

5 Tips for Writing a Successful Online Ad for your Home Improvement Business



Online ads, and particularly social media ads, are where awareness and visibility of your business meet millions of eyeballs. Ads that are carefully crafted to resonate with your target audience by piquing their interest, providing a viable solution to their needs and concerns, and *persuading* them to use your services.

In today's world, a majority of business is done virtually.

Your ads may be read not only by those seeking kitchen renovations in your area, but customers from all over the globe, who may be in the process of moving to, or who have a second home in your city -- or provide referrals to friends and family!

Here's a handful of tips on how to create an online ad that can be easily read or "scanned" by potential clientele – striking a chord to compel them to look further:

- 1) ***Analyze the demographic of your target audience.*** Put yourself in the mindset of your buyer and craft your ad to target their particular needs. Position your company as the solution to their problem, their secret weapon.
- 2) Identify several selling points of your contracting business and what sets it part from your competitors for kitchen renovations. You might highlight...

....the caliber of materials you use

....the way you vet and manage vendors

....the standout ***benefits*** to your customer, in addition to features. For example, a feature may be replaceable cabinet doors, whereas a benefit (how it will make them feel) might be peace of mind, knowing they can replace or modify their purchase in the future.

- 3) Use images. Research reveals that *Before & After* photos bring in the most renovation business. And have a catchy logo on your website.! ***Brand your business.***



- 4) Less is more. Avoid redundancies and keep your wording as tight and concise as possible – and above all, persuasive. You might enlist the services of a professional copywriter.
- 5) At the end of your ad, include 2 essentials:
- A clickable button or banner where a curious reader – and you have made them curious! – can move along to the next step of receiving a free consultation
 - A *Pledge of Satisfaction* (there are no guarantees) that you will make it right if products don't match description, or there are considerable time discrepancies in service – a common concern in contracting. The specific terms can be determined when you draw up paperwork.

Good luck out there in cyberspace!

Bedazzle™ is a leader in custom cabinetry since 1962. Based in Boston, Mass, we have long captivated customers with the style, beauty and durability of our unique products.

