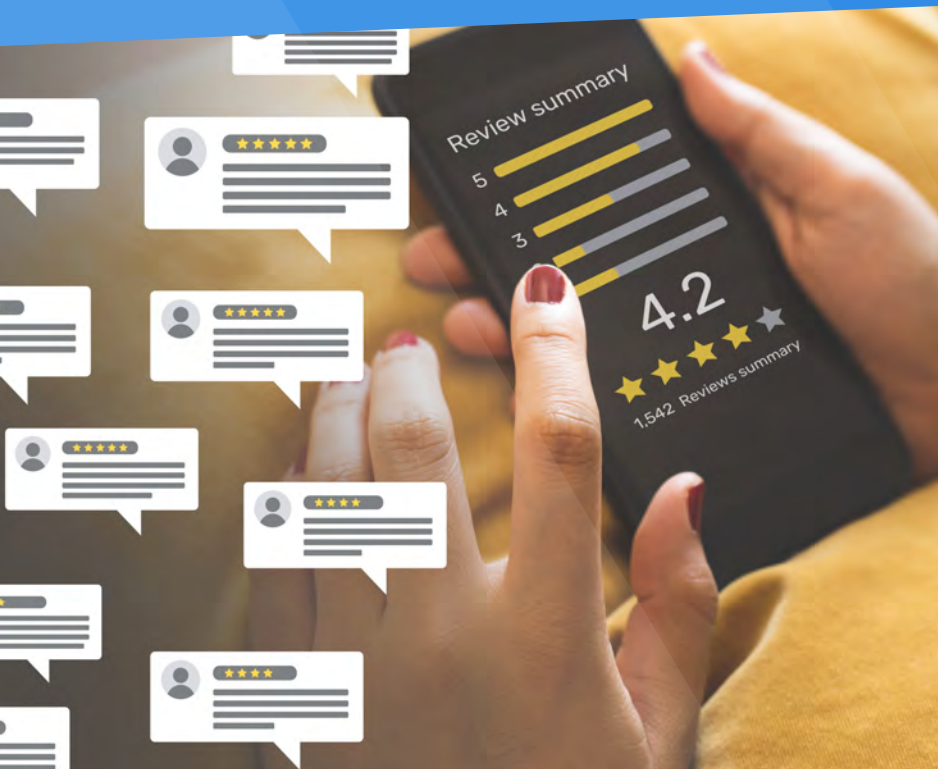


Top 5 Ways to Grow Your Business



5 Ways to Grow Your Business



Introduction

As more and more companies compete within the home services industry, acquiring new leads and nurturing customer relationships is increasingly important in order to stand out and gain a competitive advantage.

Here are five ways to grow and improve your business:

- 1. Improve Your Online Visibility**
- 2. Generate More Online Reviews**
- 3. Ask For Referrals**
- 4. Add Chat to Your Site**
- 5. Review Metrics that Matter**

1. Improve Your Online Visibility

Signpost Pro Tip: Get Found Locally

These small updates can make a difference in whether you're found in a local search or passed over in favor of your competitors. They'll also provide the right signal to happy customers that they've come to the right place when they're writing a review.



Claim Your Business

It's critical to claim your business listings on ALL of the important sites, including Google My Business, Facebook, Yelp, etc.



Update Your Info

Ensure that your prospective clients know how to get a hold of you (add your phone number and website) and when (include your business hours).



Show Off a Little – It's Okay

Add photos to show off your great work, branding, and team; Homeowners want to see before, during, and after photos to get a sense of your work and your experience.

2. Generate More Online Reviews

Signpost Pro Tip: Google Your Business

Your business' online reputation is one of the most important aspects of your brand, and your happy clients are your best marketers. Most people will do multiple searches of your business before they engage you. Learn what clients are reading about your business by doing your own online search.



Mention Reviews Up Front

Incorporate your request for an online review at the very beginning of the process of a new job or service call. Plant the seed that feedback and reviews help drive business, and that you'll do what it takes to earn their five stars once a job is complete.



Ask In Person

Most homeowners have good intentions when you ask in person – in fact, 70% of consumers will leave a review when asked. Make sure you ask at the end of your final walk-through, so the review is top of mind when you leave.



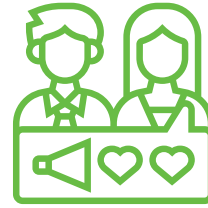
Follow Up with Technology

Once the job's complete, use technology to easily follow up with homeowners. Clients may forget or get sidetracked when intending to leave a review. With our JobNimbus, QuickBooks, and other integrations Signpost automatically follows up with a text or email, giving instant access to your review sites.

3. Ask for Referrals

Signpost Pro Tip: Address Negative Feedback

If a customer has given you negative feedback or a low star rating, take the opportunity to reach out and see if you can resolve their issue. This could present itself as an opportunity to win back their trust.



Identify Advocates

Customers who have given you positive feedback and posted 4- and 5-star reviews are a great source to tap into.



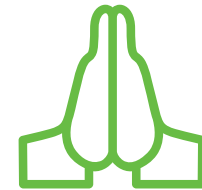
Offer Incentives

Test incentives like a discount, gift card, cash, etc. and find what works best for your business.



How'd They Find You

Ask clients how they found you. If one of your current customers shared your information, get their name.



Express Gratitude

Tell clients you appreciate them and to tell their friends and neighbors about you. A thank you goes a long way!

4. Add Chat to Your Site

Signpost Pro Tip: Increase Conversions

With 90% of people wanting multiple ways to communicate like online and text,* it's more important than ever to give homeowners options to reach you. Implement a text option on your site to allow customers to get answers on their timeline, when they're most engaged learning about your business.



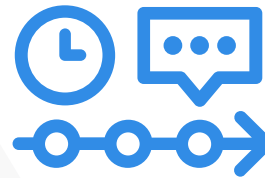
Never Miss a Lead

As a contractor, you're not always able to answer the phone when a prospect is calling. With chat, you can capture contact information and drive more leads on your website.



Answer Questions Quickly

Automate replies and responses to frequently asked questions, with an industry-specific knowledge base.



Engage on Their Timeline

Your visitors will have their queries answered promptly without hassle, increasing the chances of closing a deal with your business.

5. Review Metrics that Matter

Signpost Pro Tip: Set Achievable Goals

Goals offer direction for your marketing efforts, and help get a sense of success around what you're doing to achieve them. Over time, you'll be able to determine effectiveness of your efforts, and where you may need to make an adjustment. Determine where you need to focus, set your goals, and have fun!



Track Your ROI

ROI tells you what's working for your business and what isn't. Remember that marketing ROI, should include your increase in customer engagement and overall satisfaction, looks beyond just revenue numbers, and also considers long-term benefits.



Measure your progress

Platforms like Signpost offer dashboards to make it easy to see how well your efforts are growing your business over time, and where you can potentially improve.



Lead Response

With our mobile app, respond to leads across multiple channels, including SMS and Facebook Messenger, and communicate with leads and customers in real time from a shared inbox.



About Signpost

Thousands of businesses partner with Signpost to manage communications with prospects and customers for the entire lifecycle of the relationship – from lead, to job, to repeat business. Learn more at signpost.com



* Source: Agentz