



# Marketing to homeowners for design & build professionals

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An **ArchiPro.** Guide



# Contents

PAGE 03

Understanding the marketing funnel

PAGE 05

Creating customer personas

PAGE 07

Reaching your clients at each stage of the funnel

07

08

09

10

Top of funnel - awareness

Middle of funnel - interest

Bottom of funnel - conversion



# Marketing to homeowners for design & build professionals

If you're relying solely on word-of-mouth, you're missing a critical opportunity to build a positive relationship with a homeowner well before they're ready to do business with you, and become the first port of call when they are.

People spend an average of 6h 58m on the internet each day, with many admitting to checking the internet first thing in the morning, and last thing before bed. The accessibility and immediacy of information has created a new kind of consumer; a self-directed, motivated buyer with the power to research and form an opinion on any business that interests them, long before that business makes contact.

In the case of home building, the self-directed homeowner has likely spent hours browsing the internet for project inspiration, consciously and subconsciously forming opinions on every design and build business they encounter along the way. If you're relying solely on word-of-mouth, you're missing a critical opportunity to build a positive relationship with a homeowner well before they're ready to do business with you, and become the first port of call when they are.

So, how do you get through to the self-directed homeowner in the age of information overload? The key: a thoughtful, evidence-based marketing strategy.

In this guide, we will explore how you can use specific marketing tactics to effectively nurture your ideal client towards conversion.



## PART 01



# Understanding the marketing funnel

The marketing funnel has become a staple in the marketing toolkit because it works. Regardless of how many followers your business has on social media, or how many website visits you receive, great marketing is defined by whether or not you're achieving your goals. To set and achieve goals, you need a guide on where and how to focus your efforts.

The marketing funnel provides an excellent framework for goal setting as it helps you understand the journey that your clients take when they discover, interact, and eventually convert.



# Let's take a look at the marketing funnel —

## Top of funnel

The point at which a homeowner first interacts with your brand, also called the 'Awareness' phase.

## Middle of funnel

The point at which a homeowner believes you offer a service that they could use, also known as the 'Interest' phase.

## Bottom of funnel

The point at which a homeowner is really close to signing on as a client, also known as the 'Conversion' phase.

## PART 02

# Creating customer personas

Now that we have a basic understanding of a generic customer journey, we can dive deeper by looking at the customers who will be taking that journey. This involves creating a set of ‘customer personas’ – semi-fictional descriptions that represent the key traits of different segments of your audience.



Interviewing current and past clients is a great way to learn more about what they are looking for in a design and build professional, helping you develop personas that reflect your actual clients, rather than what you think your clients might be like. Once you have collected information from your clients, you can flesh it out with some of your own thinking.



Here are some key factors to consider when creating homeowner personas —



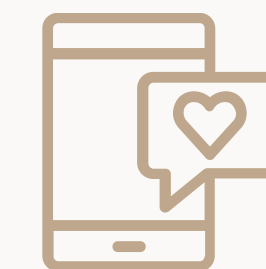
Basic demographics

Age, income, location, relationship status, etc.



Challenges they face on the build journey

This will help you identify the key values that your business can offer.



Media channels that they consume

This will help you identify where you can reach them.



Their core values

Things that will influence the kind of home they want to build, eg. sustainability, security, family.



Their personal style

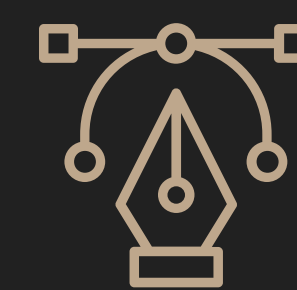
This will help you identify how your design aesthetic aligns with theirs.



## PART 01

# Choosing an email marketing platform

There are lots of email marketing platforms to choose from, and some may be better suited to your goals than others. When making your decision, look for the following features:



## Design tools —

Many email marketing platforms offer design tools to help you create beautiful email campaigns without code or graphic design experience. If you're low on design resource, this is a great solution.



## Analytics —

Analytics are a must have for any email marketing platform, as you need to be able to track and measure your email performance. Look for a platform that offers comprehensive analytics and reporting tools, or provides the option to integrate with your current tools.



## PART 03

# Reaching your clients at each stage of the funnel

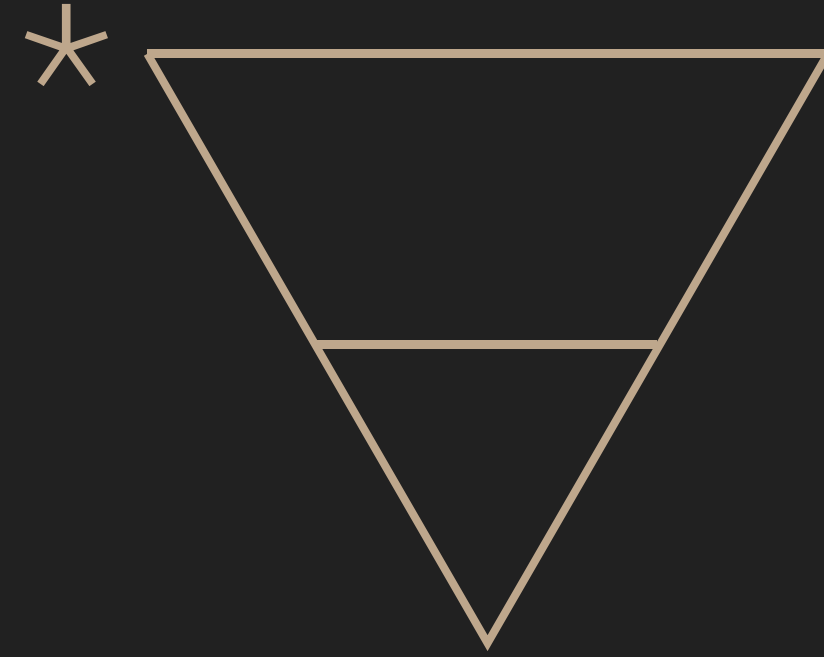
Now that you have an understanding of who your clients are, you can start looking at ways to reach them at each stage of the marketing funnel: awareness, interest, and conversion.

Homeowners are looking for a design and build professional to help them achieve their end goal: waking up in their dream home.

Homeowners are looking for a design and build professional to help them achieve their end goal: waking up in their dream home. So, how can your business help them achieve this goal? Defining the value that you offer, and the problems you can solve, will help you create the messaging for all of your communications. As a potential client travels down the marketing funnel your messaging will become more comprehensive, but the overarching value you offer will remain the same.

Let's take a look at some of the ways you can reach homeowners at each stage of the marketing funnel.





## Top of funnel —

# Awareness

When your audience is at the awareness stage, they are forming their first impressions of your brand, and they are making up their mind on whether they want to find out more.

In the same way that we form an opinion on someone based on the way they look, speak, and carry themselves the first time we meet them, a homeowner's impression of your brand is dictated by the look, tone, and message used in your communications. To leave a homeowner with a good first impression, consider the thought you want them to have when they first encounter your brand, and work backwards from there.

## Some content types you can use to reach your audience at the awareness stage include —

### Digital ads —

Digital ad placements, particularly on social media, are an effective way to make people aware of your business and educate them on the value you offer. You also have the option to target different segments of your audience, and craft your messaging to speak to a specific need they may have.

### Social media posts —

A social media presence indicates that your business is thriving and open to new clients. Sharing photos, videos, and text posts that reflect who you are and what you do will help homeowners form a positive impression of your business.

### Website content —

When a homeowner in the awareness phase lands on your website, they should be able to get a good idea of who you are without having to look too hard. Make sure your website home page clearly communicates the value that you offer your clients through written and visual elements. Remember: if your website is sloppy, a homeowner will assume your work is too.





## Middle of funnel —

# Interest

At the interest phase, the homeowner is deciding whether or not they need your service. Your goal here is to build trust, and demonstrate why your business is best suited to the job. Trust is formed through empathy, credibility, commitment, and transparency.

When a homeowner is sitting at the interest stage, you're unlikely to have had the opportunity to display these qualities to them personally, so you can start building trust through social proof: telling the stories of past clients. By showcasing the work you've done in the past, and illustrating how you helped a homeowner build their dream home, you're showing future clients that you're reliable and good at what you do.

Some content types you can use to reach your audience at the interest stage include —

### Thought leadership content —

Thought leadership content includes blogs, articles, interviews, and any situation where you're offering value to a homeowner by sharing your expertise or advice. This will position your team as experts in your field, and help to build credibility.

### Case studies —

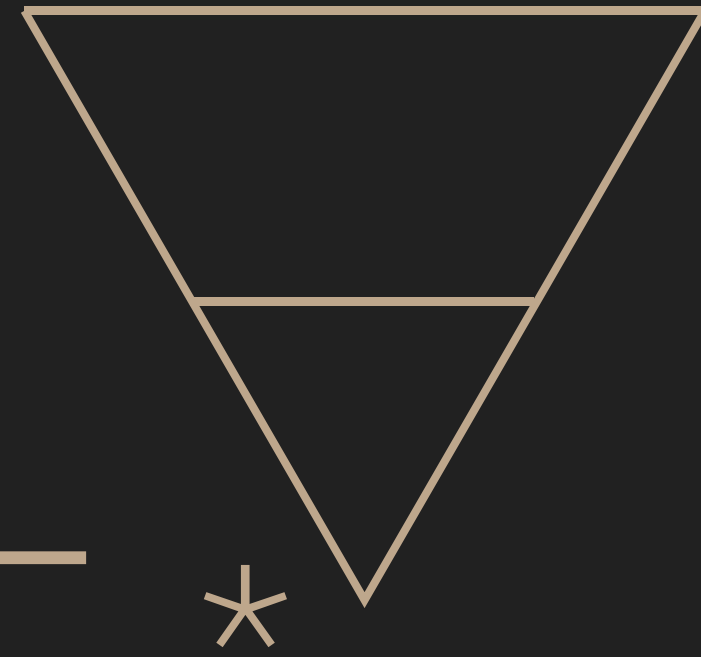
People are far more likely to trust a brand if they can see that other people have had a positive experience. Write your case studies in a way that illustrates how you brought the client's vision to life, including supporting quotes and striking imagery. Keep language accessible to a non-technical audience and tap into the emotional, aspirational side of the building process.

### Testimonials —

Great testimonials will also help to build confidence in your firm's ability to deliver an exceptional project. We suggest providing clients with some guiding questions to kickstart the process, such as:

- What did you appreciate about working together?
- How would you explain our work or process to someone who is thinking of working with us?
- What was your biggest 'aha' moment during the process?
- Are you pleased with the finished product?
- Would you recommend us to a friend?





## Bottom of funnel — Conversion

At the conversion stage, a homeowner is seriously thinking about signing on as a client, so they want to feel confident that they're making the right decision.

You will need to set up a lead form on your website to collect contact information from potential clients so that you can nurture them towards a decision through personalised communication. Content at this stage should be designed to address any concerns they may have, and touch on specific topics that are of interest to them.

Some content types you can use to reach your audience at the conversion stage include —

### Lead forms —

The most effective way to collect someone's personal information is by making your lead form valuable: offering them something useful, for free. This could be a project management checklist for homeowners, or an architecture and design trends guide with advice from your team. When choosing the fields to include on your form, think about what information is most important to you. Alongside their name and email address, you could also ask them what kind of project they're planning, and where in the country they're located. Make sure your lead forms are easy to find on your website.

### Nurture emails —

You can use nurture emails to share thought-leadership content, case studies, and tips to make the build journey easier. Not only will this secure your position as experts in your field, but will also help the homeowner feel confident that your firm is trustworthy and reliable because you've put thought and effort into your content. Nurture emails also provide the perfect opportunity to ask homeowners to book a meeting to discuss their project.

### Time-limited offer —

Offering a valuable service for free, like a consultation or quote, is a great way to nurture potential clients towards a conversion. If other design and build businesses charge a consultation fee, a homeowner will be more likely to accept your offer because it is less of an investment for them. In-person meetings are also a good opportunity to start building a relationship with the homeowner.





## Learn continuously —

Marketing in today's ever-evolving digital landscape requires flexibility.

This means paying attention to trends, and reflecting on how successful your marketing strategy is. As we mentioned earlier, good marketing is defined by whether or not you're achieving your goals; review your marketing efforts regularly to ensure you're focused on your goals and not distracted by vanity metrics like follower counts and website visits. Be open to making mistakes and learning from them, and be prepared to test a few approaches before you find the one that works best for your business.



# About ArchiPro —

ArchiPro is home to the largest online design and build community in the southern hemisphere. Started as a platform to simplify the end-to-end building journey for homeowners and industry professionals, ArchiPro focuses on facilitating meaningful connections between people at all stages of the building process.

With an ArchiPro membership, you can showcase your work, advertise your business, and connect with our engaged network of people planning building projects through a relevant, always-on marketing presence.

Access more resources from the ArchiPro team:

GUIDE

[Paid social media for the design & build industry](#)

GUIDE

[Organic social media marketing for the design & build industry](#)

GUIDE

[Email marketing for the design & build industry](#)

Find out if ArchiPro is right for your business — [here.](#)



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