

# TOP 3 EMAIL MARKETING MISTAKES FOR HOME SERVICES



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Leveraged properly, your email marketing campaign can be one of the most powerful methods to grow your business. Email marketing is still one of the most effective ways to grow leads and convert your leads into sales.

Email marketing, poorly done, can actually turn customers away from your business, instead of bringing them closer. We can help you avoid the three most common email marketing mistakes for home service companies.

## 1. LACK OF PERSONALIZATION

The customers on your email list expect to have relevant content personalized for them. You don't have to write a unique email for each individual on your email list, but adding their name to the greeting goes a long way. Beyond naming them personally, making the content of the email relevant to their needs is critical to having customers open and respond to the email, instead of ignoring it or deleting it.

Dividing your email list into groups, such as potential leads, customers who have used your services once, and those who are repeat customers. The content of your email should apply to each. For example, returning customers may need reminders to schedule services such as an air conditioner tune-up or a reminder to have their roof inspected.

Repeat customers may receive an email in a different tone than new ones, and your VIP clients should have warm greetings and an appreciation of their loyalty. The tone of your emails should be friendly, but not overly salesy.

## 2. SPAMMING YOUR RECEIVERS

Spammers will send blanket emails – sometimes daily – to everyone on their list. These emails may even contain viruses or malware. Ensure your emails come from a secure address and that you're only emailing when you have something to say.

When readers sign up for your email lists, it's always better to tell them what they can expect from your emails. For example, on your landing page, mention that you'll send out information about your industry and different

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specials and discounts throughout the year.

Sending emails too often can cause your customers to unsubscribe. Consider sending out weekly emails that offer a promotion or special, and then interspersing your promotional emails with ones that have content that enhances the reader's lives, such as how to check your smoke alarms or what to look for in a good bathroom remodeling contractor.

### 3. **NOT TRACKING RESULTS**

Do you know which emails are opened the most? Do you know which of your readers read your emails and act, which ones open the email and don't respond to the CTA, and which recipients never open your emails? Determining the success of each email marketing campaign helps you adjust your emails for those that have a higher rate of engagement.

Part of your tracking should include the email bounce rates (which also affects whether you're considered "spam" by many email servers) and the rate at which people unsubscribe from your email list. If there's a higher than average number of both of these, then you need to reevaluate your email content and the frequency at which you send.

## **CONCLUSION**

A good email marketing campaign encourages the recipient to open the email, read it, and engage in the call-to-action at the bottom. Use good customer management software to personalize your emails and divide your email list into those who read your emails often, repeat customers, VIPs, and hot leads, allowing you to customize the emails and grow your business.