

PADULA MEDIA



2024

# HOME REMODELING MARKETING PLAYBOOK

for Luxury Home Remodelers



# ARE YOU READY TO REIGNITE GROWTH FOR YOUR REMODELING COMPANY?

We've put together the guide to give you the knowledge and confidence to tackle marketing head-on and take your business to the next level.

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Website.....	03
SEO.....	04
Advertising.....	05
Social Media.....	06
Implementation.....	07



# HOW TO BUILD A WEBSITE THAT GENERATES NEW BUSINESS.

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Building a website that effectively showcases your services and generates leads is key to the success of your remodeling or home remodeling company. **Most businesses have a website, but few websites are properly optimized.** There are several important factors to watch out for:

- Your website needs to load fast. A slow loading website will lead to the majority of users abandoning your site and Google making your website less visible to potential customers.
- Make sure your website is visually appealing and easy to navigate. Professional photos and videos increase the average amount of time someone stays on your website and increases your likelihood of driving a new lead significantly.
- Ensure your website is optimized for mobile. Many websites are built only with the desktop version in mind. Ensure your website is built to load correctly on a phone, where the majority of visitors will be viewing from.
- Optimize the website for SEO. SEO is a technical process of helping your website show up higher on search results in Google, and is the key way to drive new leads through your website. This includes on-page optimization such as keyword research, meta tags, and internal linking, as well as off-page optimization such as building backlinks. We cover the SEO process in the next section.

Every digital marketing plan starts with a great website to convert leads. Without the above practices in place, your marketing won't be successful.

# OPTIMIZE YOUR WEBSITE TO SHOW UP ON GOOGLE.

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Optimizing your website for search engines and improving your online visibility through SEO (Search Engine Optimization) is a crucial step in driving traffic to your site and generating leads for your remodeling or home remodeling company. Here are some tips on how to optimize your website for SEO:

- Conduct keyword research. Understand what keywords and phrases your target audience is searching for, and make sure to include those keywords throughout your website's content, meta tags, and URLs.
- Optimize your website's structure. Make sure your website has a clear and logical structure, with a hierarchy of headings and a sitemap that makes it easy for search engines to crawl and understand your site's content.
- Create high-quality, unique content. Search engines favor websites that provide valuable and informative content, so make sure to regularly update your website with new blog posts, articles, and project case studies.
- Monitor and track your progress. Use tools such as Google Analytics to track your website's traffic, and monitor your rankings for your targeted keywords. This will help you understand what's working and what's not, and make adjustments as needed.

Being a top search result on Google isn't an option in 2024. It is a requirement for businesses that want to drive new business and grow online.

# USE PAY-PER-CLICK ADVERTISING TO DRIVE NEW LEADS.

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Okay, so PPC (Pay-Per-Click) advertising is a great way to drive targeted traffic to your website and get leads for your luxury remodeling or home remodeling company. But it can feel a bit overwhelming if you're new to it. Don't worry, We're here to break it down for you.

- You want to figure out who your ideal customers are. When you know who you're trying to reach, you can create ads that are tailored to them. This will make sure that you're not wasting your money on ads that aren't reaching the right people.
- Next, you want to use keyword research to figure out what keywords and phrases your target audience is searching for. This will help you create ads that show up when those specific keywords are searched for.
- Once you have your ads set up, you can use ad extensions to include extra information like phone numbers, locations, and links to specific pages on your website. This will make it easy for potential customers to contact you or learn more about your business.
- Another tip is to use A/B testing. This means trying out different versions of your ads to see which one performs the best.
- Finally, don't forget to monitor and adjust your campaigns regularly. Use the data provided by the PPC platform to see which ads are working and which ones aren't.

# HOW TO LEVERAGE SOCIAL MEDIA PROPERLY.

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Let's talk social media. It's a great way for home services and remodeling businesses to connect with potential customers and build their brand. As a home services company, you likely already post to platforms like Instagram or Pinterest, but you may not be aware of how to build an effective marketing strategy behind it.

- First things first, you want to figure out which platforms your ideal customers are active on. Homeowners with extra disposable income are likely to be on platforms like Facebook and Instagram, and is the best place to start.
- Once you know where to focus your efforts, it's all about creating engaging content. Share high-quality images and videos of your finished projects, behind-the-scenes footage of your team in action, and before-and-after transformations. This will help show off your skills and give potential customers some inspiration.
- You also need to be posting a high volume of content. We recommend 3-5 posts per week to stay top-of-mind in potential customers' minds.
- Ensure you're including strong CTAs (Calls-to-Action) in each of your posts. Give your followers a reason to visit your website.
- Finally, be social on social media. Engage with other accounts, respond to comments and messages, and focus on building a community rather than just sharing your work.

Before you start, define what metrics you want to track. Is it increased followers, increased website traffic, or something else? Be sure to measure the ROI of what you're doing.

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# IMPLEMENT YOUR STRATEGY EFFECTIVELY

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We understand that the thought of implementing a digital marketing plan for your home services or remodeling business can feel overwhelming and confusing. The process of optimizing your website, using PPC advertising, and leveraging social media can be time-consuming and complex. That's why we're here to help. We want to come alongside you and take the burden of managing your digital marketing off your shoulders, so you can focus on running your business.

At Padula Media, we have the experience and expertise to help you create a comprehensive digital marketing plan that is tailored to your business's specific needs. We'll work with you to understand your target audience, your business goals, and the outcomes you want to achieve. We'll then develop a plan to help you effectively reach your target audience and achieve your goals.

We understand that every business is unique and that's why we offer a personalized approach to digital marketing. We'll work with you to understand your business struggles and create a plan that addresses those specific challenges. Our goal is to help you achieve your business objectives and grow your business through effective digital marketing strategies.

Don't let the thought of digital marketing overwhelm you. Let us come alongside you and help you create and execute the right plan for your business. Contact us today to learn more about how we can help you grow your business through effective digital marketing.