

Home & Local Services knows
the **3 Keys to Digital Success**
for the On-Demand Home
Services Industry:

Communication
Platform Utilization

Consumer
Journey

Business Logistics
& Operational Considerations

by Home & Local Services
www.homelocalservices.com

(833) 440-1128




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Communication Platform Utilization

Does your website function as an advertising brochure or as a direct response tool? By correctly combining the design of your website with research-based psychology, Home & Local Services is able to turn your website into an efficient conversion machine.



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Communication Platform Utilization

With so many different avenues to utilize marketing services today (billboards, TV ads, radio, your website, etc.), taking the best approach to doing so is crucial. Think of each different advertising method as a tool in a tool box. Just as you wouldn't use a screwdriver to pound in a nail, you need to utilize each of your different advertising tools in the appropriate manner that maximizes effectiveness. In the context of digital marketing, that means converting your website into a direct response tool.



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Communication Platform Utilization

Traditional approaches such as TV and billboards are great for building out your brand, but when a customer arrives at your website, it's because they have encountered a problem and need an immediate solution. In other words, they're ready to buy that second. Using statistical and analytical research, Home & Local Services turns your website into a direct response tool, giving those customers the solution they are desperately searching for in that moment.



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Communication Platform Utilization

Aligning your website to the customer is crucial, but customers also need to be able to find you. With over 92% of all searches today going through Google, you need a marketing team who has an established and intimate relationship with Google. Home & Local Services is a proud Google Premier Partner - an accolade granted to less than 3% of all marketing agencies.



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Communication Platform Utilization

As a top-tier Google Partner, Home & Local Services is recognized for our ability to maximize campaign success for our clients, propel client growth by managing client campaigns, and demonstrate certified Google Ads skills and expertise.



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Joe from HVAC Business

I've been seeing your service trucks driving around everywhere lately!

1:30 pm

Ever since we started with HLS, our phones in our call center are ringing constantly!

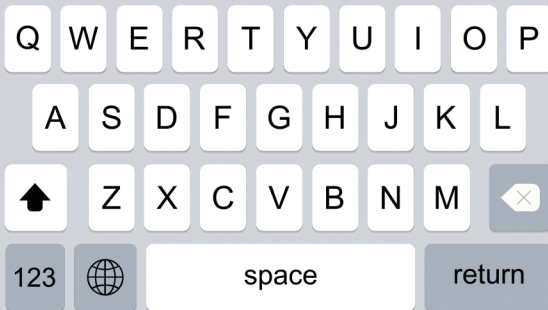
1:32 pm

Wow! How's your call board looking?

1:32 pm

It's FULL all the time!

1:32 pm



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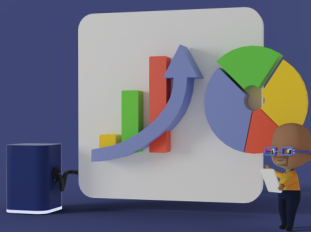


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Consumer Journey

The consumer journey in the on-demand home services industry is unlike any other traditional retail venue. We have a unique understanding of the position both you and your customers are in, which allows us to align your website to your customers' direct needs and mindset.



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Consumer Journey

A healthy callboard should have between 60-70% repeat and referral customers. The remainder of your daily appointments need to be new customers. Capturing new customers is vital to growing your business, as the lifetime value relationship with a new customer can be as much as \$40,000 in the home services industry. In this particular industry, recurring income only happens after 3-4 years, so missing out on that opportunity the first time is a massive miss.



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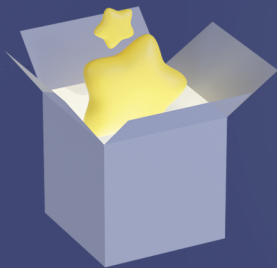
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Consumer Journey



We maximize your ability to gain new customers by aligning your digital marketing with the wants and needs of people seeking the services you provide.



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Consumer Journey



The home services industry is ruled by intermittent and unforeseen problems. When a problem arises for a customer, they are typically blindsided and not aware that an issue existed until 30 seconds after discovery. You have a 48-hour transactional window to persuade these in-need customers to use your services. Often, a potential customer will call multiple providers - giving their business to the ones who show up first.



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Consumer Journey

This is a very high-tension situation for the customer, and is quite often the scenario that gives you the chance to secure their business for life. Your website needs to be comprised in such a way that it alleviates stress and gives your customers confidence in your business. Home & Local Services helps you achieve this by addressing home service customers' three main concerns.



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Consumer Journey

- 1 Can I trust you?
 - 2 How much will it cost?
 - 3 How fast can you get here?
- 



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Consumer Journey

By having your website directly answer these questions, your business now holds an edge over all of your competitors. Home & Local Services builds you a world-class website, in line with these very questions and Google's best practices to give you results that no other agency can.



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Sacramento

Sunny



100°

With extreme heat like today, A/C units all over Sacramento are sure to be working in overdrive!

Adjusted Offers:

[A/C Repair](#) | [A/C Replacement](#) | [A/C Install](#)

At Home & Local Services, we understand how drastically weather conditions affect your business and we adjust our marketing strategy daily to reflect those conditions.



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Business Logistics & Operational Considerations

When your callboard is fully booked, you shouldn't be paying to turn potential lifelong customers away. Home & Local Services brings you and your team a proprietary capacity-based marketing solution so your techs aren't just sitting around, waiting for calls to come in. Our patented software allows you to change your marketing message to fit your immediate needs - and it's as easy as just clicking your mouse!



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Business Logistics & Operational Considerations

Other digital companies may boast about their click-through rates, cost-per-click, etc. These are all useful metrics and great for measuring how many swings at the plate you get, but at the end of the day...

**The only metric that matters is
calls on your callboard.**



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Business Logistics & Operational Considerations

Most home services agencies settle for a "set it & forget" approach to marketing your business. Their strategy involves setting up campaigns and then letting them run on autopilot, checking in on performance only from time to time. This approach opens the door for numerous missed opportunities. At HLS, we have developed a high-touch strategy that puts us alongside you and your team in the call center, producing results that are effective and efficient.



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Business Logistics **& Operational Considerations**

Our technology allows us to work beside you multiple times throughout each day. Our intelligent platform operates based on your capacity - allocating resources to meet your specific needs. The software collects metadata to refine bidding strategies that improve campaign performance and also optimizes your website for search. Additionally, the system provides a unique source for marketing opportunities and can be used for outbound calling campaigns, lead recovery and as a resource for streamlining operations.



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Business Logistics & Operational Considerations

Our patented Capacity Protocol Optimization Platform (CPOP) was designed and built specifically for addressing your day to day needs and to adjust your marketing message to support your business day in and day out in order to keep your boards full. This revolutionary technology allows you to efficiently and effectively utilize your marketing dollars to get you prime results.



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Don't just take our word for it!
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their experience with Home & Local Services.
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