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The Ultimate Home Services Marketing Guide

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As a home services pro, you've mastered your craft

Whether it's roofing, plumbing, electrical work, HVAC, or beyond. Your expertise keeps homes protected, comfortable, and running at their best. But when it comes to marketing, the playbook isn't always so clear.

That's why we created this guide.

We'll walk you through the essentials of marketing for home services — so you can **attract more local customers and keep them coming back.**

In this guide, you'll learn how to:

- Improve your online presence
- Manage your social media
- Start pay-per-click (PPC) advertising
- Boost your reputation with reviews
- Drive sales with email marketing
- Build your marketing plan
- Choose the best marketing software



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Marketing Strategies

Discover practical marketing approaches that will help you get found online, turn leads into loyal customers, and set your business apart from the competition.



Top Home Services Marketing Strategies

From ranking higher in search results to incorporating long term nurtures, here are six marketing opportunities you can take advantage of to help your business stay top of mind.



Optimize your website

Put your website to work by optimizing it to drive traffic and trust.

HERE'S HOW:

Focus on SEO: Target relevant keywords, include accurate business information, improve on-page SEO, and create content that builds credibility.

Create local service pages: List service areas on your homepage and build a page for each location with details on services offered.

Make it mobile-friendly: Use the mobile-responsive templates so your site works smoothly on any device.



Claim and update your online listings

Online directories, like Google Business Profile™, help local customers find you faster in search results and drive sales with direct website links. Always claim your listings and keep information accurate so it's easy for leads to reach out.



Manage your social media

Posting regularly to social media platforms is a cost-effective way to promote services, share updates, and engage with potential and existing customers in real time. A consistent social presence can drive traffic, leads, and loyalty.

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Top Home Services Marketing Strategies



Ask for reviews

Reviews are an excellent way to build credibility, get found faster online, and help leads pick you over competitors. But, don't just wait for reviews to come in, be sure to ask for them from existing customers.

PRO TIP:

Whether a review is positive or negative, always respond!



Implement email follow-ups and nurture campaigns

Follow-ups are key to keeping leads engaged and are a proven way to increase sales. Nurture campaigns help you stay top of mind until potential customers are ready to buy — and they can also drive repeat business by keeping you connected with current customers.



Use marketing software

A marketing software can help execute your goals, streamline processes, and automate key tasks — saving you time and reducing manual work. Plus, it can provide analytics, so you can make smarter marketing decisions. Overall, it's a powerful way to grow faster with less effort.

Click here for more ways to market a home services business.

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How to Improve Your Online Presence

Struggling to get leads or wasting money on ads that aren't working?

Use these simple checklists to help more customers find your business online — without breaking the bank.

Website Content Checklist

- Develop high-quality, original, and engaging content.
- Regularly update your blog or news section.
- Use a combination of images and videos to create visual interest.
- Make sure your website copy is written and formatted so it’s easy to read.
- Get more customer reviews and add those to your website.
- Engage in guest posting, local partnerships, and industry forums.
- Integrate social sharing buttons on your pages.
- Regularly share your content on social media platforms.
- Experiment with A/B testing for key elements like CTAs and page layouts.

Keyword Research

- Identify primary and secondary keywords relevant to your business.
- Analyze competitor keywords and search volume.
- Incorporate long-tail keywords for more specific targeting (ex: ‘Trane repair 85040’ instead of simply ‘AC repair’.)
- Use location-based keywords in your content.
- Regularly perform SEO audits and update your strategy.

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How to Improve Your Online Presence

On-Page SEO

- Optimize title tags and meta descriptions with targeted keywords.
- Use header tags (H1, H2, H3) to structure your content.
- Ensure URLs are clean, descriptive, and have your main keywords.
- Include keywords where they sound natural – don't force them into your copy.
- Add alt text to images for accessibility and SEO.
- Implement an effective internal linking strategy.
- Include accurate NAP (Name, Address, Phone) details on your website.

Business Listings

- Claim and optimize your company's profile using the Google Business Profile™ business listing service.
- Use the exact same Name, Address, and Phone Number (NAP) across all listings.
- Keep business hours, website URL, and other key details consistent across all platforms.
- Develop a strategy for acquiring quality backlinks.
- Link your social media profiles to your local listings.

Click here for more website & SEO tips.

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How to Manage Your Social Media

Here are the top platforms to post on and best practices for each.

Facebook

Frequency: 1-2 per week

- Complete your business profile with details like services, contact information, and operating hours.
- Participate in Facebook Groups for your service niche and answer questions related to your expertise.
- Ask for reviews on your profiles through direct message and comments.
- Consider running Facebook Ad campaigns to reach a wider audience.

Instagram

Frequency: 2x per week to feed, daily on Stories

- Add a website or booking link to your profile so customers can easily connect with you.
- Post before-and-after photos of installations, repairs, and maintenance jobs.
- Use features like reels, stories, and polls to create engaging content.
- Use keywords in your captions so your content is more searchable.

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How to Manage Your Social Media

Here are the top platforms to post on and best practices for each.

LinkedIn

Frequency: 3-5 per month

- Add your logo, website, contact details, and a detailed service description to your company profile.
- Share helpful seasonal tips like roof inspections before storm season and HVAC maintenance advice in the summer.
- Join LinkedIn Groups and connect with property managers, facility managers, and contractors in your area.
- Use LinkedIn Ads to connect with local homeowners and businesses outside your immediate network.

TikTok

Frequency: 3-5 per week

- Use short-form educational content like before-and-after transitions and quick maintenance tips.
- Test different formats like duets and stitches.
- Lean into entertaining content and take advantage of trending audios.
- Reply to comments and engage with other businesses in your area.

Click here for more social media tips.

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How to Get Started With Pay-Per-Click Marketing

Pay-per-click advertising (PPC) is an ad model where businesses pay a fee each time their online ad is clicked. Here's what you need to know about them:



Keywords

Bid on keywords relevant to your business and the services you offer. Avoid keywords that could be confused with unrelated industries.



Geo-Targeting

Target a location radius based on how far you're willing to drive for a service call. That way, your ad won't target people who are too far away and not likely to call because you are not near them.



Call-Only Campaigns

These ads are just for mobile devices. They show your phone number, business description, and a call button. You only pay for the click when someone calls you.



Call Extensions

With call extensions, people click on your phone number from the ad and call you directly. These are added to mobile, desktop, and display ads.



Ad Scheduling

If your goal is for clients to call your office, only run ads during office hours. If people click on it and call your business, but no one picks up, you still pay for that click, even if no one answers the phone.

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How to Boost Your Reputation with Reviews

Reviews aren't just feedback — they're marketing fuel. In today's digital world, what customers say about your business directly impacts how others find and trust you.

How to Get More Reviews

You don't need hundreds of reviews overnight, just a steady flow.

HERE'S HOW TO GET STARTED:

Ask at the right time: After a great service or sale.

Make it simple: Send direct links to Google, Yelp, Facebook, or other platforms in a follow-up email or text.

Automate the process: Use software to send timely review requests automatically after a job is completed.

Don't Just Collect — Respond

Responding to reviews builds loyalty and turns negative experiences into second chances.

HERE ARE SOME BEST PRACTICES FOR RESPONDING:

Thank happy customers: A simple "Thanks for the kind words!" goes a long way in building loyalty.

Stay professional with complaints: A respectful response can turn a frustrated customer into a loyal one, and shows prospects you take accountability.

Be consistent: Reply weekly to stay on top of it.

Use AI for help: If you're not sure what to say, generate responses with the help of AI tools.

Why reviews are a marketing strategy (not just nice to have)

Each review is fresh content for search engines and powerful social proof for future customers, which helps you get found faster online. Plus, you can reuse great reviews in emails, on your website, and across social media to drive even more conversions.

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How to Book More Jobs with Email Marketing

Create an email list.

Most email marketing tools have features to help you do this, but the goal is to create a list of all customers and prospects you want to communicate with.

Set goals for your campaign.

Pick what type of email to send: You can send one-time blasts to promote seasonal tune-ups or special offers, follow-up emails to send quotes or request reviews, and automated nurture emails to stay top-of-mind during slower seasons.

Write interesting copy, compelling content, and catchy subject lines.

Your copy should be interesting, spark curiosity, and motivate customers to take action. If it's dull, confusing, and generic, it will affect the performance of future emails as well. Leverage AI to help you craft messaging that is engaging and on-brand.

Test different email elements.

Email is perfect for A/B testing because marketers use it to compare versions of the same email. They change one or two elements (images, links, subject lines, etc.) and see which performs best.

Monitor your performance.

The best email campaigns are data-driven, meaning you use data to inform decisions.

Why email marketing is key for your business

Email is one of the most effective marketing channels for small businesses. Each type of email plays a role in staying connected with customers and keeping you booked year-round.

Click here for more email marketing tips.

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Home Services Email Templates

To save time, here are a few helpful email templates to use for quote requests, scheduling follow-up, review requests, and promotional emails.

PRO TIP:

Copy each template, save it in your email inbox, and personalize the template before sending.

1. Get a Quote Email

To Cc Bcc

Subject **Need [Insert Service Here]? Get a Quote Today**

Hey [Customer Name],

I hope you're doing well. It's been [Time Since Last Service] since we last [Insert Service Here], so I wanted to remind you that now is the perfect time to schedule your [Insert Service Here].

You can request a free quote anytime on our website: [Website Link]

Booking now helps prevent potential issues and ensures your [home systems / home] are running safely and efficiently.

If you have any questions or need assistance, just reply to this email or call us at [Your Phone Number].

Best regards,
[Your Name]
[Company Name]

Send

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Home Services
Email Templates

2. Get a Quote Follow-Up Email

To Cc Bcc

Subject **Thanks for Your Request – Here's What Happens Next**

Hey [Customer Name],

We received your request and are preparing an estimate for your [project].

Our team will reach out soon with expert recommendations and a personalized quote for your [home/business]. If you have any questions, you can reply to this email or call us at: [Phone Number]

We appreciate your business and look forward to getting your project taken care of.

Thanks,
[Your Name]
[Company Name]

Send

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Home Services
Email Templates

3. Schedule Your Next Appointment Email

To Cc Bcc

Subject **Reminder: It's time for system maintenance!**

Hi [Customer Name],

Just a friendly reminder that it's time for routine maintenance on your [system/service]. Regular upkeep helps everything run smoothly, improves safety, and prevents costly breakdowns.

To book an appointment, click here: [Website Link]

If you have any questions or need assistance, feel free to reply to this email or call us at [Phone Number].

We're looking forward to helping you with your next service!

Thanks,
[Your Name]
[Company Name]

Send

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Home Services
Email Templates

4. Customer Referral Email

To Cc Bcc

Subject **Refer a Friend & Get 5% Off**

Hi [Customer Name],

Thank you for being a valuable part of our business. To show our appreciation, we're excited to offer you a 5% discount when you refer a friend to [Company Name]. The best part? Your friend will also receive 5% off their first appointment!

Submitting your referral is simple: Just send them this link to our website: [Website Link] Have them fill out the "Request a Quote" form and include your email in the "Referral" section. Once they schedule an appointment, you'll receive a 5% off coupon, which you can apply to your next service visit or repair.

Thanks again for your continued support. If you have any questions, reply to this email or call us at [Phone Number].

Thank you for your business,
[Your Name]
[Company Name]

Send

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Home Services
Email Templates

5. Limited-Time Deal Email

To Cc Bcc

Subject **Save Big on [Insert Service]**

Hi [Customer Name],

Now is the perfect time to schedule your [Insert Service], and we're excited to offer X% off until [Offer Deadline].

Take advantage now before time runs out!

Simply book an appointment now: [Booking Link]

Don't miss out on this opportunity to take care of your [system/project] at a can't-miss price. And if you have any questions, feel free to reply to this email or call us at [Phone Number].

Thanks again,
[Your Name]
[Company Name]

Send

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Build Your Marketing Plan

If you need help getting started, here is a **helpful guide** that shows you how to leverage the power of AI to craft a personalized business plan and marketing campaign.



Market Overview

Use the space below to complete your industry analysis, competitive analysis, and target audience research.

Industry Analysis

Outline market trends, challenges, and opportunities.

Competitive Analysis

Identify key competitors and analyze their strengths and weaknesses.

Target Audience

Define your ideal customer profile, including demographics, behaviors, and pain points.

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Marketing Goals

Now, determine your marketing goals.

SMART FRAMEWORK

We recommend using the SMART framework, which stands for: Specific, Measurable, Achievable, Relevant, and Time-Bound.

Define your SMART Goals and the metrics you will use to track them.

SMART Goals

What are your goals for this campaign?

Performance Tracking

What metrics will you use to measure success?

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Marketing Strategies

Outline the key marketing strategies you'll use to connect with leads and/or customers. Then identify which channels you'll use to reach your target audience.

Below are some common channels to help you get started.

Content Marketing

Blog posts, SEO, website pages, and video content.

Social Media Marketing

Platforms, content strategy, engagement tactics.

Email Marketing

Campaign types, segmentation, automation opportunities.

Paid Advertising

Pay-per-click advertising services, social media ads, retargeting.

Reviews & Referrals

Incentives, seasonal offers and maintenance plans.

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Campaign Budget

Do this before you create any content. It will ensure you stay within budget and create cost-effective marketing campaigns.

Determine your total budget and where you spend it. Include a budget for each marketing channel and any paid ads you produce.

Total Budget

How much money are you allocating for this campaign?

Budget Allocation

What will you spend your budget on?

Cost Per Channel

How much will you spend per marketing channel?

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Choosing the Best Home Services Marketing Software

The right solution will help you grow your business, attract more leads, and streamline your marketing efforts.

Why Your Home Service Business Needs a Marketing Software

Using a strong home services marketing software will help you get found before your competitors and boost leads for your business. With the right solution, marketing can be easy to manage and drive serious growth.



Build a better website

Choose a marketing software that can help you design a site that is customer-friendly and easy to navigate.



Improve your SEO

Through keyword research, backlinking, and monthly performance reports, you can improve your website's SEO and make it easier for customers to find you when searching online.



Manage online listings

Instead of updating your listings individually, pick a software that lets you manage them all from one dashboard.



Optimize your social media.

Social media tools help you create, plan, and publish content. AI assistants can suggest captions and hashtags that generate more engagement.



Boost your reputation

Use tools that automatically ask for reviews and use AI tools to help you respond, quickly and thoughtfully. This will help you build credibility and boost sales.

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The Best Software for Home Service Companies

Choose a software built for growth! Thryv is the industry-leading sales and marketing platform for small business growth. **With a solution built for plumbers, electricians, HVAC pros, and roofers, you can become the go-to choice for customers in your area.**

It helps you get found online, capture and convert more leads, and drive repeat business with ease.

With Thryv you can:

- Build a professional website
- Manage listings from 50+ directories
- Streamline social media efforts
- Boost and optimize SEO
- Capture more leads with ready-to-use forms
- Book more jobs by instantly following up with leads
- Drive repeat sales with ready-to-use campaigns designed for home service companies
- Sell more maintenance plans with automatic nurtures
- Manage your reviews quickly and easily
- Make smarter business decisions with powerful reporting

And so much more...
Start growing your home services business with Thryv today.

Schedule a Demo

MORE RESOURCES:

Google Business Profile Guide
In the Trades Marketing Guide
Google Review Link Generator
Free Online Presence Scanner
Buying Software Checklist

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