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MAKE COMMUNITY PART OF YOUR MARKETING STRATEGY



MARKETING TIPS

By Julie Huff, Copywriter,
beMarketing

Standing out takes more than good reviews, 4.5+ stars on Google, and paid ads. Home services are especially vulnerable to one factor: trust.

When homeowners have three plumbers with the same five-star rating, they choose the one they know ... and that doesn't come from ads. It comes from connection.

That's where community involvement changes everything.

Sponsoring local events, volunteering, or supporting nonprofits might seem like simple charity, but it's also one of the strongest trust-building strategies your business can do. Before customers invite you into their homes, they need to know who you are. And seeing your team at a community event or on a Little League banner builds that credibility fast.

As Gavin, owner of Advanced Comfort Specialists, put it, "It shows homeowners

that we're human." It proves you're not a fly-by-night contractor; you're a real part of the community.

Beyond goodwill, these efforts help you stand out in the market. Community work gives your brand authenticity, creates personal connections, and keeps your name top-of-mind when people need your services. It's "show, don't tell" marketing at its best. Customers want to see the people they're calling, not your logo.

And don't overlook the networking. Local sponsorships and charity events often put you face-to-face with other business owners, property managers, and contractors. All people who can help open new doors.

For home service companies, real success is about more than visibility. It's about trust. When you invest in your community, you're also investing in your brand's long-term growth.

Ready to take your marketing full circle? Schedule a 1:1 call with our CEO, Brandon Rost, at 484.261.1149.



Marketing That Feels Human

Because It Is.

Your customers crave connection. That's why we build campaigns that feel personal—because they are. From eye-catching creative to data-backed digital strategy, beMarketing helps brands grow by creating marketing that connects.

Ready to Make your Marketing More Human?
Reach out now — let's create real connections.

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