

ONCUE

7 LEAD GENERATION TIPS FOR YOUR MOVING COMPANY

You've put in the hard work to build a moving company that delivers excellent customer service but, how do you generate leads so you can continue to grow? The following tips will help guide you through 7 effective lead generation strategies so you can make the most of your marketing budget and resources.



ENGAGE WITH YOUR COMMUNITY

Before pouring money into paid advertising, see what relationships you can build with other local businesses owners and community groups. Word of mouth referrals generally convert at a higher rate and are more likely to become repeat customers.

Tap Into Your Local Realtor Network

Connecting with a local real estate office to establish a referral partnership is a simple, low-cost way to increase your moving company's exposure and reputation.

Say Hello: Drop by their office, send a quick email, or make a call to introduce yourself to the top realtors in your area.

Be Helpful: Realtors may need additional services, and your business might be the ideal provider!

Don't Pester: You won't connect with every realtor you reach out to, and that's okay.

Build Local Relationships

Many companies may have a shared audience or require moving companies from time to time. Get creative and reach out to businesses and organizations like apartment complexes, HOAs or Condo Associations, military bases, graduate schools and more to ask them to set you up as a preferred vendor.



ASK FOR REVIEWS

One of the most impactful actions you can take as an independent business owner is to ask your customers for reviews. You provide excellent customer service — be sure to maximize the value of your effort by transforming great service into new leads.

Reviews are crucial to your prospective customer's decision-making process. Great reviews help by giving them the social proof and confidence they need to choose you over your competition. Make sure to ask customers to share their experiences. Here are a few ways to ask for reviews:

Use Email Follow-Ups

After a move is complete, send an email to your customers asking about their experience. If they have a great experience, ask them to post a

review to your Google listing or Facebook page.

Use a Review Service

There are many review services available that can help you request, respond to, and share reviews across channels. These services can make the process easier, particularly if you have a lot of sales activity or if it's becoming overwhelming managing your Google, Facebook, Yelp, BBB, and other review sites.

Invest In Reputation Monitoring

If you are having issues with getting reviews, consider a reputation monitoring service. Reputation monitoring helps you understand how potential customers perceive your brand online so you can identify and fix any issues that might be stalling your lead generation efforts. Sometimes, review and reputation management services are packaged together.



JOIN REFERRAL WEBSITES

Referral websites are helpful for gathering referrals and are also a terrific way of enhancing your SEO. In the moving industry, comparison sites like Home Advisor and Angi are trusted more than a simple Google search, so it helps to maintain a presence there as well. Some of the top sites include:

- Thumbtack
- Yelp
- Angi
- Home Advisor



FOCUS ON SEO

SEO is another crucial element to ensure your company is suggested to potential customers when they are searching online. An SEO expert is a great resource to have, but there is a lot that you can do on your own. It can be helpful to understand SEO basics before you seek assistance.

Use a resource like the Moz Beginner's Guide to SEO or SEM Rush's SEO Basics course to get a high-level overview of what SEO is, why it is important, and initial steps you can take before hiring a professional.



PAY PER CLICK (PPC) AD CAMPAIGNS

Facebook Ads

With over 2 billion monthly users, paying to find new customers through Facebook can be very lucrative. Watch this video to learn how to set up your first Facebook Ad campaign.

Google Ads

Advertising on major search engines like Google enables you to target potential customers in your local area. A great way to learn the basics of paid advertising (PPC) on Google is to complete Google's free certification in Google Ads. Google ads are a terrific investment, ensuring your company appears in search results while you work on boosting your SEO presence organically.



INVEST IN SOCIAL MEDIA

Social media is a great way for moving companies to build relationships with potential customers and establish themselves as premier providers in the moving industry. Here are some content ideas to get you started:

- Post photos of your crew in action
- Add value with educational resources
- Share customer reviews, posts, and photos with happy customers
- Engage with followers and users
- Join and contribute to relevant Facebook groups



DIRECT MAIL & MARKETING SWAG

Though digital marketing has many advantages, certain industries still benefit from traditional printed marketing materials, and the moving industry is one of them! Traditional marketing through flyers, business cards, and brochures helps to keep your company top-of-mind in your local area.

What to include:

Depending on the size of your marketing material, consider including the following items, but avoid cluttering the design.

- Logo
- Contact information
- Bragging rights (awards, BBB rating, Veteran owned, etc.)
- A testimonial or two from happy customers
- Services and any stand-out information that sets you apart from your competition

Other ideas for traditional marketing include:

- Sponsoring a booth at a local event and handing out small, useful giveaways
- Adding your flyer or business card to local bulletin boards Working with a direct-mail provider to help advertise services to your local community
- Advertising in community magazines

TAKEAWAYS

Generating quality leads requires a multi-channel marketing effort as competition rises. A combination of traditional and digital marketing efforts will help you get in front of your target audience and remain top-of-mind as they decide which company to hire. Positive reviews are vital to getting quality leads and turning them into customers.

SEO and PPC advertising will help to ensure your company appears in search results at the exact moment when people are looking for your services.

Your social media profiles will also appear toward the top of search results. When you stay engaged with your customers through social media, email marketing, and other channels, it becomes easier to collect positive reviews and gain valuable referrals.

Ready to take your moving business to the next level? Oncue Moving Software makes growing your moving business easy. Learn more at Oncue.co.