

How to Un-Sink Your Lead Costs

*Because No One Likes Paying for Leads
that Don't Convert*



Hatch

^Porch

**Quinn
Carlin**

Enterprise Sales Manager



 **Porch**

**Kristen
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Head of Marketing

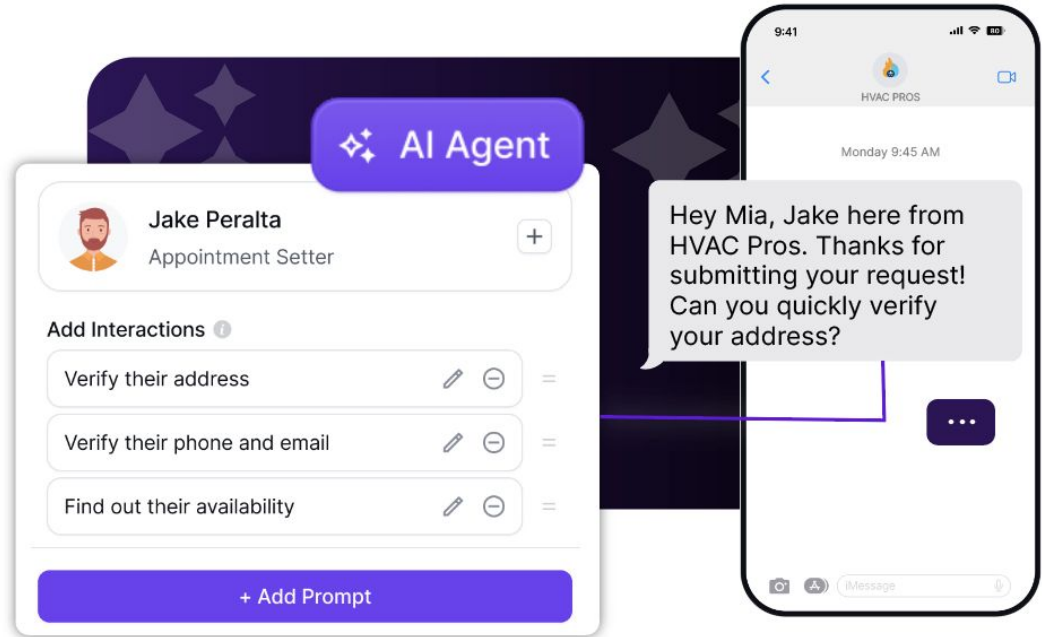


 **Hatch**

What is Hatch?

AI-powered text, email, and voice for sales and service teams.

- Response rates
- Retention
- ROI
- Revenue



What is Porch?

Porch is a one stop shop for all of a contractors marketing needs. Porch can provide leads in a contractors selected service area and service types. We offer leads in a number of different programs.

- Pay Per Set Appointment
- Pay Per Lead
- Pay Per Sale (Limited to average job sizes greater than \$8k+)



How to stop paying for leads that don't convert:

1. Generate **free** leads
2. **Pay** for the right leads
3. **Don't pay** for bad leads
4. Increase **conversion** on leads

Generate **free**
leads



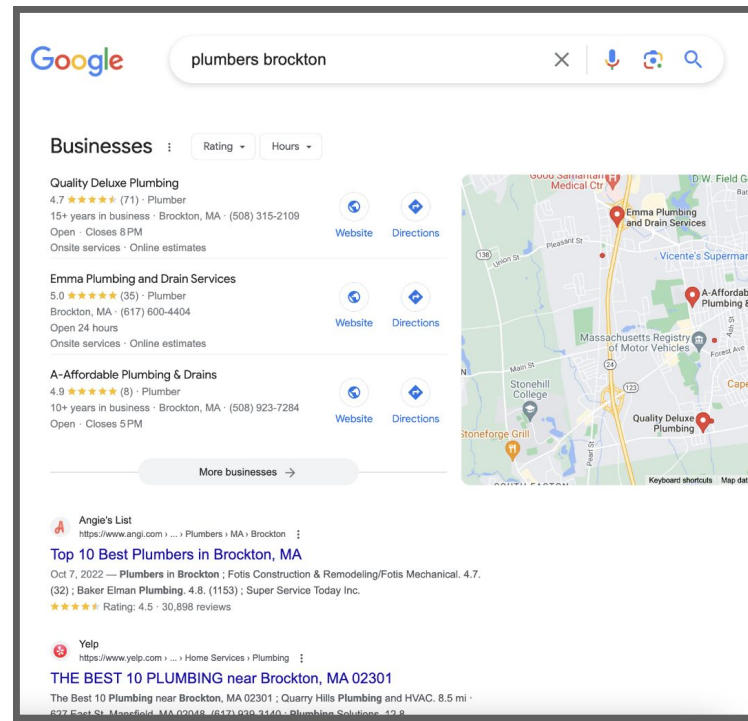
How to get free leads

1. Listings
2. Reviews
3. Referrals
4. Website

Listings

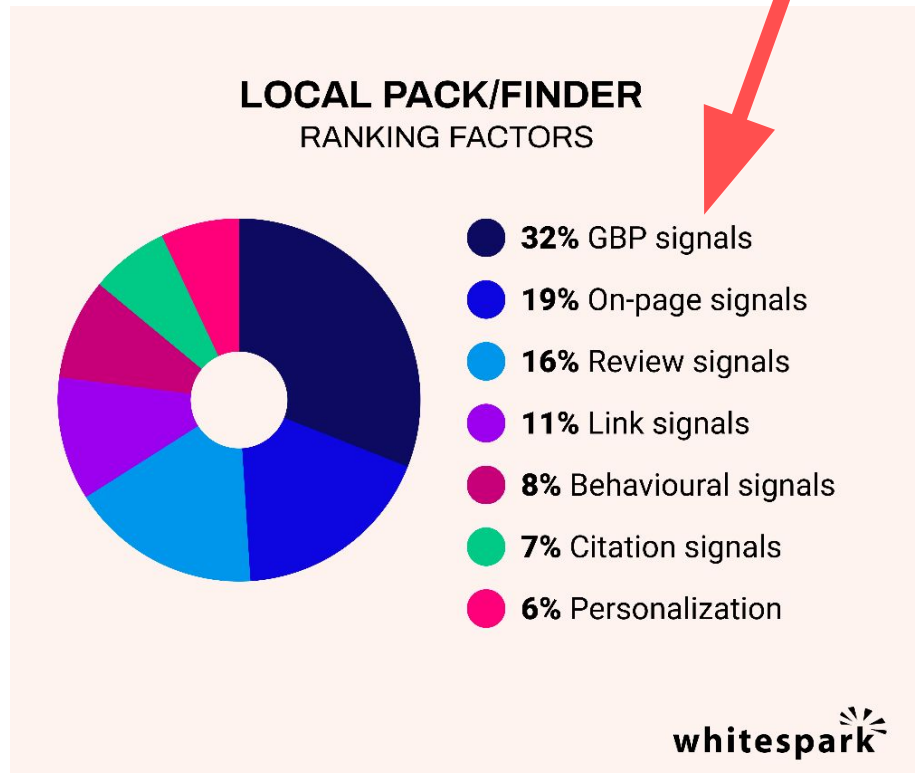
1. 92% pick businesses on the first page
2. 88% of local mobile searches call or visit within 24 hours
3. 50% of Google searches have local intent

^^ LISTINGS!



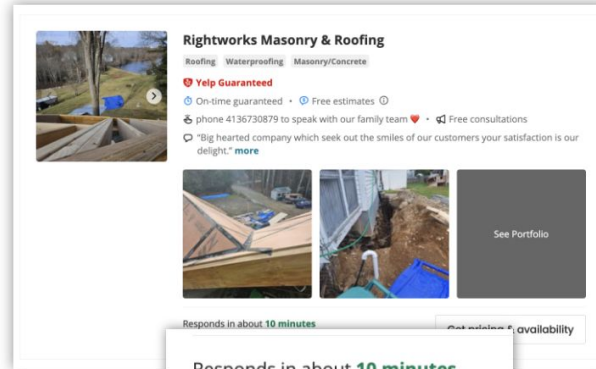
Listings

1. Google Business Profile
2. Yelp
3. Facebook
4. Industry specific - Yelp, Angi, Thumbtack, Porch
→ free vs paid



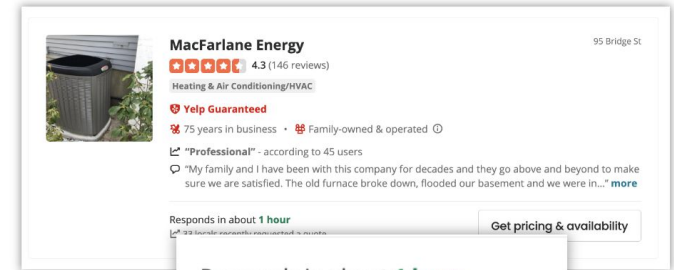
Listings

1. Fill out all fields
2. **Respond quickly!!**
3. Photos



Rightworks Masonry & Roofing
 Roofing Waterproofing Masonry/Concrete
 Yelp Guaranteed
 On-time guaranteed • Free estimates
 phone 4136730879 to speak with our family team • Free consultations
 "Big hearted company which seek out the smiles of our customers your satisfaction is our delight." [more](#)

Responds in about **10 minutes**
 13 locals recently requested a quote



MacFarlane Energy
 95 Bridge St
 4.3 (146 reviews)
 Heating & Air Conditioning/HVAC
 Yelp Guaranteed
 75 years in business • Family-owned & operated
 "Professional" - according to 45 users
 "My family and I have been with this company for decades and they go above and beyond to make sure we are satisfied. The old furnace broke down, flooded our basement and we were in..." [more](#)

Responds in about **1 hour**
 33 locals recently requested a quote

Who would you choose?

Reviews

- 93% of people are influenced by reviews
- 86% are willing to write one!
- 89% read responses to reviews

- Quantity, quality, recency, **and** responses!

More Google reviews = higher Google visibility

The screenshot shows a Google search interface with the following elements:

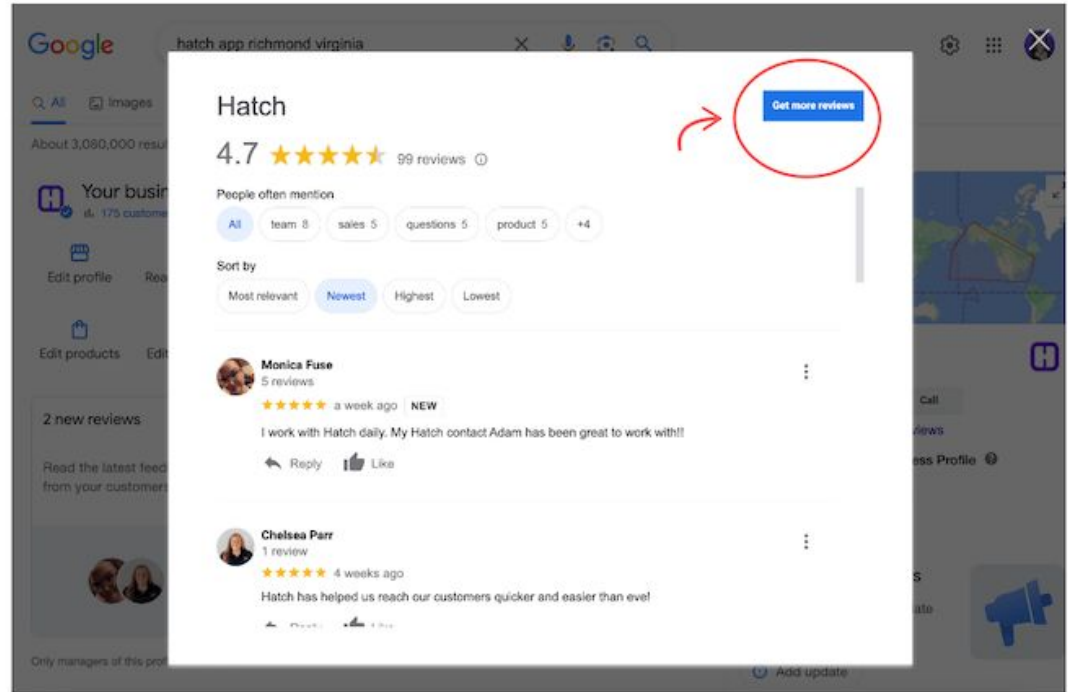
- Search Bar:** "kitchen remodeling near me"
- Sponsored Results:**
 - "Affordable Kitchen Remodelling - Your Dream Kitchen in 3 Days"
 - "Completed In Just 3-5 Days - Kitchen Remodeling Near Me"
- Local Pack:**
 - Alex Construction - Home Remodeling- Bathro...**
 - 4.9 ★★★★★ (61) · Kitchen remodeler
 - 7+ years in business · Canton, MA · (508) 202-8205
 - Open · Closes 6 PM
 - Onsite services · Online estimates
- Organic Results:**
 - "Top 10 Best Kitchen Remodeling near Attleboro, MA 02703"

Annotations on the image:

- Paid results:** Points to the sponsored advertisements.
- Local Pack:** Points to the featured business listing for Alex Construction.
- Heavily influenced by number of reviews:** Points to the 61 reviews for Alex Construction.
- Organic results:** Points to the search results below the local pack.

Reviews

- Ask for them!
- Use our tips and templates
 - <https://www.usehatchapp.com/blog/how-to-get-more-google-reviews>
- In person, text, email
- Website page
- Postcards
- Email signatures
- Invoices
- Make it easy
- Respond to them



Referrals

- Make it simple
- Promote it regularly
- Make your service referral-worthy!
- <https://www.usehatchapp.com/blog/how-to-get-referrals>



**HVAC
REFERRAL
PROGRAM**

*Do you know someone
in need of a new HVAC
unit installed?*

Refer a friend and you both will
receive \$50 once their
new unit is installed!

Multiple referrals are welcomed!

 **Coley**
Air Conditioning

251-368-4413
www.coleyair.com



Website

- Clean homepage
- Clear CTA
- Click to call
- Website chat
- Contact page

Blog

- Why
 - 55% more traffic
 - 67% more leads
 - Reputation! Build expertise + trust + brand awareness
- How
 - Target how-to/informational keywords.
 - Long form, quality content
 - Conversational

The screenshot shows a Google search result for the query "how often to tune up my furnace". The search bar at the top contains the query and icons for voice search, image search, and a magnifying glass. The search result is from "Jackson Comfort Services" with the URL "https://www.jacksoncomfort.com > do-i-really-need-year...". The main heading is "Do I Really Need Yearly Furnace Maintenance?". Below the heading is a snippet of text: "Jun 27, 2023 — All furnace manufacturers recommend annual maintenance to be performed by a qualified technician. There is also verbiage in their warranties ...". Below the snippet is a "People also ask" section with four questions, each with a dropdown arrow: "Is a furnace tune up necessary?", "Do I really need to service my furnace every year?", "What month is best for furnace tune up?", and "How to tell if your furnace needs cleaning?". A "Feedback" link is visible at the bottom right. Three purple arrows point from the text "Blog posts" to the main heading, the snippet, and the first question in the "People also ask" section.

Google

how often to tune up my furnace

Jackson Comfort Services
https://www.jacksoncomfort.com > do-i-really-need-year...

Do I Really Need Yearly Furnace Maintenance?

Jun 27, 2023 — All furnace manufacturers recommend annual maintenance to be performed by a qualified technician. There is also verbiage in their warranties ...

People also ask :

Is a furnace tune up necessary?

Do I really need to service my furnace every year?

What month is best for furnace tune up?

How to tell if your furnace needs cleaning?

Feedback

Blog posts

Pay for **the right** leads



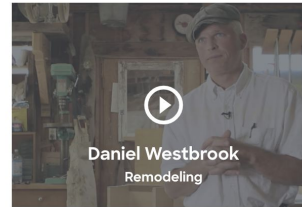
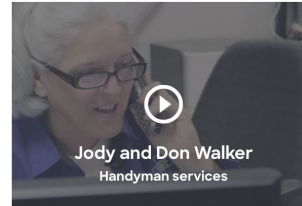
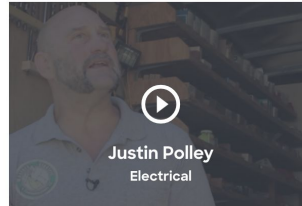
How to get the right leads

- Vet your vendors
- Specify preferences and service areas
- Target ads
- Qualify with forms
- Automate lead qualification

Vet your vendors


- What is your lead generation process?
- How do you ensure quality and accuracy of leads?
- Do you have case studies?
- [21 Questions to Ask](#)

Hear their stories in their words







Specify your preferences

- Location
- Job types
- How you want to pay for it



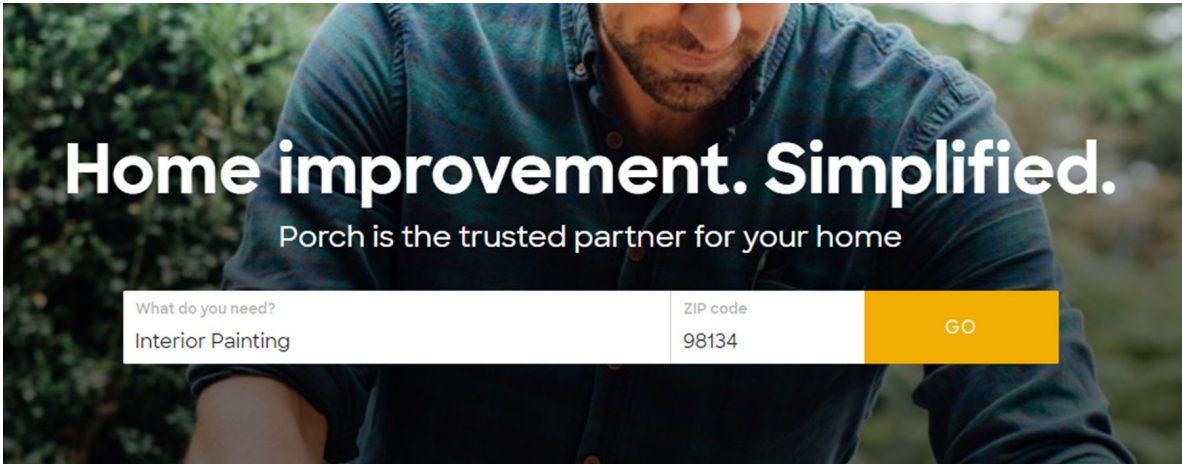
Meyers Roofing & Construction
 ★★★★★ (37) Roofer · Serving Seattle

 Owner Background Check
  29 Years In Business
 Verified License FULLLEE1962BO
  90% Response Rate



Mayfield Pacific Roofing Company
 ★★★★★ (17) Roofer · Serving Seattle

 Owner Background Check
  11 Years In Business
 Verified License K1 QMD1989
  95% Response Rate



Home improvement. Simplified.
 Porch is the trusted partner for your home

What do you need? Interior Painting	ZIP code 98134	GO
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Target ads the right way

- Google Ads:
 - People in or regularly in
- LSAs
 - Ideally ONE Google Business Profile per market, to benefit from proximity ranking
 - If you can only have 1 GBP, target specific locations

^ Location options

Target ?

People in, or who show interest in, your targeted locations (recommended)

People in or regularly in your targeted locations

People searching for your targeted locations

Exclude ?

People in, or who show interest in, your excluded locations (recommended)

People in your excluded locations

Service areas

Set your service area so that your ad is shown to the right local customers. To **add an area**, search for a county, city or neighborhood. To **remove part of an area**, click on a row and de-select unwanted ZIP codes.

Search for a location

• Maricopa County

- 85022
- Avondale
- Buckeye
- Cave Creek
- Chandler
- El Mirage
- Fountain Hills
- Glendale
- Gilbert
- Glendale

Service Area

People who happen to be in your service area (or narrow their search down to your area specifically) will see your ad. [Learn more](#). Don't accept jobs you're not qualified or licensed to complete. You're solely responsible for maintaining compliance with applicable laws, regulations, and licensing requirements in each jurisdiction where you offer or provide services. [Learn more](#)

CANCEL SAVE

Prequalify and qualify

- Ad copy - “affordable” “residential” etc
- Forms - include your services

Sponsored



tmkitchens.com

<https://www.tmkitchens.com> › services › kitchens

Thomas Michaels Design Remodel | Premier Remodeling...

Let Us Design & Build The Bathroom of Your Dreams. Call Us Now to Schedule a Consultation. Experienced Professional **Contractors**. Flawless Design & Construction. Call...



Kitchen remodeler · East Wareham · Open · Closes 5 PM

Contact us - www.tmkitchens.com/contact-us

Sponsored



timetoshinepowerwashing.com

<https://www.timetoshinepowerwashing.com> › window_cleaning

Time To Shine Power Washing | Affordable Window Cleaning

Rely On Us For Complete **Window Cleaning** Services. Locally Owned And Operated. Call Us Now!

Questions or Comments

Full Name *

Town/City *

Email *

We'll never share your email with anyone else.

Phone Number

Please enter a valid phone number.

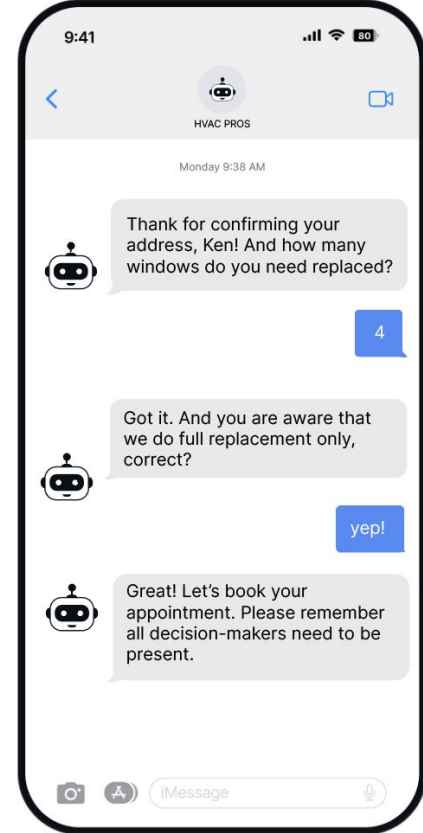
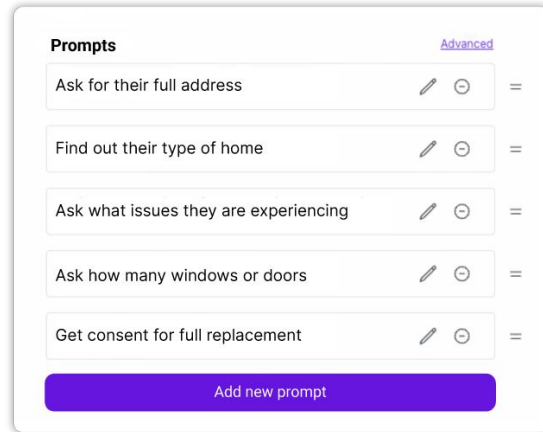
Preferred method of contact? *

Question or comment?

Submit

Automate lead qualification

- Hatch AI!



Automate lead qualification

- Hatch AI!

Time saved with Hatch AI Customer case study

In one month, one Hatch AI bot:

HANDLES 774 CONVERSATIONS	AND FILTERS OUT 499 UNQUALIFIED LEADS
--	--

Which amounts to: **48** HOURS PER WEEK OF HUMAN WORK

Hatch

Don't pay for **bad**
leads



Pay for Results Not Bad Leads

- Focus on Programs that fit your marketing budget.
- Pay per lead instead vs. Pay for Performance
- Find which one is best for you

Best Practices

- Request credits when eligible
- Keep track of leads and outcomes
- Help your Lead Partners Optimize with reporting.
- Reject duplicates
 - Use a tool like ActiveProspect

Generating traffic is a constant challenge



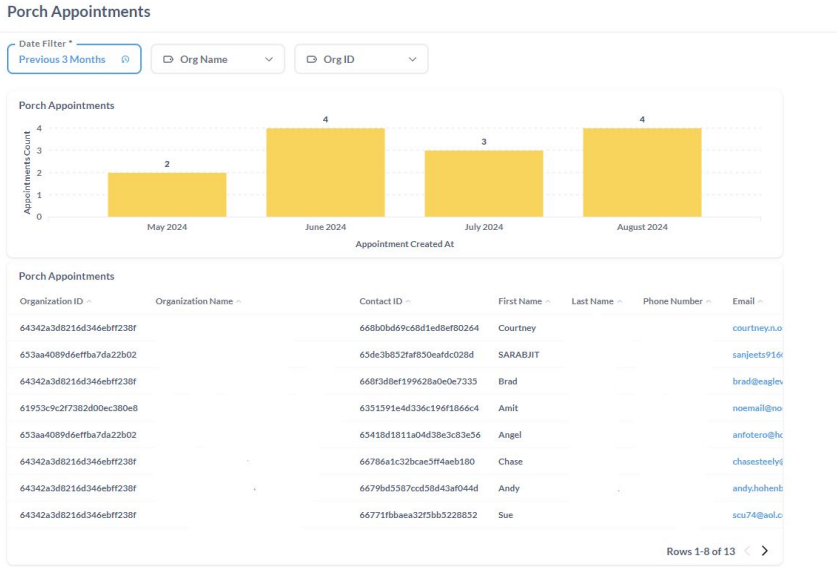
Pay per appointment with Hatch + Porch

Porch is letting anyone with Hatch join Porch pay per appointment program.

Hatch will work the leads on your behalf.

No more spinning your wheels on leads that don't go anywhere.

Porch will confirm appointments and you will only be billed for set appointments.



Increase conversion



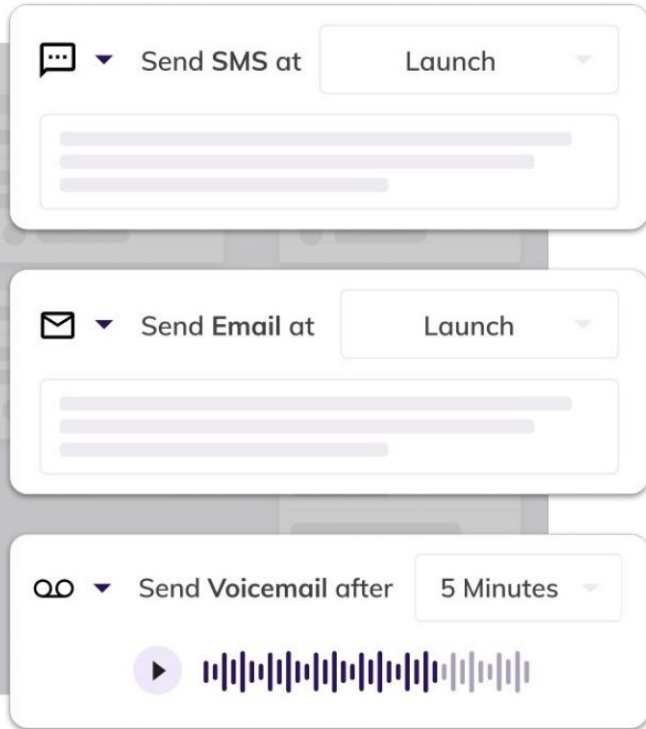
How to increase conversion

1. Multi channel
2. Text-first
3. Multi-touch
4. Speed
5. Right messaging
6. Full funnel

Multi-channel

- Text, email, voice, direct mail
- Integrated
- 89% expect companies to interact through multiple channels

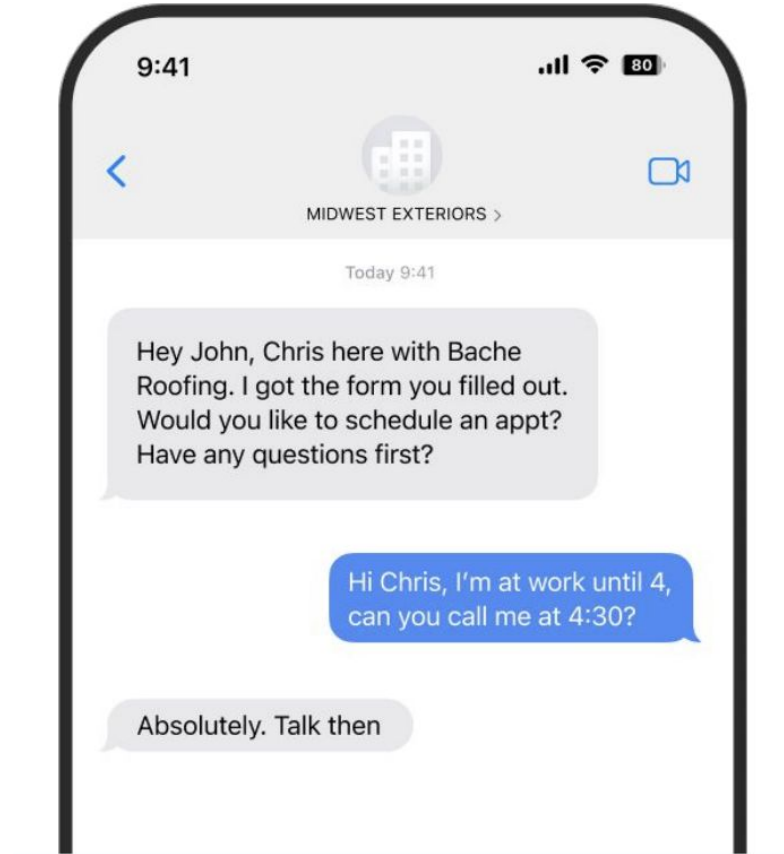




- 24% higher conversion rate (experian)
- 300% higher success (Gartner).
- 250% higher engagement(Omnisend).

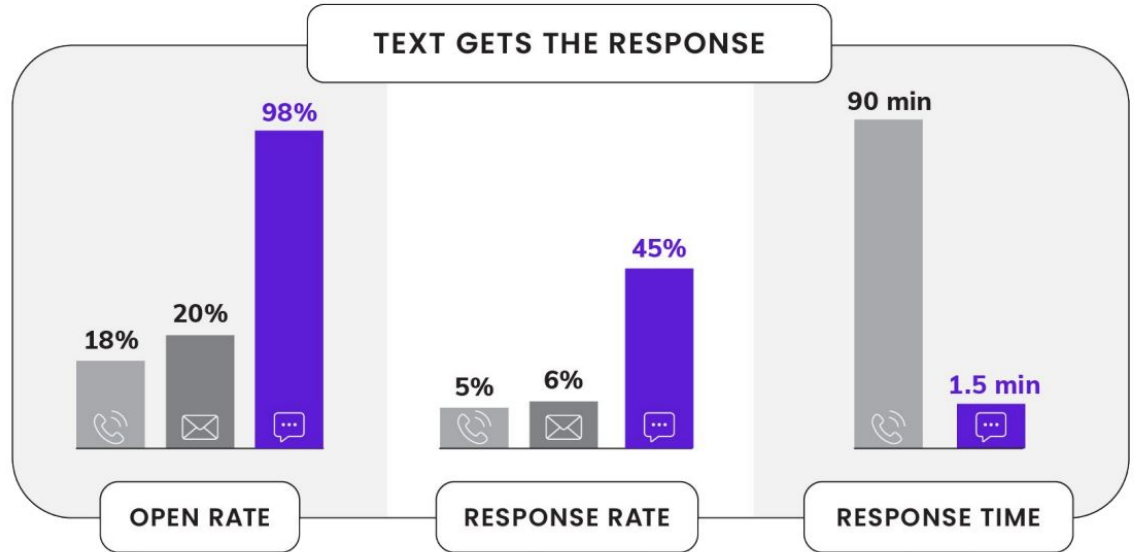
SMS-first

- 69% of people prefer text over phone
- 80% of people ignore calls from unknown numbers



SMS-first

Open rate = 5x higher
 Response rate = 9x higher
 Response time = 60x faster



SMS-first

People would rather do laundry than talk on the phone

Which of the following actions/
activities would you prefer to do?

In order of most to least.

1

Text a brand customer service questions

2

Talk to a store representative

3

Do laundry

4

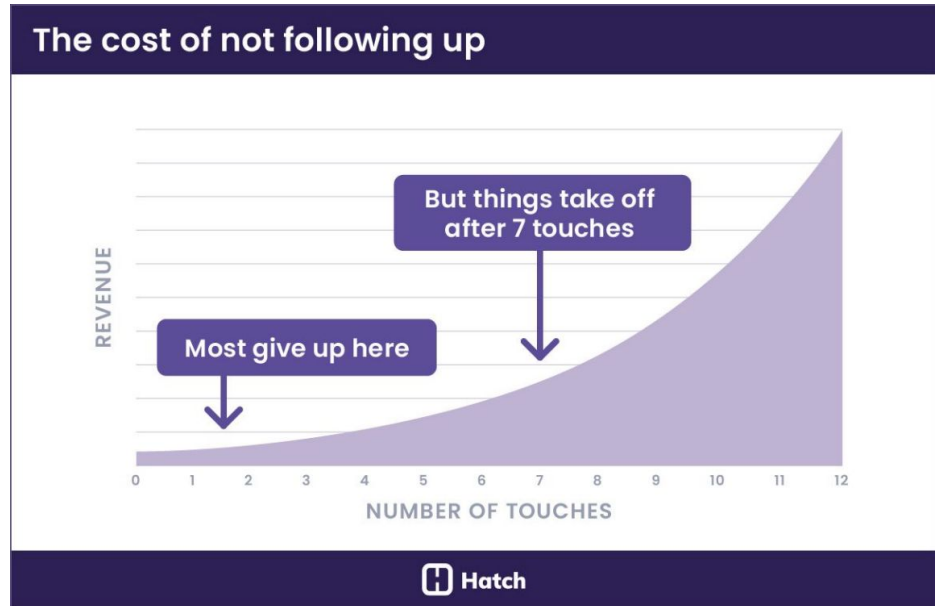
Exercise

5

Talk to a brand/customer service on the phone

Multi-touch

- 8 touches to get a lead to respond
- 5-12 touches to close a deal





↑
This is typically when
people respond

Speed

- 21x less likely to get response after 5 minutes
- 78% of people go with the first company that reached out

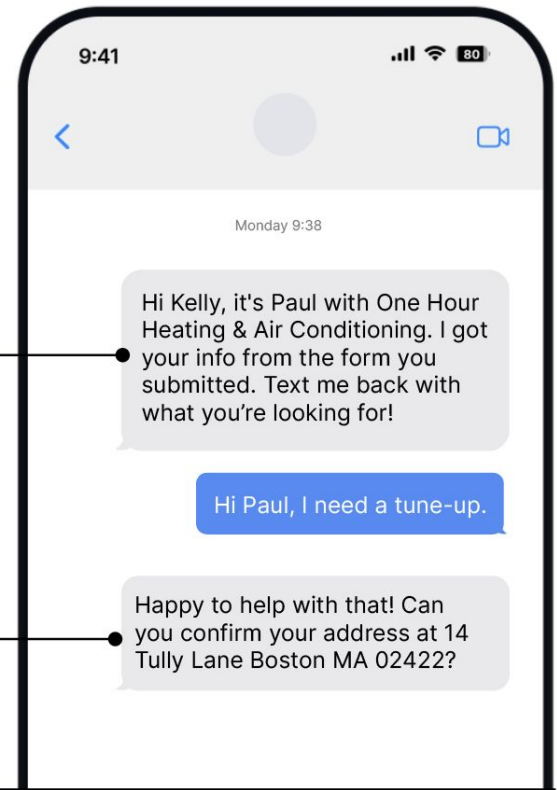
Hatch		Ideal Response Times
Scenario	Ideal Response Time	
New inquiry response	5 minutes	
Customer service request	10 minutes	
Quote follow-up	48 hours	
Completed project follow-up	48 hours	

Speed

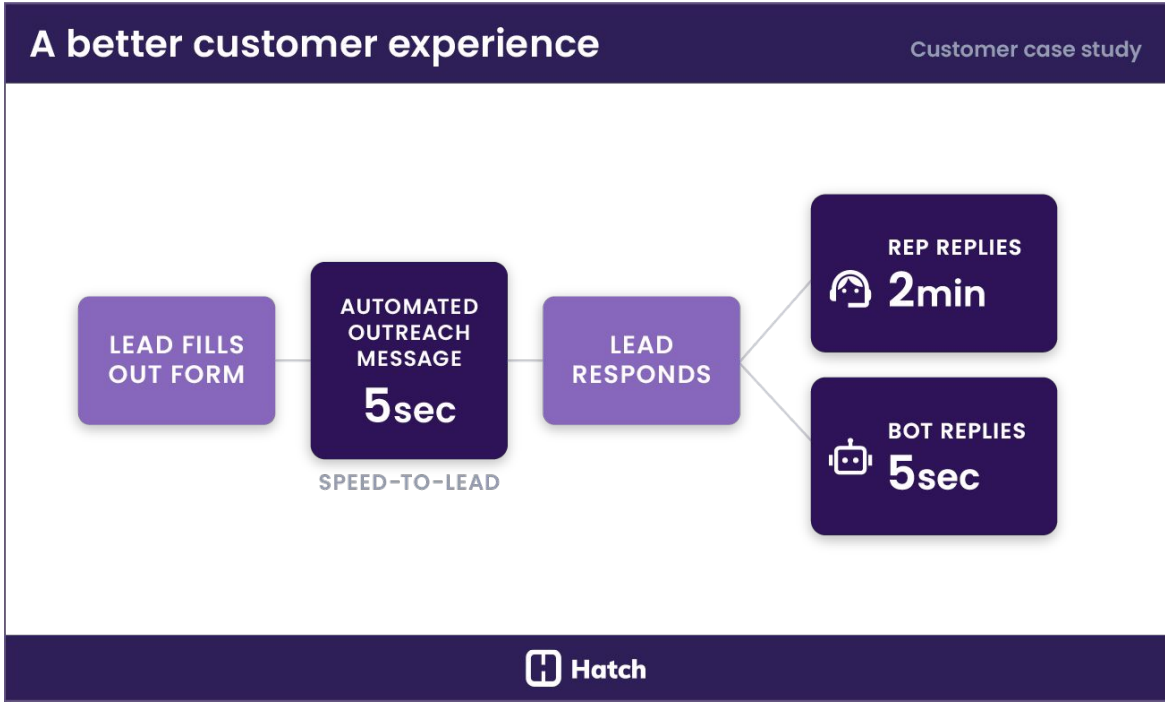
First outreach message
Immediate or as scheduled

First response

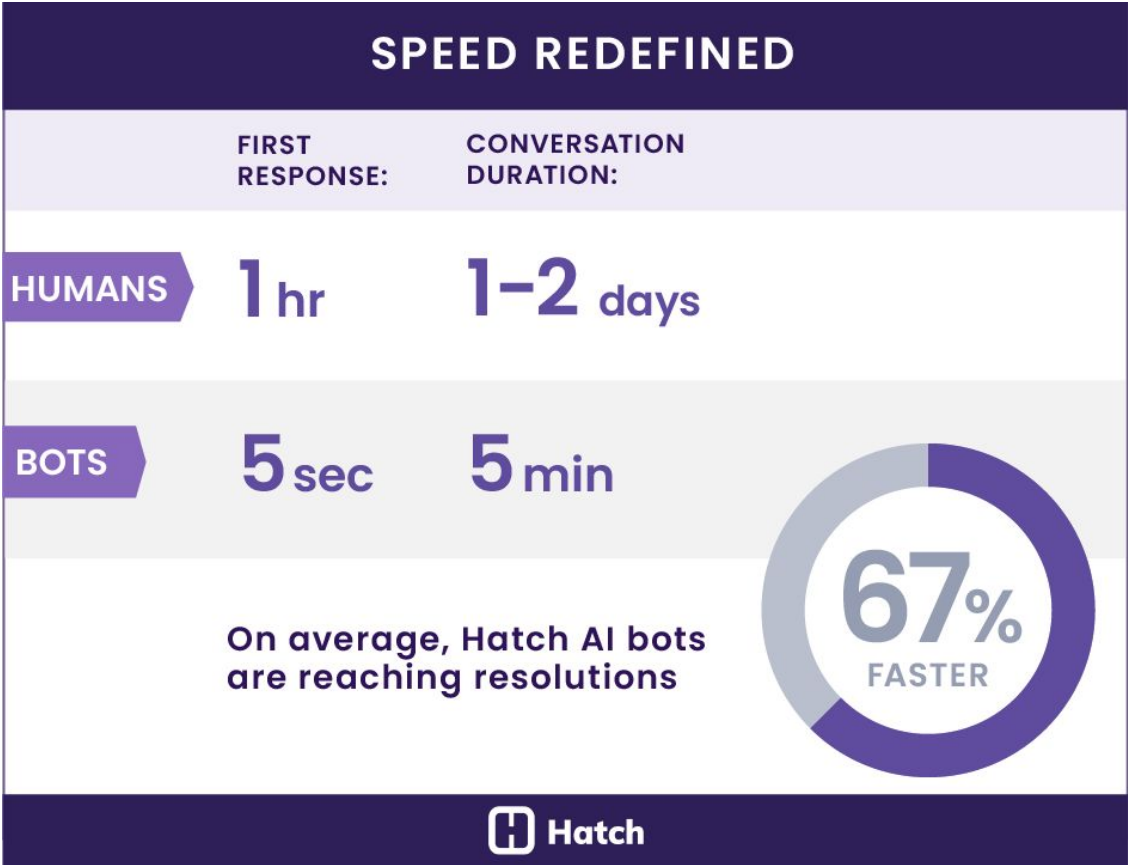
- *Humans : 15 min. to 1+ hours*
- *Hatch AI : 5 seconds*



Speed

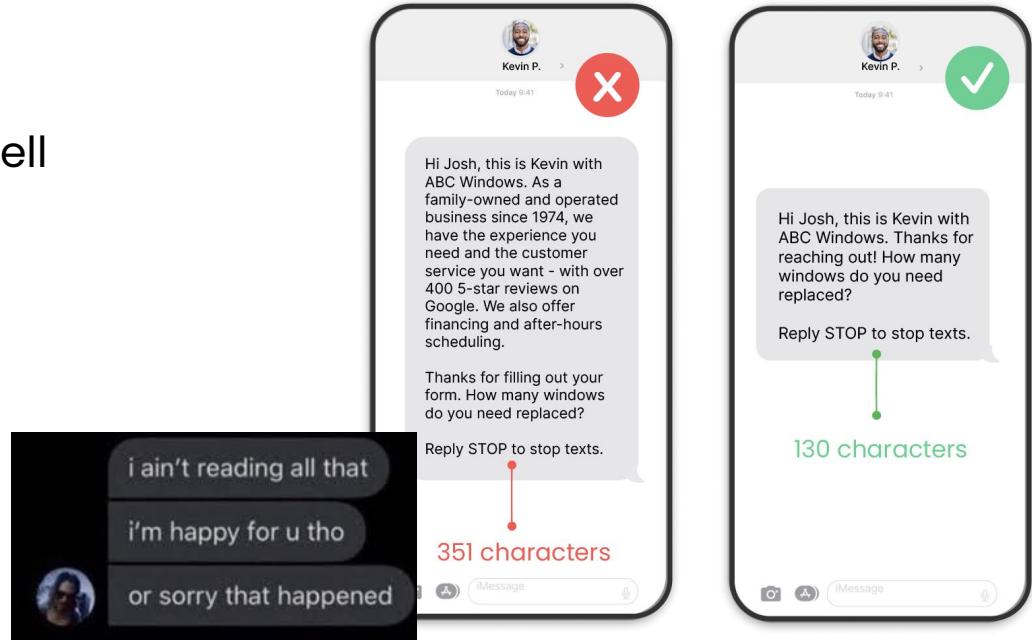


Speed



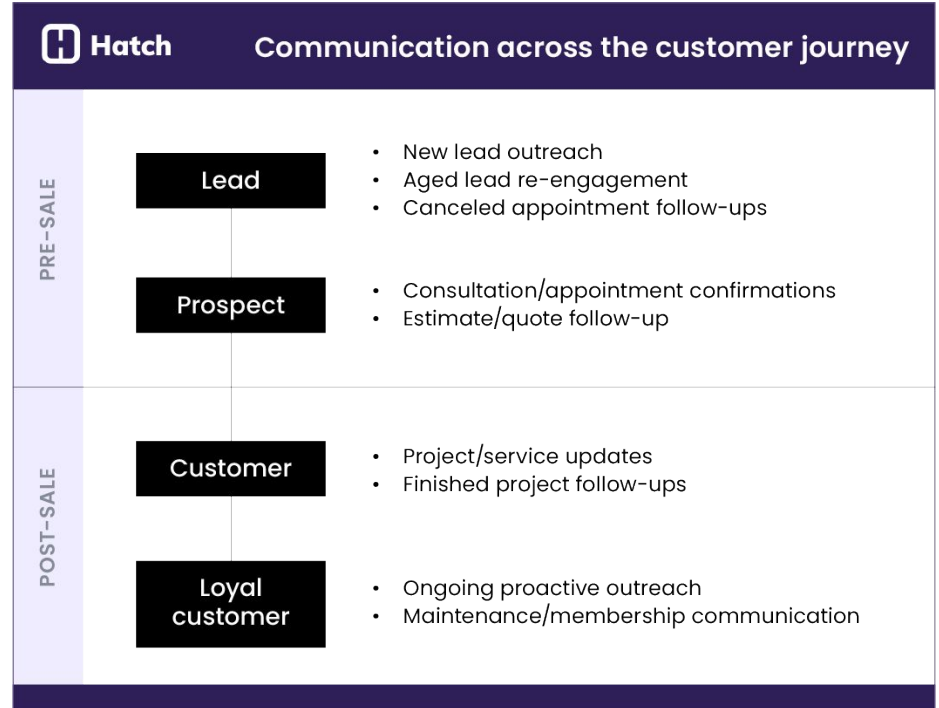
Messaging

- Go for the response, not the sell
- Conversational
- Avoid looking spammy



Full-funnel focus

- Optimize the experience across the entire customer journey
- Automation!



Q&A

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