

## 5 Tips for Writing a Great Ad for Your Home Improvement Business That Gets Attention

Your home improvement company needs consumers who will return and give referrals. You want to give them a positive experience they will not soon forget. Your ad should show that you care about what your consumers are looking for. Your fine craftsmanship can only be truly appreciated if it's purchased. So, to keep them happy and satisfied, here are some tips to help you write a great ad for your home improvement business to get their attention.

- 1) Be Direct – Provide the information they're looking for in easy-to-understand language. You want to keep your audience attention by making it easy for them to understand you.
- 2) Be Available – Make sure you provide a straightforward way for your consumers to reach you in your ad. Leave a workable phone number, website, and email address.
- 3) Show your work – there should be at least one clear picture of the work you do that looks appealing and clean. It should support whatever you are advertising.
- 4) Offer exclusive deals – everyone likes a good deal. Make sure you always offer something the consumer couldn't resist. Like a limited time offer deal for a popular type of wood or style of kitchen that's in great demand.
- 5) Show gratitude – ALWAYS make the consumer feel special by thanking them for their business and referrals. Remodels of kitchens don't happen frequently with one consumer. So, you really want to show your gratitude for every client and ask for referrals. Say something like, "We pride ourselves in providing the best craftsmanship since (year store opened) so that you would be happy to refer us to family and friends."

Your consumers are the lifeline of your business. You want to be sure that you are always direct and honest. Speak in a language they understand. Don't lose your audience with technical words. Provide an easy way for them to contact you. Make sure all your contact information in your ad works. Be sure to respond quickly to all their inquiries. A consumer who feels ignored is a missed opportunity. Pictures speak a thousand words. Make sure your ad has a clear, clean, and relevant picture that supports whatever you are advertising. You want the reader interested enough to make a purchase.

Remember that Bedazzle is here to help you present your best work to your consumers to make their dreams come true.

