

# Steer Your Business Towards Marketing Success

Want to grow your business? Or get better clients? You don't need a 20-page marketing plan, but you do need to clarify what you want and focus on the tactics that will get you there. This worksheet will help you align your goals with your efforts so you end up right where you want to be.

01

## Lay the Groundwork

### SET BUSINESS OBJECTIVES

To move your business in the direction you want, decide what's important to you. Do you want to expand beyond your current client base, or would you rather focus on a certain niche? Would you like larger-scope projects, higher-budget clients, or more work in a particular area? Be specific about your objectives.

### BENCHMARK COMPETITORS

Do a little searching on Houzz to see what other pros are doing well. Are they clearly targeting a specific audience? Do they have lots of recent photos and reviews? Is it easy to understand what they do and how they add value? What makes them stand out? See what practices you can apply to your own business.

### TALK TO PEERS

Reach out to fellow pros (who aren't direct competitors) to ask how they got to where you want to be. With a wide range of industry professionals across different regions, the Pro-to-Pro forum in the 'Advice' section of Houzz is a great resource. Most contributors are happy to share their experience, including what worked for them, so ask away!

02

## Create a Roadmap



### Where Are You Now?

When setting growth goals, it's important to know where you're starting from so you can track progress. Look back at your business objectives and make note of your current situation.



### Where Do You Want to Be?

Set realistic SMART goals (specific, measurable, achievable, relevant, and time-bound). For each one you set, describe what achieving it would mean. Will you be able to work fewer hours? Be more selective about your projects? Have more creative freedom?



### How Will You Get There?

Now that you know where you are and where you want to go, what will it take to get you from point A to point B? Think about the most impactful marketing initiatives. If you want higher-paying clients, you might remove smaller projects from your portfolio or just highlight the high-end ones. Targeted advertising and collecting more reviews may also be part of your plan.



### What Are Your Key Metrics?

Instead of looking at every number, focus on the metrics that are relevant to your business objectives. This could include profile or photo views, website traffic, new business enquiries, or project budget totals. Track these metrics monthly so you can see which tactics are working and which aren't and change course as needed.

## Other Considerations

### → How much time and money will it take?

You don't have unlimited resources, so make sure you spend them wisely. Posting fresh content is a great way to attract new homeowners, but will enough people see it to warrant the hours you spend? For each marketing initiative, consider your potential return on investment (ROI) to see if it's worth it, then track the actual ROI for those you pursue.

### → Does the audience match your target?

If you want to attract first-time homebuyers, you'll probably invest more heavily in social media than you would for retirees. Targeting rental property owners? Writing blog posts specific to that niche or collaborating with property management companies would probably be more effective than buying a billboard ad. Make sure each marketing initiative targets your intended audience.

### → Are your efforts sustainable?

Think long-term. If you start blogging or posting on social media, will you be able to create content for the next year – or three? If you're considering advertising, do you have the budget to support it beyond the first few months? With most marketing efforts, consistency is key, so be realistic about what you're able to commit to.

