

A MARKETING PLAYBOOK FOR YOUR RENOWORKS PRO VISUALIZER

MARCH 26, 2024

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INTRODUCTION

A Renoworks Pro visualizer is a powerful asset to boost many different forms of exterior home remodeling marketing activities. It can be used to support both digital marketing and traditional offline forms of marketing. This resource will help provide ideas and suggestions on how and when to make use of the visualizer to enhance marketing activities.

The following is a list of topics we'll cover:

1. Where to Put a Renoworks Pro Visualizer on a Website for Optimal Conversions
2. How to Link to Visualizer on Website as a Button or Hyperlink
3. How to Embed Visualizer as an iframe
4. What to Put on a Visualizer landing page
5. Capturing leads:
 - a. CRM Integration: Process to Get Connected
 - b. Lead Emails
6. Email Template Ideas for Lead Nurture Campaigns
7. Speed to Lead via Texting
8. How to Use UTM Codes to Track Visualizer Success in Various Campaigns
9. How to Create a Slider Bar to show a Before/Rendering on the Website
10. Ideas for Other/Offline Marketing Activities:
 - a. How to Generate a QR code to link to Visualizer
 - b. How to Use in Doorknockers
 - c. How to Use in Home Shows
 - d. How to Use in Rehash Campaigns via email, texting, calling
 - e. How to Use for Radio or Social Media contests
 - f. How to Use in Paid Advertising

1. WHERE TO PUT THE VISUALIZER ON A WEBSITE

- Add a button in the navigation menu that says “visualizer” or “design tool”.
- Create a landing page that sets expectations on what the visualizer does and how to use it. Link to the visualizer from this page.
- Link to the visualizer throughout your product pages or service pages as hyperlinks in the text (e.g. pages about which siding/roofing/windows/doors/paint etc products you install with messaging like "See how these products will on your own home using our home visualizer!" or "See [insert product you sell] on your own home now!")
- Link to visualizer on any pages that talk about what makes your sales process better than the competition. Mention you are consultative in your approach and are there to help homeowners feel confident in their decisions.
- Link to the visualizer from a banner and include a header link.
- Write a blog about it and link to the visualizer from the blog.

2. HOW TO LINK TO THE VISUALIZER ON A WEBSITE AS A BUTTON OR HYPERLINK

This is a preferred method since it allows the visualizer to run at the full width of the web browser.

- **Button:** Create a separate button or dropdown item in a top navigation bar of the website that opens the visualizer in a new tab. Insert entire visualizer URL within button parameters.
- **Graphic:** Link to entire visualizer URL when someone clicks a graphic of a home that says "Home Visualizer"
- **Text Link:** Link to entire visualizer URL when someone clicks text on a product page, sales process page, or blog post. Text might say something like one of the following:
 - "See how these products will look on your own home now using our Visualizer"
 - "See [insert specific product] on your own home now!"
 - "This is the Visualizer tool we use to help finalize products and colors for your home remodel. Try it on your own now!"
 - "Design Your Own Home Now!"

3. HOW TO EMBED VISUALIZER AS AN IFRAME

Care must be taken when using this method as you will limit the width of the visualizer to the width of the iframe, and this could limit performance if the iframe is too narrow. It can also create mobile responsive issues and timing out issues. In addition, it eliminates the data we can provide you on how users are interacting within the visualizer itself.

Size guidelines: (insert your custom visualizer URL)

CSS Code:

```
.iframe-container {
    width: 100%; /* Adjust the width as needed */
    height: 100vh; /* Adjust the height as needed */
    overflow: hidden;
    position: relative;
}

.iframe-container iframe {
    position: absolute;
    top: 0%; /* Adjust this value to control the amount of content hidden */
    left: 0;
    width: 100%;
    height: 100%; /* Increase height to compensate for the shifted content */
}
```

HTML Code:

```
<div class="iframe-container"> <iframe src="[insert your visualizer link]" frameborder="0" height="100%" width="100%"></iframe></div>
```

4. WHAT TO PUT ON A VISUALIZER LANDING PAGE

- Slider bar, images of before and rendered designs or video to visually set expectations on what the visualizer is.
- Instructions on how to use the visualizer:
 - **Step 1** Find a nice image of your home on StreetView or Zillow. If not available, take a straight on picture of the front of your home, on an overcast day, or when the sun is high in the sky.



This video shows how to take the best photo of your home and how to upload it to the visualizer: <https://www.youtube.com/watch?v=7CVvYK3PvMo>

- **Step 2:** Upload image into the [visualizer here \(insert your visualizer link\)](#) and wait 45 seconds while it maps out the surfaces of your home.
- **Step 3:** Select from the product lists and see the products and colors appear instantly on your home.
- **Step 4:** To ensure products and color availability for your area, and to get a professional and more customized look for your home, [contact us for a Design Consultation and a non-obligatory quote!](#) [insert link to contact you]

5. CAPTURING LEADS

To upload a photo of the homeowner's own home, they must first provide their Name and Email Address. This information gets sent directly to the contractor via email or directly into their CRM.

Lead Emails: This email is set up upon visualizer creation. An email is sent immediately after someone enters their contact information to upload a photo. To change the email address leads are sent to please contact rwprosupport@renoworks.com.

CRM Integration: This is typically set up during or after the trial period. Click here to see if your CRM is supported: <https://zapier.com/apps>

Please contact rwprosupport@renoworks.com with the name of your CRM, and they will provide specific requirements for us to enable the integration.

6. EMAIL TEMPLATE IDEAS FOR VISUALIZER LEAD NURTURING CAMPAIGNS

Visualizer leads are still at the top of the sales funnel. They may need more touchpoints from you before they are ready to book in an appointment. Sending them appropriate emails to engage after they've used your visualizer can make all the difference. Here are ideas for messaging and topics to get their attention and remind them of how you got their contact information.

Email #1:

Thanks for trying out the visualizer on my website. I hope you found it useful or inspiring! Picking the right colors and styles for your home is an important part of planning your exterior remodel and it's my goal to help you feel as confident as possible in your decisions.

Please let me know if you have questions about which products are the best fit for you or if you'd like help coming up with design ideas.

If you're ready to take the next step, please contact my team to set up an appointment with one of our experienced estimators who would be happy to share more information on the products we use, our installation process and guarantees and a quote to do the work.

Subsequent Email Topic Ideas:

- Well-designed home exterior can increase property value
- Communicating what you like with visuals to your spouse or contractor
- Picking a design, colors and products you love before we get started
- Making your home stand out or blend in with the homes on your block
- Most popular colors/products in your area/ this year. How will they look on your home?

7. Speed to Lead via Texting

Speed in responding to a new lead is one of the most important factors in whether a homeowner picks you or goes with another contractor. Texting is a highly effective method. Our partner Hatch, an expert on communication methods, recommends adding texting as a daily touchpoint in your communication outreach.

Here are examples of text messages to send on the 2nd and 3rd touchpoints with a new lead where you can mention visualization which will help you stand out from the other contractors:

Touch 2 – Day 2

Follow up with home visualization to pique their interest.



Hi [Name], it's [Name] with [Company]. Following up on the form you submitted. Need help visualizing how your home might look after a remodel? Send me an image of your home, & colors/ideas you're interested in, and I'd be happy to create some renderings for you!

Touch 3 – Day 3

Show WHY they should want to connect.



I don't want you to miss an opportunity to see what your dream home might look like! If you book a meeting with me, we can show you exactly what it would look like before we start any work at all.

Download [The Speed-to-Lead Playbook: How to Set 20% More Appointments](#)

<https://www.usehatchapp.com/integrations/renoworks>

8. HOW TO USE UTM CODES TO TRACK VISUALIZER SUCCESS IN VARIOUS CAMPAIGNS

UTM Codes help you track what campaigns were successful in driving engagement or leads, and which ones were a flop. Anytime you share your visualizer URL, coat it with UTM parameters to track the success of that campaign, medium and time of year.

This article explains how to set up a UTM code:

<https://blog.hubspot.com/customers/understanding-basics-utm-parameters>

Here is an example of items to include in the code:

Visualizer URL	Source	Medium	Campaign	Term	Content	Tracking URL
https://rwpro.renoworks.com/?contractor=xyz	HomeShowFeb2024	Display	NewLeads		QR Code	https://rwpro.renoworks.com/?contractor=xyz/?utm_source=homeshowfeb2024&utm_medium=display&utm_campaign=newleads&utm_content=qr

9. HOW TO CREATE A SLIDER BAR

A slider image is a quick way to represent the transformation the visualizer can do on a picture of a home. Start with a before photo of a home, and then allow a user to slide to see a new rendered design for that home.

There are lots of articles online on how to generate a slider in the code of your website. Here is a quick slider generator tool that is easy to use:

<https://www.instarestoration.com/slider>

10. IDEAS FOR OTHER & OFFLINE MARKETING ACTIVITIES

Offline marketing activities are still widely used in the home remodeling space. Make yours stand out by leveraging the visualizer as a tool to capture the attention of homeowners, especially those still at the top of the funnel in their buying journey. The following are ideas on where/how to draw homeowners to your visualizer:

- a. How to Generate a QR code to link to Visualizer
- b. How to Use in Doorknockers
- c. How to Use in Home Shows
- d. How to Use in Rehash Campaigns via email, texting, calling
- e. How to Use for Radio or Social Media contests
- f. How to Use in Paid Social Media Campaigns

10a. Generating a QR code: QR codes are essential to take a user from a paper source, to an online source without having to type in an entire website or URL.

There are many easy and free to use QR generators that exist. Simply type "QR Generator" into Google and find one you like.

10b. How/When to Use Doorknockers: Some districts do not allow doorknockers, but if your area does not have laws against it, then it is an old school method to get into a very targeted location.

- If you've done work on a house on a street:
 - leave a doorknocker on every house within a 5 block radius saying so. If given permission, provide a photo of the before/rendered/after design of the house you did. Link the visualizer in a QR code with UTM parameters.
- If you've booked a job on a house on a street:

- leave a doorknocker on every house within a 5 block radius saying so. If given permission, provide a photo of the before & agreed upon rendered design of the house you will be doing that year. Link the visualizer in a QR code with UTM parameters.
- Before canvassing a street, blanket it with doorknockers telling homeowners when you'll be coming by, and if they are interested in seeing how their home would look in a new color, to take a well centered photo of their home a few hours after sunrise and a couple hours before sunrise when the sun is shining on the front of their home. Have it ready to share when the canvasser comes by.

10c. How to Use in HomeShows: If you have internet connection at the homeshow, setting up a tablet is a great way to get people engaged and hanging around your booth.

1. Have one person who is most familiar with the visualizer manning the tablet.
2. Have a printout with quick instructions on what you want people to do
3. Have one tab open for people to search for a photo of their home on Streetview, or Zillow.
4. Have another tab open with the visualizer for people to upload the photo once they find it
5. OR simply use the Gallery page for people to click on ready prepared homes but let them know you can provide that same experience on an image of their own home when you go out to do the appointment

10d. How to Use in Rehash Campaigns: Last year's leads, MIA appts, and non-closed jobs are a great source of leads that might book with you this year! If the typical, "hey remember us? Still interested in remodeling your home" doesn't cut it, then BEFORE offering a promo or discount, try offering additional value by offering to help them visualize the changes they were interested in. Mention your ability to do this in all forms of communication you send out, whether it is text, email or phone call.

10e. How to Use for Radio or Social Media Campaigns: Create a short and easy to remember landing page URL to announce on a radio ad or in a social media campaign (paid or organic), and create some kind of contest around design.

Here are some contest ideas:

1. First X number of homeowners to send in a well lit, well centered photo of their home and a couple of color ideas they like, will get a free, non-obligatory design rendering of their home
2. First X number of homeowners that book an appointment for a quote will receive a free Design Consultation with a professional designer (\$250 value)
3. Help a homeowner customer finalize their design decision by putting out their top 2 or 3 design choices out to social media and having others vote on their favourite
4. Get your sales reps creative juices flowing by having your reps create the best design for the owner or someone at the company's home, and putting it out to social media to vote on it

10f. How to use in Paid Social Media Campaigns: UTM parameters are critical to track the success of the visualizer in social media campaigns. Draw people to the landing page you've created on your website to build credibility. Ensure you have a video, images or a slider bar for a quick visual on what to expect from the visualizer, and instructions on how to get and upload a photo of their home.