UPPERHAND MARKETING

The Free Guide for...

Attracting High-Value Home Improvement Customers

Introduction

Joe Thorp

Founder of Upper Hand Marketing



Hi, I'm Joe, the founder of Upper Hand Marketing, and I'm passionate about helping home improvement businesses like yours achieve incredible growth.

I've had the privilege of working with skilled home improvement business owners like Mark Tanner, who had only ever run boosted social media posts before partnering with us. With our Facebook ad campaigns, his 25-year-old flooring company broke revenue records. Then there's Eddie Clarke, who struggled to generate leads online but went on to make over £90,000 in revenue from just £1,500 in ad spend.

My goal is to make online marketing simple, effective, and stress-free so you can focus on doing what you love—running your business.

Whether you're looking to book more jobs, grow your reputation, or simply have a stress-free marketing solution, this booklet is for you. Inside, you'll find proven strategies, success stories, and actionable insights to help you make meaningful improvements in your business—or decide if partnering with us is the right next step.

Let's unlock the full potential of your business together!

Guide To Build A Home Improvement Facebook Page That Stands Out Online.

Facebook Page Standout Essentials

1. Profile Photo: Keep It Simple & Memorable
Use your logo with no text to keep it clear and recognizable. If your logo has too much text, simplify it by using just a letter or the image. Avoid flooring photos or promotional text—just focus on a logo that builds trust and professionalism.

2. Cover Photo: Showcase Your Work
Choose a high-quality image of your showroom or a past project to make it clear you specialize in your industry. Place your logo centrally with a subtle shadow for visibility, creating a polished and professional look.

3. Bio: Be Concise & Clear
Highlight your unique selling point without listing every service. Keep it short: "Specializing in high-quality hardwood and engineered wood flooring for over 20 years." Include a clear call to action like: "Call today for a free consultation" or "Book your appointment below.

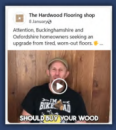
4. Double-Check Company Details
Ensure your address, website, contact info, and opening hours are up-to-date. This builds trust and makes it easier for potential customers to reach you.

5. Call-to-Action (CTA) Button: Make It Easy to Connect
Link your CTA button to an initial appointment booking page or showroom info on your website. If you don't have a booking page, use the CTA for direct contact via phone, email, or Facebook Messenger. The goal is to make it easy for customers to take action.

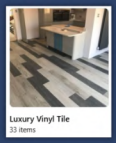


Standout Extras

Pinned High Quality Introductory Image/Video
Pin a professional intro post at the top of your page. A high-quality video or image can make a great first impression and establish trust right away.



Organize with Photo Albums
Create albums for different project types, past projects, or tips. This not only showcases your work but positions you as a knowledgeable resource in the industry.



Ongoing Maintenance Tips

1. Respond to All Reviews & Comments
Engage with your audience by responding to every review, whether positive or negative. Show that you're actively listening and committed to improving. This builds trust and encourages more interaction.

2. Maintain High-Quality Posts
Treat your page like your shopfront. Only post high-quality content and feel free to delete or revise older posts that don't reflect your best work. Your page should always look professional and polished.

3. Keep Your Information Updated
If your business details change—whether it's a new location, contact info, or hours—update them immediately. Inaccurate info can lead to missed opportunities or frustrated customers. Keep your page current to avoid losing business.

Optimal Facebook Posting: Achieve Professional Results In Less Time

Facebook Posting Guide

Aim to post 3 times a week, but don't be afraid to post more.
Posting 2-3 times a week keeps your content consistent and your audience engaged. If you can manage more, up to 5 times a week, it can help boost visibility and engagement with potential customers.

Regularly share photos of past jobs.
Don't hesitate to showcase your completed projects. Use before-and-after photos, different angles, and unique features to highlight your work. This builds credibility and shows prospects the quality of your service.

Plan posts from your idea bank each week.
Keep things fresh by sharing helpful tips, insights on different materials, or stories from satisfied customers. These types of posts add value and keep your audience interested. Make it a habit to plan a few posts in advance.

Expert Tips

Only post high-quality past job photos.
Ensure your job photos are crisp and clear. If they're not up to standard, hold off on posting them—quality matters for building credibility.

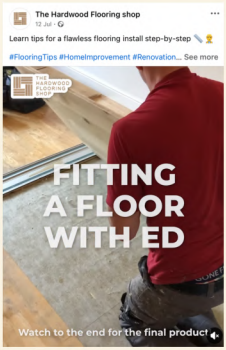
Add value in your posts.
Share tips and helpful information to provide value to your audience. This builds trust and positions your brand as an expert in your industry.

Include your team in posts.
Showcase the people behind the business. Featuring your team helps build a personal connection and adds a layer of trust to your brand.









Post Idea Bank

- Seasonal posts (Christmas, Halloween, etc.)
- Before-and-after project showcases
- Customer testimonials (text, video, or image)
- Behind-the-scenes of a project
- Employee spotlights
- Material/product choice tips for different rooms
- Cleaning and care tips for parts of the home
- Showcase different products/materials
- Material type comparisons
- Videos of installations or repairs
- DIY tips or guides
- Project inspiration for specific home styles
- Industry trends for the upcoming year
- Fun industry facts or trivia
- Industry myths debunked
- Celebrate milestones
- Pet-friendly industry tips
- Highlight special offers or promotions
- Share industry news or innovations
- Run a industry-related contest
- Post about a favorite past project
- Post about best cleaning products
- Post your community involvement
- Create a "Job of the Week" feature
- Share tips for selecting the right colors
- Share your company's story and values
- Highlight any new home improvement technology
- A "common home improvement problems" series
- Home Improvement ideas for open-plan spaces

Quickfire Home Improvement Marketing
Golden Nuggets & Mistakes To AVOID

GOLDEN NUGGETS

Show faces in your marketing! People trust people, not logos. It builds a personal connection, and most home improvement companies miss this!

Educate your audience on your website and social media to gain trust. Share tips or advice—customers will see you as the expert they need for their home improvement projects.

Videos on social media are a game-changer! They grab attention, showcase your work, and help customers connect with your brand. Hardly anyone in home improvement is doing this, and they convert far better than photos or text alone.

MISTAKES TO AVOID

Don't use stock photos—they feel fake. Show real photos of your team or your team's work to build trust and stand out.

Don't oversell in every social media post. It's repetitive and off-putting. Focus on educating, showcasing work, and sharing updates instead.

Don't overlook the power of customer reviews. Make it easy for customers to leave reviews and highlight them on your website and social media. Positive reviews build trust and influence decisions.

Word of Mouth 2.0: Modern Techniques to Amplify Referrals

Many home improvement companies rely on word-of-mouth referrals but leave it to chance, hoping customers spread the word. What if you could turn this natural process into a powerful, predictable growth strategy? With the right tactics, you can amplify referrals like never before—welcome to Word of Mouth 2.0.

Step-by-Step System to Amplify Your Referrals



Step 1: Build a Referral Program

- Create Clear Incentives: Offer enticing rewards (discounts, gift cards) for customers who refer new clients.
- Promote the Program: Actively share the program details through email, social media, and in-store signage to ensure every customer knows about it.



Step 2: Deliver Exceptional Service

- Focus on Customer Experience: Train your team to provide outstanding service that customers will rave about.
- Follow Up: After service completion, reach out to thank clients and encourage them to refer friends and family.



Step 3: Leverage Social Media

- Encourage Sharing: Prompt satisfied customers to share their positive experiences on their social channels.
- Create Engaging Content: Design visually appealing content, such as before-and-after photos or testimonials, that customers will want to share.



Step 4: Showcase Customer Feedback

- Highlight Positive Reviews: Actively gather reviews on platforms like Google and Yelp, and showcase them prominently on your website and social media.
- Share Success Stories: Use compelling customer testimonials and transformation stories in your marketing materials to build trust.



Step 5: Create Shareable Resources

- Develop Valuable Tools: Produce useful guides, checklists, or tips that customers can easily share with others.
- Make Sharing Easy: Encourage customers to distribute these resources as a way to help their friends and family while promoting your services.

Extra Quick Tips

Utilize Video Testimonials
Encourage satisfied customers to record short video testimonials sharing their positive experiences. Share these on social media and your website for authentic engagement.

Create a Referral Landing Page
Design a dedicated landing page for your referral program that clearly outlines the benefits and how to participate. Use eye-catching visuals and simple calls to action.

Leverage Email Marketing
Send personalized email campaigns highlighting your referral program, including success stories and the rewards customers can earn.

Incorporate QR Codes
Use QR codes on printed materials (business cards, flyers) that lead directly to your referral program page, making it easy for customers to refer others.

Host Contests or Giveaways
Create excitement by hosting a contest where customers earn entries for each referral they make. Offer a desirable prize that encourages participation.

The Facebook Video Ads Goldmine: Underutilized Strategies for Success

Why Video Ads? Video ads are a powerful tool for home improvement businesses, capturing attention and conveying your message quickly. With social media platforms favoring video content, they help you reach a wider audience and boost engagement. Video allows you to showcase your work and build trust, making it a key driver of conversions and brand recognition.



❌ Mistakes To Avoid

Making the Video Too Long
Keep it under a minute. Viewers lose interest quickly, so get to the point fast.

Ignoring the Call-to-Action (CTA)
Always end with a clear next step, like "Book now," "Claim your offer," or "Contact us today."

Using Poor Lighting and Sound
Dark, grainy videos or muffled audio can make your business look unprofessional. Good lighting and clear sound are essential.

Not Showcasing Your Work or Team
Avoid generic visuals—use real footage of your projects or team to build trust and stand out.

Skipping Subtitles
Many viewers watch on mute, so include subtitles to ensure your message gets across.

Failing to Optimize for Social Platforms
Wrong aspect ratios or unclear thumbnails will hurt your reach. Tailor your video for specific placements like Instagram Stories or Facebook Feeds.

USER GUIDE Step-by-Step Guide For Creating A High-Performing Video Ad

Step 1: Write a Script
Keep your video under a minute. Include essential details: your company name, location, and the purpose of the video. Highlight key qualities of your business and present an enticing offer to drive immediate action. Focus on clarity and impact.

Step 2: Record the Video
Using your script, speak naturally and confidently—talk like you would to a customer. Practice a few times to feel comfortable. Record in a well-lit area with a clean or relevant background (e.g., your shop or project site). A phone in selfie mode or another team member filming works perfectly.

Step 3: Edit the Video
Cut your footage together using iMovie or CapCut to remove mistakes and organize the clips into a cohesive flow. Add subtitles using AI tools like Submagic to make your message clearer. For a professional touch, include B-roll footage or animations.

Step 4: Optimize for Platforms
Ensure your video is formatted for social media placements: 1:1 or 4:5 ratios work best for Facebook and Instagram. Test shorter versions and create eye-catching thumbnails to maximize performance.

Scan This QR Code For Some Effective Home Improvement Video Ad Examples

The Future of Home Improvement Marketing: Trends to Watch

In the rapidly changing world of home improvement marketing, staying ahead means leveraging emerging trends to engage customers, build trust, and create memorable experiences. On this page, you'll discover key trends shaping the future of the industry and how they can elevate your marketing strategy.

1. Augmented Reality and Virtual Showrooms

The rise of augmented reality (AR) and virtual showrooms can revolutionize the way your customers experience home improvement projects. By integrating AR, you allow them to see how your products or services will look in their own space before making a commitment.



Action Steps:

- Research AR tools or virtual showrooms you can add to your site or use during consultations.
- Create a simple "before and after" gallery to give a visual preview.

2. Video Marketing

Video marketing is more engaging than ever, offering a personal and dynamic way to showcase your work and connect with potential customers. Video content such as project walk-throughs, customer testimonials, or DIY tips can boost engagement and build trust.



Action Steps:

- Start posting behind-the-scenes or project videos on social media.
- Experiment with Instagram & Facebook Stories for real-time engagement.

3. Customer-Centric Content

As customers increasingly rely on reviews and user-generated content to guide their decisions, focusing on these trust signals is critical. Showcasing customer experiences and success stories not only builds credibility but encourages others to engage with your brand.



Action Steps:

- Ask customers for quick reviews and photos to share.
- Highlight user-generated content on your website and social media.

Leveraging Local SEO: Boost Your Home Improvement Business Visibility

For home improvement businesses, trust and visibility are key. Optimizing your website, Google My Business (GMB), online directories, and Google Reviews helps you attract local customers. GMB is your digital storefront, but a strong local SEO strategy includes a well-optimized website, accurate listings, and positive reviews. In this section, we'll cover how to improve your local presence and generate more leads.

How To Rank Higher In Local Google Searches

Search engines prioritize local businesses in search results when users include a location in their query (e.g., "best hardwood flooring in Bristol"). Proper keyword use increases your chances of appearing at the top of these results.

Expert Tips:

1. **Optimize Core Website Pages:**
   - Include keywords like "Hardwood Flooring in Bath" in:
     - Page Titles: Start with your primary keyword.
     - Meta Descriptions: Write engaging, keyword-rich summaries.
     - Headers (H1, H2, H3): Naturally include keywords.
     - Body Content: Mention keywords early in your text.
2. **Create Location-Specific Landing Pages:**
   - Build dedicated pages for each area you serve.
   - Example: "Hardwood Flooring Services in Bath."
   - Ensure each page has unique content.
3. **Optimize Images:**
   - Use descriptive filenames (e.g., "hardwood-flooring-bath.jpg").
   - Add Alt Text with location keywords (e.g., "Hardwood flooring installation in Bath home").
4. **Leverage Google My Business (GMB):**
   - Include location-specific keywords in your GMB description.
   - Use posts to highlight recent local projects.

Leveraging Online Reviews

For home improvement companies, trust is everything—customers need confidence before inviting someone into their home. Encourage happy customers to leave detailed reviews on Google, respond thoughtfully to all feedback, and highlight standout testimonials across your platforms to build credibility and stand out from competitors.

The Power of Local Directories

Submit your business to trusted local directories like Yelp, Yell, and trade-specific platforms. Consistent NAP (Name, Address, Phone number) data across all listings boosts your credibility and helps search engines rank you higher in local results.

How To Sales-Optimise Your Google My Business

1. Showcase Your Best Work with High-Quality Photos: Upload fresh, professional images of completed projects regularly to highlight your expertise and attract attention.

2. Craft a Clear and Compelling Business Description: Emphasize your unique strengths, include relevant keywords naturally, and end with a strong call to action.

3. Make It Easy to Contact You: Ensure your contact details are accurate, add direct booking links, and test them regularly for seamless customer access.

4. Encourage and Respond to Reviews: Actively request reviews, respond professionally to all feedback, and pin standout testimonials to build trust.

How Upper Hand Marketing Helps Home Improvement Companies Grow with Real Results

Home Improvement Advertising That Actually Works

UPPERHAND MARKETING

Did you know that home improvement businesses are missing out on thousands of pounds in potential revenue simply because their advertising isn't connecting with the right people? That's where we come in.

At Upper Hand Marketing, we specialize in creating personalized, professional video ads that attract high paying customers whilst building trust and establishing genuine connections with them. We've helped home improvement companies like yours generate upwards of £90,000 in revenue from tiny advertising budgets, and we're just getting started.

What sets us apart? While other agencies rely on generic image ads and robotic AI voiceovers, we focus on authenticity. Our videos feature real people from your team, showing who you really are—building a relationship with your potential customers before they even walk through your door.

We don't just create ads—we handle the entire process, from lead generation to appointment booking. Our goal is simple: to make your business unforgettable and bring you the highest paying customers, without you lifting a finger. The best part? You only pay us if we deliver what we promise. No gimmicks, just results.

The Upper Hand Marketing Advertising Package

- **Strategic Plan Creation:** A tailored 12-month roadmap to set you up for long-term success.
- **Facebook Page Optimization:** Ensuring your page is primed and ready for high-impact ad campaigns.
- **Video Ad Creation:** Full-service video production, from scriptwriting to final edits.
- **Ad Copywriting:** Compelling, audience-specific copy to make your ads stand out.
- **Custom Sales Assets Creation:** Branded resources (like guides) to enhance your ad value and build trust.
- **Facebook Ad Setup & Management:** End-to-end ad management, from setup to ongoing optimization.
- **Landing Page Building:** High-converting, custom landing pages designed for your business.
- **Lead Handling & Qualification:** Managing leads, qualifying them, and booking them directly into your calendar.
- **Automated Booking Calendar:** Seamless scheduling system integrated directly into your workflow.
- **Ad Performance Analysis:** Regular tracking and data analysis to ensure peak performance.
- **Monthly Reporting:** Clear, transparent reports to show ROI and ad effectiveness.

Results First. Payment Second.

We guarantee at least 10 booked appointments for the month—or you don't pay our fee.

£500/Month Min Ad Spend – Paid directly to Facebook for ads

£750/Month Service Fee – Only if we deliver 10+ appointments

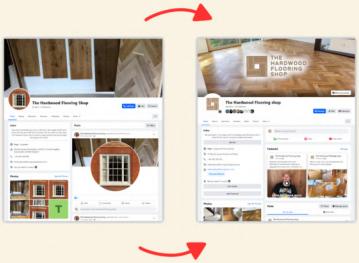
Land just one big job, and this pays for itself.

No appointments? No fee.

How The Hardwood Flooring Shop Achieved £90,000+ in Revenue with Just £1500 in Ads

The Challenge

The Hardwood Flooring Shop is a family-run business specializing in premium wooden flooring. Despite Eddie's expertise and a strong reputation with great Google reviews, his website was generating little to no sales conversions. Additionally, he had no social media presence, with an empty account and no followers, leaving him unsure how to leverage online marketing effectively.





The Solution

- Redesigned Eddie's Facebook page and launched targeted Facebook & Instagram ad campaigns.
- Created, scripted, and filmed professional video ads to showcase the business.
- Set up and optimized lead generation systems to attract high-quality prospects.
- Managed the entire process, from ad management to lead follow-up.
- Automated the booking system, ensuring appointments were scheduled directly with qualified customers.

The Results Of Our Service

✅ Revenue from Campaign 1: £30,000 from just £500 in ad spend.

✅ Revenue from Campaign 2: £60,000+ from £1,000 in ad spend.

✅ Bookings for Next Year: Went from only having small jobs to being booked well in advance, requiring ad pauses.



ed clarke <thehardwoodflooringshop@gmail.com>
to me

Hi Joe , please find below values for the jobs won through facebook advertising campaign:

Garry Arnold insurance claim	£12610.48
Tyson Miranda	£3214.53
Tracy Christman	£3335.22
Paula Perreira	£10109.14
Total	£29269.37

of the 5 appointments 4 turned into sales and the other is still live but not converted yet .



Eddie Clarke

"I found Joe really easy to work with, really flexible, really eager to make things work, and the whole thing has just been a really pleasant pleasurable experience. I couldn't recommend him enough if you're thinking of using him, I would say go for it."

Want £90,000+ Like Eddie?

Find info on the back of this booklet for a free marketing consultation with Joe! Discover the secrets behind results like Eddie's.

WANT £90,000+ IN REVENUE LIKE EDDIE?

Scan the QR code for a free consultation with Joe and 15 exclusive marketing resources!

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