



## INTEGRATED MARKETING:

# HOME IMPROVEMENT

The challenge of small and medium businesses (SMBs) in the Home Improvement industry is to stay top of mind when potential clients are gathering information about their next project and at the same time being present when customers have an immediate need or emergency. The best way to reach and impact the largest audience in a targeted strategy is to deploy a fully integrated campaign of print and digital advertising.

## PLANNING FOR PEAK SEASON

Much like retail stores plan their holiday campaigns in advance, home improvement businesses need a comprehensive plan months before peak season hits. With so many advertising avenues and the copious amount of ads consumers are exposed to each day, it is essential to utilize multiple platforms throughout an advertising campaign to break through the clutter and connect with customers.

SUCH PLATFORMS CAN INCLUDE AND ARE NOT LIMITED TO:

- 1 | Print ads
- 2 | Email marketing
- 3 | Digital display, retargeting
- 4 | Pay per click (PPC)
- 5 | Social media
- 6 | Mobile marketing
- 7 | Video advertising

By integrating various mediums and platforms local businesses can reach customers at all points in the buying cycle. For instance, a customer sees an advertisement for an HVAC company while reading the Sunday newspaper. Then, the next day they receive an email from the same company with a similar message as the newspaper ad. This second touch point with the customer has reiterated the message and branding of the HVAC company. These multiple touch points are important to build brand recognition and loyalty as customers will inevitably conduct research online when the time comes for their HVAC needs. Since the HVAC company has already built a relationship with the customer through print and email marketing, the customer will already be familiar with the company when its ppc ads are displayed in the search results. This approach of a fully integrated campaign makes an impact on customers at every step of the buying cycle, which is essential to connect with customers.



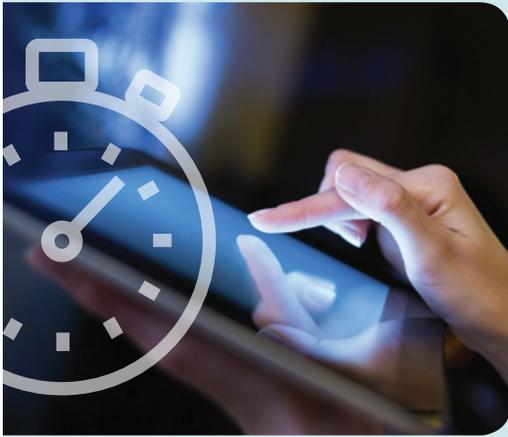
Multiple touch points are important to build brand recognition and loyalty.

## CONNECTING WITH CUSTOMERS

Similar to the anticipation of the holiday season, home improvement businesses can create excitement through the anticipation of warmer weather. Messaging that emotionally connects with customers, such as addressing cabin fever, is a great way to build relationships. By successfully connecting with customers before they need services, businesses can remain top of mind throughout the buying cycle or when an emergency occurs.

Another way to capitalize on an established integrated campaign that connects with customers is to be

prepared for unforeseen opportunities. For example, if there is a cabin fever campaign that includes email and social media marketing, a business can easily send out a message about a flash sale on a day that has unseasonably warm weather. Not only does this reiterate the connection with the customer, it's an opportunity to get them to your store or website to drive sales during a typically low sales period. These types of mutually beneficial opportunities are rare, so it's imperative to have a strategic plan in place when the opportunity arises.



## CONSUMER BEHAVIOR: MICRO MOMENTS

The evolution of mobile device capabilities has in turn revolutionized consumer behavior. Due to the ease of use and expectation of immediate results, consumers are turning to their mobile devices at all times of the day for various needs. This evolution has completely altered the buying process decision. Instead of long periods of research, consumers search for information in short bursts. Google has aptly named these moments Micro Moments. According to Google, Micro Moments are "intent-rich moments when decisions are made and preferences shaped. In these moments, consumers' expectations are higher than ever."<sup>1</sup> In order to stay competitive and relevant, business of all sizes need to capitalize on these Micro Moments.

## HOW DO MICRO MOMENTS APPLY TO HOME IMPROVEMENT BUSINESSES?

Updating bathrooms, appliances and landscaping can take months of planning or require immediate attention in the case of a broken pipe. Either way, consumers are turning to their smartphone for specific information at the time they want it. If information about your business isn't available at that specific time your business is automatically removed from being a solution, even if you provide the best service or products in the area.

For instance, two homeowners are getting restless during the winter and are anticipating the upcoming warmer weather. They want to update the landscaping in their front yard, but there is still snow on the ground and it will be quite some time before they can actively make the updates. Therefore, the research isn't done immediately. Instead, the homeowners steal little moments of time to research local landscapers while

waiting in line for coffee or during tv commercial breaks. According to Google, 90% of smartphone users have used their phone to make progress towards a long term goal or multi-step process while "out and about"<sup>2</sup>. These little moments don't allow them to scour to the second or third pages of the Google search results. They're most likely to click on the top ads on Google or the top listed websites in the organic search results. Unfortunately for businesses, this means you could have the best company around, but you won't get the business if you're not easily visible when your customers are searching.



## BE SEEN IN MICRO MOMENTS

So, how do local businesses compete with the giant stores during these Micro Moments? Working with a trusted digital strategist small businesses can develop targeted Pay Per Click (PPC) and Search Engine Optimization (SEO) strategies. This process consists of market and keyword research to identify long-tail key words that lay the foundation for these campaigns. Long-tail keyword are three or more words a person types into a search engine, such as "emergency plumber Des Moines" and make up 70% of search traffic.<sup>3</sup> The more words someone searches for, the less competition there is fighting to show up for that exact search. Therefore, long-tail keyword searches are often more precise and create opportunity for local business to capture these customers. Once the

long-tail keywords are identified for a business, the keywords should be integrated into the PPC and SEO campaigns to start connecting with customers during their unique Micro Moments.



## ADVERTISING BEHAVIOR ADAPTS TO CONSUMER BEHAVIOR

Just as consumer behavior has changed, so should the advertising approach businesses utilize to be successful. Fully integrated campaigns help increase the ROI of home improvement advertising by building essential relationships with customers and being visible during home improvement emergencies. According to the Journal of Psychosomatic Research<sup>4</sup>, three of the top five non-family emergencies are related to the home, such as water damage and heating or cooling outages. This reiterates homeowners are eager to address home issues and confirms the need of SMBs to be strategic in their advertising campaigns.

So, how do SMBs deliver a fully integrated campaign, without getting overwhelmed, and while still running their business? They implement the help of a trusted, experienced and results-driven media team. At Register Media our integrated marketing expertise utilizes a comprehensive toolbox of advertising solutions to reach the engaged audiences you need. With Register Media you get the local professionals and experience you deserve with the national scale and power of Gannett.



No other local media outlet can deliver a fully integrated campaign like Register Media.

**Get started today.  
Call 515-207-8244.**

1. <https://www.thinkwithgoogle.com/articles/how-micromoments-are-changing-rules.html> 2. Consumers in the Micro-Moment, Google/Ipsos, US, March 2015, n=5,398, based on internet users  
3. <https://moz.com/beginners-guide-to-seo/keyword-research> 4. Journal of Psychosomatic Research, 2015