Market Trends
How to maximize your exposure in an ever-changing online marketing world

Residential
Agenda

1. HomeAdvisor Update
2. Consumer Trends and Expectations
3. Service Professional Capabilities and Trends
4. The Online Marketing Landscape
5. Best Practices to Generate Business
Part 1:

HomeAdvisor Update
The Leading Home Services Marketplace

12 Million matched homeowners annually

140,000 screened & approved pros

5 Million ratings and reviews

500 project categories

100 Million visitors per year

13 Billion in revenue generated for our pros in 2016
Overview:

• 2017 is the brand’s 5th year on National TV
• On pace to spend $80 million this year
• Media footprint is a mix of Direct Response and High-profile (Prime, Network, Top-Tier National Cable)
• Creative is ‘Branded Response' in style, designed to drive immediate traffic as well as build brand equity over time
Part 2:

Consumer Trends and Expectations
• Consumer Behavior
Consumer expectations change rapidly
Consumer Behavior

73%：“of homeowners ask friends & neighbors for recommendations when hiring a home pro”

1 in 3：“do it because they don’t know where else to go to find a reliable pro”

And, yet, most want better tools & information that friends and neighbors can’t provide:

64%：“say background checks are a must”

72%：“want to read ratings & reviews”

55%：“want multiple bids”

78%：“need help connecting with pros”
Consumer Behavior

what homeowners consider “extremely important” when hiring a pro

- High rating score
- Reviews from past customers
- Background checked
- Available to speak immediately
- Deal or discount
- Lowest cost
Part 3:

Service Professional Capabilities and Trends
Online Service Professional Trends

consumer truths when choosing to NOT hire a pro

- Unavailable right away: 75%
- Hard time getting in touch w/ pro: 75%
- No ratings & reviews: 75%
- Couldn't get a call back: 75%
- Difficulty setting up time to meet: 62.5%
- Couldn't find someone skilled/qualified enough: 25%
Service Professional capabilities do not change as rapidly as consumer expectations.
Filling in the gap

- Consumer Expectations
- Contractor Capabilities
The Online Marketing Landscape
Wouldn’t it be great if homeowners went directly to your website?
But in reality, they do this:
The Online Marketing Landscape

- Lead generation marketplaces
- Review sites
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Social media
- Internet of Things / Connected Home
• Lead Generation Sites
• Online Review Sites
• Search Engine Optimization (SEO)
• Search Engine Marketing (SEM)
• Social Media

![Social Media Icons: Facebook, Instagram, YouTube, Pinterest, Twitter]
• Internet of Things / Connected Home

I’ll have a top-rated pro call you now...
Part 5:

Best Practices to Generate Business
Three step process

1. Connecting with the homeowner
2. Converting them
3. Doing a great job on the project to get a positive review / referrals
1. Connecting with the Homeowner

- Be found where they are looking
- Measure everything
- Consider hiring a full-time customer service representative or using an answering service
9 out of 10 homeowners research options online before hiring a pro
2. Converting the Homeowner

• Produce content that shows you are an expert

• Make sure your online presence and reputation represents you well

• Always allow customers to book within 48 hours

• Set yourself apart from the competition
95% of homeowners would pay more for a quality pro
3. Doing a Great Job to Get a Positive Review

• Set expectations properly

• Give a timely, accurate and professional updates

• Use technology for optimal communication, scheduling and invoicing
99% of homeowners will hire a pro they have used before if it was a good experience
Conclusion

• HomeAdvisor Update
• Consumer Trends and Expectations
• Service Professional Capabilities and Trends
• The Online Marketing Landscape
• Best Practices to Generate Business
Questions?

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New Member Deal Terms: 25% off Market Match leads for 30 days
Landing Page: www.homeadvisor.com/igshpa