EDWARD EATON MARKETING • PDF COURSE

Marketing for Home Improvement Businesses

How kitchen, bathroom, window, roofing and extension firms win steady quote requests

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Home improvement jobs are high value and slow to decide. This course covers planning, costs, lead quality and follow up for firms that rely on quotes.

Who it is for

Home improvement and trades business owners, and marketers who work with them.

What you will be able to do

- Build a marketing plan for a home improvement business
- Understand costs and what you can afford per lead
- Qualify leads and follow up quotes
- Plan around seasons and weather
- Decide between your own ads and paid lead sites

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	The big picture
2	Costs and leads
3	Follow up and choosing help

CHAPTER 1

The big picture

Paid Ads for Home Improvement Companies: What Works

> **The short answer.** Paid ads for home improvement companies work best when Google Search captures people already looking for a quote and Meta shows finished jobs to homeowners earlier, with a free survey or consultation as the offer and form questions that filter out wrong areas and budgets. Real accounts reached £16.05 blended across 1,737 conversions for media walls and £29.07 across 1,886 for conservatories and garage conversions.

How the buyer behaves

Home improvement is a considered purchase: weeks of research, several quotes, strong worry about trust and price. The ads have to keep the firm in view and make the next step easy.

The campaigns that work

Campaign	Aim	Offer
Google Search	Capture installer and quote searches	Free quote or survey
Meta leads	Show finished work to local homeowners	Free design consultation
Retargeting	Bring back visitors and video viewers	Finance information, survey

What it costs, from real accounts

Account	Conversions	Spend	Blended cost
Media wall installer	1,737	£27.9K	£16.05
Conservatory and garage conversions	1,886	£54.8K	£29.07

Higher-ticket work costs more per lead. The question is cost per quote and cost per sale.

Qualifying before the quote

Ask for postcode, rough budget and timeframe, and check area before booking a visit. See six filters that stop time-wasters.

Mistakes to avoid

- Chasing the cheapest lead at the cost of quality.
- Stock imagery instead of finished jobs.
- No tracking on phone calls.
- Ignoring finance information near the call to action.

A marketing plan for a home improvement business

> **The short answer.** A home improvement marketing plan picks the services to fill, runs Google for people searching, uses Meta to show finished work and retarget, builds a page per service, tracks calls and quotes and follows up every quote on a schedule.

The plan in one page

A home improvement marketing plan picks the services to fill, runs Google for people searching, uses Meta to show finished work and retarget, builds a page per service, tracks calls and quotes and follows up every quote on a schedule.

Six steps

1. **Pick the services to fill.** Highest margin or quietest first.
2. **Capture search demand.** Google Ads with negative keywords for DIY and jobs.
3. **Show finished work.** Meta with real project photos.
4. **Build a page per service.** Matched to the ad, with proof.
5. **Track calls and quotes.** Not just form fills.
6. **Follow up every quote.** A simple schedule over two weeks.

The numbers to track

- Cost per quoted job and booked job
- Quote to booked rate
- Speed of first reply
- Return on ad spend

Budget

Most home improvement firms start with an ad budget of around £1,000 to £3,000 a month plus management (see pricing). Work backwards from the customers you want, using your own close rate. The lead cost calculator helps.

Review monthly

A worked example (illustrative)

A kitchen and bathroom firm plans one quarter. Goal: 12 booked jobs a month. Services: kitchens first. Channels: Google for kitchen fitter searches, Meta for finished projects, quote follow up in a CRM. Review: cost per quoted and booked job, monthly. Illustrative.

Common mistakes

- No number for the goal.
- Chasing every service.
- No quote follow up.
- Not tracking calls.

A seasonal marketing calendar for home improvement

> **The short answer.** Plan home improvement marketing around the jobs people think about each season: exterior and roofing work in spring and summer, conservatories and extensions as the weather improves, interiors such as kitchens and bathrooms in autumn and winter, and heating and draught proofing before the cold.

How to use this calendar

Plan home improvement marketing around the jobs people think about each season: exterior and roofing work in spring and summer, conservatories and extensions as the weather improves, interiors such as kitchens and bathrooms in autumn and winter, and heating and draught proofing before the cold.

These are typical patterns, not rules. Check your own enquiry data for the last two years and adjust the months to match what your customers actually do.

The calendar (illustrative)

When	What to push
January to March	Interiors, kitchens and bathrooms, planning ahead for spring.
April to June	Windows, doors, driveways, extensions and conservatories as the weather improves.
July to September	Roofing, exteriors and outdoor projects while weather is dry.
October to December	Heating, insulation, draught proofing, kitchens before Christmas, booking in new year work.

Move budget with demand

Raise spend ahead of busy periods, lower it when demand dips and keep a base level so campaigns do not lose learning. Weather affects enquiries, so check your own account history.

Check it against your data

Pull enquiries by month from your CRM or Google Ads for the last two years. Mark the peaks and quiet spells, and build your calendar from them.

A worked example (illustrative)

A roofing firm finds its enquiries rise after storms and in dry spring months. It plans a spring campaign in March and keeps a base level through winter, with ads ready to scale after bad weather. Illustrative.

Common mistakes

- Switching everything off in winter.
- Ignoring weather triggered demand.
- Starting too late for the season.
- Not tracking by month.

Want the full course?

This is a free sample of **Marketing for Home Improvement Businesses**. The full course has 3 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/home-improvement-marketing-course and you will hear first when it launches.