

# More Leads

**Simple, Affordable  
Tactics Proven to  
Increase Customer  
Acquisition**

Whether you invest in a few marketing tactics, such as the free direct mail offered as part of a co-op program, or you use an integrated strategy that includes direct mail, pay-per-click, email, social media, organic, and paid media, you have one objective:

# More Leads.

One way to capture more leads is to increase the number of opportunities your prospects have to make contact. This booklet provides a set of simple tactics that any home services business can use to create these opportunities.

You can **increase** leads simply by improving the prospect's ability to make contact.



**50%**  
more sales

Businesses that nurture leads make 50% more sales at a cost of 33% less than non-nurtured prospects.

Strategic IC, 2017



**33%**  
less cost



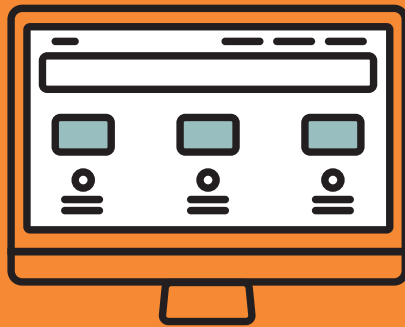
Adding programmatic direct mail to your marketing campaign can **increase conversions by 8% to 10%** and can be 400 times more effective than digital alone.

Forbes, 2019

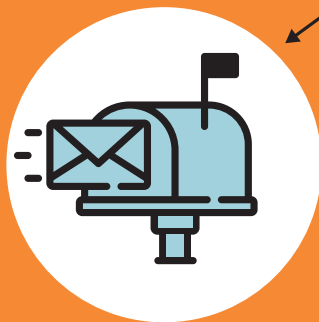
# Programmatic Direct Mail

Digital retargeting has become an essential part of today's marketing activation; however, new technologies have been developed that now add automated direct mail to your marketing toolbox. This technology enables you to reach your residential prospects at home. Intelligent data applications have the ability to identify the physical mailing address of house email lists and anonymous website visitors. When combined with high-speed digital printing, you can produce a personalized physical touchpoint mailed in as little as 48 hours from receipt of data.

# Programmatic direct mail reaches your contacts right at home.



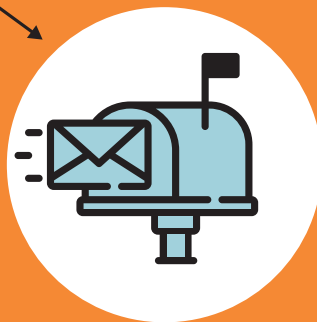
Triggers a follow-up mailer and increases conversions



Interest



Incentive Offer



Also Consider

X15

Calls convert to revenue  
**10-15 times** more often  
than web leads.

BIA/Kelsey, 2019

# Click-to-Call

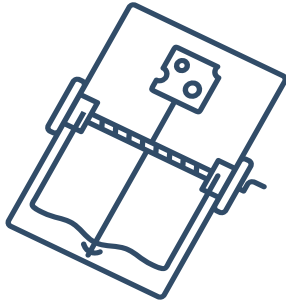
You may already be using Facebook advertising, but you may not be getting the most out of this highly targeted tool. Instead of using your Facebook ads to drive prospects to a landing page, try using click-to-call. Ads that are set for click-to-call instead of clicking through to a landing page can increase your number of contacts and produce a faster CSR response than typically occurs with form fills.

# Increasing speed to the lead with advertising click-to-call.

Adding a single click-to-call can lead to a **400% increase** in call-to-conversion rate.

Flight Media, 2019





Intentional and strategic user experience has the potential to **raise conversion rates by as much as 400%**.

Design Advisor, 2019

# UX

The landing page is a great tool for capturing leads, and when designed thoughtfully, it can be incredibly effective at providing opportunities for contact.

To use your landing pages to drive contact, focus the design on the customer experience. Likewise, if you use landing pages to promote special offers for services or equipment, present the offers in a hierarchy, highlighting those with the highest margins or the shortest offer windows first.



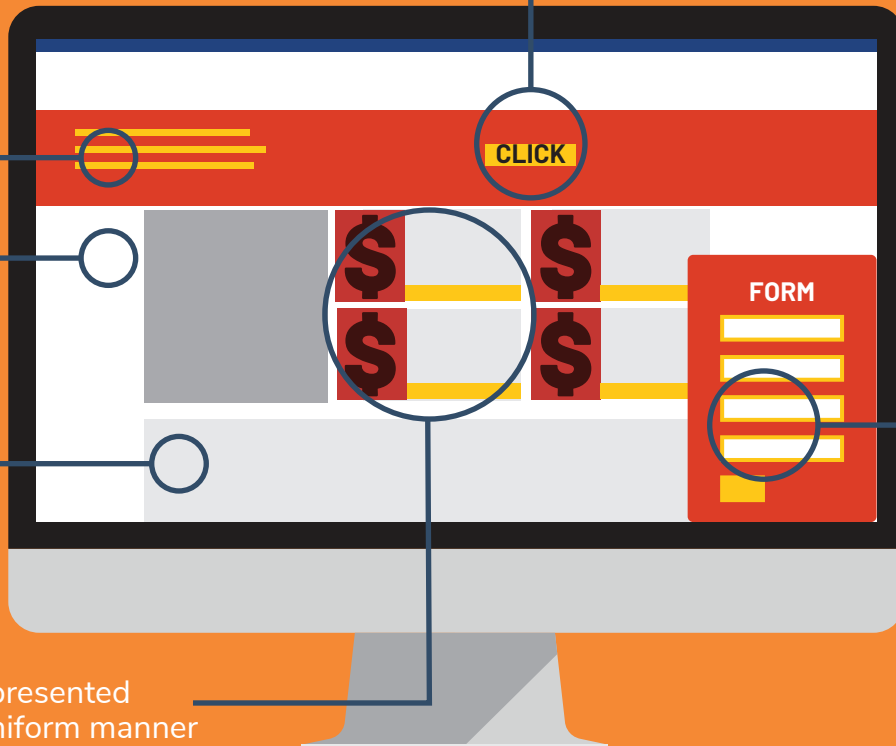
# UX principles increase the likelihood of prospect contact.

3 principal colors distinguish the hierarchy of information

One color consistently used for call to actions

Interactive forms appear based on user intent and don't jump to new page

Priority of offers presented clearly and in a uniform manner





81% of sales happen after  
7 or more contacts.

Infusionsoft

# Email Programs

Email programs are often one-dimensional, pushing out messages with no way to measure interest and no planned follow-up or cycle of engagement. By adding automated technology to your email program, you can plan for and deploy a cycle of engagement and make it completely hands-free. Email automation is ideal for home services businesses because it allows you to track customer behaviors and thoughtfully plan opportunities for contact. You can also incorporate remessaging for opened emails with no click-through required.

# Turn one email into multiple prospect contacts.

## 1 Set-Up



Associate existing email database

## 2 Deploy Email



## 3a Opens Only = Remessaging



## 3b Visits Website = Automation



Page visitors from database receive...

## FOLLOW-UP EMAILS



\*Number of follow-up emails is customizable.

# Results Count

Our HVAC client set an unprecedented goal to produce a double-digit, single-year increase in residential HVAC sales. Challenges included the company's saturated legacy market, breaking into emerging markets obtained through an aggressive number of acquisitions, strong regional competition, and seasonal sales cycle behaviors. Wavelength established a budget and developed a fully integrated program that used far-reaching tactics to engage the legacy market while simultaneously microtargeting emerging markets to build awareness and introduce the client as a new, high-value provider.

increase in sales

**13.4%**

average ticket up

**7.4%**

increase in leads

**6.5%**

# Why Wavelength?

Our team represents decades of strategy, design, and communication experience, and we unite around a shared commitment to delivering our clients high-quality, actionable leads and ROI that is directly attributable to our marketing strategies and programs.

To achieve this, we make sure that we are on your wavelength—that we understand who you are, what you have to offer, and how you measure success.

We also ensure that you are on the same wavelength as your customers and prospects—that the message of what you offer is authentic, useful, and easy to understand and that it reaches your target audiences at the right moment and through the right channels to invite interest and inspire action.

**We deliver the leads. You close the sales.  
Together, we grow your business.**

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