

Moving companies with successful email marketing campaigns can capitalize on the [8 percent of Americans](#) who move each year. Reaching out to movers through business email marketing grows your business and increases your client base to become a market leader.

There are several benefits of email marketing for a moving company, including saving money and creating relevant content. Email marketing also allows you to track metrics.

Read more about how email marketing can benefit your moving company in these seven areas.

1. Cost

The U.S. government is [raising the cost](#) of a postage stamp in 2022, which means, like everything else, it will cost you more to mail any packages. One of the significant advantages of email marketing is costs!

Aside from the labor in creating the content for business email marketing, you avoid paying shipping costs. You also avoid paying for paper and printing costs, which are skyrocketing. It also takes time to stuff envelopes and create a mailing list for potential customers.

As a moving company, your marketing might be tight. Successful email marketing means you can spend your resources elsewhere.

2. Content

Email marketing for a moving company allows you to create content related to your moving business. You can include moving statistics and advice for your customer base.

People reading business email marketing will likely skip over content they've read elsewhere. This is an opportunity to give readers the information they'll only find in your email.

Many people may only use a moving service once or twice, but you can create good content to keep past customers engaged. When prior customers refer you as a great moving company, you benefit!

3. Metrics

A digital footprint allows you to track who is reading your content, which is one of the main benefits of email marketing.

Data can show you how many people go to your website from your business email marketing efforts. Also, ask customers how they heard about your moving company. If people tell you they heard about your moving company through email, you know you are getting a good return on investment.

A simple computer program gives you great metrics. You can also adjust your strategy to change what's not working.

4. Control

You are in control of your campaign, which is another one of the benefits of email marketing. You can send emails when you feel it is appropriate. Timing is everything!

For example, perhaps in your local market, there's an uptick in moving requests during the spring and fall. You want to seize on college students moving! You can increase your marketing efforts to get more people to use your services.

It's also essential to control pictures and the types of language you use. You don't want something offensive to appear in your marketing efforts, and you get total control with email.

Consider email marketing tips such as coupons to new clients or discounts for people who use your moving services on days when you're least busy.

5. Testimonials

Allow great customers to tell their stories about your moving company. Let them tell future clients about how your services made moving easy.

Testimonials are a great email marketing tip because you humanize your campaign. People enjoy listening to and reading about people who are in their situation.

For example, did your moving company go above and beyond for a customer? Did you get a moving job done ahead of schedule? Did you beat the price of the competition?

Self-promotion in marketing is a crucial concept. Avoid shying away from why your moving company is better than the next. It's important to tell your audience why your moving company is the best and why they should choose you.

6. Repurposed Content

Your marketing strategy likely includes [social media](#) and other forms of reaching potential customers. One of the advantages of email marketing is that it allows you to repurpose content from your other marketing efforts.

Did you get a great testimonial video featured on your social media channels? Instead of using the video, use a picture of the customer and quotes.

Are there any interesting moving statistics you shared? You can make it into an infographic for your email marketing campaign.

Don't assume everyone is reading all of your marketing efforts simultaneously. Using pieces of things in each of your marketing efforts is okay.

7. Increase SEO

Email marketing will help increase your search engine optimization or SEO efforts. Users of the world's most popular search engine receive more than [5.6 million search requests](#) each minute! Taking advantage of using SEO is a great email marketing tip.

SEO means using the most popular words and phrases in your website copy. When potential customers use those words and phrases in a search, your moving company pops up at the top of the list! People will come to you before anyone else.

Does your website have a blog or news section? You can use SEO for articles for your website and include those articles (with a link) in your email marketing campaign.

For example, include an article about "how to pack dishes correctly" or "how to declutter before a move." If "how to pack" and "how to move" are popular search phrases, you'll hit the jackpot at the search bar.

[SEO content](#) allows you to create content unique to your customer base or region of the country. Moreover, you would omit an article about "moving in snowy weather" if your moving company is in Florida.

Seven Benefits of Email Marketing

There are seven benefits of email marketing, including cost, good content, and a way to track metrics. It also gives you complete control of your efforts and the ability to use testimonials. You can also repurpose content and increase your SEO efforts.

Take advantage of email marketing today and increase your business for a relatively low cost. Tackling a few of these steps for your moving company will get you well on your way!

If you enjoyed this article, find more information about moving and owning a home on our website.

Texas is [second](#) in the nation regarding solar energy, and now is the time to capitalize on the growing solar business in the Lonestar State. You must know how to tap into potential solar customers using the best solar leads in Texas.

There are many ways to find leads in Texas, including advertising on social media and buying leads. You can also implement a cold-calling strategy to get residential and commercial solar leads. Mastering these approaches can boost your business and grow your solar company.

Here's how to get the ten best solar leads in Texas.

1. Social Media

A [recent survey](#) found that seven in ten use social media, which presents a great way to find leads in Texas. Advertising on social media is inexpensive and has a broad reach.

Social media allows you to target your audience precisely, especially when accessing demographic information. You can also link your website or contact information to increase commercial and residential solar leads.

2. Buying Leads

Purchasing lists of potential customers can give you great residential solar leads. Your solar business will get a list of people already interested in taking advantage of solar energy.

Buying high-quality leads saves you time and money. Instead of searching for the best people to call for a possible sales lead with solar energy, you'll get a complete list ready to go. Moreover, in many cases, it's more affordable than placing ads.

You'll also quickly know your return on the investment of your residential solar leads.

3. Cold Calling

Cold calling can work when generating solar leads in Texas, but you first must do your research to find out who and when to call.

Knowing all of your facts is essential when calling people about solar energy. Prepare your speech. Assume the people you are contacting don't know anything about solar energy, its benefits, and how it can help them reduce their carbon footprint.

Moreover, be conversational, be human, and don't lecture anyone on the phone. Using a folksy type of delivery will give you an edge!

4. Search Engine Optimization

Search engine optimization, or SEO, uses highly-ranked words and phrases in blog content on your website. When people type in those words, your website will pop up at the top of those search engine results; potential solar customers then visit your website in an organic lead.

People using keywords and phrases when searching are looking for information about a particular product. For example, when they search 'solar panels in Texas,' your website will likely be at the top of the list.

These types of organic leads can help you increase sales because your product is selling itself.

5. Information Qualified Leads

Perhaps someone at a county fair or trade show filled out some information asking about solar panels, which means they want to know more about your product.

Potential customers such as this are essentially [looking for a sales pitch](#). It's now up to you to provide them with the best information!

These types of residential solar leads have a better chance of becoming customers. Be sure you tailor your solar energy information to their specific needs.

6. Marketing Qualified Leads

People in the marketing qualified leads category already took it a step further than people in the information qualified leads group. These interested buyers attended a webinar or even previously interacted with someone from your company.

Since this group has more than a 'mild interest' in solar energy, it's time to put on the full-court press. Give them your best sales pitch!

7. Referrals

Good customers and clients can often lead you to your next sale.

When a customer refers a friend or relative to you, you've already made a good impression. The previous customer is familiar with your solar energy product and likely 'talked it up' their friend.

Your customer has already done most of the work for you!

8. Hot Leads

A person considered a hot lead is ready to purchase a solar energy system for their home or business. These customers already did their homework and know the benefits of solar systems; they are looking to make a purchase.

However, they may need a bit of a push. Perhaps they aren't sold on just everything your solar company has to offer, so it's your job to bridge the gap.

Can you add an extra incentive to sweeten the deal? Is there a previous customer who can act on your behalf to make the sale? Can these previous customers talk about the benefits of a solar system?

9. Talk to Existing Clients

When you're in the solar energy business, you have many satisfied customers. Visit with people who are already happy with their solar panel system and find out if there are additional customers who may want to find out more.

Offer to meet with a group of homeowners at a local fire hall or social club. You can give a quick demonstration of the benefits of solar panels.

Many people may not know the money they can make with net metering. Showing people how much money they can save while benefitting the environment can be a great sales pitch.

10. Write Press Releases

Capitalize on newsworthy energy stories by writing a news release and sending it to local print and broadcast outlets.

For example, write a press release about the high energy costs and pitch a news story about how solar energy can help. You can also pitch a story about how to save money through net metering or solar tax credits.

Top 10 Solar Leads in Texas

The top ten solar leads in Texas include social media, purchasing leads, cold calling, and search engine optimization. Be sure to use information and marketing to qualify leads, referrals, and so-called 'hot leads.' It's also important to talk to previous clients and write a press release to gain local exposure.

[Contact us today](#) about generating the best leads using solar energy. We can help you put some sunshine into your business growth!

Americans bought more than [6 million homes](#) in February. There's never been a better time to be in the real estate market as a developer. When handling these sales, ask yourself, 'do I need a real estate attorney?'

Why hire a real estate lawyer? As a developer or investor, you need a real estate lawyer to assist with paperwork, negotiation, and in case of legal trouble. An expert in real estate law can be a lifesaver in dealing with banks, buyers, and real estate agents.

Here are the benefits of working with a real estate lawyer.

Legal Paperwork and the Question, 'Do I Need a Real Estate Attorney?'

The real estate process brings with it a lot of paperwork. If you ask yourself, 'do I need a real estate attorney,' the answer is yes. An excellent legal mind can help you navigate the process quickly.

When thinking about choosing a real estate attorney, you want someone who knows title searches, property liens, and bank statements. These types of paperwork, including contracts and disclosure forms, are what a real estate attorney does as part of the process.

An expert [real estate lawyer](#) knows the nuances and is up-to-date on all of the latest changes to make the process go smoothly. It would help if you thought about this when thinking about how to choose a real estate attorney.

Negotiation

You want someone with good negotiating skills when looking at how to choose a real estate attorney. A good negotiator can help with contracts, land deals, and even dealing with contractors. Negotiations are what a real estate attorney does.

A lawyer will ensure you get home inspections, disclosures, and mortgage paperwork right the first time. If you must go through the process for a second time, it will be costly.

Why hire a real estate attorney when it comes to negotiations? Think of it as 'preventative diplomacy.' Formal talks can improve communication and ward off any future problems.

Real estate lawyers by trade are skilled negotiators. Lawyers can negotiate the price of things in your favor.

Legal Trouble

Why hire a real estate attorney? As a developer, acquisitions are part of your business dealings. Purchasing buildings, land, and vacant properties could mean legal challenges.

What a real estate attorney does is represent you where there's an issue and even if you must go to court.

The Answer Is Yes When Asking 'Do I Need a Real Estate Attorney?'

If you are asking yourself, 'do I need a real estate attorney,' there are several reasons why you should hire one for your development needs. Legal paperwork, negotiation, and legal trouble are reasons why you can benefit from having a real estate attorney.

Don't make the mistake of not using legal services as part of your real estate development or investment project. Give yourself the peace of mind needed!

Are you looking for more information about your legal questions and real estate? Please find more information on our website!

