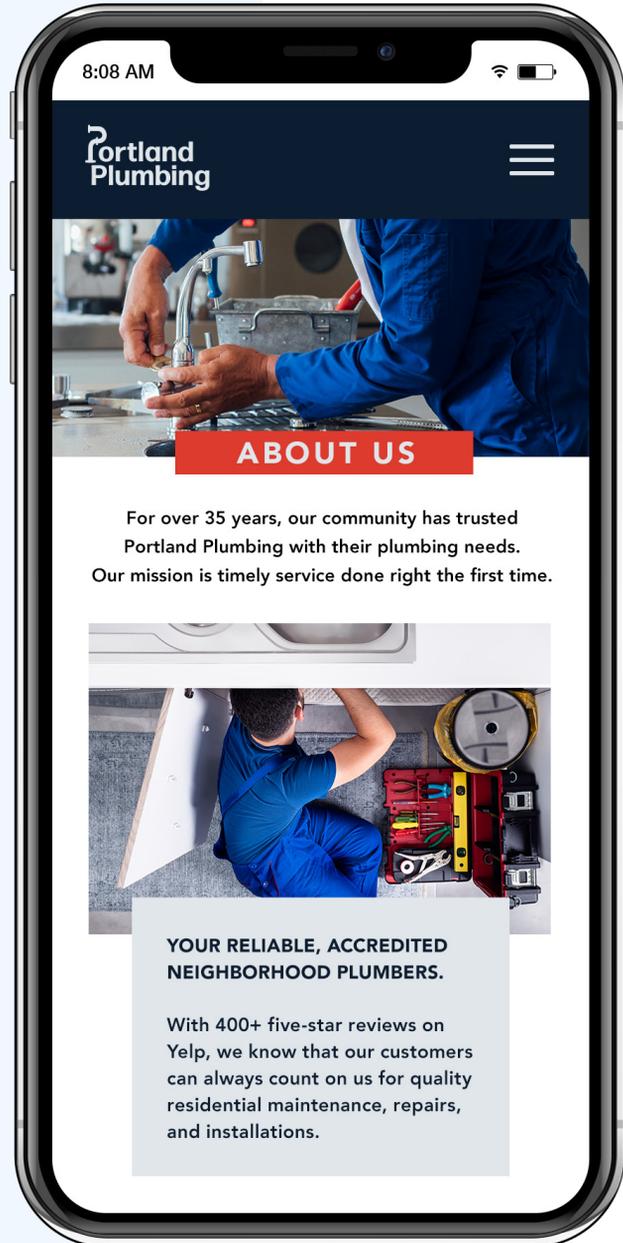


## Are you qualified to help me?

“Qualified” means different things to different people, but in the home services and construction industries, people are looking for expertise, experience, and integrity. If your great-great-great grandfather started your company 154 years ago, you can say that because it proves your experience—but there’s no need to write several paragraphs about it. Offer statistics about the number of customers you’ve served or the number of years you’ve been in business, list awards or accolades you’ve earned, and provide social proof through testimonials.

## How do you approach your business?

Put your business ethics on display by bullet-pointing some “promises” you make to your customers. For example, do you offer a money-back guarantee? Do you answer the phone by the third ring, even at 2 A.M.? Will you work until the job’s done right? Are you bonded and insured? Do you give a portion of your profit to community organizations?



*About page example on mobile*



## BLOG PAGE

# Keep your blog relevant and up-to-date.

Posting regular updates to a blog is a highly effective way to display your authority as a home services or construction professional—both to Google and to your potential customers.

We will dig into the types of topics to cover and posts to create in more detail in section five.

*Blog page example*



## CONTACT PAGE

### What questions should you answer on your Contact page?

#### Where can I find you?

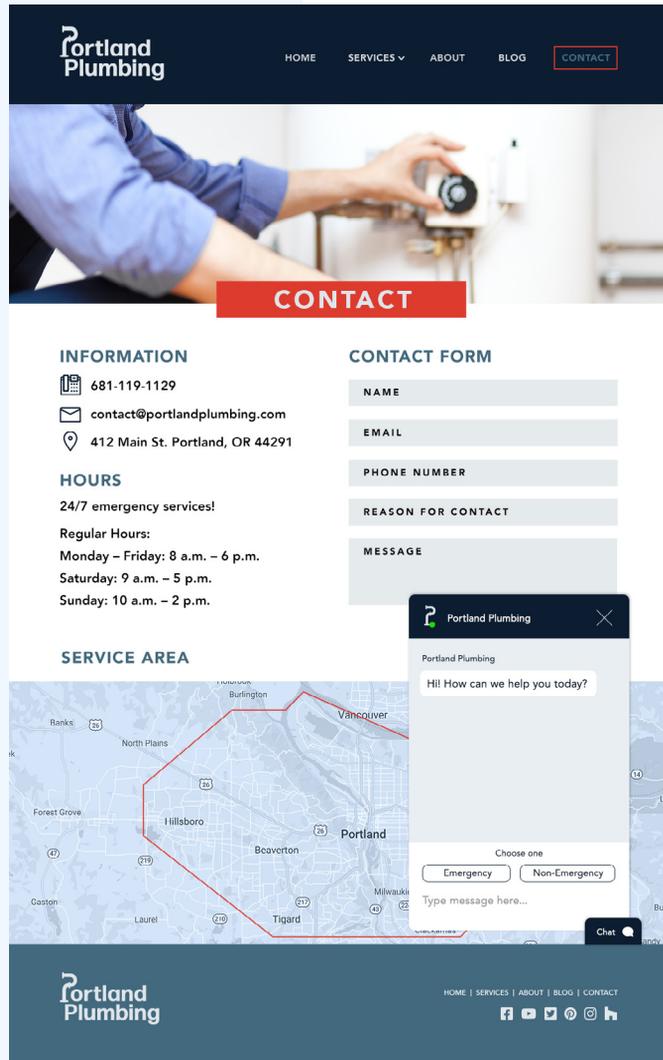
Do you have a physical location(s)? Where is your company based? Which social media channels do you use?

#### When can I reach you?

What are your hours of operation? Are all locations the same?

#### How can I contact you?

Is there more than one way? Start with your preferred method. What should they expect in terms of a reply? If you have a contact form embedded on your website, test it from time to time. Also, consider adding an automated chat feature to your site (like this one) so customers can get instant assistance.



Contact page example on desktop



### TIP

Don't have a physical location? Simply talk about your service area.



## Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images. For more options, Envato Elements has an affordable monthly subscription.



### HOMEPAGE

Show what success looks like for someone who uses your services: a happy family in their new home, a smiling man standing at his kitchen sink, kids in a bubble bath, someone curled up in front of a fireplace, and so on.



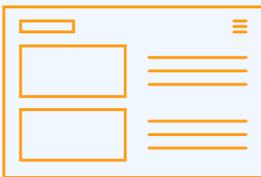
### SERVICES PAGE

Show a friendly member of your team interacting with a customer.



### ABOUT PAGE

Use professional images of yourself and your crew that show your personalities, and include action shots. You want people to imagine what it would be like to work with you.



### BLOG

People get overwhelmed when they see too much text on a page, so break up lengthy blog posts with a relevant image or two.



### CONTACT PAGE

If you have a showroom, include a photo of your physical location — especially if it's not in an obvious place — and be sure to include a map.



## ACTION STEPS



### Create a simple website.

Don't have a website? Create one with [Constant Contact](#) in minutes!



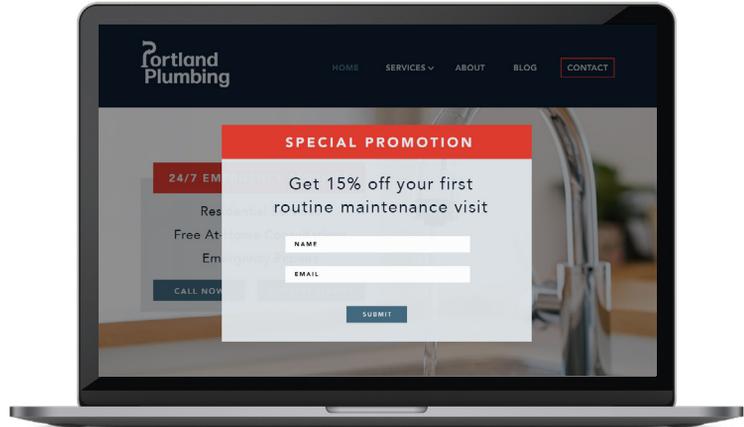
### Review your website for the appropriate pages.



### Make sure you're answering the questions suggested above.



### Add sign-up forms to your website.



## What happens if someone visits your website and doesn't schedule a consultation or service call?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your site. In addition, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses—like a discount or a DIY repair guide—to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.

# 2



## Email marketing: It's how you drive business.

---

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market your services to me."

Email marketing also allows you to automate much of your communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business.

Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



### TIP

**Create a simple series of emails to welcome people to your email list.**

More on the following pages.



Here are two emails to include in your automated welcome series.



WELCOME SERIES  
EMAIL ONE

Welcome/  
Delivery email

Send this Welcome email immediately after someone signs up. Deliver the discount or DIY repair guide, welcome your new subscribers, and reiterate what they should expect in the future.



Thank you for choosing  
Portland Plumbing!

For 35 years, we have provided quality service to our neighbors in the Greater Portland area.

To thank you for joining our community, we are offering **15% off** your next routine maintenance service.

CALL NOW

REQUEST SERVICE



681-119-1129  
contact@portlandplumbing.com  
412 Main St. Portland, OR 44219

Welcome email example



WELCOME SERIES  
EMAIL TWO

## Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you, such as your social channels, and invite them to connect.

This email is important because once your subscribers (also known as prospective customers!) connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



TIP

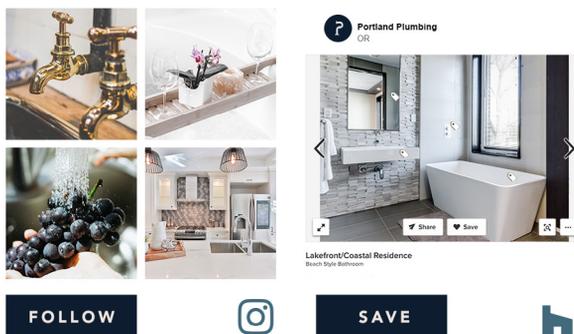
Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)



### Follow us for tips, tricks and inspiration!

Let's connect! See our latest inspirations and some peeks into the behind the scenes of installations.



681-119-1129  
contact@portlandplumbing.com  
412 Main St. Portland, OR 44219

Let's connect email example

## ONGOING COMMUNICATION

### Consistency is key in any form of marketing, so plan to send an email at least once a month thereafter.

Share a combination of helpful resources and promotional emails to provide the most value to your contacts. The specific content you send depends on your industry, of course—but in general, put yourself in your customer's shoes, think about the questions or problems they might have that you can solve, and then send them a helpful message.

It might feel overwhelming at first, but think about it this way: If you plan to send a monthly email, you only need 12 ideas!

To get started, write down the potential opportunities you have to reach out to your email contacts: national holidays, events specific to your business, or even those made-up marketing holidays.



### The holidays are almost here!

'Tis the season for house guests! Is your water heater able to handle those extra dozen showers in a long weekend?

Call us today for a special holiday discount on water heater maintenance!

CALL NOW

REQUEST SERVICE



681-119-1129  
contact@portlandplumbing.com  
412 Main St. Portland, OR 44219

*Promotional email example*





**ACTION STEPS**



**Set up a simple, automated welcome series.**



**Plan to send an email at least once a month.**



**Think about other emails you may want to automate.**

In the home services and construction industry, the changing of seasons usually sparks some ideas. For example, an HVAC company might email tips for winter-prepping your furnace in September and a preventative maintenance discount code in October. Simply think about the problems your customers might have – and offer to solve them.



**Happy National Dog Day!**

Here's to our furry best friends! After treats and a romp in the great outdoors, they'll probably need a bath.

Read our latest post for 3 easy ways to keep your drains clear of hair.

[READ BLOG](#)



681-119-1129  
contact@portlandplumbing.com  
412 Main St. Portland, OR 44219

*Resource email example*

**DID YOU KNOW?**



**Constant Contact offers powerful, easy-to-use email marketing tools.**

[Find out more.](#)



**TIP**

**Your customers might not know they have a problem you solve.**

Don't be afraid to educate your customers about topics like preventive plumbing maintenance, common mistakes home builders make, and so on.

**In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.**

# 3

## Social media: It doesn't have to overwhelm you.

---

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels—doing a lot of activities across many channels with little to show for it.

You should reserve your business name on the major social channels so it's yours if/when you're ready to jump in to those channels. But you don't have to be active everywhere, especially not right away. It's better to be active on just one social channel than have inactive accounts on all of them.

For home services companies, we recommend starting with Facebook and then adding YouTube, Instagram, and Twitter (in that order). For home builders, an effective order is Facebook then Instagram, Houzz, and Pinterest.

Regardless of the channels you use, keep in mind the ultimate goal of social media—to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



### TIP

**Choose the right social media platform for your business.**

[Find out how.](#)



# Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

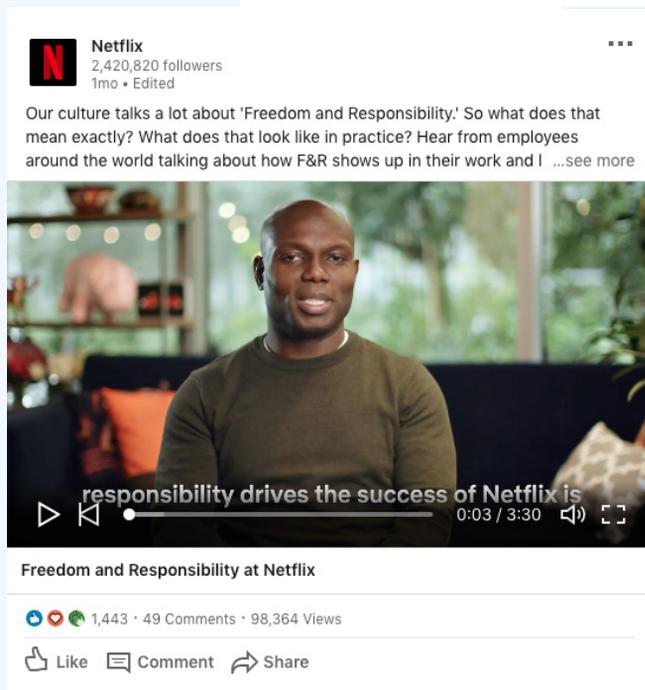
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE



In the news feed, you'll be competing with friends, family, and local and world headlines.



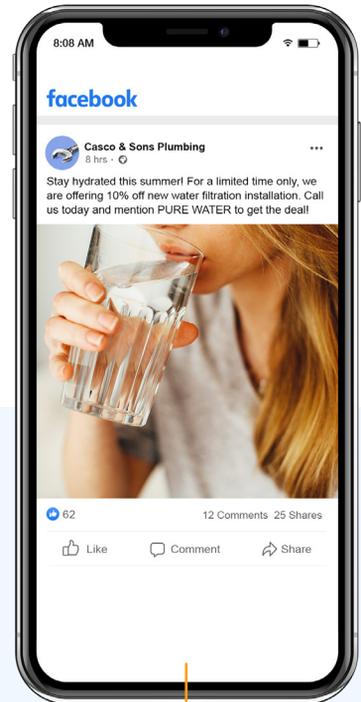
**AWARENESS**

Post content your audience may want to engage with by liking, commenting, and sharing.



**CUSTOMER SERVICE**

Respond to questions from potential customers to provide a good experience.



**DRIVING ACTION**

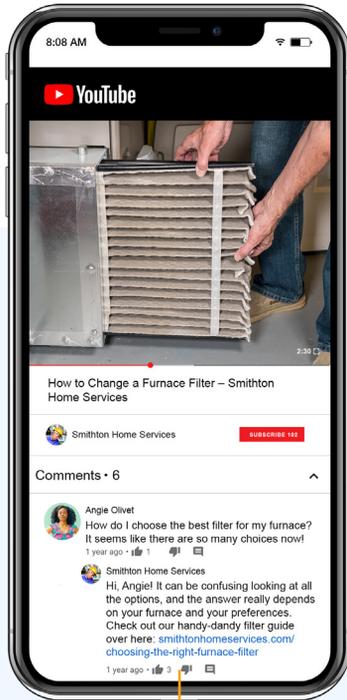
Get your phone ringing by letting people know about a special offer.



EACH SOCIAL CHANNEL IS UNIQUE

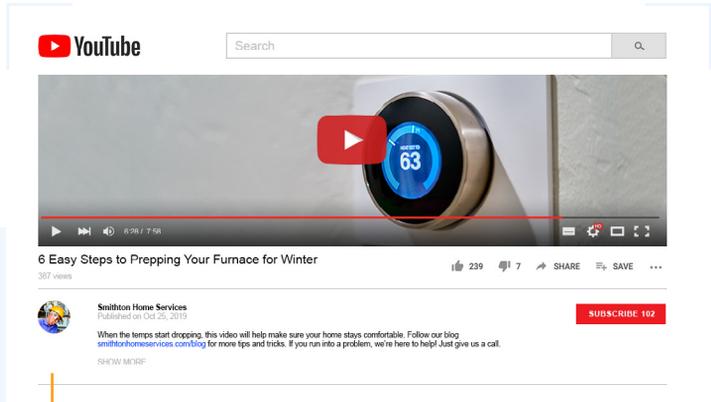


Video content that's educational and entertaining.



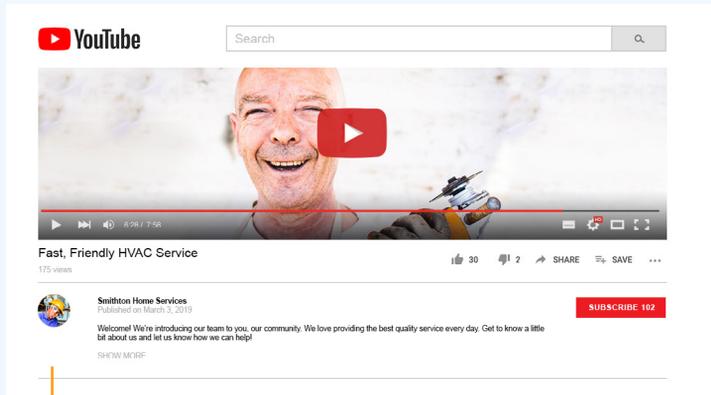
CUSTOMER SERVICE

Respond to questions and provide additional resources.



DRIVING ACTION

Offer DIY videos to educate and inform potential customers.



AWARENESS

Create an introductory video for your channel to give visitors an immediate impression of who you are and why they should care about your videos. Don't be afraid to show your crew's personality!



EACH SOCIAL CHANNEL IS UNIQUE

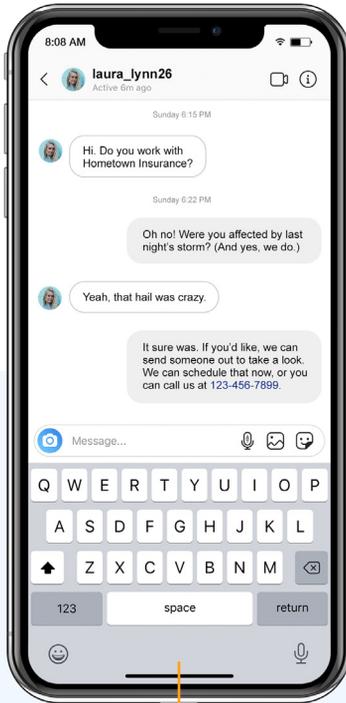
# Instagram

A highly visual network that's an absolute must for any contractor specializing in high-end aesthetics such as stamped concrete, tile work, exterior painting, and so on.



### AWARENESS

Let people know about new services or special offers.



### CUSTOMER SERVICE

Respond to direct messages from potential customers.



### DRIVING ACTION

Send people to your website with a link in your bio.



EACH SOCIAL CHANNEL IS UNIQUE

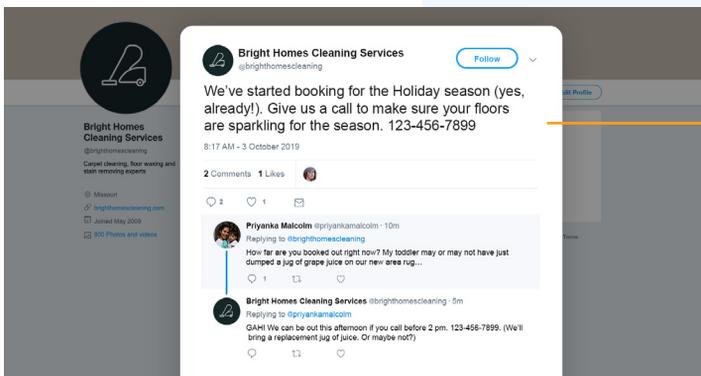


Public news feed of what's happening now.



**AWARENESS**

Let followers know about your other social channels.



**CUSTOMER SERVICE**

Make sure to respond to questions.



**DRIVING ACTION**

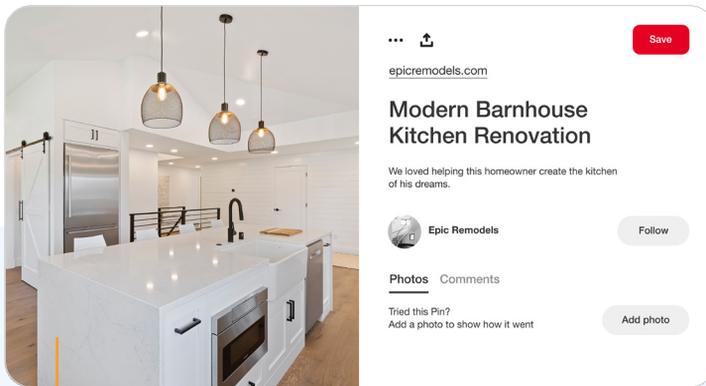
Let followers know how to take advantage of special offers.



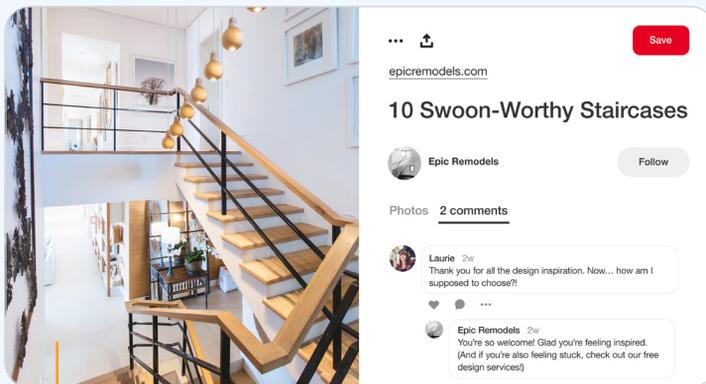
EACH SOCIAL CHANNEL IS UNIQUE



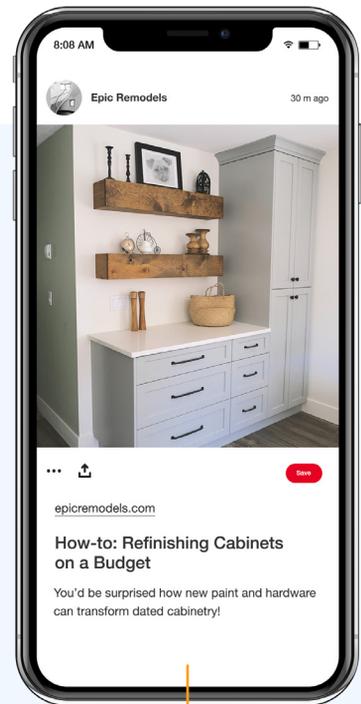
Boards with tips and ideas—a *must* for remodeling contractors.



**AWARENESS** Show off your work through well-organized, frequently updated boards.



**CUSTOMER SERVICE** Engage with those taking the time to thank you.



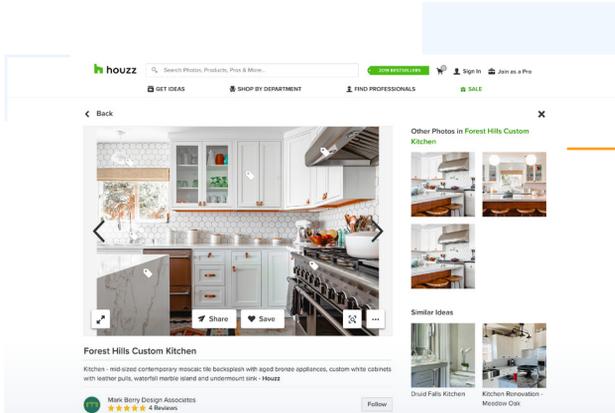
**DRIVING ACTION** Provide links to resources on your website to help the audience you're trying to reach.



## EACH SOCIAL CHANNEL IS UNIQUE

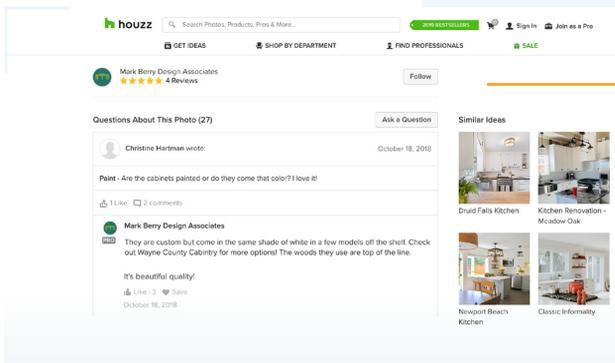


A place to get home building and remodeling inspiration and connect with professionals.



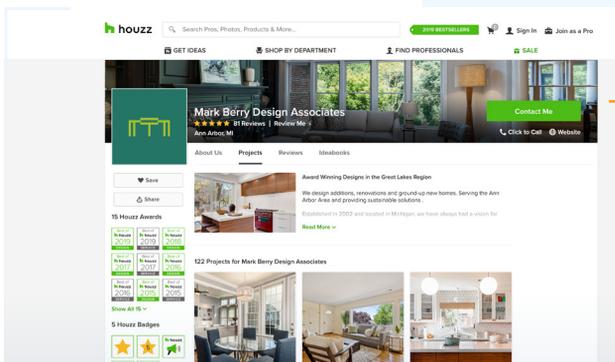
### AWARENESS

Show off your work and take time to add full descriptions using relevant keywords so your projects appear in searches.



### CUSTOMER SERVICE

Respond to reviews and questions.



### DRIVING ACTION

Be sure to have a complete profile so customers are compelled to reach out to you.



### ACTION STEPS



**Determine which social channel makes the most sense for your business.**



**Set business goals for this primary channel across three categories.**

- Awareness
- Customer service
- Driving action



**Create a plan for this channel to reach your business goals.**



### DID YOU KNOW?

**Want to know more about social media marketing?**

[Get started with our Social Quickstarter.](#)

## Keep focused on how social media can help you with business goals such as awareness, customer service, and driving action.

---

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



**Don't forget social media isn't the only place where people may find and engage with your business.**

# 4



## Listings and review sites: Provide accurate information and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them – which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites: name, address, phone number, website, and hours. If the platform allows you to add email addresses and/or service options, keep that information current, too.

The last thing you want is for someone to find incorrect information as it could cause you to lose business.



### TIP

**Once you've claimed a listing, you're able to update the information on those pages for accuracy.**



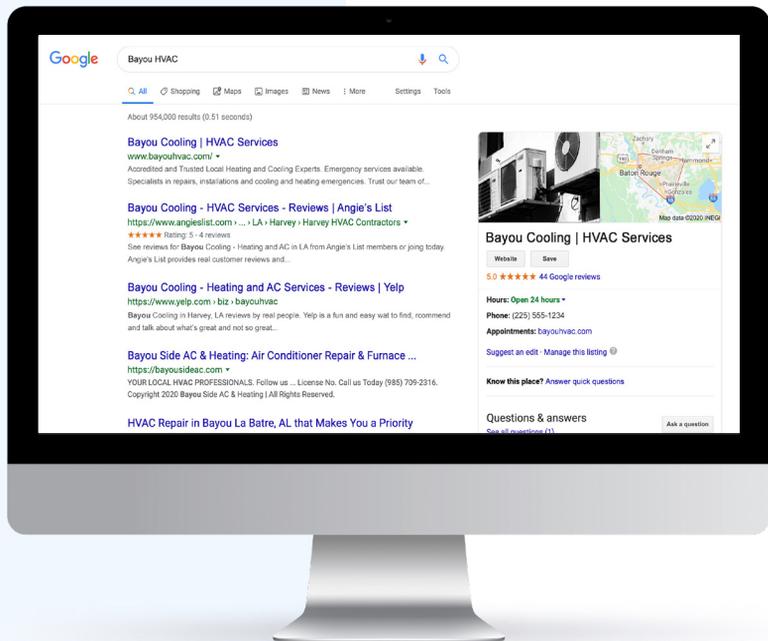
## Facebook Business Page

Your Facebook page should provide all the correct information about your business.



## Google My Business Listing

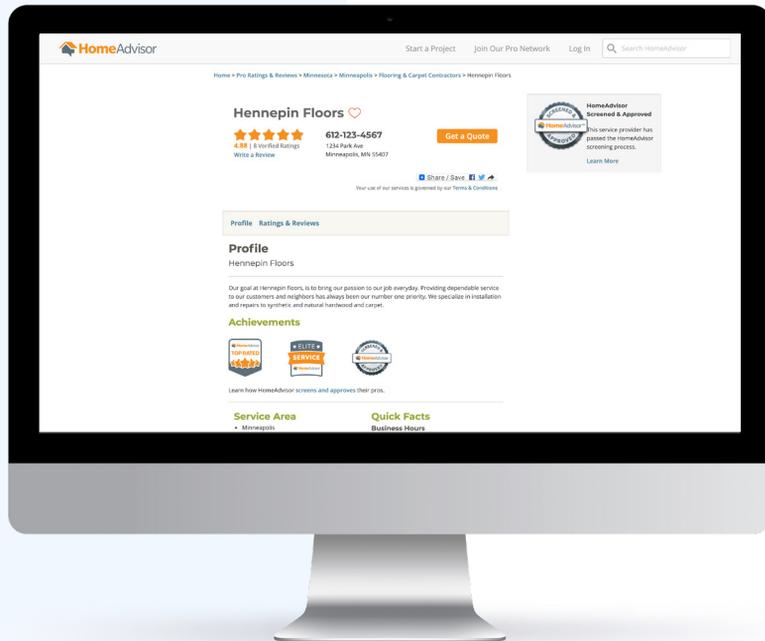
Claim your Google My Business profile to take advantage of the prime placement in Google search results.





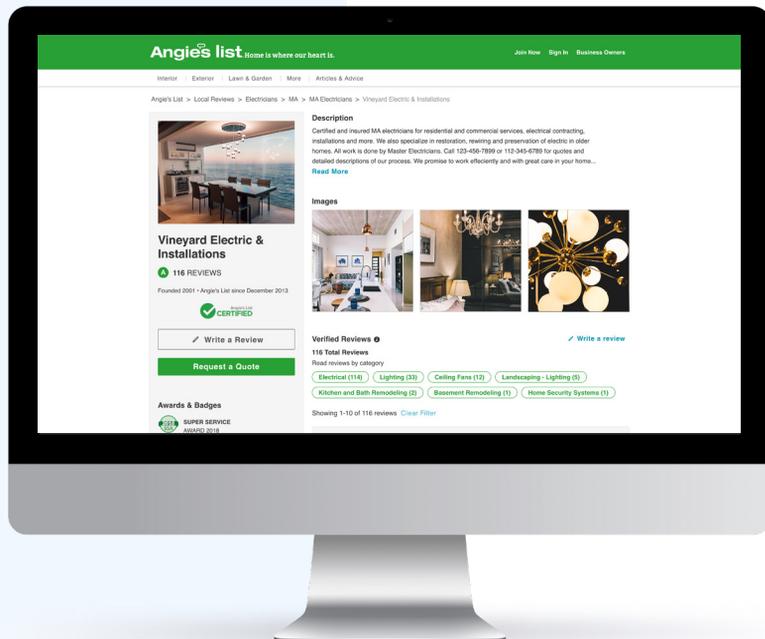
## HomeAdvisor

HomeAdvisor isn't free, but because plenty of homeowners research contractors here, it may be worth establishing a profile.



## Angie's List

Claiming your Angie's List basic profile is free, and you can respond to reviews without a paid account.





**ACTION STEPS**



Claim your Facebook business page, Google My Business profile, Home Advisor profile, Angie's List profile, Houzz profile, and Yelp listing.



Identify any other key listings that may be important for your business.

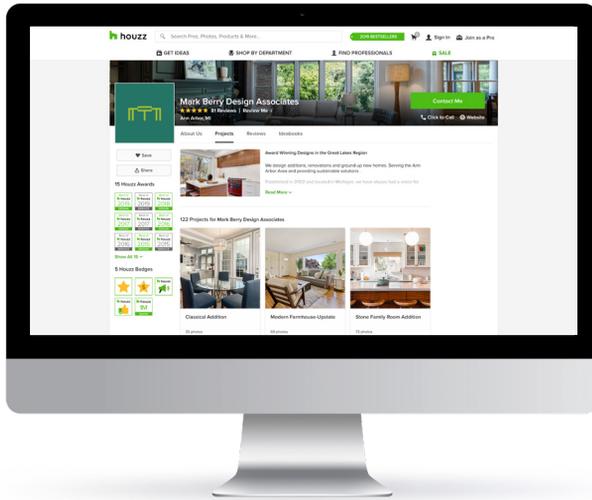


Make sure all information is correct on all sites.



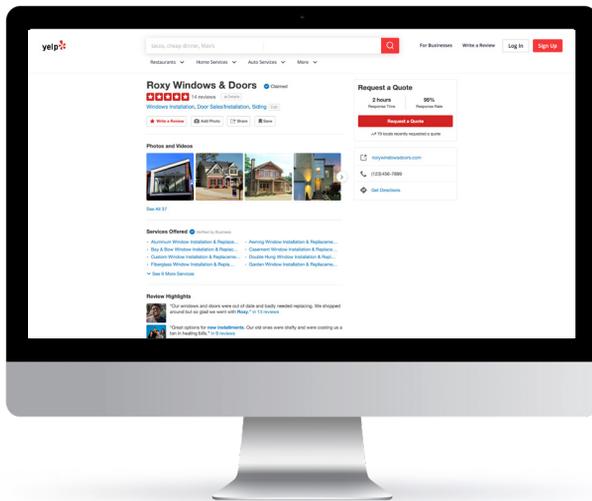
**DID YOU KNOW?**

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.



### Houzz

Houzz is about more than showing off your work; it's also a trusted source for reviews.



### Yelp Page

Yelp isn't just for restaurants! Many people use it to find home services businesses around them and to read reviews. The more robust your listing, the better your chances are of standing out among competitors.

# 5



## Create content: Increase your chances of getting found.

---

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider, such as search engine optimization (SEO). But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is functionality that makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about your services, a blog gives you the ability to demonstrate your expertise.



### DID YOU KNOW?

**A blog allows you to create helpful content for your audience directly.**



**ACTION STEPS**



**Add a blog to your website domain.**



**List the top questions you get from prospects and customers.**

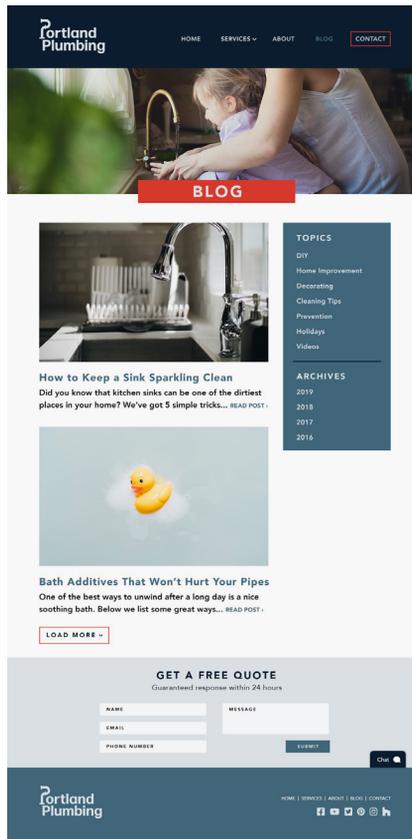


**Create a calendar to regularly publish content that answers those questions.**

Many business owners feel overwhelmed trying to come up with ideas to blog about. The good news is that blogs are most successful when they simply answer customers' and prospects' questions and concerns. For example:

- **HVAC:** "6 Ways to Save Money on Your Heating Bill this Winter"
- **Plumbing:** "Step-by-Step Guide for Replacing Your Garbage Disposal"
- **Home Remodeling:** "Tips to Get the Most Bang for Your Kitchen Remodel Buck"
- **Carpet Cleaning:** "Chemical-Free Fixes for Three Stubborn Stains"

If you're having trouble thinking of topics, visit [answerthepublic.com](http://answerthepublic.com) to get content suggestions.



**Search engines love fresh blog content.**

You get the most benefit from your blog when it's connected directly to your website and not off on some other platform. Choose a publishing frequency that's realistic for your business. That could be once a week or once a month. The good news is blog content can be repurposed on your social channels and via email to lead people back to your website.



## How to amplify your efforts.

---

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. While just being there was once enough to reach your potential customers, algorithms on most social channels now limit your access to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

**That's not bad. You just want to do it in a smart way.**



## Facebook and Instagram Ads

Facebook and Instagram ads are powerful. Not only are there lots of people on the platforms, but also you can target your ads specifically to increase their effectiveness.

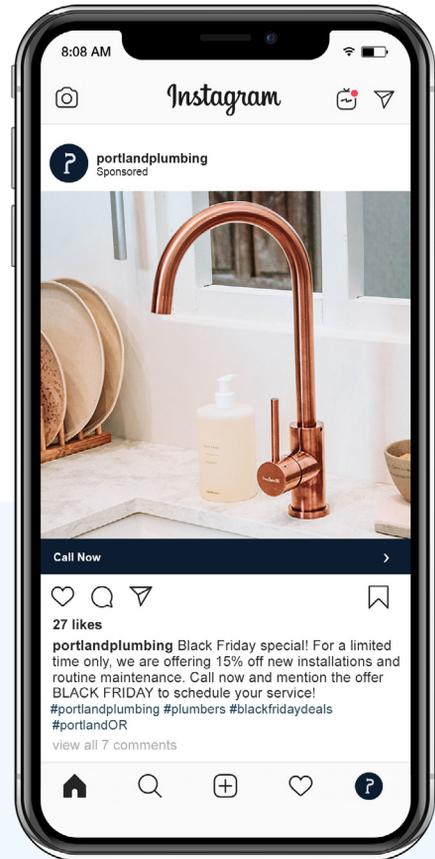
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

### DID YOU KNOW?



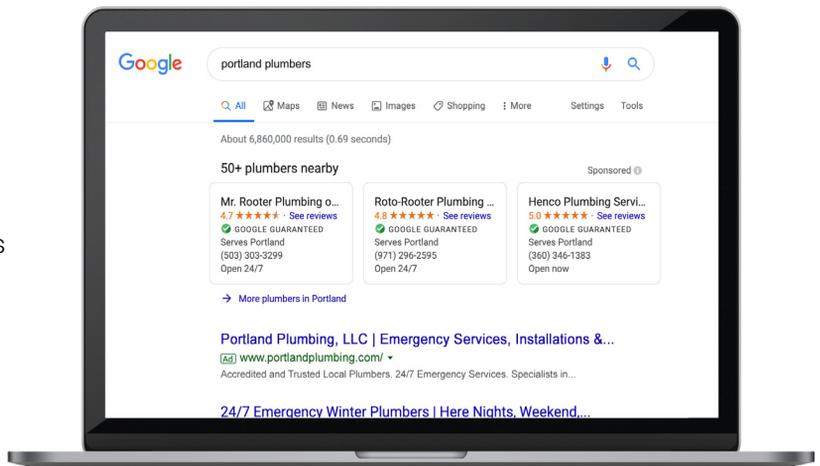
**Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.**

[Find out more.](#)



## Google Ads

People use Google every day to search for the services your business offers. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.





### ACTION STEPS



**Set aside a budget of \$1,500 to experiment with paid advertising.**



**Drive traffic to top-performing pages on your website.**



**Use ads to get new signups for your email list.**



### DID YOU KNOW?

**Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.**

Find out more about growing your business with [Google Ads from Constant Contact](#).

## How much should you spend on ads?

In some industries, businesses can start testing Google Ads for as little as \$100. Unfortunately, that's not the case for home services and construction. Because there's so much competition, common keywords like "plumbing" or "remodeling" may cost upwards of \$50 per click.

For contractors just beginning their AdWords efforts, you'll need to set your first month's budget somewhere between \$1,500 and \$2,000, or about \$50–65 per day. Yes, that's a substantial investment—but the potential ROI is high. Google's conservative estimate is that advertisers earn \$8 for every \$1 they spend on ads. That's not a guarantee, of course, as getting the most bang for your Google Ads buck depends on a number of factors: how you set up your ads, how you choose target keywords, how crowded your market is, how your direct competitors are using Ads, and more.

Regardless, determining the most effective Google Ads strategy requires a financial commitment. By investing the amount we've suggested, you're more likely to get a sufficient baseline test of your keywords, and you'll generate enough traffic to be able to track conversions. As you experiment and learn more about which ads actually generate results, you can adjust your budget from there. Many home services businesses can decrease their PPC budgets as their organic traffic increases through SEO efforts and online referrals.



# How it all comes together

## Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success...

How do you bring it all together to drive new and repeat business? The reality is if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.

### Connect

It's all about getting people to your mobile-responsive website. You now know that happens through word-of-mouth referrals, desktop and mobile online search, paid advertising, social media, email marketing, and review sites

### Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple providing answers to people's questions, responding and engaging with customers and prospects, and generally being helpful.

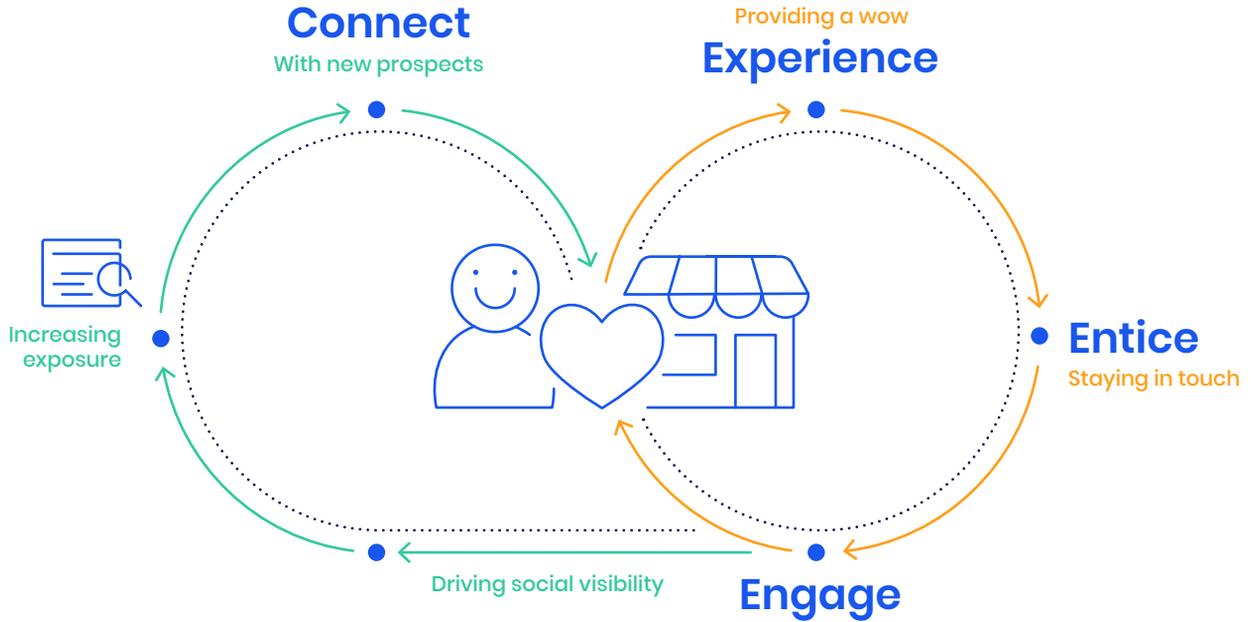
### Entice

At this stage people are feeling good about your business, and it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

### Engage

Next, engage with the people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and gets your phone ringing.



### And that's how it all works together.

When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

By focusing on those core elements of connect, experience, entice, and engage, your home services or construction business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings you new ones.

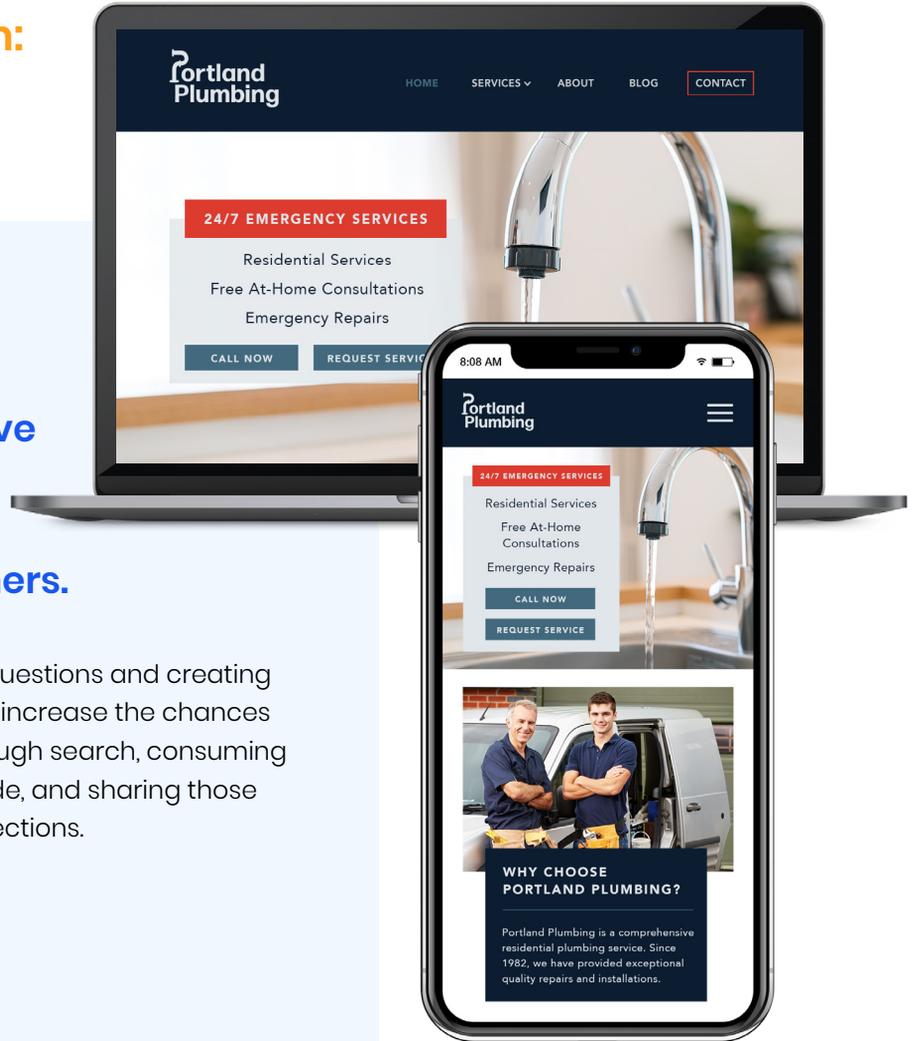
TO RECAP

Here's how you can take action:



Create a mobile-responsive website as a resource for potential customers.

By answering prospects' questions and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



## TO RECAP

# Here's how you can take action:



## Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

The screenshot displays the Portland Plumbing website with a dark blue header containing the logo and navigation links: HOME, SERVICES, ABOUT, BLOG, and CONTACT. A prominent red and white pop-up window in the center offers a "SPECIAL PROMOTION" of 15% off the first routine maintenance visit. The pop-up includes a form with fields for NAME and EMAIL, and a SUBMIT button. In the background, a sidebar lists services: 24/7 EMERGENCY, Residential, Free At-Home Estimate, Emergency, and a CALL NOW button.

Below the pop-up, a section titled "WHY CHOOSE PORTLAND PLUMBING?" features a photo of two plumbers and text stating: "Portland Plumbing is a comprehensive residential plumbing service. Since 1982, we have provided exceptional quality repairs and installations."

The "SERVICES" section includes three image-based categories: EMERGENCY (plumber working on a pipe), REPAIRS (plumber working on a sink), and INSTALLATIONS (plumber in a bathroom).

A "GET A FREE QUOTE" section offers a "Guaranteed response within 24 hours" and includes a form with fields for NAME, EMAIL, PHONE NUMBER, and MESSAGE, along with a SUBMIT button.

The bottom section features three customer testimonials, each with a star rating and a photo of the customer:

- ★★★★★ "Portland Plumbers saved our turn of the century house after our pipes finally gave way. I don't know what we would've done without their expertise and timeliness. I recommend them to anyone who asks!" - Joyce M.
- ★★★★★ "The professionalism of Portland Plumbing cannot be matched. Our custom installation was smooth and expertly done." - Michael Z.
- ★★★★★ "As an independent landlord, having a reliable and quick plumbing service is essential. Portland Plumbers are my go-to for all repairs. I'm happy and so are my tenants!" - Toni K.

A "READ BLOG" button is located below the testimonials. The footer includes the Portland Plumbing logo, navigation links (HOME | SERVICES | ABOUT | BLOG | CONTACT), and social media icons for Facebook, YouTube, Instagram, and Twitter.

TO RECAP

# Here's how you can take action:



## Interact and engage on social.

Remember it's called **social media for a reason.**

Social works best when you're not just asking people to purchase your services. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.

**Portland Plumbing**  
December 4 at 10:07 AM · 🌐

**\*PSA\***  
Temperatures are going to be unseasonably low tonight!!  
In a pinch, you can wrap any exposed pipes with a towel and secure with zip ties.

6 Likes 2 Comments

Like Comment Share

**Jeremy Graeves**  
How can I tell if our pipes froze?  
23m Like Reply

**Portland Plumbing**  
Hi Jeremy, here are a few ways:  
- There is very little water (or no water at all) coming out of faucets.  
- There is visible frost on any exposed water pipes.  
- Sections of drywall, carpet, or ceilings are damp for no other discernible reason.  
Give us a call if there are any of these signs!  
3m Like Reply

## TO RECAP

# Here's how you can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business.

Also, be sure to attend to negative reviews. People are looking to see how you'll respond. Sometimes the feedback is legitimate; sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp business profile for 'Portland Plumbing' in Portland, OR. The profile includes a search bar at the top with the text 'tacos, cheap dinner, Max's'. Below the search bar are navigation tabs for 'Restaurants', 'Home Services', 'Auto Services', and 'More'. The business name 'Portland Plumbing' is displayed with a 'Claimed' status and a 4.5-star rating based on 7 reviews. The business description is 'Plumbing, Water Heater Installation/Repair, Contractors'. There are buttons for 'Write a Review', 'Add Photo', 'Share', and 'Save'. The 'Highlights from the Business' section lists 'Certified professionals' and 'Workmanship guaranteed'. The 'Services Offered' section lists 'Backflow Services', 'Bathroom Remodeling', 'Bathtub & Shower Installation', and 'Bathtub & Shower Repair'. The 'Recommended Reviews' section shows a review by David B. from 1/2/2020, which is highly positive. A response from the business owner, Mark C., is visible below the review, thanking the customer and stating that the unexpected happens so they were glad to help.

TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.



## Happy National Dog Day!

Here's to our furry best friends! After treats and a romp in the great outdoors, they'll probably need a bath.

Read our latest post for 3 easy ways to keep your drains clear of hair.

[READ BLOG](#)



681-119-1129  
contact@portlandplumbing.com  
412 Main St. Portland, OR 44219

TO RECAP

# Here's how you can take action:



## Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



portlandplumbing  
Sponsored



Call Now



27 likes

**portlandplumbing** Black Friday special! For a limited time only, we are offering 15% off new installations and routine maintenance. Call now and mention the offer **BLACK FRIDAY** to schedule your service!  
#portlandplumbing #plumbers #blackfridaydeals #portlandOR

view all 7 comments

# How will you know your online marketing efforts are working?

---

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people scheduling service calls or requesting estimates?
- Is your paid advertising generating leads?
- How much does it cost to acquire one new customer?
- Is your number of online reviews growing?
- Is your SERP rank improving?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. While you're waiting for your organic efforts to take hold, you can experiment with paid advertising to amplify your efforts.

### REMEMBER

**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



# How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your business, drive more people to your website, and see long term success.

---

**You've got this. You've got us.**

**CONSTANTCONTACT.COM**

## Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

**(888) IDK-MKTG**  
**(888) 435-6584**

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these five pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Blog Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
<b>Are you using an email marketing tool to stay in touch with customers and prospects?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

---

**Are you using social media channels for your business?**

YES  NO

---

Have you reserved your business name on the major social channels?

FACEBOOK

YOUTUBE

INSTAGRAM

TWITTER

PINTEREST

HOUZZ

---

Have you chosen one channel as your primary area of focus?

YES  NO

---

Are you engaging with people trying to interact with your business on this channel?

YES  NO

---

Have you set business goals for your social activity across the three categories?

*Awareness*

YES  NO

*Customer Service*

YES  NO

*Driving Action*

YES  NO

---

Do you have a written social plan to achieve those goals?

YES  NO

---

**Have you identified the listings and review sites that are important for your business?**

YES  NO

---

Have you claimed your business on these listings and sites?

*Google My Business*

YES  NO

*Yelp*

YES  NO

*Other Listings*

YES  NO

---

Have you confirmed the information is accurate on these sites?

YES  NO

---

Are you engaging with people on these platforms?

YES  NO

---

---

**Do you have a way to easily create content on your website such as a blog?**  YES  NO

---

Have you made a list of commonly asked questions from your prospects and customers?  YES  NO

---

Do you have a written plan to publish answers to those questions on a consistent basis?  YES  NO

---

**Are you currently doing any paid advertising?**  FACEBOOK  
 INSTAGRAM  
 GOOGLE  
 OTHER

---

Have you set aside a small budget to test your paid advertising efforts?  YES  NO

---

Do you have a written plan for paid advertising efforts?  YES  NO

---

**Do you have a key metric that's important for your business?**  YES  NO

---

**Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?**  YES  NO

---

Are more people visiting your website?  YES  NO

---

Are more people joining your email list?  YES  NO

---

Are more people contacting you?  YES  NO

---

Are more people engaging your services?  YES  NO

---

→ Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



Headquarters  
Reservoir Place  
1601 Trapelo Road  
Waltham, MA 02451

**[CONSTANTCONTACT.COM](https://www.constantcontact.com)**