



FEROCIOUS
MEDIA

Home Services Marketing Playbook

for Today's Home Services Pros

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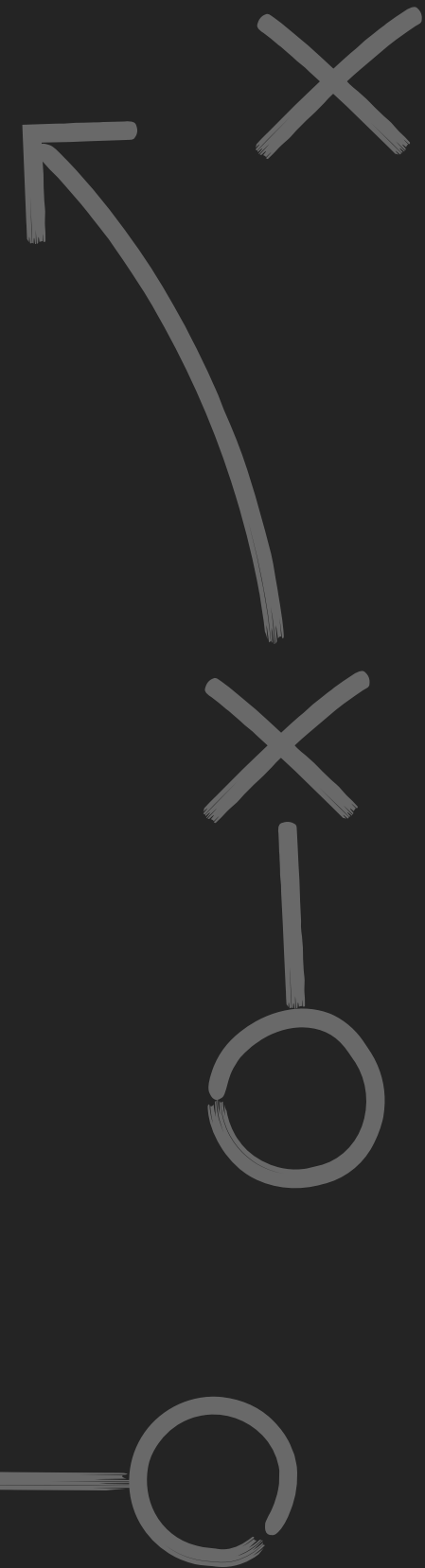
01

Meet **Ferocious**

Our Pledge: We know marketing can be confusing and expensive. You deserve a clear plan of action with transparent and measurable results.



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Meet Ferocious

In response to seeing low-quality campaigns and a "set-it-and-forget-it" approach to search engine marketing offered by many big-name agencies, the founder of Ferocious Media saw an opportunity to provide something better for businesses of all sizes and budgets — a company that offers high-quality campaigns done the right way.

We have a unique point of view in writing this ebook, as our leadership and digital marketing team have worked specifically with home services businesses since our inception. We've managed plumbing, HVAC, and electrical digital campaigns across the country in every major metro area, so we know what it takes to succeed in this highly competitive landscape.

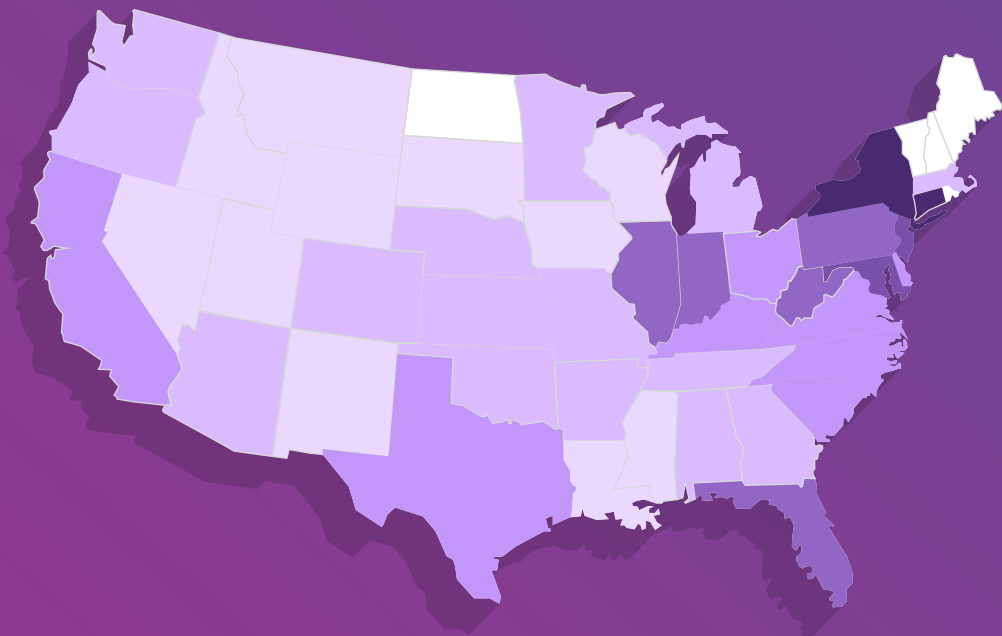


Our Pledge: We know marketing can be confusing and expensive. You deserve a clear plan of action with transparent and measurable results.

If you're looking for a digital partner to help you grow, our team of industry experts has got you covered.



Ferocious Media Home Services Clients



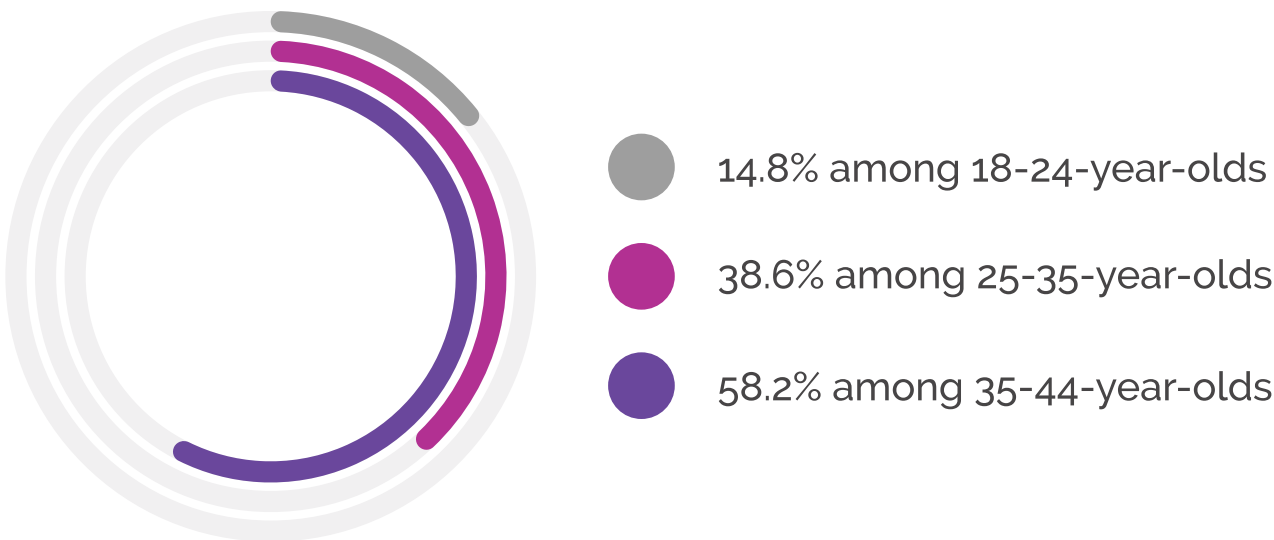
Introduction

As a home services business owner (or marketer), it's critical to reach your potential customers where they frequently spend their time – and now, more than ever, that place is online.

93% of American adults use the internet 

And within this stat, two of the largest demographics to use the internet are 18-29-year-olds (99%) and 30-49-year-olds (98%).

But unique to your industry, we've seen an important shift in this demographic – home ownership has risen:



Source: Angi, Pew Research Center



With more and more people in these age groups becoming homeowners, you now have an incredible opportunity to grow your business by marketing to this online demographic.



Some other key facts to consider:

With your customers actively online, searching for new pros to aid in their home repairs and projects, you need to ensure your business can be easily found – otherwise, your competitors will be.



In the US, the average home's age is above 40 years, meaning homeowners often need to replace failing or aging systems (e.g.: HVAC, electrical, plumbing) and renovate outdated styles (e.g.: kitchens and bathrooms).



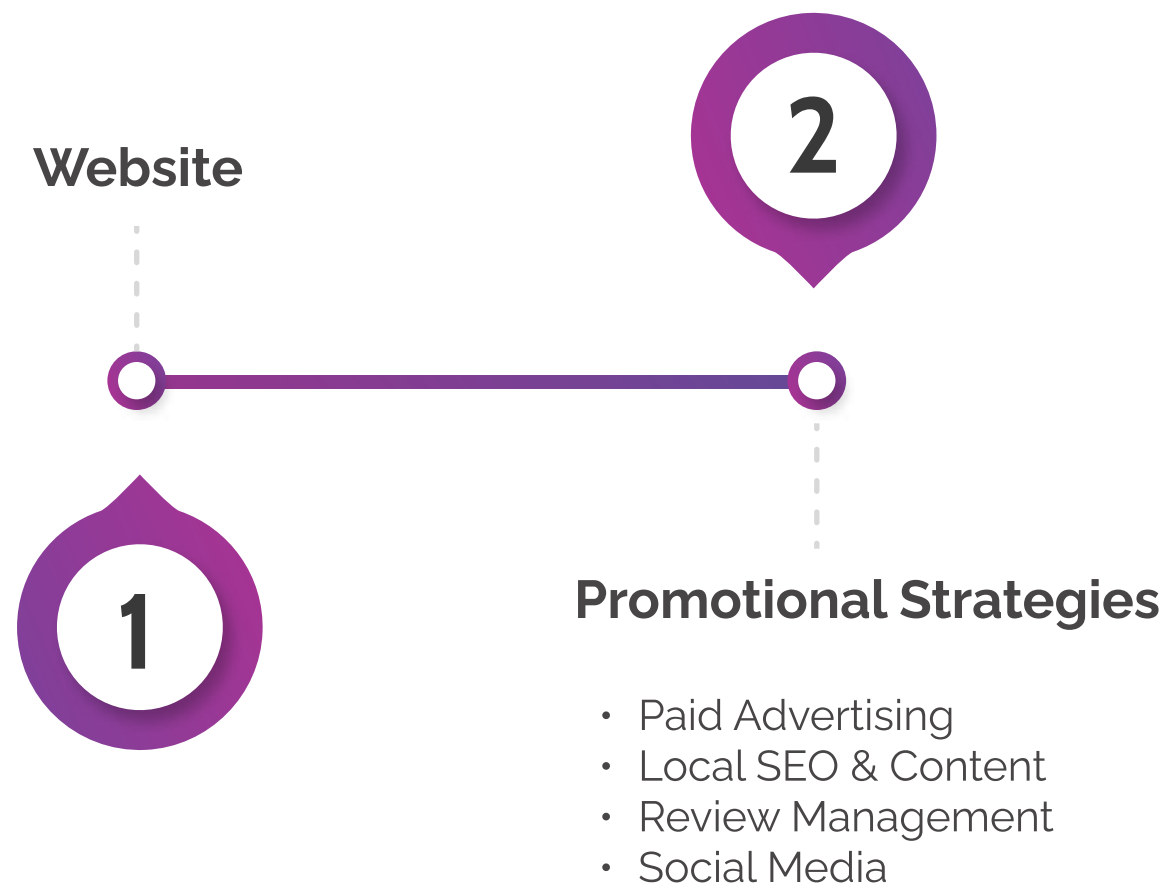
In 2022, higher interest rates have anchored people into their existing homes and have disincentivized moving (which in turn boosts remodeling and home improvements).

In fact, the home improvement market grew 26% to \$475B in the last year!

Where to **Begin**

Chances are, if you're reading this, you're not happy with some (or all) of your digital marketing efforts. Perhaps you're sitting around waiting for the phone to ring while sending technicians home early for the day. Or you're spending a lot but not getting a lot back. Sound familiar?

In this guide, we'll break down some important pillars of home services digital marketing success:



Keep an eye out for our lion icon to learn more about the Ferocious Media advantage!



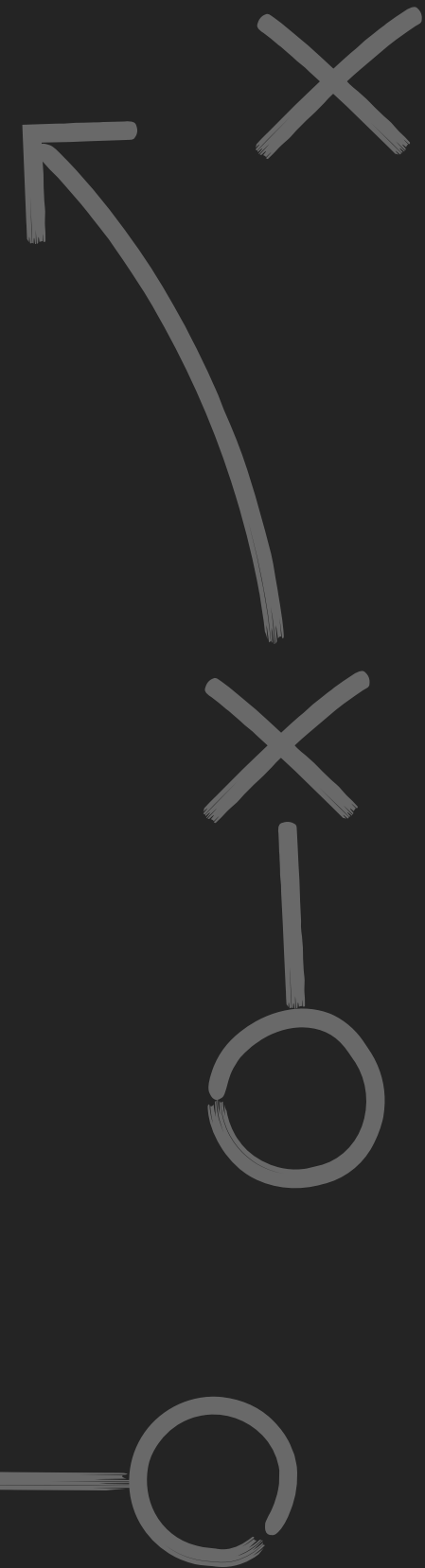
02

Website

Is your website helping or hurting your business?



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Website

First, is your website helping or hurting your business?

Consider your website your foundation. Much like a home's foundation – solid, durable, and built to hold the walls and floors above it – the same concept applies here. Your website is the foundation upon which the rest of your digital marketing efforts are built.

So what does a strong website foundation consist of?



Page Load
Speed



Mobile
Friendliness



Security &
Privacy



Content



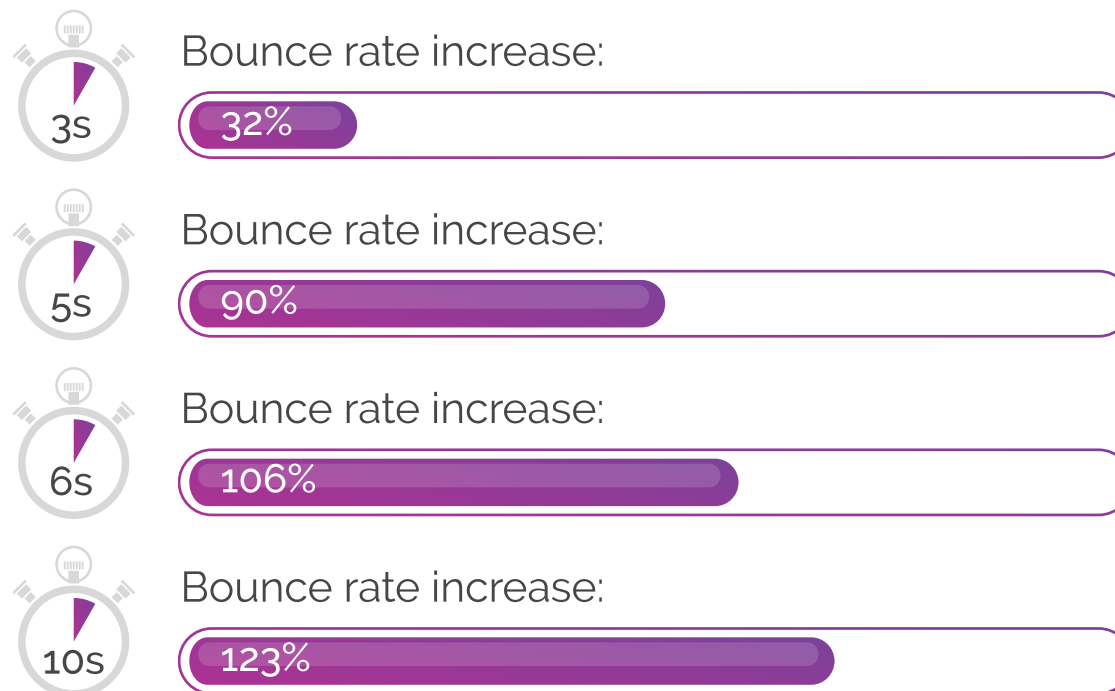
Accessibility



Page Load Speed



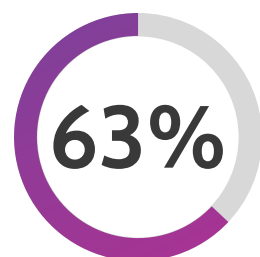
First impressions are everything, even on the internet. The initial loading speed of your website is arguably the most crucial part of an overall user experience.



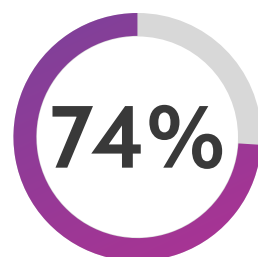
Three seconds may not seem like a long time, however, seconds can feel like minutes for those with a home emergency. Whether their basement is flooding, they have no heat, or they have noticed a concerning noise in their breaker box – if it takes this long (or longer) to load your website, you risk sacrificing bookings to your competitors.



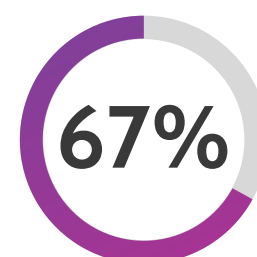
Mobile Friendliness



63%
of organic search traffic comes from mobile. We see a higher percentage for Service Businesses.



74%
of people say they're more likely to return to that site in the future when the site is mobile-friendly.



67%
of mobile users say that when they visit a mobile-friendly site, they're more likely to buy a site's product or service.

By now, you've likely heard about responsive websites – sites that can automatically scale and adjust to fit any screen type, from desktop to mobile. Not only is this feature important for user experience, but Google prioritizes mobile-friendly websites from an SEO perspective.

However, having a responsive design is only part of it. To really stand out among your competitors, consider taking a mobile-first approach to your overall site design.

This takes responsiveness a step further by designing with mobile devices in mind first and prioritizing the smallest screens. With limited real estate on a phone screen, your design should be created for the user experience while prioritizing the most important aspects of your business. A mobile-first site is free of cluttered pops-ups and long paragraphs, with easy navigation and mindful CTAs.



Security, Privacy, & Compliance

3

There's never a dull moment in the cyber world, and as scary as it may sound, a stand-alone website is never safe from a cyber attack.



Cyber attacks cost small-to-medium sized businesses **\$25k** annually on average



High-risk websites are **41 times** more likely to be infected than low-risk websites

Is your website safe from persistent hackers?

There are essential preventative measures every website should implement – from installing SSL certificates and encrypting data through Hypertext Transfer Protocol Secure (HTTPS), to activating a Web application firewall (WAF) and utilizing a website security scanner. These tools provide around the clock protection for your website's server, database and filesystem. Our goal at Ferocious is to be proactive when it comes to website security so that you can rest easy with safe, secure, and automated protection.



Security, Privacy, & Compliance



- Dedicated IP, nothing shared
- Nightly backups of your entire site data with secure off-site storage
- Integrated WAF with IP / location Banning SSL certificates
- Daily malware scans with blocklist monitor to auto-check Google blocklist every 6 hours

But this is just one piece of the puzzle. If you're tracking any kind of user analytics or collecting a user's information through a contact form, then legally, you are required to inform users about the data you collect. We know that data privacy is top of mind for consumers and we are proud to partner with Termly Compliance Solutions to offer a comprehensive solution that will limit liability from regulatory fines and also build increased engagement and trust with visitors.

The best way to stay out of legal trouble and remain compliant with state, federal, and international laws is to be transparent with your users. Successful juggling of web tracking operations and legal compliance will help you use the information to your business's advantage and lead to a positive website reputation.

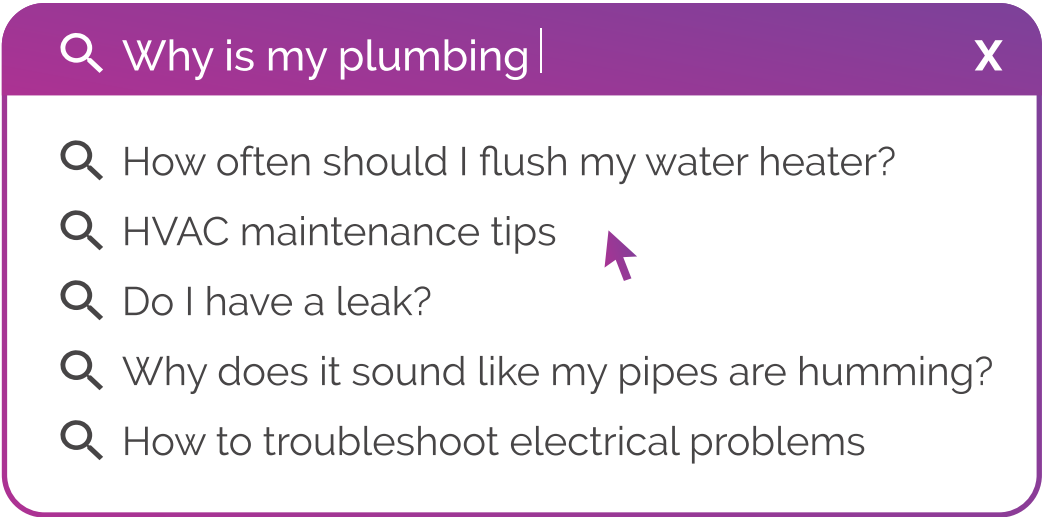


Content



Does your website clearly explain what you do, the locations you service, and how customers can get in touch?

But, above all, is your content actually helping your audience get answers to their questions?



Or written in favor of ranking in the search results? Once upon a time, stuffing keywords (and cities) in content and writing solely to hit a word count deemed the magic answer to ranking used to be a common practice. However, nowadays, if your content doesn't leave a reader satisfied and feeling as if they've learned enough about a topic to achieve their goal, your site is less likely to perform well in search.

And this isn't just a hunch – Google's recent Helpful Content Update proves it. So conduct an audit of your site and ask yourself: who is the content best serving the consumer or the search engines?



Accessibility

5

12M

Approximately **12 million** people 40 years and over in the United States have vision impairment, including **1 million** who are blind.

1/8

One in eight people in the United States (**13 percent**, or **30 million**) aged **12 years** or older has hearing loss in both ears, based on standard hearing examinations.

Due to these disabilities, millions of Americans have problems accessing and understanding information on some websites that lack proper accessibility features. For example, without enough contrast between colors, some users may find it difficult to see the text and photos. If videos don't have subtitles, those who are hearing impaired may be unable to understand the content being shown.



Accessibility

5

Everyone should be able to obtain information on the internet, regardless of their ability status. If users cannot get information due to a company's website deficiencies, said company could be in violation of the Americans with Disabilities Act (ADA) – resulting in a lawsuit.

At Ferocious Media, we focus on mobile-first, fast-loading, compliant, and ADA-accessible websites, complete with unique wireframes, mood boards, and style scapes for our clients to review.

In addition to around-the-clock security and monitoring – we have carefully selected dedicated, cloud-based hosting servers that provide daily malware scans and firewall protection to prevent unwanted visitors as well as constant uptime monitoring to ensure our client's websites are always accessible. We also ensure that our WordPress sites stay up to date by providing routine plugin updates while also installing geoblockers and captcha systems to protect against unwanted spammers. As a proactive measure and for extra peace of mind, we take daily backups of our sites so that our client's data is always accessible.



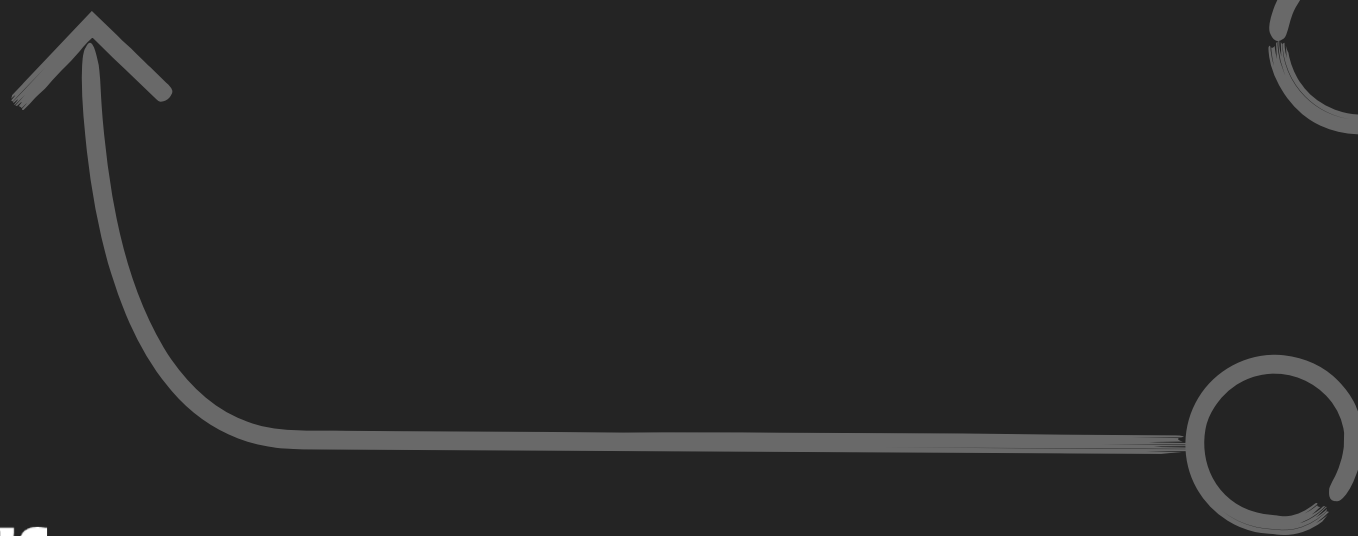
03

Promotional **Strategies**

Are you advertising where your potential customers?



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Promotional Strategies

Advertising

To promote your business, you'll want to advertise where your potential customers are – via a powerful search engine, like Google, and a powerful decision-making engine, like Yelp.



Google Ads:

Put yourself in your potential customer's shoes: if they have a burst pipe, no hot water, a leak in their roof, etc., they're not going to spend weeks vetting potential home service professionals. Instead, they will either ask their friend for a referral or do a quick Google search for "emergency plumber near me" or "roof repair services" to find a solution.

Even customers looking to complete a more extensive remodel or home improvement project are still likely to start this process with a Google search.

Google Ads helps push your business to the top of the search engine results page – above the local pack (maps) and organic search results.

Running a successful Google Ads campaign can be simplified down to showing the right ad, for the right search, at the right time. It sounds simple enough, but today's digital marketing landscape is more competitive than ever – to succeed, you must have all of the fundamentals down pat and executed to perfection. From the keywords to the ad copy, extensions, negative keywords, campaign structure, bidding, call tracking, etc. Much like a blueprint for a new home, without a strong foundation, your campaigns are destined to collapse.

90%

Google maintains upward of 90% of the market share

97%

97% of people make a purchase after visiting Yelp



Promotional Strategies



Google Ads:

And in today's world of Google Ads, not every lead is worth the same value to your business. Some "leads" can be from misdials or from competitor searches that don't result in booked jobs and real revenue for your company.



Our team of experts has specialized in managing Google Ads in the home services world since 2006 – for large companies and SMBs in every major metro area in the United States. We're nimble & change with best practices and best features available with Google, versus some companies that rely on proprietary 'sophisticated' tools that are always steps behind the change.

We take it one step further and are the first home services marketing provider to successfully import revenue data from ServiceTitan (or your CRM) into Google Ads with keyword-level attribution. This means you can see exactly which keywords and campaigns are driving revenue for your company. So while everyone else is still optimizing toward leads, we optimize toward revenue – which is the future.



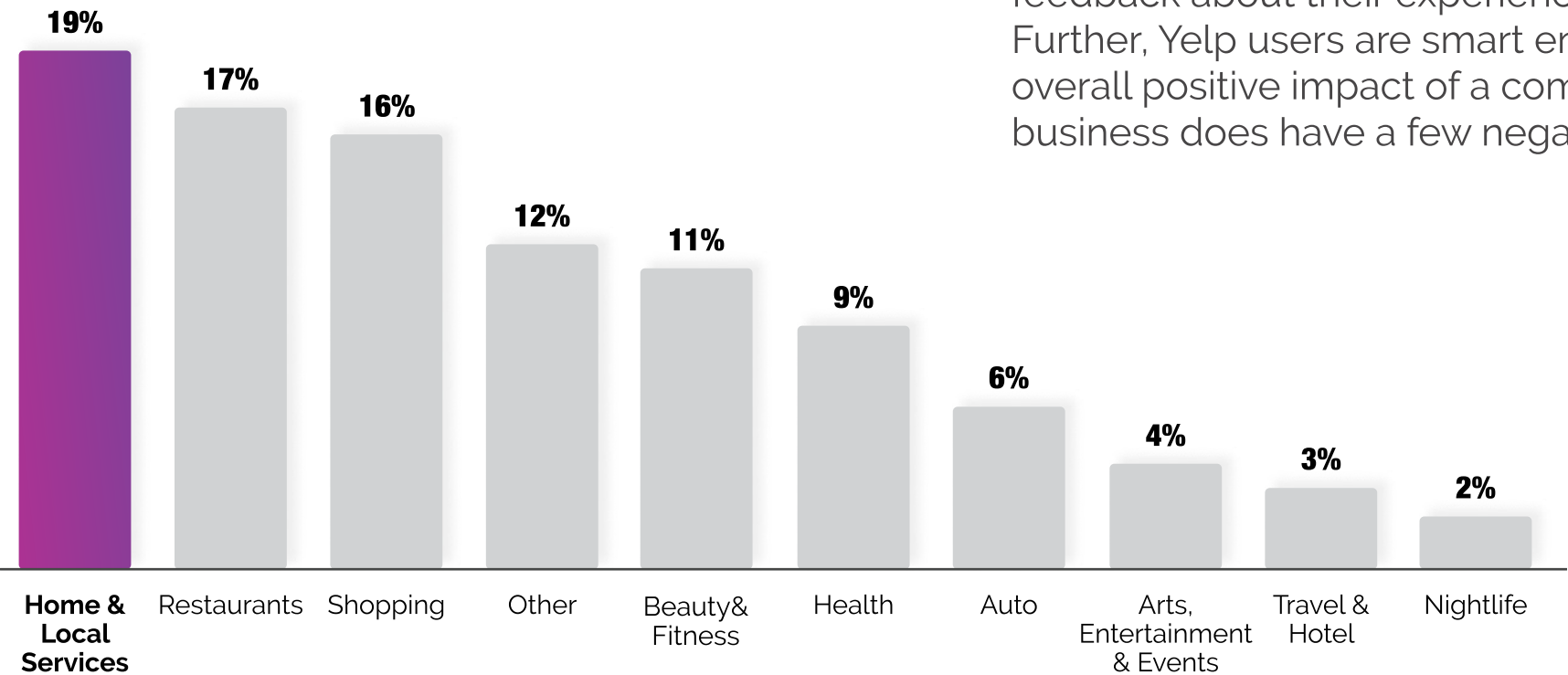
Promotional Strategies



Yelp Ads:

Have you ever searched for a local service business on Google without seeing Yelp appear on the first page? Probably not – Yelp is always there for a reason, so maybe it's time to reconsider how much importance you give it.

Reviewed Businesses by Category



We know what you may be thinking – isn't Yelp just the place everyone goes to complain?

Actually, Yelp is an overwhelmingly positive place, with nearly **70%** of reviews at 4 stars or above. Because only a small percentage of Yelp users leave reviews, the vast majority do so to share positive feedback about their experience with a business. Further, Yelp users are smart enough to see the overall positive impact of a company, even if that business does have a few negative reviews.

Percentages may not add up to 100% due to rounding.

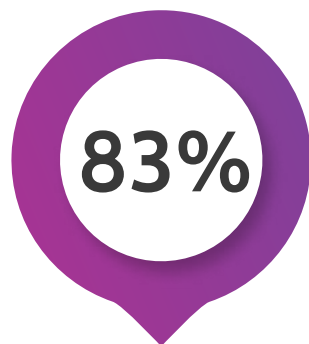
Source: Yelp



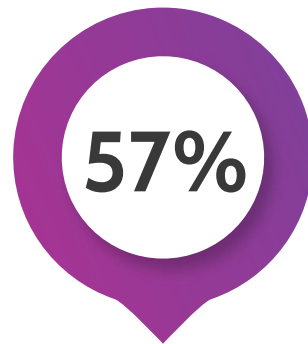
Promotional Strategies



Yelp Demos:



of Yelp users hold at least one college degree



of Yelp users make over 100k a year

Not only does Yelp put you in front of people who are ready to make a decision, but those people are also willing and able to sign on the dotted line once they find you.

So, enter Yelp Advertising.

Yelp Advertising can often be one of the most overlooked aspects of a marketing campaign. Far smaller than the Googles and Bings of the world, Yelp occupies its own place in the overall Internet ecosystem, existing in between a search engine and a pure review platform with no true claim to either. But why? What makes Yelp so much different than other advertising channels?

Simply put, Yelp is a decision-making engine. People don't go to Yelp when they know which plumber they want to hire or who they want to come to re-shingle their roof. People come to Yelp when they know what they want and where they want it, but they're not quite sure who they want to buy it from.



of Yelp searchers make a transaction within a day and 90% purchase within a week



Promotional Strategies

Regardless of where Yelp stands amongst the behemoths of pay-per-click advertising, it exists at the bottom of the metaphorical sales funnel. People come to Yelp when they are ready to buy – plain and simple.



With years of experience working alongside Yelp, we've earned the prestigious honor of being a **Yelp Premier Agency Partner**. The benefits of this partnership include access to exclusive tools and optimization strategies that are unavailable at the local level. These features give us the ability to effectively filter out wasteful or unwanted traffic, leaving us to focus on the jobs you want to service. Don't want to spend money on a click for a leaky faucet? No problem. No longer want to get calls for a simple outlet install? Gone. By drilling down on only what is the most important to you and your business, we allow Yelp, and its incredible decision-making ability, to only target what is most valuable to you.

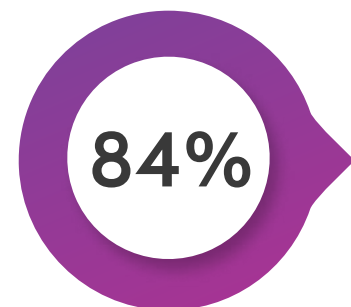


Promotional Strategies

SEO



of consumers surveyed by Brightlocal used the internet to find local businesses in the last year.



of searches for local businesses are "discovery searches"-- where a consumer is looking for a business without a brand or name in mind; in other words: "HVAC, Seattle." The remaining 16% are "direct searches," in which the specific business was being sought.

Paid advertising and search engine optimization (SEO) are two sides of the same search coin. While paid ads help your business show up prominently on the search engine results page (SERP), SEO focuses on earning links organically – by providing searchers with the most relevant and helpful content for their query.

A good SEO strategy can help your local services business rank higher and beat out your competitors on Google Maps, ultimately making it easier for potential customers to find you. Remember, most customers don't know the difference between home services pros and look to Google to perform discovery searches, read reviews, and click on the top results.



Promotional Strategies

To ensure that your page ranks high in the SERP to attract more traffic and convert more leads – for minimal cost out of your pocket – you need to build up page authority. Your website's authority is determined by both onsite and offsite factors, broken into three pillars:

Technical SEO:

Technical SEO includes everything on the back end of your website, ensuring it's running smoothly and effectively so Google can easily crawl and index your pages. This includes optimizing your website's code, using the right keyword density, and making sure your site loads quickly. All of these technical aspects work together to improve your website's ranking.

On-page optimization:

On-page optimization is all about your website's content – ensuring each page is informative and created for the user, not the search engine. This means using the right keywords throughout your site, writing meta descriptions, adding image ALT text, and creating titles that accurately reflect the page's content.

But thinking back to what we discussed in the website section, it's not enough to just write content with keywords like "[insert service you provide] + [city]." Instead, consider what your potential customer is searching for and how YOUR business is the expert with an accurate answer – for example, a new homeowner may search for:

- Should you repair or replace your HVAC system?
- How to remodel my kitchen
- How long should a water heater last?
- What does a home water shut-off valve look like?
- Why am I blowing fuses in my home?
- Is it worth patching a roof?

In many cases, DIY-type questions reign supreme with recent homeowners, and as a home services business owner or marketer, you know there are many things in your trade best left to the pros. This is your opportunity to still provide expert advice and build trust – through blogs, videos, and FAQs – and encourage them to contact you to complete the service.



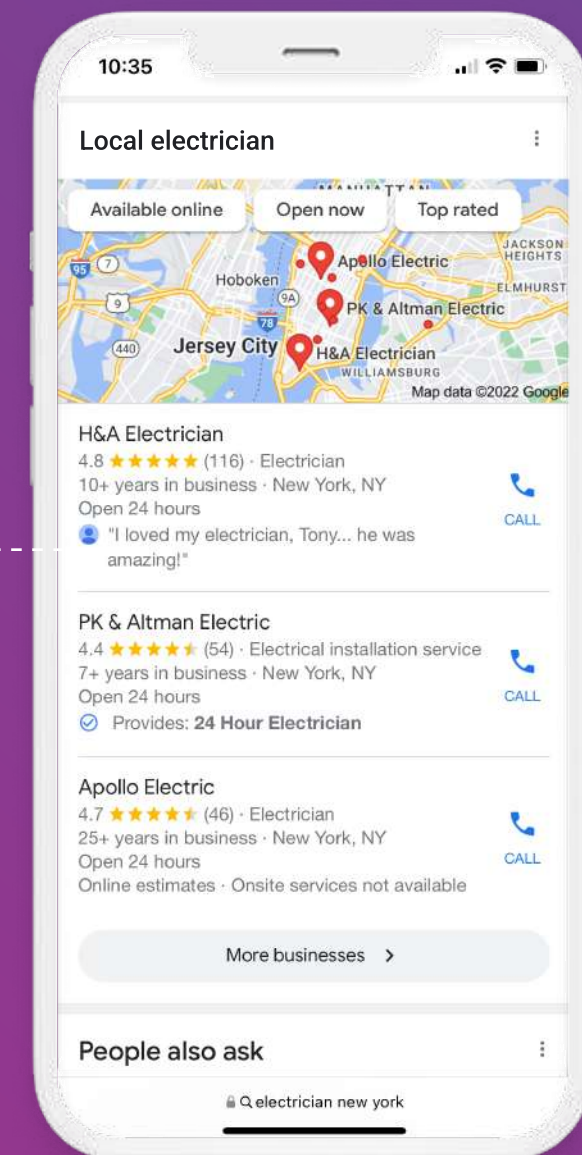
Promotional Strategies

Off-page optimization:

Off-page optimization refers to the things you can do outside your website to improve your ranking, like building back-links, creating and maintaining social media profiles, and claiming your business listings (like your Google Business Profile).

Claiming and optimizing your Google Business Profile is critical for reaching new and existing customers in your local area. By verifying your exact location, ensuring contact information and operating hours are up to date, adding photos of your business, sharing posts with relevant keywords, optimizing your products and services, and managing and responding to reviews, you increase your chances of showing up in the coveted Google Map Pack (also known as Google 3-Pack or local pack).

When someone is searching for a local electrician, Google Maps will immediately show the top three businesses (with their reviews) in your local area – this is why the Google Map Pack is prime real estate for trades businesses. Earning a spot here, you'll rank higher than your competition, increase your visibility, and gain a higher click-through rate and phone calls to your business.



Promotional **Strategies**

Just remember, SEO is a marathon, not a sprint. An ever-changing strategy, SEO requires patience and a dedication to consistent optimization in order to see results. However, if done correctly, SEO can be one of the most cost-effective means of marketing your home services business.



Is your competitor higher than you in the Maps results? Do you have an ongoing blogging strategy to answer your customers' questions? We can help. At Ferocious Media, we focus on all three pillars for our SEO strategy, knowing the importance of them working in tandem – and most importantly, we specialize in Google Business Profile and Maps optimization, a make-or-break for home service pros. If potential customers are looking for you in your local area, we'll provide solutions to help get you found.



Promotional Strategies

Reviews

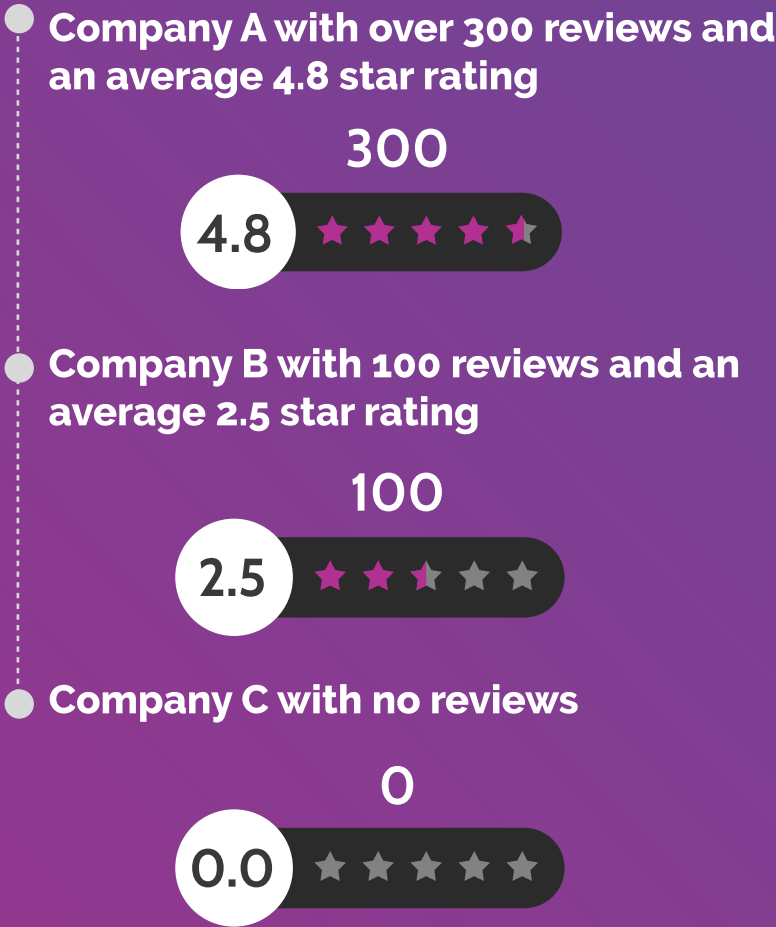


of consumers read reviews for local businesses

- Which business types do consumers pay the most attention to reviews for?
84% service-area businesses and tradespersons
- For home services/trades specifically,
97% of people said online reviews play into their decision to use the business



It's no secret that online reviews are essential for local businesses. After all, imagine yourself in your potential customer's shoes: their drains seem clogged, and some gurgling sounds are coming from the toilet – could it be a larger problem, like tree roots in their pipes? In searching for a company to come for an inspection, they find:



Which do they call? More often than not, Company A – thanks to the psychological phenomenon called social proof.



Promotional Strategies

Social proof is defined as "a psychological and social phenomenon wherein people copy the actions of others in an attempt to undertake behavior in a given situation." From a marketing standpoint, reviews serve as social proof – so when customers search online, they look for reviews and testimonials to see what others have experienced before making their decision.

Having reviews on multiple websites – Google, Yelp, Facebook – is just a piece of the review puzzle. It's also important to respond timely to customers, good or bad. Positive and negative feedback can help your business. While negative feedback may be painful, it can also be a valuable resource in making your business better. By paying attention to what your customers say in their reviews, you can make changes that will improve the quality of your services and make your business more successful.



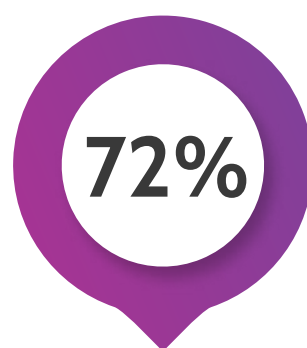
We know that keeping track of all the review sites your local business may show up on is exhausting. That's why we offer Ferocious Reviews – allowing you to manage and respond to all your reviews from 150+ sites in one place. We can also assist in responding to reviews on your behalf so that you can get back to other areas of your business.

With years of home service and community management experience, we can provide the best strategy for your review management needs.



Promotional Strategies

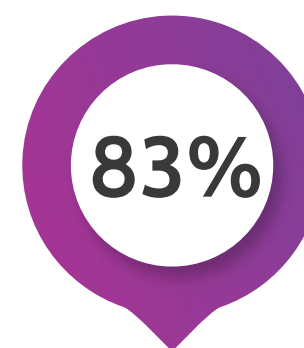
Social Media



72% of Americans use social media– and in a month, the average user will visit **7.5** social media platforms

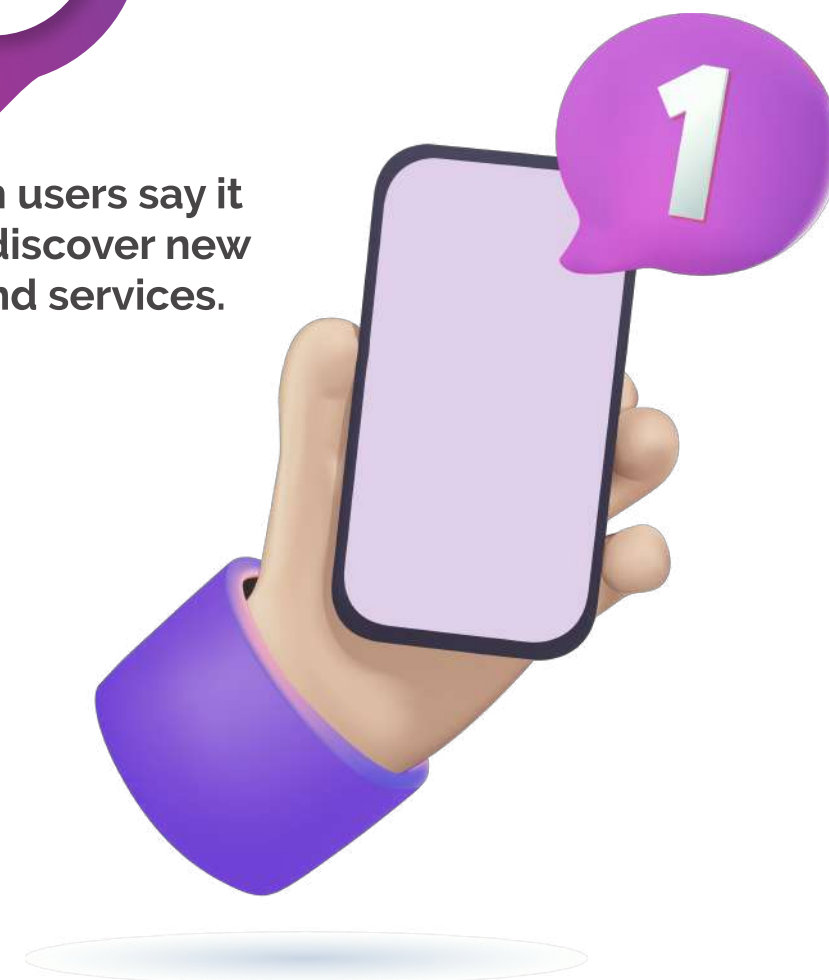


Facebook averages over **2 billion** searches a day.



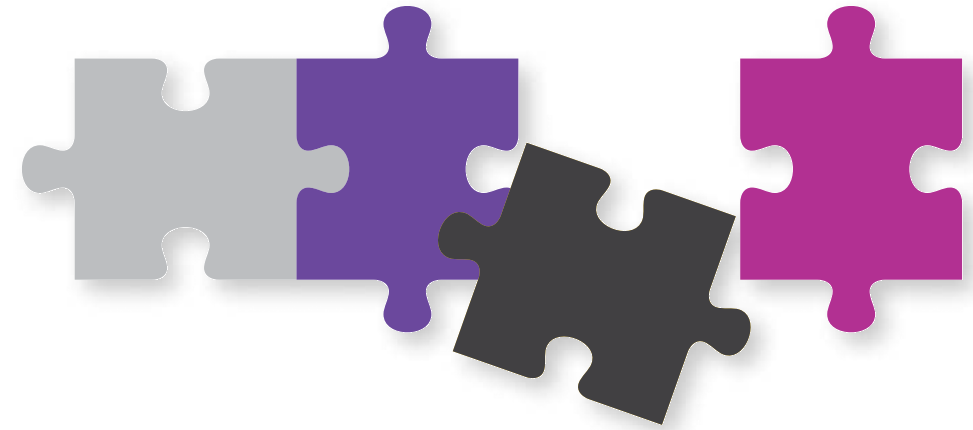
83% of Instagram users say it helps them discover new products and services.

Social media is not a fad – and this next generation of homeowners (Gen Z and Millennials) is active on social media far more than their predecessors. But they're not just active in posting their own content; they search for information on social in the same way you may search for information on Google. In fact, **97%** of Gen Z use social media as their top method for researching what to buy, and **68%** will read or watch at least three reviews before a first-time purchase.



Promotional Strategies

Social media users expect useful, quality content – not repeated ad-like messaging to “buy, buy, buy!” So while promoting your “contact us” or “schedule your service” page is important, it’s also important to share a variety of content types, for example:



- **Share blogs and informational pieces:** Showcase your expertise while providing something of value to your audience.
- **Offer how-tos or DIYs:** While most things should be left to the pros, everyone should know some vital homeowner 101 tips – like where your main shutoff valve is.
- **Provide a look behind-the-scenes:** Perhaps it’s some techs on the job, a customer’s testimonial, or one of your employees’ birthday; this content is unique to YOUR business and gives your audience an inside look.
- **Share updates on important causes:** If you’re involved with your local community or charities, showcase this on social. For Gen Z and Millennials specifically, this generation of homeowners wants to work with businesses that share their values and support their causes.
- **Jump on trends:** This could be as simple as creating a meme or more complex as participating in a trending social media challenge – when done correctly, it can help push your content to a broader audience.
- **Be social:** As the name implies, you’ll want to be social on social media. If someone asks a question or leaves a review, you want to be there to respond – if not, your competitor may be.



Promotional Strategies

Knowing what content to post is just one piece of the social puzzle. You'll also want to ensure you're utilizing the right social channels for your home services business. That doesn't mean you need to have a presence on every social platform out there – especially if your audience, in particular, isn't on those channels – but you should prioritize at least one or two platforms to start. Take a look at where your direct competitors are and even where they're not; do you have an opportunity to attract their customers?

From there, you'll also want to ensure you're staying up to date on best practices per channel and understanding how each platform's algorithm works for your best chance at success in reaching potential customers. And if this sounds overwhelming, having an experienced partner can help.

To be successful on social media, you need to be part copywriter, part graphic designer, part community manager, part strategist, and a forever student. Too many hats to wear when you're also expected to run a business – and that's where we come in. Our Social Media team at Ferocious has helped everyone from small, local HVAC companies to national franchise electricians create a consistent online social presence.

We'll audit your channels and conduct competitor research to determine where your opportunities lie, set up chatbots to field incoming DMs to enhance the customer experience, stay on top of best practices and algorithm changes, and can work in tandem with your current in-house team or take the creative reigns completely. There are no smoke and mirrors here!



04

Next Steps

Growing your business through digital marketing is easy – with the right playbook *and* digital partner.



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Next Steps

Growing your business through digital marketing is easy – with the right playbook *and* digital partner.

Whether you own a local services business or you work on the marketing team for one, chances are you have a lot more on your plate than staying up to date with all the latest rules and best practices in the digital world. That's where we come in. We pride ourselves in building true partnerships with our clients – while you are busily working on your trade, our team of analysts and experts are constantly working on being the top in theirs.

By partnering with Ferocious Media, you gain access to a team of top-notch home services digital specialists dedicated to your success in website design and development, advertising, SEO, review management, social media, and more! You can expect clear and transparent results with your growth and revenue needs in mind.



Next Steps



Our Team

- Dedicated Project manager
- **Individual service experts - no jack of all trades**
- Quality over quantity



Innovation & Best Practices

- Follows best practices
- **16 years of data and optimization**
- AI/Machine Learning



You Own It

- 100% Transparency
- **100% Ownership**
- Access to account at all times



Schedule a FREE digital marketing consultation with a Ferocious Home Services Expert:

Website: <https://ferociousmedia.com/contact-us/>

Call: 800-454-9103

