

# Professional Remodeler

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## A different take on the Web

Steve Gray Renovations has an award-winning Web site and e-newsletter that goes out to past clients, but wanted a way to reach new customers.

The Indianapolis remodeler now reaches its target audience (homeowners with more than \$150,000 in income and homes worth more than \$300,000) by partnering with NBC affiliate WTHR-TV through its Web site [www.wthr.com](http://www.wthr.com).

But instead of simply advertising on [wthr.com](http://wthr.com), the company went further, working with the team there to build a page



dedicated to the company, under the “Home Central” tag on the site. The microsite includes videos, project profiles, newsletter archives and more. The section (available at <http://sgrenovations.wthr.com>) has been live for only a few months but has already resulted in increased traffic and company awareness.

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## You Don'T Exist Without 'E'

*Understanding The Value Of Having An Online Presence*

Michael R. Morris, Editor in Chief  
July 1, 2008  
Professional Remodeler

Can you believe there are still remodelers out there who don't have a company Web site? The cute little girl with the braids at the end of our block with the lemonade stand has a Web site. The 10-year-old boy who cuts our grass has one. So does the teenage babysitter down the street from us.

They've been in business for about 10 minutes, and they understand the value of having an online presence. Yet there are still remodelers who don't have company Web sites. I know this because I've been doing a seminar titled "Strategic Marketing for Remodelers" in every major U.S. market for three years. In every city I ask the question, "Is there anyone out there who doesn't have a Web site?" And in every city, there are always a few hands that go up, usually very slowly and not very high in the air. You can tell by the body language these remodelers know they should have one.

They might as well just go ahead and create one single Web page so they will have a place to post the "Going Out of Business Soon" sign, because that's what will surely happen if they don't start taking this little thing called the Internet seriously.



I'll even go one step further and say that if you don't have a great site, an enhanced site — with pictures and videos and even a blog or two — you're doing your business a disservice.

I asked Steve Gray, whose three-year-old company is generating a lot of business from its E-newsletter and enhanced Web site (see page 24), why he chooses to invest heavily in electronic marketing over traditional methods. His answer should resonate with those of you who haven't put enough of an emphasis on this area of your company's marketing strategy.

"With E-marketing we spend less, we control our message, and we aren't fighting to stand out on a page with other competitors," says Gray of his decision to opt for E-marketing over traditional marketing methods. "Our marketing budget affords us to do more with E-marketing than we would be able to do in print. This trickles down to lower cost per lead and much larger ROI. We track our results, so we know this works."

Every single day, prospects in your market are out there, clicking away, checking e-mail, buying things and, yes, researching remodeling projects.

If your company doesn't have a Web presence, to that prospect, it's as if you don't exist.

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Michael R. Morris  
Editor in Chief

Sidbars:  
Our Mission

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### Talk Back

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Steve Gray Renovations in Indianapolis is a three-year-old company that has made its E-marketing campaign a priority from the start. The site was voted Best Remodeling Web site by the Builders Association of Greater Indianapolis last December, and the team has entered into a partnership with the local NBC affiliate television station to host a related Web site that will link to Gray's site. The partnership has the potential to drive 700,000 visitors per month to Gray's site from the partnered site.

One of the unique features of Gray's site is the Flash Player videos and picture slide shows of current projects as they progress through production. This gives Gray the ability to show the professionalism, construction quality and attention to detail his company offers.

"We realize the importance of giving good, current, information, and we continually update the content and projects on our Web site," said company President Steve Gray. "We use Flash Player video to show what we do and how we do it. This gives us the opportunity to show people, in real time, how projects evolve. We are able to show the quality and craftsmanship that goes into every project we undertake."