



Expand Hot Tub Installations this Winter

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New Modernize recommendations help hot tub sellers and installers take advantage of growth opportunities

Foster City, CA – January 26, 2021 – [Modernize.com](https://www.modernize.com), a leader in the home improvement and home services industry, releases new guidance to help hot tub sales and installation professionals generate new business leads during the winter and beyond.

The complete recommendations are available: [5 Steps to grow your hot tub business](#)

Interest in hot tubs has been increasing since the pandemic began. Homeowners have been eager to expand home-based recreational activities and hot tubs have been high on the list of items to add. Hot tub industry professionals can position themselves to serve new customers by optimizing their marketing spend to connect with homeowners seeking their services.

Modernize.com shares these tips for successful hot tub marketing:

1. **Website credibility.** Evaluate your website design and structure so search engines and consumers understand the services you provide.
2. **Social media.** Create regular engaging posts that help your business stay top of mind so consumers know who to contact when they want to install a hot tub.
3. **Leverage referrals.** Establish a referral program to facilitate word-of-mouth from satisfied customers.
4. **Customize sales messages.** Cater messages to target audiences so that inquiries are converted to sales.
5. **Explore lead generation services.** Into marketing solutions that connect you with your target audience.

"When hot tub suppliers are busy serving customers, it can be difficult to make time to keep their sales pipelines full," observes Gregg Hicks, vice president of Modernize.com. "Collaborating with a professional lead generation service can help installers scale their business at a steady pace."

Hicks is available to discuss how hot tub suppliers can successfully implement marketing campaigns.

About Modernize.com

For more than 15 years, Modernize has been a leader in the home improvement and services industry, connecting homeowners with contractors and other home services professionals. Modernize operates in more than 15 high-value, high-consideration home segments, including new and replacement windows, solar installation, roofing, heating and air conditioning, siding, bathrooms and kitchens, new and replacement gutters, home security, and others. The business brings a network of more than 1,000 contractors and professionals across all segments, offering broad geographical coverage and choice for homeowners.

Modernize is owned and operated by [QuinStreet](#), Inc. (Nasdaq: [QNST](#)), a leader in providing performance marketplace technologies and services to the financial services and home services industries. QuinStreet is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. The company is committed to providing consumers with the information and tools they need to research, find and select the products and brands that meet their needs. Modernize is a member of QuinStreet's expert research and publishing division.

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