



“Five Essential Tips for Writing Great Ads for Your Home Improvement Business”



1. **Focus on the customer's needs** and make the ad about them and their business and how your products will increase their sales. **Build the “Know, Like, Trust” factor** by simply educating them on your business reputation and experience.

2. **Talk about the benefits** they will glean from buying products made by your company. **Be seen as experts** in the Kitchen Renovation niche of the Home Improvement Industry. According to Shelly Hack, from Lowe’s Home Improvement Center, “Your competitor Kitchen

Cabinet makers have a comparable make and quality of the product so, concentrate on the differences your company has with the competition highlighting Color, Style, Price, and Availability. Features and add-ons are also a benefit your company can offer.”

3. **Make the blog conversational** with no hype but just factual and engaging information designed to address your target audience's needs. Include quotes to make your blog more authoritative. Shelly also said that “some manufacturers offer custom cabinets with a five to eight weeks delivery date while others require ten to twelve weeks. Be one of those companies

offering a short time window to the delivery of completed products and have your company stand out in the crowd.

4. Create a unique online shopping

experience. “The contest between ‘bricks versus clicks,’ with the disruptive effect of eCommerce on traditional retail formats, is starting to be felt in Thailand. Specifically, home improvement retailers are therefore having to adapt, by creating unique online shopping experiences, which are enhanced by sophisticated electronic customer relationship management (eCRM) systems designed to **capture and retain digitally savvy Thai consumers.**” Says Atisin Suebsaiaun, KM Institute of Technology.**



5. **Include a “Soft call to Action”** at the bottom of the blog, allowing the potential client to download a free white paper or other product. It might look something like this. **“Click here to receive a free e-book** on the ins and outs of selling remodeling products to contractors in these uncertain times.” Link this offer to a subscriber email list you keep up-to-date and active.

And, as a bonus tip (6) **Include an authentic and believable Testimonial.** Again, with no hype but just facts and benefits. “We purchased cabinets from American Construction Inc. and are very pleased. Besides looking great, they are of high quality, they are self-closing and, they were constructed and installed in less than 6 weeks from the day we ordered them.

Photos from pexels.com (Free - not proprietary)

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