

# Transcript

Krystal Hobbs 0:04

Welcome to Beyond the Tools, the podcast that helps contractors attract more leads, grow their business, and finally get off the tools. In each episode, you'll discover marketing tactics that work. You'll get actionable insights from other successful contractors, and connect with experts to help you grow. I'm your host, Krystal Hobbs, owner of a social media agency that helps contractors attract and convert more leads. Get ready to take your business to the next level so you can finally enjoy the fruits of your hard labor. Ready, let's go!

Hey, contractors, welcome back to another episode of Beyond the Tools. Today, it's just me, your host, Krystal Hobbs. I wanted to expand on the conversation we had in the last episode with Arin Darcan. We talked about following up with your leads and we had a bit of a conversation about text messaging. A lot of contractors that I talked to aren't utilizing text messaging to their advantage and I thought it would be really great to share a little bit more about that today. So in case you missed it, in the last episode with Arin Darcan (you'll see that in episode number 28), we had a conversation about following up with your leads and how to do that effectively and mostly focus on calling your leads, and making the whole process as Aaron says, as frictionless as possible. And when we think about the bigger picture of things, we are competing for people's attention. They are getting tons of phone calls, emails, and social media messages, and people are just absolutely overwhelmed. So when you think about even your own experience and what you're likely to ignore and what you aren't, text messages are pretty high up there on a form of communication that you are paying attention to, because it's usually your closest friends, your family, your employees, in some cases, people that matter to you are the ones that are texting you. And I know there's always that joke that marketers ruin everything. But we haven't ruined text messaging yet, okay. And the stats show that people prefer to receive messaging through texts, and they'll even sign up for it with brands. I know for me, there are a certain number of retailers, some clothing retailers, and stuff that I sign up for their texts. And they give me special deals and tell me when new items are up and all that sort of stuff and I like that because it's a way that I can keep informed or keep up to date on stuff, and I will pay attention to it versus my inbox. I don't know about you guys, but there are thousands of emails in there and I just couldn't be bothered.

So let's talk a little bit more about using text messaging, specifically in the home services industry. So if you're a contractor, or you're running a home service business, how do you go about using text messages? So there are a few things that we've really learned at Reflective through experimenting with our own automated follow-up with some of our clients in terms of their text messaging, and that sort of thing. And what we've seen to be really effective has been text messaging just as a whole. So to give you an example, one of our clients is in garage flooring. We recently revamped his follow-up sequences through both email and text messaging, but really decided the texts are working. So let's amp that up a little bit, let's include some more text messaging, try to start a conversation with these leads, and see how that goes. So with the recent changes that we made to his follow-up campaign, he is now getting a 56% response rate to his texts and emails. Largely, that is text messages. We're getting a few responses through emails but largely, it's through text because it's such an immediate form of communication. It's intimate. Again, I'm only getting checks from the people that I care about most generally, or things that are important to me at this moment in time. So for our client, he is seeing a 56% response rate, which is crazy! For another one of our clients, we haven't broken out a little bit differently. So for one of our homebuilding clients, for example, we have their emails and their texts in separate follow-up sequences so we can see the data a little bit more specifically. So for the exact same offer, same general approach, their emails are getting a response rate of 11%. Their text message follow-up campaign is getting a response rate of 44%. So it is a huge difference. So if you're taking anything away from this episode today, it's that email follow-up is not enough. Email nurturing is not enough for the phone as a whole, and just making calls is very important, but not enough. It's really when you have that combination of emails, texts, and calls, that's what's super powerful and that's what really works. So if you're not doing text messaging in your business right now, I implore you to explore that, definitely add that into your mitts, and even start to experiment a little bit. So some of the things that we have found have really worked are, first of all, taking more of a casual conversational tone with your text. So you want to think about it as if you're texting a friend, right? It's gonna be a little bit more friendly, approachable, not super formal, right? So usually, my texts are like, "Hey, this Krystal at Reflective," I don't even like pull up a bowl thing. I try to keep it nice and snappy so it's not too formal. My first text may be like, "Hey, this is Chris from reflective, wanted to follow up on growing your HVAC business?" And then my second text might be, "Are you still looking to generate leads for your business?" Or "How are you currently getting new customers?" So I'm starting a conversation, right? So I want to ask open-ended

questions. And that piece can be automated. But the key there is to then hop in when people respond. So with us, we've got everything set up with our CRM. So as soon as somebody texts back, I get that notice on my phone, I can hop in or somebody on my team can hop in to continue that conversation. Once we know we got a live body on the other end, then we can hop in there. So you should be able to set that up the same with your CRM, or that's something that you can explore as well. There are certainly different tools that are specific to text messaging. If you do want something that's all that you need is that additional piece, then you can definitely do that. But like Arin said, in the last episode, you really got to match your message to the medium that you're using. So the text should be a lot more casual, conversational. You don't want to jump right in necessarily with, "Hey, do you need a new air conditioner?" You want to open the conversation, have a little bit more of a casual discourse, and just get them talking to you. That's essentially what your first couple of text messages should do. Just get people talking to you. The second thing that you want to try is doing multiple texts in a row. So like I hinted at, and you probably have this yourself, you may have some friends that when they text you it's like one big paragraph. And other friends they send like four or five texts, like rapid-fire. Your phone lightens up, and that really gets your attention because it's not just one text message, it's a bunch. So even doing that either with your automation or manually, so breaking those up into separate texts, I find it really works to get a conversation started. You get a much higher response rate. So those are two things to keep in mind. So again, you want to be conversational, you want to split it up into multiple texts so that they are getting it multiple times, their phone's going off. And then the third thing is that you do want to be available to jump into a conversation when somebody responds. So make sure that you have a CRM set up that way that you have the availability or someone on your team available to be able to answer that. One thing (and Arin mentioned this as well that I find really helpful) is having a script between your team of like how to answer certain questions or like how to keep that conversation going especially if you have multiple people on your team that is responsible for checking messages or responding. Maybe you've got a salesperson or an office manager or someone else, maybe just yourself, your business partner there that are going to be responding. Make sure everybody's kind of on the same page in terms of how you handle that lead. So those are a few things to keep in mind. Text messages should be conversational. You don't want to seem automated so that's why we ask questions, that's why we're casual, that's why we send multiple back-to-back texts, and text messaging is the way that you can get in front of your audience. Be conversational, build that relationship with them, and actually get them to respond, which is super

challenging as a whole. That's always your biggest barrier is when you get a new lead, it's getting them to respond in some way. Is there someone on the other end? Are they actually interested? And text messaging is a great way to do that. So I hope this has been insightful. I hope it's helped you to think a little bit deeper about how you can use text messaging more effectively in your business. If this resonated with you at all. I would love to hear your feedback. If you've had some success with text messaging for your business, let me know so you can find us on Facebook or Instagram @reflectivemarketing. So Reflective is my agency that runs this podcast behind the scenes. That's how I'm able to do all this. So check us out @reflectivemarketing, send me a DM, and let me know how you're using text messaging in your home service business. Alright, thanks for listening, and we will catch you on the next episode.

Thank you so much for listening to this episode of Beyond the Tools. If you liked what you heard, please subscribe, rate, and review wherever you get your podcast. I'd love it if you could also share this episode with a fellow contractor who is ready to get off the tools and grow their business. And if you want more leads, sign up for our email list at [reflectivemarketing.com](http://reflectivemarketing.com) where we share weekly marketing insights that you can't get anywhere else. I'm Krystal Hobbs and I hope you'll join me on the next episode of Beyond the Tools. See you next time!