

5 surprising marketing tactics you're already using that can unlock more leads



Running a successful home services business means you're always looking for ways to reach new customers. You may consider some of the things you do as simply part of operating a business – whether printing business cards, sponsoring a little league team, or having your business profile on sites like Angi or Thumbtack. However, these things are also marketing opportunities.

But you'll only know which activities are also effective marketing strategies by tracking the effectiveness of each one. Below are five tips for getting more leads by leveraging things you're already doing but may not have realized are marketing.

- 1 Take advantage of hyperlocal marketing opportunities**
Most customers are searching for home services businesses close to where they live. Google estimates there are [350 times more searches for keywords](#) "local" and "near me" compared with 10 years ago. Homeowners want to work with contractors that are local to them. By marketing your home services business in local locations, like grocery carts, bench ads, and flyers, you're getting your business in front of those most likely to use your services – people who already live in your local area.

2 Maximize your online presence

You may have invested in building a website, creating a Google Business Profile, and engaging with potential customers with helpful tips and conversations on social media platforms like YouTube and Facebook. You can get more out of these channels by making sure your contact information is visible and up to date, and if there's an option to do so, turn on "click-to-call" or similar functionality. This makes it easy for potential customers to reach you. Showcasing user-generated content and social-friendly images can also help boost engagement on these channels.

3 Use reviews and referrals to your advantage

According to a [BrightLocal Consumer Review Survey 2023](#), 98% of consumers read online reviews for local businesses, and 46% say they trust online reviews as much as personal recommendations, so building a positive online reputation is crucial. Encourage satisfied customers to provide referrals by offering incentivized rewards such as a special offer or a 20% discount on their next service. You should also focus on channels likely to bring in the most reviews, such as Google Business Profile, Angi, Thumbtack, Yelp, and the Better Business Bureau (BBB).

4 Leverage local sponsorships

Consider sponsoring local youth sports teams, schools, faith-based organizations, or community events to build a positive reputation in your local area. This can help you establish trust with potential local customers and generate leads for your business along with brand goodwill.

5 Keep an eye on your competitors

Observe what your competitors are doing and consider adopting similar strategies. This can include tactics like truck wraps, yard signs, and business cards. You can use [Call Tracking](#) to assign a unique number to each type of asset, which allows you to track who is calling your business from what source. This will allow you to stay competitive by being able to pinpoint which marketing tactics are driving the most leads.



Know what's driving leads to your business

You may never have considered that your business card or your sponsorship ad in a local high school football program are driving leads. But with [Call Tracking](#), you can analyze the phone calls you receive and the forms your potential customers submit on your website to determine the ad source. You can then compare how effectively different channels convert leads into customers and adjust your marketing tactics to maximize ROI and increase customer volume.

Gain insight into what's causing the phone to ring at your business.

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