

A construction site background featuring a laptop, a smartphone, a yellow level, and a green and yellow tape measure on a wooden surface. The scene is dimly lit, with a dark blue and red gradient overlay.

ADHOME

marketing

**TOP 10 MARKETING
MISTAKES HOME SERVICE
BUSINESSES MAKE**

THE MISTAKES



In a world where time is money, we thought we would just get straight to the point. We have compiled the top 10 biggest mistakes Home Service Businesses are currently making with their marketing. We of course hope that, IF you are making at least 1 of these mistakes, you give us a call and let us guide you through a better strategy. We promise to keep this short and to the point, and if you have any questions or comments, please book a meeting with us, we always love to discuss marketing.

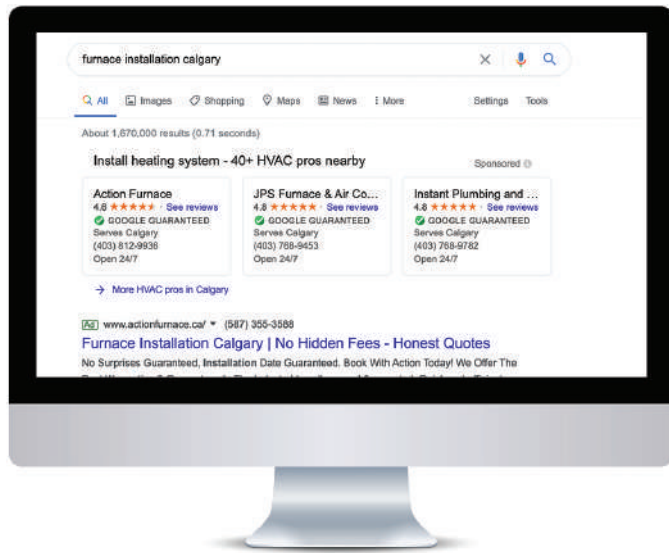
By no means is this list complete. Let's face it guys, we all make mistakes. These are just the top 10 we've compiled that are the easiest to correct. We're going to discuss why it's a mistake, how to correct it and what your next steps are going to be.

- 1 THEY DON'T CAPITALIZE ON THEIR GOOGLE ADS LEADS**
- 2 THEY DON'T INVEST IN YOUTUBE ADVERTISING**
- 3 THEY AREN'T USING RESPONSIVE DISPLAY ADVERTISING**
- 4 THEY AREN'T UTILIZING THEIR TARGETING CAPABILITIES**
- 5 THEY SPEND TOO MUCH ON TRADITIONAL ADVERTISING**
- 6 THEY DON'T TRACK THE PROPER SALES FUNNEL METRICS**
- 7 THEY SET AND FORGET THEIR MARKETING EVERY YEAR**
- 8 THEY DON'T INVEST IN RICH, UNIQUE CONTENT INCLUDING VIDEO CREATIVE**
- 9 THEY DON'T CONSISTENTLY TRACK AND ADJUST THEIR WEBSITE**
- 10 THEY DON'T PLAN THEIR BUDGETS PROPERLY TO ACHIEVE GROWTH**

MISTAKE 01

THEY DON'T CAPITALIZE ON THEIR GOOGLE ADS LEADS

First, in order to determine if this is you, the metric you need to find is your Search Impression Share Loss Due To Budget and also your Search Impression Share Loss Due to Rank.



Search Impression Share Loss Due To Budget: The percentage of time that your ads weren't shown **due to insufficient budget**. This data is available at the campaign level only. **Impression share (IS)** is the number of **impressions** you've received divided by the estimated number of **impressions** you were eligible to receive.

Search Impression Share Loss Due to Rank: When your campaign is **losing impression share due to ad rank**, it means that your keywords are entering the auction with an ad **rank** that isn't high enough to win you an **impression**.

Your search impression share tells you the percentage of times you've appeared for your keywords. If you're not at 100% or close to it, you're missing out on potential customers. You also might be wasting a lot of your investment on keywords that are never going to generate revenue. You need to track the revenue directly to the keyword level.

Why would you want to miss out on revenue coming in? You don't. If you have empty spaces in your schedule tomorrow, your ads better be running at full budget to try to fill the gaps. If you are full for two-three days, then it makes sense to slow your ad spend down or pause ads altogether. Remember, this should only apply to the search budget. Your digital branding campaigns should always be turned on and running.

MISTAKE 02

THEY DON'T INVEST IN YOUTUBE ADVERTISING



Don't you know how awesome YouTube is? Let's run through this by comparing it to TV.



Here's someone watching TV these days. They are also on their laptops, smart phones, tablets, watches, Home Assistants you name it. When an ad break comes on, the audience tunes out commercials. They take a "social media break" and go on their phones. You've just paid for an entire city to potentially ½ listen to your ad. That's if they didn't record the program and fast forward through commercials.



Okay, now let's assess a YouTube user. They're 12 inches away from the screen as opposed to 12 feet. They are actively looking for a specific video so they are engaged in the content to follow your ad. They are allowed to skip after 5 seconds, prompted to do so with a button, and you only pay as an advertiser when someone watches 30 seconds or the whole thing. And they can click the ad and go to any page you want them to go to on your website. Hmmm.

Oh yeah, and you can use YouTube in your remarketing strategy. So you can show unique video creative to people who have already been to your website. Start narrowing down your sales funnel. Take people from Awareness phase to Purchase phase quicker.

MISTAKE 03

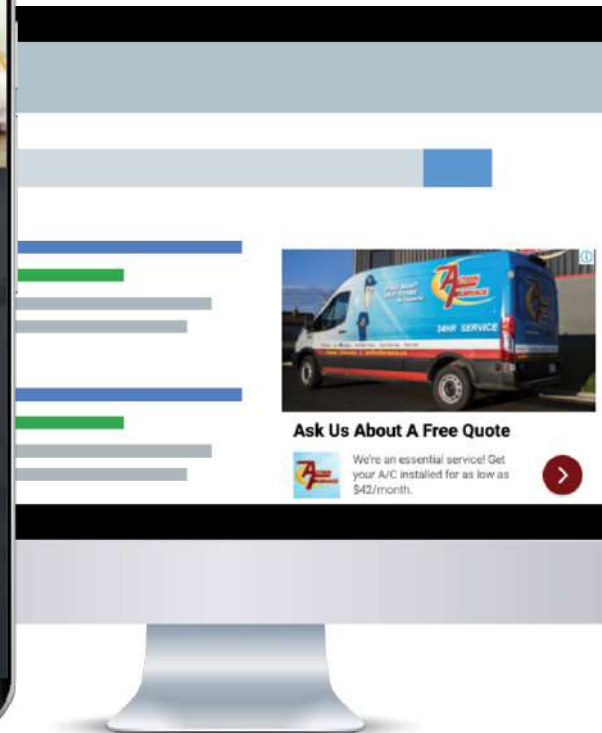
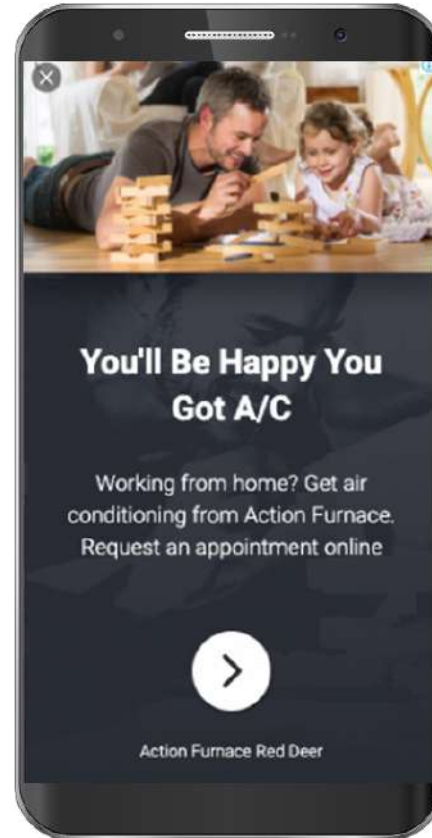
THEY AREN'T USING RESPONSIVE DISPLAY ADVERTISING

Probably most of you have tried Display Advertising in some capacity. Display ads are the image ads you see around the web. It could be on the side of an article, a home page, a newspaper or mobile app. Responsive display is similar but there is a difference that's important to know about.

“Traditional” display advertising, while still relatively new in marketing, is quickly going to become a thing of the past as responsive display starts showing better and better metrics. Image based ads, while pretty and show your brand off nicely, are great for almost solely branding purposes and they cost design hours getting them redesigned for each promotion. Responsive display ads are ads which combine short headlines, long headlines and descriptions, multiple images and you allow Google to use machine learning to display the best combination. When you use tCPA (target cost per acquisition) you're telling Google to optimize the campaigns to show the best combinations to convert clicks into leads as profitably as possible. The longer your campaign runs, the smarter it gets.

This also allows you to gather data much faster than regular display ads. When you're testing multiple headlines, descriptions, images and layouts on multiple sites, you're gathering so much more information about what your audience is looking for.

Responsive Display turns digital display advertising from a branding play to a dual branding-lead generation play.



MISTAKE 04

THEY AREN'T UTILIZING ALL OF THEIR TARGETING CAPABILITIES



I hope what I'm about to say isn't brand new information, but Google and Facebook know everything about us. They know so much about us that they predict stages in our lives and allow advertisers to show their promotions to us when we need to see it the most. Why is it that all these ads are so relevant to us? This is because advertising has switched away from "where are you placing your ad?" to "who are you showing your ad to?". This is great for home service businesses. There are multiple strategies for targeting specific audiences. This guide we're going through our favourite three main types of ad targeting.

Check off Which One(s) You Could See Benefiting Your Business.

- Remarketing - showing ads to people who have visited your website. You can show specific ads to users that landed on certain pages, or upsell to your existing customers through top of mind advertising in seasonal changes.
- Custom Intent or In-Market - showing ads to people who are in the buying cycle for your product or service. They have either been "googling" keywords you are bidding for, or visiting websites and reading articles which indicate they are in your buying cycle.
- Affinity Targeting - showing ads to certain demographics using interest based targeting. Essentially, determine the demographics of homeowners in your area and target them.

Try each of these above and track against a few metrics. Each of the above targeted campaigns should be tracked separately as they all serve individual purposes.

Click-through-rate tracks how well your ad is being targeted and if your messaging is effective to your audience.

Benchmarks

Remarketing

CTR

0.60%

Custom Intent

CTR

0.30%

Affinity Targeting

CTR

0.10%

MISTAKE 05

THEY SPEND TOO MUCH ON TRADITIONAL ADVERTISING

Traditional advertising is essentially anything that isn't digital. Billboards, Radio, Television, Direct Mail, Newspaper, Community Magazines, Grocery Store Advertising, Bus Benches, Bus Wraps, Vehicle Wraps etc.

Our recommendation will never be to stop spending on traditional advertising altogether. However, to analyze the biggest bang for your buck and make a strategic decision based on your business and market. If your town still uses the Yellow Pages directories, definitely invest in an ad. For the remaining 98% of the world however, your best bang for your advertising buck is to focus your investment on your ideal customer. You can do this through demographic and geographic targeting online.

Evaluate the pros/ cons of each type of advertising every quarter. Determine a set of metrics you feel comfortable tracking and always ask yourself, can we achieve this benefit by spending less? If you like the essence of TV advertising for example, because it's auditory and visual and allows for a longer story to be told, ask yourself, can we accomplish this using YouTube? And what are we going to look at when comparing the effectiveness of each.

One benefit with Digital branding versus traditional, is better data. You can't accurately measure the success of Radio or TV for example, you really just need to determine ROI from your traditional portfolio. And the only metric to consider is either Branded Organic Traffic increase or Direct Traffic increase. These items could be increasing from a strong SEO and Display program however, so it's tough to say.

Digital Marketers have an advantage over traditional media companies on the reporting side of advertising. They can tell you:

- Who it appeared to
- Who saw/watched it
- Who clicked it
- How long they spent considering your company
- What pages did they visit?
- Did they call?
- Did they purchase?
- How much profit did you see from this campaign?
- What is your average revenue size from this type of advertising?
- What messaging brought in more customers?
- What imagery brought in more customers?
- What page on the website was best for turning users into customers?

And so much more. What does the report from your TV or Radio station look like? How do you determine what your ROI is from your Traditional marketing? If they can't answer the questions above, how do you answer them?

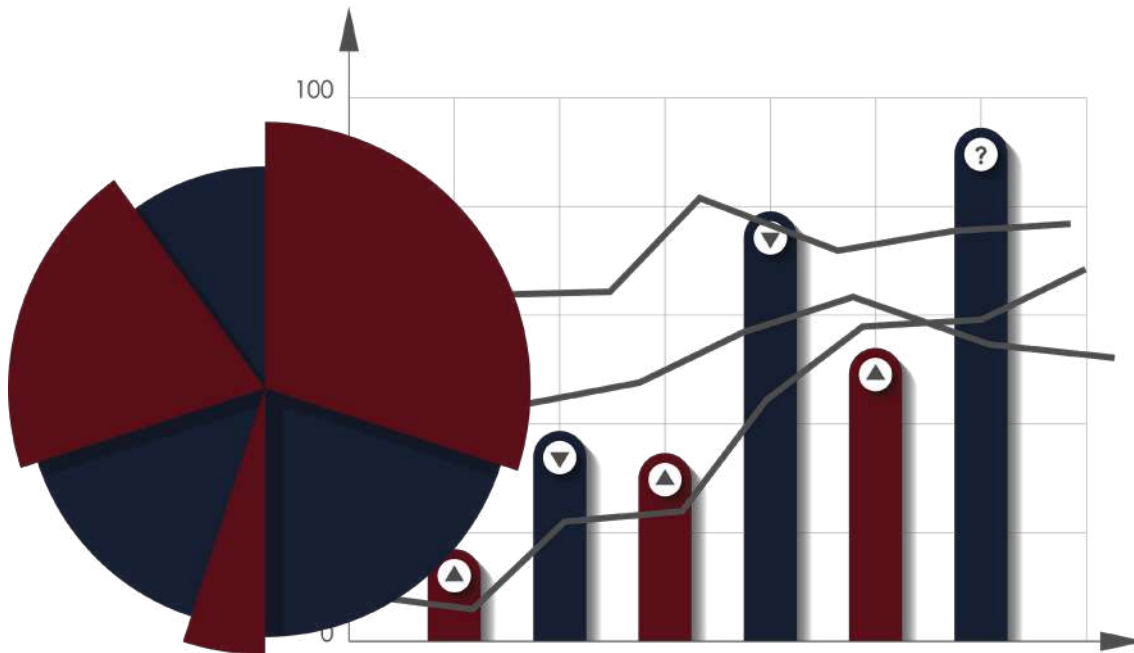


MISTAKE 06

THEY DON'T TRACK THE PROPER SALES FUNNEL METRICS

You know your sales close rate overall, but do you know the close rate of your sales team when the leads come from a specific campaign? How about from a specific keyword? This is important to know from a marketing perspective. If the person running your Google Ads knows that leads from campaign 1 close at a higher rate than campaign 2, it allows them to refocus your marketing investment towards the more lucrative keywords.

It's important to also look at your sales metrics per campaign to properly diagnose where issues are occurring within the funnel. If you're seeing that all ad metrics are performing optimally, the website is converting well, but your CSR's aren't closing the calls coming in, then you know you need to spend your time training your call centre.



ADVERTISING METRICS

- Impressions
- Number of Clicks
- Cost Per Click
- Click Through Rate
- Total Spend

WEBSITE METRICS

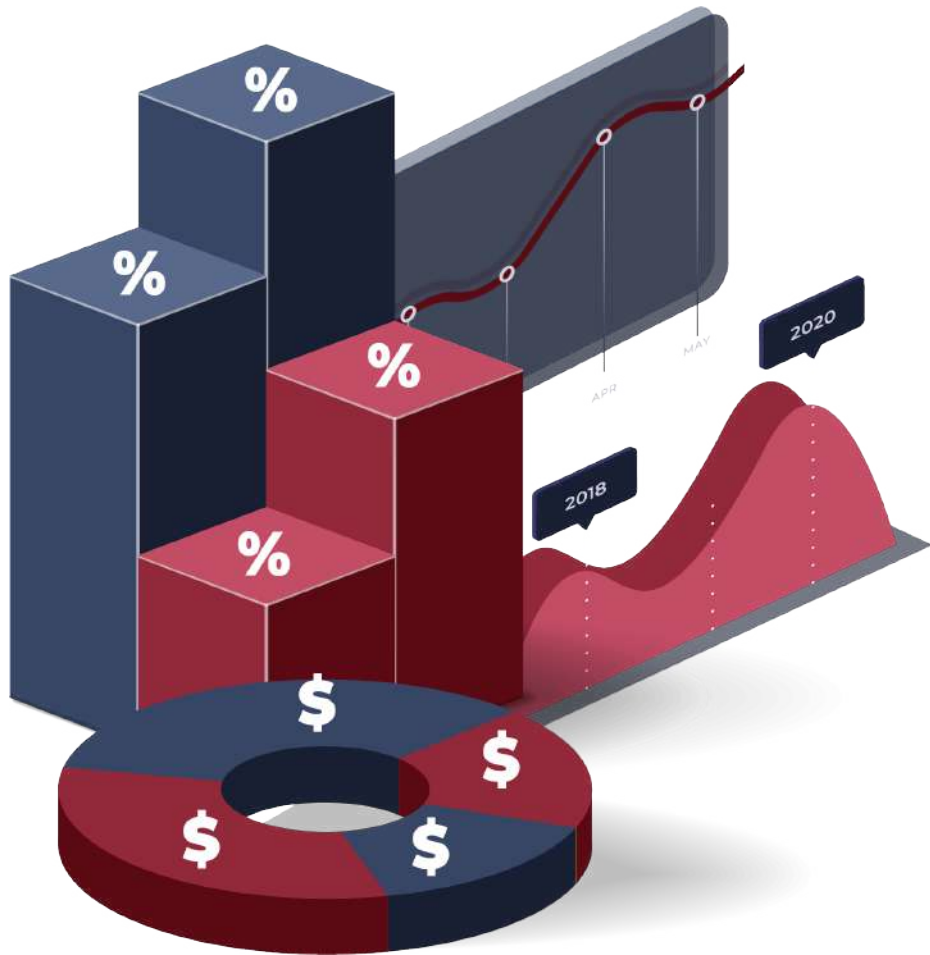
- Visits
- Form Fills
- Live Chats
- Website Conversion Rate
- Number of conversions
- Cost per Conversion

OPERATIONAL METRICS

- CSR Close Rate, Sales Close Rate
- Technician Opportunity Rate
- Number of Opportunity Calls
- Booked Jobs
- Cancellation Rate
- Revenue

MISTAKE 07

THEY SET AND FORGET THEIR MARKETING EVERY YEAR



It's common to create a marketing plan at the beginning of your fiscal year based on previous revenue and future goals. This works as a base, however, it's important to evaluate your marketing every quarter. There are a lot of options available to your business for marketing, and if something isn't working, you shouldn't wait another full year to make changes.

You should have a marketing manager or campaign manager working on the day to day execution and optimization of your marketing campaigns. It's equally important to evaluate the success at least, every quarter. With home service businesses, we suggest right after each season. Have all managers in the room, keep good notes including all metrics, campaign creatives and ROI calculations. This allows for an easier recall next year when planning your marketing.

I get told a lot by Home Service Business Owners "I'm not afraid to spend money, I just need to make sure it's bringing a good return on investment". First thing you need to do is determine if it's working. Second thing you need to do is capitalize on the campaigns that bring you a higher return. Third, stop spending money on campaigns that aren't bringing in a good return.

SIMPLE?



MISTAKE 08

THEY DON'T INVEST IN RICH, UNIQUE CONTENT INCLUDING VIDEO CREATIVE.

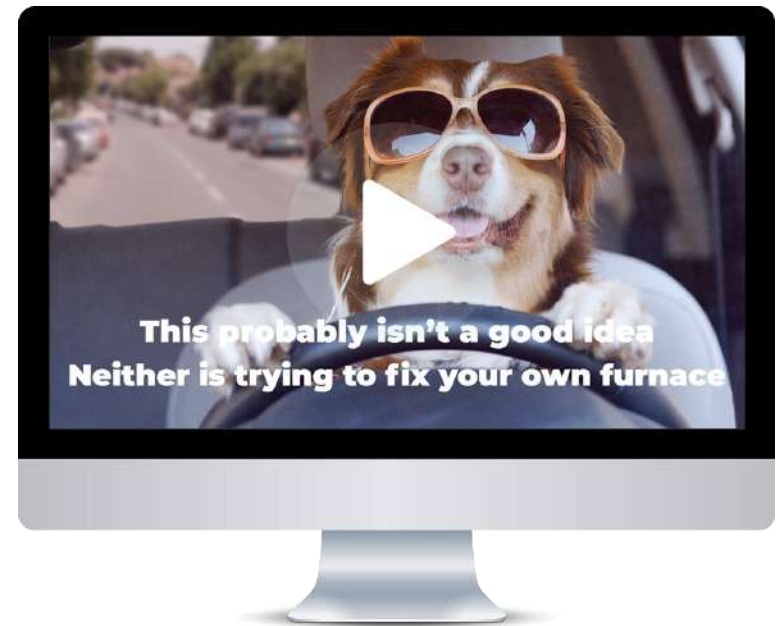
Your online content is not going to stand out if you're saying the same thing as every other HVAC or Roofing Company out there. You need to differentiate your brand from your competitors. Why should someone pick your business?

Words like "Quality" and "Experience" are over used so much that it doesn't excite people when you say that anymore. You need to explain how the quality is better or how your experience will benefit the business. Even more than that, talk about how you make their life better when they hire you. A good place to start is to ask your current customers "why did they choose you in the first place". You'll at least be able to know what your customers think your value proposition is. Psst, they are writing it everyday on your Google My Business Reviews. Read those to get started. What do they mention when they give 5 stars. What did they say about your business when they select 1 star? Either way, you learn what your customers care most about by reading reviews.

Here are some questions you can ask yourself to determine your brand story and the type of content you want to create and push out:

1. How do you make your customers' lives better?
2. If you could have your customers say 1 thing about their experience with your business, what would they say?
3. If your business was being described as if it was a person, what attributes would they have? Would they be funny, intelligent, friendly?
4. What do your customers care about more than anything else?

After you've answered the questions above, get to work creating your content. Remember, you aren't just competing against your competitors in the marketplace, you're competing against all of the other content online. Your video needs to stand out among all of the funny cat videos, sports fail videos and everything else people look at on social media. Keep it entertaining, don't drag your message out longer than needed and have professionals help you so your video is better quality than you just shooting it yourself.

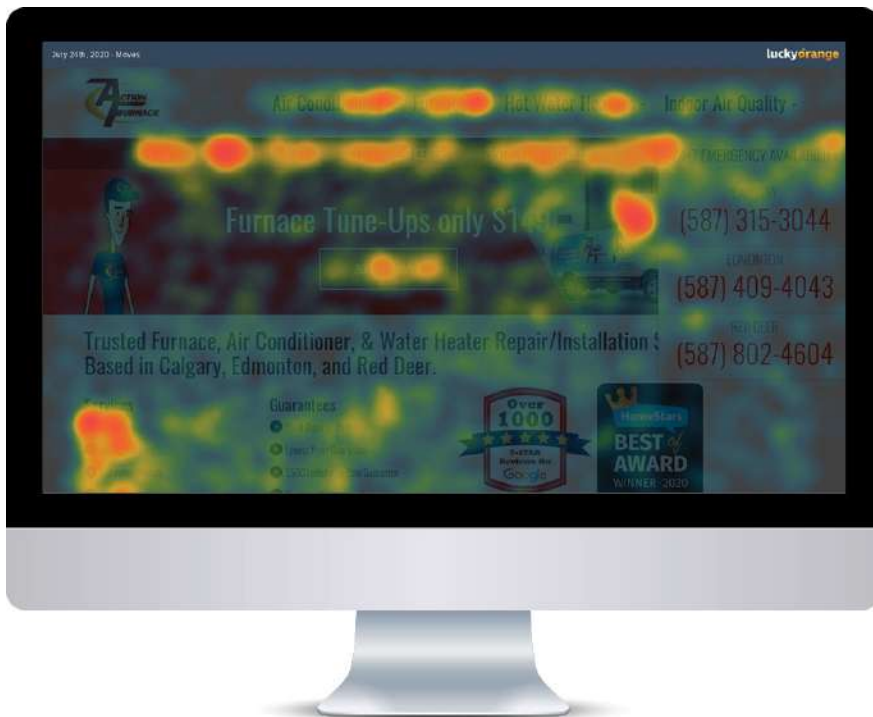


MISTAKE 09

THEY DON'T CONSISTENTLY TRACK AND ADJUST THEIR WEBSITE

Your website should be your highest closing sales person. It shouldn't ever call in sick, it works 24/7/365, and it's your customers first impression of your business. It's now your store front, your front door, the greeter at the door, your sales people in the store, your catalogue, your upsell counter and ultimately responsible for every dollar your company earns.

If your website is this important, why aren't you looking at its performance weekly and adjusting it to make it work better and better for your business? You should assign your website to one manager that looks at the metrics and constantly makes adjustments to increase its performance.



A couple of tools we've found to be useful for website tracking:

1. Call Tracking. This tells you how many calls your website earned.
2. Form Tracking. This tells you how many form submissions you received.
3. Google Analytics. This shows you everything about your website and it's free.
4. Heatmap Tracking. This shows you which elements your website users are interacting with on your website.

Here are some great Heatmap softwares:

luckyorange

crazyegg

tableau

MISTAKE 10

THEY DON'T PLAN THEIR BUDGETS PROPERLY TO ACHIEVE GROWTH

Here is the 3-step system we recommend to Home Service Businesses. It focuses your marketing spend on new customers and allows you to throttle the number of leads you need to fill the next 2 days.

1 Determine how full your schedule will be without pay-per-click marketing.

You're getting leads now through referral, repeat, organic leads from Google, and all of your traditional marketing. First step is to figure out how many jobs on average you're naturally going to get first. How full is your schedule now if you didn't spend money on Google Ads? 60%? That means, you're leaving a lot of revenue on the table.

2 Figure out the gap in leads you need to become full.

You've determined that you have a 40% gap to full capacity. Now, you need to determine how best to close that gap. We love Google Ads because it allows you to fill your schedule with the jobs you want most and not just wait for them to come to you.

3 Use Google Ads to close that gap and only that gap, then shut it off.

Determine how much you're willing to pay per booked job. For example, if you're needing to fill your repair schedule, determine your average revenue per repair job, assign a marketing percentage to determine your target acquisition cost per lead. You multiply the number of jobs in your gap by your target acquisition cost per lead. That's your budget. Simply put, If you're willing to spend \$100 on a new customer, and you need 5 new customers tomorrow to be full, today's budget is \$500 ($\100×5 leads). You spent \$500 for 5 leads.



WHAT NOW?

While we tried to make this list fairly comprehensive, it's important to know that you're probably making many other mistakes we didn't mention. Subscribe to our newsletter and we will continue to send you information and advice about Marketing. Or better yet, book a meeting with us. Let's talk about your business.

To Your Success!



Amanda Wilhelm

Co-Founder ADHOME Marketing
Amanda@adhomemarketing.com

ADHOME | marketing

