

Digital Marketing Strategy for a Remodeling Business

1. Brand & Service Positioning

- **Target Clients:** Homeowners, real estate investors, property managers, luxury buyers.
- **Services:** Kitchen remodeling, bathroom remodeling, full-home renovations, basement finishing, custom cabinetry, ADUs (Accessory Dwelling Units).
- **Differentiators:**
 - Free 3D design mockups
 - Licensed and insured
 - Financing available
 - Dedicated project manager
 - Client testimonials + portfolio

2. Website Strategy

- Fast, mobile-optimized, SEO-friendly design
- Clear CTA: "Schedule Free Consultation," "View Our Work," "Get a Quote"
- Must-have pages:
 - Service Pages (e.g., Kitchen Remodeling)
 - Project Portfolio (before/after photos, videos)
 - Location Pages (e.g., "Bathroom Remodeling in [City]")
 - Blog & Tips Section

- Install tracking (GA4, Meta Pixel, call tracking, lead form tracking)
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3. Local SEO Strategy

- Google Business Profile (GBP) Optimization
 - Weekly photo uploads and project updates
 - Directory Listings on Yelp, Houzz, Angi, BBB, Thumbtack
 - Local keyword targeting:
 - “kitchen remodel [city]”
 - “bathroom renovation contractors [zip code]”
 - “luxury home remodel [city]”
 - Internal linking between service + city pages
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4. Paid Ads Strategy

Google Ads (Search + Display)

- Campaigns by service type and urgency:
 - “Kitchen remodel quote [city]”
 - “bathroom remodeling near me”
 - Retargeting ads with testimonials/portfolio
- Track conversions via forms and calls

Meta (Facebook/Instagram) Ads

- Carousel ads: Before & After transformations

- Video testimonials from clients
- Seasonal promos (e.g., “Spring Home Upgrade Special”)

Houzz Pro Ads (*optional but powerful for upscale remodeling*)

- List premium project packages
 - Display high-res project galleries
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5. Social Media & Video Marketing

- Platforms: Instagram, Facebook, YouTube Shorts, Pinterest
 - Weekly Content Ideas:
 - Time-lapse remodels
 - "How We Built This" series
 - Client walkthroughs
 - Design tips & trends
 - YouTube Videos:
 - “Top 5 Kitchen Layouts for 2025”
 - “What to Know Before Remodeling Your Bathroom”
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6. Email & SMS Campaigns

- Email Drip Series:
 - Welcome Series
 - Process breakdown (“What to Expect”)

- Seasonal promos
 - Before/after project stories
 - SMS:
 - Appointment confirmations
 - Project timeline updates
 - Limited-time offers
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7. Review Management & Referrals

- Use tools like NiceJob or Podium for post-project review requests
 - Automate email/SMS reminders to leave reviews on Google and Yelp
 - Launch Referral Program:
 - “Refer a friend = \$250 Visa gift card or credit on next project”
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8. Analytics & Optimization

- Google Analytics, CallRail, and form tracking
- Monthly KPIs:
 - Cost per lead
 - Form fills and call volume
 - Keyword rankings and ad ROI
- Reallocate budget monthly based on lead quality

Step-by-Step Implementation Guide for Remodeling Marketing

PHASE 1: Set Up & Optimize (Weeks 1–4)

1. Website & Branding

- Audit or build modern, high-converting website
- Add service + location pages with SEO
- Install GA4, Google Tag Manager, and Meta Pixel
- Upload completed project portfolio

2. Google Business & SEO

- Optimize Google Business Profile (GBP)
- Add 10+ images, service list, business hours, service areas
- Start asking past clients for Google reviews
- Create 1–2 blog posts:
 - “How Much Does a Bathroom Remodel Cost in [City]?”
 - “Best Kitchen Design Trends of 2025”

PHASE 2: Launch Paid Campaigns (Month 2)

3. Google Ads

- Create campaigns by service type
- Add call extensions and quote form landing pages
- Track cost per lead and conversion rate

4. Facebook/Instagram Ads

- Upload client testimonials + before/after visuals
 - A/B test offer formats (“Free Design Mockup” vs “\$500 Off Project”)
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PHASE 3: Build Organic Authority (Month 3–4)

5. Social Media Growth

- Post 3x per week minimum:
 - Job site updates
 - Client quotes
 - Team highlights
- Launch YouTube channel or Shorts
 - Start with 1-2 helpful videos

6. Email List Building

- Create lead magnet (“Homeowner’s Remodeling Checklist”)
 - Add pop-up or exit-intent form on website
 - Begin monthly email newsletter
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PHASE 4: Trust & Retention (Month 5–6)

7. Reviews & Referral Program

- Automate review requests via SMS/email
- Add testimonials to homepage and quote pages

- Launch “Refer & Earn” program

8. Case Studies & Landing Pages

- Build landing pages for major service types
 - Add 2–3 case studies with client quotes + process breakdowns
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PHASE 5: Analyze & Scale (Month 6+)

9. Reporting & Optimization

- Monthly review of:
 - Lead sources
 - CPL (Cost Per Lead)
 - GBP growth
 - Organic keyword gains
- Shift budget to best-performing campaigns

10. Expand Reach

- Add new service areas or upscale offerings (e.g., ADUs, luxury kitchen design)
 - Partner with interior designers, real estate agents, or architects for cross-promotions
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Recommended Tools

Need	Tools
Website & Booking	WordPress, Wix, GoHighLevel
SEO & Listings	Semrush, BrightLocal, Whitespark

Ads & Analytics	Google Ads, Meta Ads, CallRail, GA4
Social Media Management	Canva, Buffer, Meta Business Suite
Email/SMS Marketing	Mailchimp, ActiveCampaign, Twilio
CRM + Review Requests	Housecall Pro, Podium, JobNimbus, NiceJob