

ONCUE

The 2022 Ultimate Guide to Growing a Moving Company

Everything you need to know to start, grow, and run a stress-free moving company



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Why Start a Moving Company?

Did you know that Americans move **11.7** times on average over the course of their life?¹ The multi-billion dollar US moving industry provides an essential service that enables over **30 million Americans** to move every year². Making the decision to start your own moving company can provide you with endless opportunities to build the life that you want.

Over 30 Million Americans Move Each Year

The Ultimate Guide to Growing a Moving Company will provide you with everything you need to know to start a moving company or grow your existing company. It will help you to create a business and a lifestyle that you and your family can be proud of for years to come.

The US moving industry is made up of mostly small businesses with **48%** of moving companies in the US having fewer than 5 employees.³

Whether your dream is to grow a business worth multi-millions, create jobs for people in your local area, or simply enjoy the freedom that comes with being your own boss, a moving company can give you the flexibility to do it.



Getting Started Checklist

If you are planning to start your own moving company, or scale your existing company, you can follow this checklist:

RESEARCH

- » Business Goals
- » Market Research
- » Target Market
- » Competitive Analysis
- » Name and Logo
- » Services and Pricing



PLAN

- » Costs
- » Licensing and Insurance
- » Policies
- » Employees



BRAND

- » Brand Identity
- » Website
- » SEO and Content
- » Social Media
- » Marketing and Advertising
- » Networking



GROW

- » Lead Generation
- » Handling Sales Calls
- » Customer Experience
- » Reviews and Referrals
- » Business Metrics
- » How to Scale (All Year Long)
- » Reach 7 Figures



RESEARCH



Business Goals

Starting a small business requires hard work, research, and determination. The process becomes easier when you have a clear idea of your ultimate business goals. You have reasons for starting a moving company, so by defining your goals at the early stages you can create a solid long-term business strategy that helps you build a successful company.

Spending time thinking about the *what, where, why* and *how* of your company can help to form your mission and vision statements.

Start by asking yourself these questions:

- **Why** do you want to start a moving company?
- **What** do you want to achieve with your business?
- **What** do you want your company to stand for?

Writing your mission statement

A mission statement describes the purpose of your company. These are examples of mission statements from existing companies:

Ikea aims to *create a better everyday life for the many people*

Tesla aims to *accelerate the world's transition to sustainable energy*

Writing your vision statement

What do you want to be proud of in 1, 5, or 10 years? A vision statement is your chance to define what you want your company to become. These are examples of mission statements from existing companies:

LinkedIn's vision is to *create economic opportunity for every member of the global workforce*

When Microsoft began their vision was *a computer on every desk and in every home*

Market Research

Market research involves reviewing industry statistics and demographic information to find your ideal customer base. It's important to understand the market you'll be operating in before you can become a successful moving company.

By conducting market research in the early stages of building your company, you'll learn more about who your potential customers are, their specific pain points, and how you can help to make their lives easier. Research as much as you can about the moving industry in your local area.

This may include research in the following areas:

Market size: How many people move each day, month, and year?

Economic data: What are the statistics of local income and employment rates?

Market saturation: How many moving companies already exist in your area?

Geography: Where are people moving to and from?

Pricing: What do people currently pay to move?

The more you understand about the moving industry, the easier it will be to create a company that succeeds. A resource like the [American Moving & Storage Association, AMSA](#)⁴ is a good place to get started.

Keep yourself updated with local news and statistics about trends in moving and the differences between demographic groups.

Target Market

Moving companies focus on different target markets so you'll have to decide what your specific market will be. It can be easy to assume that **everyone** can be your target, but companies generally have more success by honing in on a specific audience and marketing directly to them. This part will take some time as you'll need to conduct thorough research into your potential target market.

Start by asking yourself these questions:

- **Who** lives in your local area?
- **What** moving services do they need?
- **Are** there services needed that aren't already filled by existing moving companies?

The area you'll be operating in can define your target market. Do you live in an area with a high number of college students? Find out when the semester starts and ends and when they are likely to require moving services. Do you live in an area with lots of families or is it more young professionals or people of retirement age? By understanding more about who lives in your local area you'll be able to focus on a specific market to target.

Here are some resources you can use to get started with market research:

- Industry specific business statistics: [Statistics of US Businesses](#)⁵
- Demographics: [US Bureau of Labor Statistics](#)⁶
- Economic factors: [Bureau of Economic Analysis](#)⁷
- Income statistics: [US Bureau of Labor Statistics](#)⁸



Competitive Analysis

As soon as you establish your moving company and begin operating, you'll be competing against existing moving companies in your area. It's important to know *who*, *what*, and *where* your competition is so you can develop a strategy that helps your company stand out and win customers.

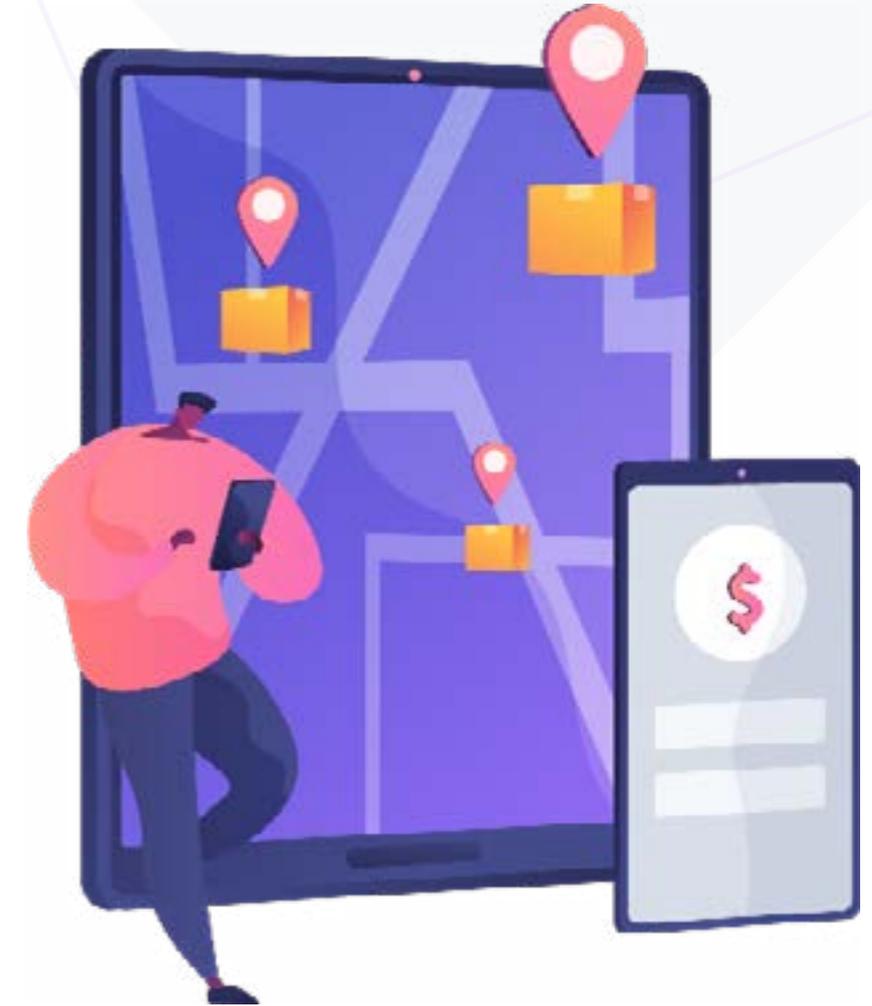
Start by asking these questions:

- **How** many moving companies exist in your area?
- **Do** they offer local moves or interstate?
- **What** services do they offer?
- **What** do these moving companies have in common?

By analyzing your competition, you'll understand how much of the market share they already have, what their strengths and weaknesses are, and who their target market is. Understanding who you will be competing against will help you find opportunities to differentiate yourself.

Make a list of all the moving companies in your area and review their websites, social media channels, services, and pricing. Contact them, ask for a quote, and observe how they communicate with you.

Resources like [*Porter's Five Forces*](#)⁹ model can help you get started with an in-depth competitive analysis.



Name and Logo

If your name doesn't immediately tell potential customers that you're a moving company, they may instantly disregard you.

It might seem obvious, but not all moving companies have 'mover' or 'moving' in their name. So how do you select the perfect company name?

Start by asking yourself these questions:

- **Which** existing company names stick out in your mind as great names?
- **When** you notice moving trucks, what kind of names can you remember a day later?

You want your company name to be unique, memorable, and relevant. It should also be easy to pronounce and spell.

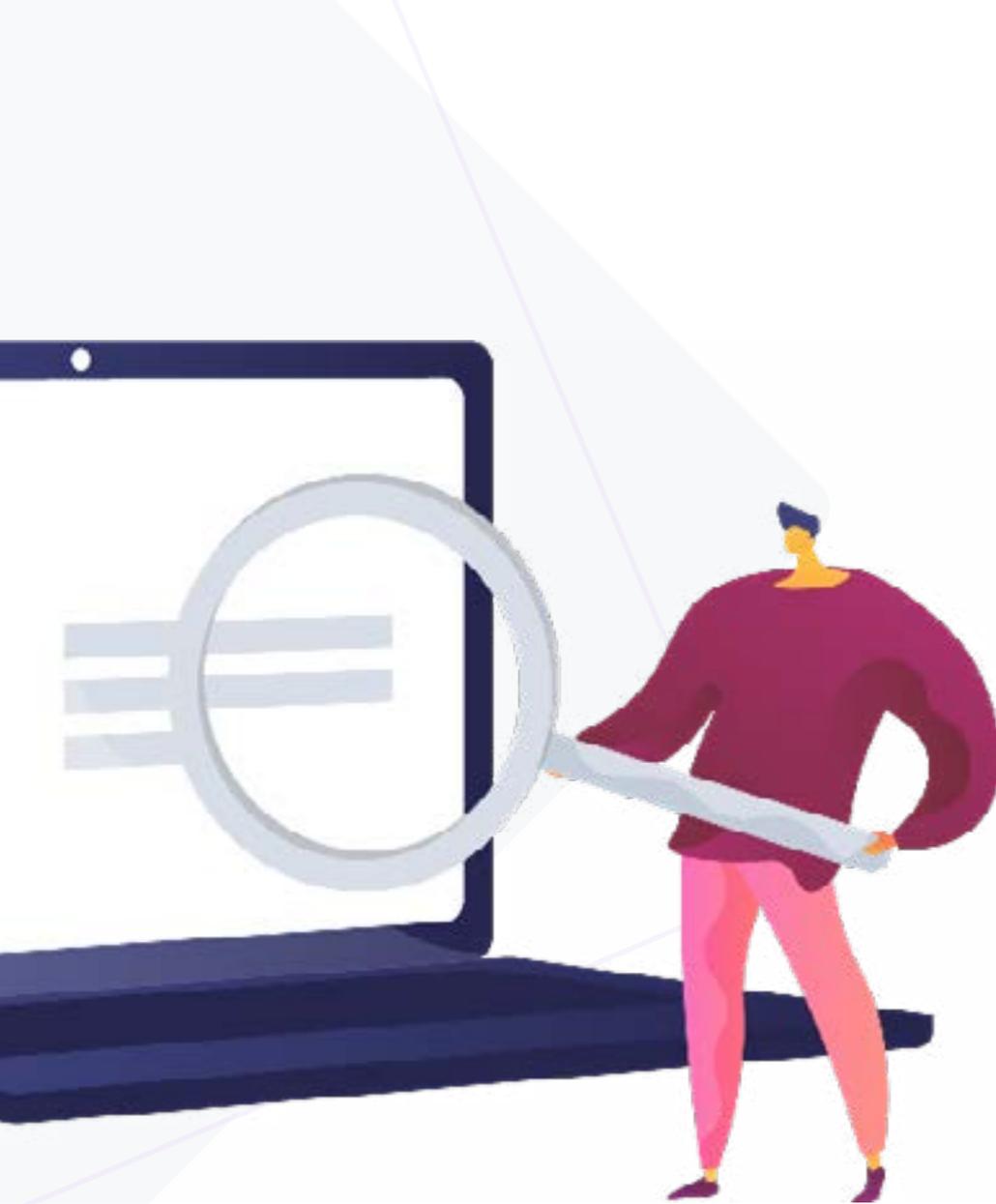
If someone is thinking about moving and they search for moving companies in your area, you want your company name to be the one that they remember.

The first task when you think of the perfect name is to make sure it hasn't already been taken (and that it's not too similar to existing moving companies).

As well as searching for existing names online, you can check out [*your state government's website*](#)¹⁰ to see if your intended name has already been registered as a business.

You should also ensure that the name hasn't been trademarked and that you are free to operate a company under that name.

Check the Trademark database on the [*US Patents and Trademarks Office*](#)¹¹.



When you've settled on the perfect name for your moving company, don't forget to secure a .com internet domain for your company website. Check out [Google Domains](#)¹² to see what's available.

The next step is to plan your company logo. The logo is your chance to make a great first impression and grab the attention of potential customers. It's an important element of your brand identity so it's crucial to have a strong logo that you can be proud of. Your logo will be everywhere from your website and paperwork, to your truck, marketing materials, and uniforms.

You'll likely want to consider hiring a professional designer or design agency to create the logo for you. If your budget is limited, there are relatively inexpensive options which can result in great logo designs. Launching a logo design contest through a company like [99Designs](#)¹³ lets you invite hundreds of designers from around the world to design a logo based on your creative brief. You can work with finalists and review designs to create the perfect logo. When you select a winner you'll pay them an agreed upon amount of prize money and you'll own the rights to your new logo. This can be an effective way of viewing many different design options for your logo and selecting the one you think best reflects your brand.

Services and Pricing

Different moving companies cater to one or more move types including local, long-distance, residential, commercial, and specialty moves, and each will offer unique services. The type of moving company you decide on will help to define the services you offer.

When deciding on services you can ask yourself:

- **If** you plan to disassemble furniture?
- **Will** you offer packing?
- **Can** you offer storage?
- **Should** you begin with limited services and increase options later?

Take the knowledge gained from your market research and competitive analysis and use it to frame your services. Is there something that your competitors don't offer that could help differentiate you from the crowd? Consider the needs of your target market and plan your services around what will offer them the most value.

The next step is to define your pricing strategy. The difference in quotes from one moving company to the next can be a huge deciding factor for potential customers. Review the pricing structure of your competitors to help determine how you should price your own services.

Pricing can be determined by a number of factors, including:

- Services
- Time
- Distance
- Quantity of items
- Weight of items

Include a quote calculator on your website to help customers quickly understand how much it would cost them to move with you. Make it as easy as possible for potential customers to get all the information they need to select you as their moving company of choice.

PLAN



Costs

It's important to plan for all aspects of running a moving company and how much each will cost you. It can be helpful to split your costs into initial costs and ongoing costs.

Initial Costs

- **Vehicle:** You can't offer moving services without a truck or a van to transport furniture and items, so this is likely to be your first major cost. You'll have to decide whether it makes financial sense to buy, rent, or lease a truck.
- **Equipment:** You'll need moving equipment which will likely include dollies, boxes, pads, ropes, and wrapping materials.

- **Office Supplies:** To get started you'll need basic office supplies including a computer, printer and a phone line.
- **Warehouse:** If you plan to offer storage you'll need a warehouse or storage space.

Ongoing Costs

- **Payroll and payroll taxes:** If you hire employees you'll have to factor in payroll and payroll tax costs.
- **Office Space:** You'll need somewhere to run your business so an ongoing cost may be rent for office space.
- **Vehicle maintenance and fuel:** A safe and working vehicle is an integral part of running a moving company.

- **Insurance:** Without insurance, you'll be liable for lost or damaged furniture so it's important to take out a good insurance policy before you start operating.
- **Marketing:** Don't forget to factor in your logo and website design and ongoing costs for marketing and advertising.

Depending on your situation, there may be a variety of financial options that can help you get started. Ranging from self-funding, to investors, to small business loans, you'll have to decide if any of these are right for you. Check out the [US Small Business Administration](#)¹⁴ to research available funding programs for small businesses.

Licensing and Insurance

License requirements depend on the state your company is based in, and if you're planning to move only within the state, or interstate. You'll need to confirm the license and registration requirements with the Department of Transportation for your state to find out what you need to do to register your company and vehicle.

Certain moving companies, including those operating interstate, will need to apply for a US Department of Transportation (DOT) number. You can obtain this number in either the [U.S. Dot website](#)¹⁵ or the [FMCSA](#)¹⁶ (Federal Motor Carrier Safety Administration) website.

When you establish your business as a legal entity you protect yourself from being held liable if someone tries to sue your moving company.

Many moving companies are structured as Limited Liability Company (LLC) or Corporation, but you also have the option of sole proprietorship or partnerships. Each business structure has different legal requirements and fees. You'll need to do some research to decide which structure makes the most sense for your company.

Before you begin operating as a moving company, you'll need to register for various state and federal taxes, and this means you'll have to apply for an EIN which you can do through the [IRS website](#)¹⁷.

Next, you'll need to open a business bank account and credit card. It's important to separate your business and personal accounts and assets, and this will also help to simplify your business accounting.

Moving companies typically have liability, vehicle and cargo insurance, but requirements differ depending on your state, so you'll need to research state-specific requirements. Interstate movers are obligated to offer FMCSA-mandate moving coverages to their customers including Full Value Protection and Released Value Protection to emphasize the importance of cargo coverage. If customers are interested, there are insurance partners available to help you offer other third-party liability products.

Insurance options to research are:

- General liability insurance
- Workers' Compensation
- Commercial auto insurance
- Cargo insurance

Policies

The Oncue sales team books hundreds of jobs every day of the week for movers all around the country. Over the years our data has shown that keeping policies simple and customer friendly will help to keep your customer service processes running smoothly.

Your terms and conditions should be designed to protect your moving company by including all major incidents that could go wrong. In case you don't manage to cover every aspect of your mover policy on a sales call, it's important that **everything** is covered in your terms and conditions. Here are examples of what can be included in your terms and conditions:

- Cancellation policy
- Minimum hours for local moves
- Specific policies eg washer / dryer / fridge
- COVID-19 protocols
- State-mandated information or PDF pamphlets

For the occasions when something does not go according to plan, for example when a customer states they have only two rooms to move but when you arrive you find out it's actually five, it's important that you have a thorough and detailed inventory.

At Oncue, we help give our movers a clear idea of what they're dealing with on move day with texted photos, a cubed out inventory, or both. It's also important to explicitly state in your terms and conditions that anything NOT included on the confirmation email is subject to extra cost.



Employees

In the early days of growing a moving company, many owners choose to handle everything on their own, or ask a family member or friend to help out.

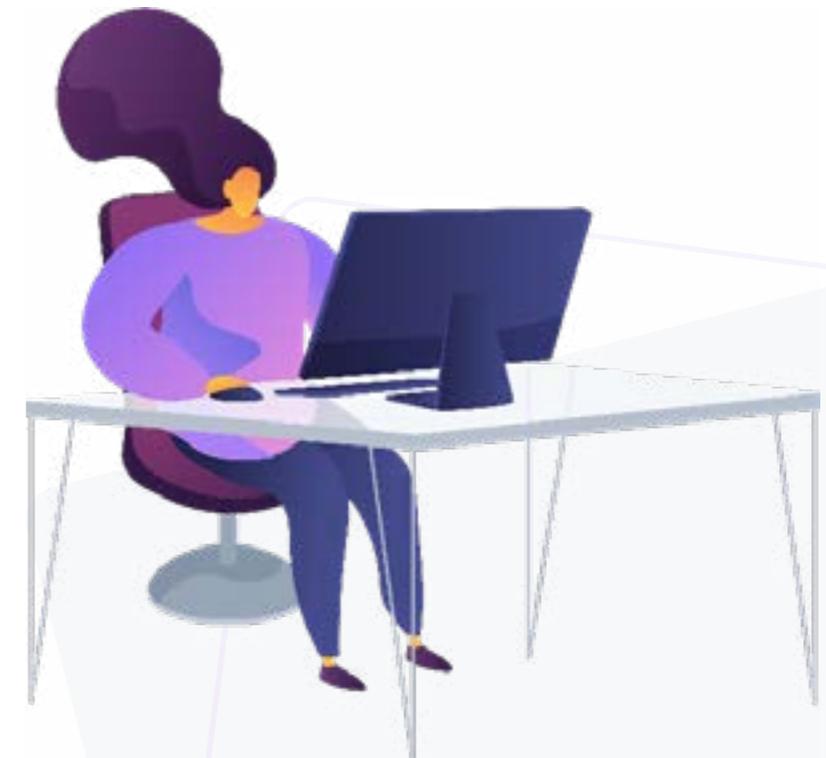
At some point you'll likely reach the stage where this becomes too much to handle, and you might consider hiring employees to help you out with the various aspects of growing your business.

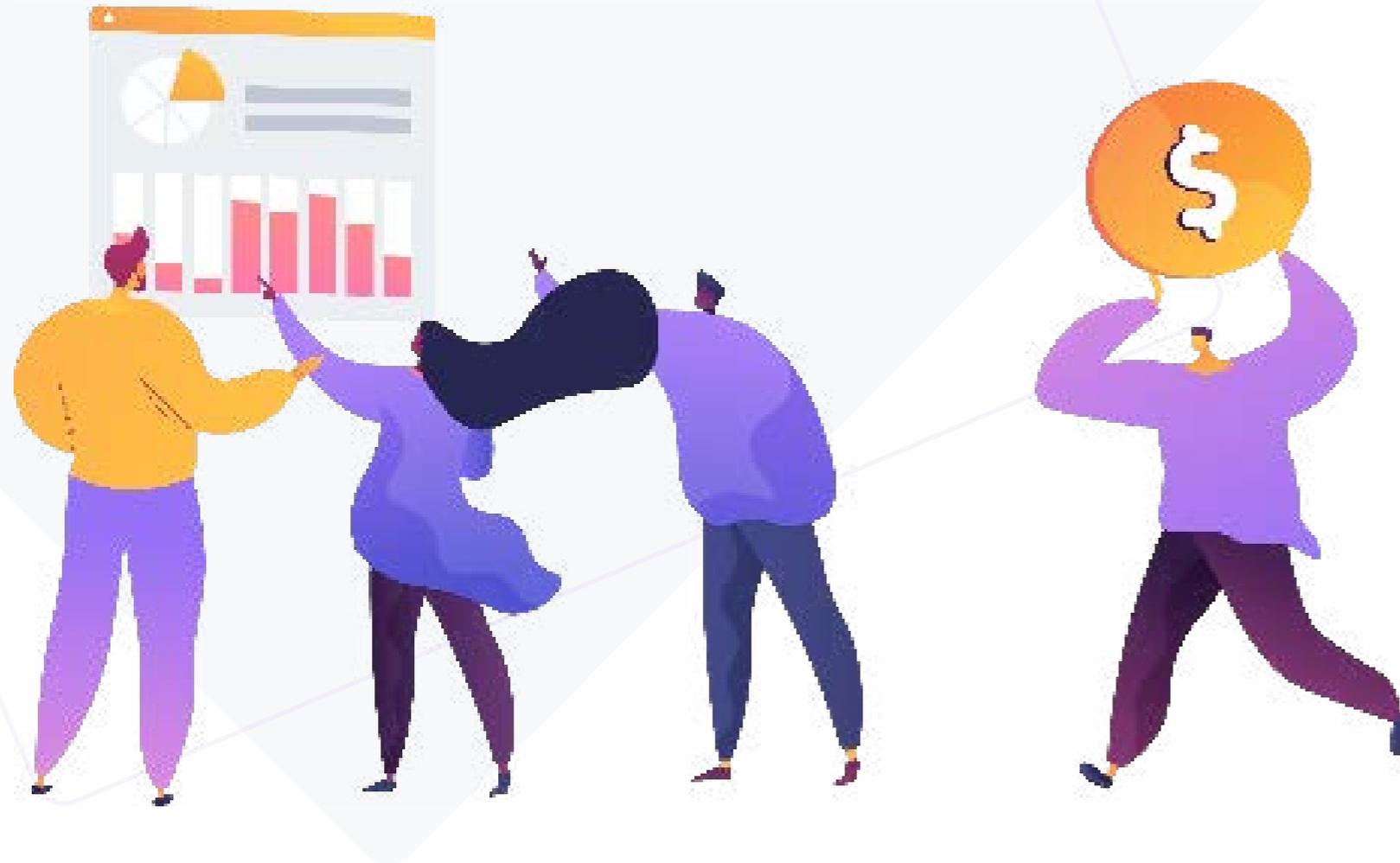
The hiring process is time-consuming and it's important to hire the right person for the job. At Oncue, our Director of Inside Sales can spend up to 33 hours a week on new hire admin, and an additional 30 hours a week on training.

When you start the process of hiring you'll need to factor in time for:

- Advertising the job (online and offline)
- Searching through resumes to find suitable candidates
- Arranging and setting up interviews
- Following up with each candidate
- Arranging final interviews with your candidate shortlist
- Creating a job offer with relevant legal documents and contracts
- Making the job offer and dealing with any potential negotiations

As a moving company owner trying to simultaneously run your company and hire a new employee, you can see how quickly your days will get booked up with the tasks needed for employment. This makes it extremely important that each hire you make is the right person for the job.





As an example, let's look at the role of Sales Rep. According to [HR Daily Advisor](#)¹⁸ 'the typical cost to hire a new salesperson is about \$15,000 in hiring costs, plus \$20,000 in training, plus an average first-year salary and incentives at \$75,000'. When you hand over the responsibility of selling to your new sales rep, you're relying on them to bring in at least equal (if not more) money than you were doing on your own. If you were bringing in \$50k in revenue, but your new sales rep hasn't managed to hit the ground running and they're only generating \$25k a month, then you're looking at a loss of \$75k in sales in their first three months on the job. You can see how quickly your costs can skyrocket if you make the wrong hiring decision, so it's worth spending the time to make sure you're confident your new hire is the right person for your company.

BRAND



Brand Identity

In a nutshell, your brand identity is the personality and image of your business. It defines what you and your company stand for, and a strong brand conveys credibility, quality, and trust.

With thousands of existing moving companies in the US, having a rock solid brand that helps you stand out from the crowd is essential for winning more business. Your brand influences everything from how you communicate with customers, to the design of your truck and website, and the clothes the crew wear on move day.

Ask yourself these questions to help define what makes YOUR company different:

- **What** is your secret sauce, or differentiator?
- **What** message do you want to send to potential customers?
- **How** and **where** will your brand image be reflected?

The look and feel of your brand, including your chosen colors and logo, should be consistent across all assets.

Make a list of everywhere potential customers might come into contact with your company and ensure they are all consistent:

- Company name, logo, and website
- Truck and uniform
- Branded company email address
- Online advertising
- Email newsletters
- Marketing materials including flyers, handouts, postcards, and mailers
- Email signoff including contact details and company website
- Clothes including T-Shirts, hoodies, and hats
- Branded paperwork
- Business cards

Website

Your company website is your opportunity to tell customers who you are and how you can help them. It is the single most important marketing tool you have in your toolkit. There are a few specific elements that will turn your website from a run-of-the-mill site into a mean lead-generating machine!

A great website can make or break your moving company as you are getting going

[Today's Local Media](#)¹⁹, a full-service marketing agency that helps local business owners get to the top of Google, gave us their top tips for designing outstanding moving company websites.

Your website must be optimized across all devices (from mobile to desktop)

In 2020, over 50% of web traffic comes through mobile phones²⁰. You need to have a responsive website design that works well on all mobile devices so potential customers can easily navigate your website, however they are viewing it. A study by [McKinsey & Company](#)²¹ shows that 61% of users are unlikely to return to a mobile site they had trouble accessing and 40% will visit a competitor's site instead. A responsive website is guaranteed to get you more customers!

Include easy-to-find contact information and a phone number, with an obvious CTA (call-to-action)

Websites that are confusing or hard to navigate will almost always result in visitors moving on to the next provider. Potential customers come to your website with the aim of finding a moving company to help them move. If it's not immediately obvious how they can get in touch with you to find out more or book their move, they'll go straight to one of your competitors.

By including all critical contact information like your phone number, email address, and an online estimator or quote calculator up front, you're giving your potential customers everything they need to know to take the next step.

Give customers plenty of information about your company

Potential customers are more than likely checking out numerous different moving companies in the area to find the company and quote that is the best fit for them.

Make a list of all the questions that previous customers have asked and include these as FAQs on your website. You're adding immediate value by giving them the answers to questions they haven't even had to ask you!

Moving day is incredibly stressful and customers want to work with a moving company they trust. You can build trust from the second they land on your

website by including real photographs of your crew in action, packed truck, and previous customers. Include glowing testimonials from happy customers on your homepage and make it easy for potential customers to find your great company reviews.

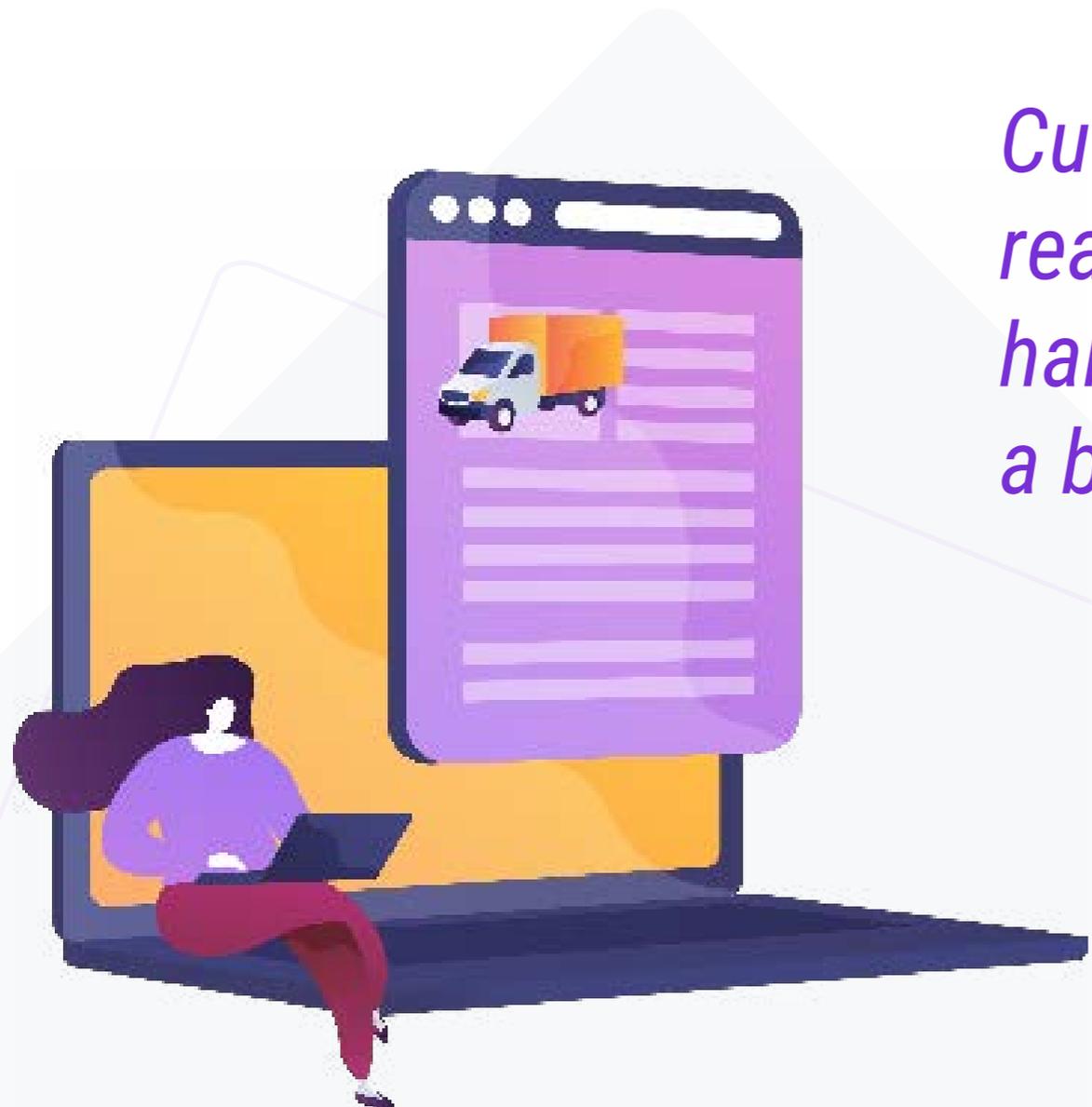
Include an optimized lead form that captures key information

Website leads can be one of your best lead generation channels if you make it easy for customers to provide their information. An optimized lead form capturing all key information should be visible as soon as someone hits your website. If you're expecting the customer to answer a lot of questions, you can consider setting up a [multi-step](#) lead form, which has shown to increase conversions

over one long form. Make sure your lead form has an email autoresponder set up so the visitor immediately receives an automatic reply letting them know that someone will be in touch soon.

Having a beautiful website isn't enough

Whether you're having an agency design your first website or revamp your existing website, make sure you select a web design company that knows movers and understands what works in this industry. An optimized website can make the difference between a potential customer contacting you instead of your competitor, so it's essential that your website is well-designed and optimized for lead generation.



Customers who are ready to move will not hang around if you have a bad website

Your website is the perfect place to show off your personality and be proud of your moving company. Customers will assume that your website is a reflection of your brand and the services you provide, so show off your strengths! You should aim to constantly improve your website, even after you launch a brand new design. Don't be afraid to test out new ideas! Your website can constantly evolve and improve as you add more content and optimize for lead generation.

If you'd like to find out more about optimizing your existing website, or building a new one, you can contact [Today's Local Media](#) for a free consultation.

SEO and Content

There's a joke that SEO experts like to tell. Where's the best place to hide buried treasure? On the second page of Google because nobody will ever find it!

What's the point of having a great website if nobody can find it? SEO (search engine optimization) helps to ensure that potential customers will actually be able to find your website.

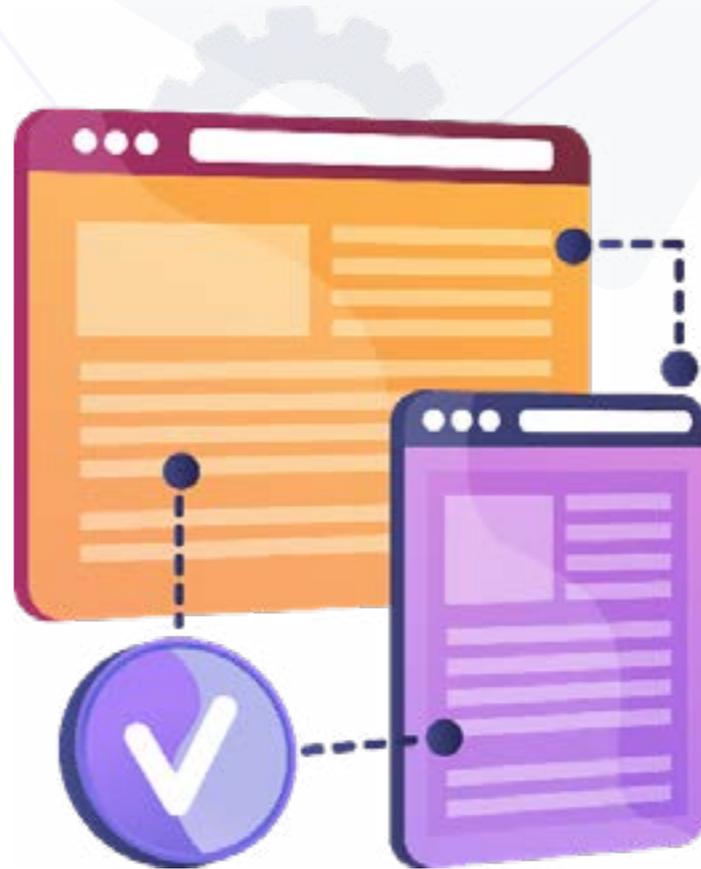
*SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.*²²

Why is SEO important for moving companies? If your moving company is based in Sarasota, FL and someone searches for 'moving company Sarasota', then ideally you want your company to appear as close to the top of the organic search results as you can (organic search results are below the paid ad results).

At some stage you may want to have an SEO expert work with you to ensure your website is optimized but it can be helpful to understand the basics of SEO. If you want to understand more about SEO you can use a resource like the [Moz Beginner's Guide to SEO](#)²³ to get a high level overview of what SEO is and why it is important.

Your SEO strategy will be driven by the content you create, which will increase traffic to your website, ultimately generating more leads and customers. Content can take the form of everything from blog posts, email newsletters, videos, customer case studies, testimonials, and interactive elements like an online estimator or quote calculator.

The idea behind all the content you create should be to build trust with your target audience and provide helpful tips and advice that will make their lives easier. Moving is one of life's most stressful events and people who are moving soon may search for tips for packing or a guide to how they can have a stress-free move.



By creating valuable content that focuses on how you can have a stress-free move, you're providing helpful advice to potential customers. They may come across your website inadvertently by reading your content, and then remember your company name before your competitors when it comes time to select a company for moving day.

Here are some ideas for the kind of content that might attract potential customers:

- 10 Packing Tips for a Stress-Free Move
- Learn How to Vacuum Pack Your Clothes
- Easy Hacks for Protecting Furniture on a Move
- 6 Ways to Help Your Pet Settle into a New Home

Software that lets you monitor the search terms that people use can help you to create a solid content strategy. Sign up for a free trial of [SEMRush](#)²⁴ and research some common search terms around moving day to get an idea of how many people search for particular terms each month.

Another simple way to help potential customers find your website is to ensure your Google My Business page has been set up. Your Google My Business listing is free and it gives potential customers access to your contact details, hours of operation, and customer reviews with very little effort. You can [follow this guide](#)²⁵ to set up your Google My Business page.

*Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps*²⁶

Social Media

Social media is one of the quickest and easiest ways to build awareness of your moving company, help new customers find you, and engage with your past and future customers.

By posting a few times a week (2-3 is a good place to start), with relevant content including helpful information that tackles common moving problems, moving industry news, and information about your company, you'll be able to start building relationships with your target audience and drive traffic to your website. You can also join relevant Facebook and LinkedIn groups to offer advice and establish yourself as a thought leader in the moving industry.

So what should you post about on social media?

Your moving expertise:

Moving is stressful and if you can show off how stress-free you make move day for your customers, you should! You can include a summary of typical obstacles you encounter and how you overcome them, as well as real photographs of your truck and crew during the move. This will help to build your brand and it will also build trust with potential customers.

Unique moves:

Have you moved something that was unusual, or very heavy, or tricky to transport? Snap a photo and tell the world! Promoting the unusual items you move will pique interest and show your audience that you are experts and you know what you're doing.

The Crew:

You can recognize employees for their hard work and contribution to growing a successful business on social media. Post a photograph of them with a summary of why they deserve appreciation and show the world how great your team is!

Moving industry news:

It's important to share what's happening in the industry as a whole and not just within your company. By doing this you're creating value for your audience and becoming a trusted source to the community for topics surrounding the industry.

Customer reviews:

Customer reviews are an incredibly valuable marketing tool, so when you get them you should shout them from the rooftops! Share them on social media and help potential customers see that you are the company they should choose.

Community:

Get involved in the community and help make a difference. Anytime you can help out and spread kindness, share it with your friends on social media. Get your name out there as a company that's generous and caring and inspire others to help out in their communities as well.

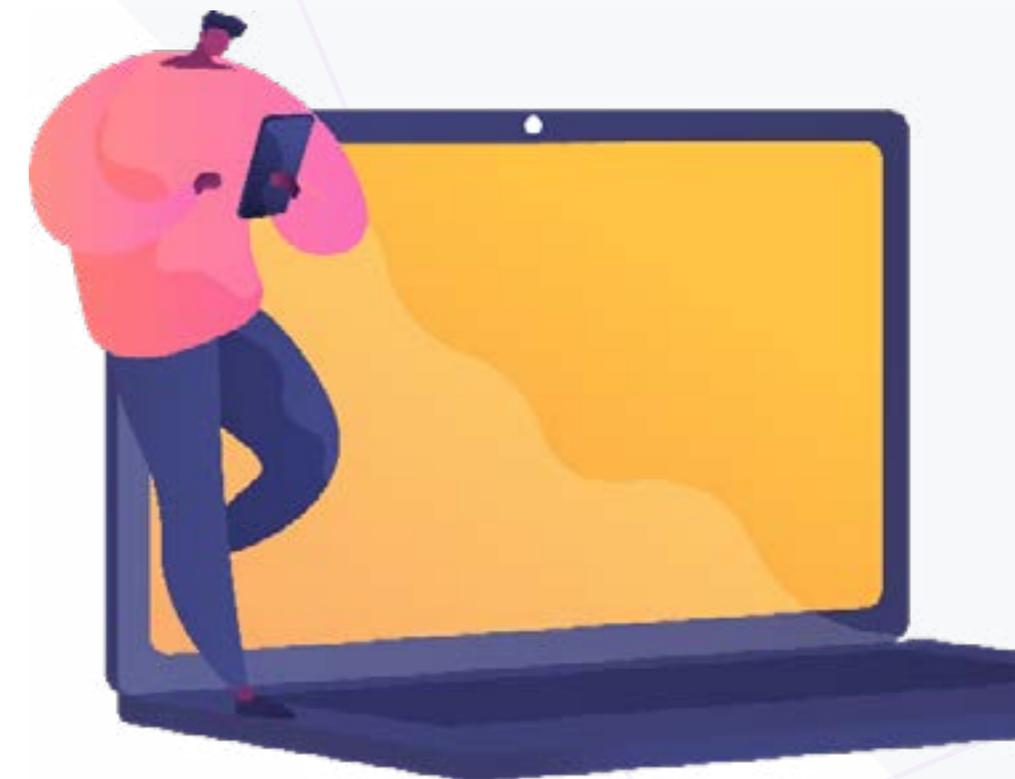
A day in the life:

Take some photos and keep a diary of a typical day in the life of your movers. It can help customers get to know you and will also demonstrate your skills and professionalism.

Company news:

When something major happens, like you get a new design for your truck, be sure to promote it. If you're proud of it, share it!

If you're struggling to find the time to post a few times a week on your various social media channels, a platform like [Hootsuite](#)²⁷ can help you to automate and schedule social posts in bulk.



Marketing and Advertising

Moving is not something that most people do regularly, so ensuring you have a consistent flow of new leads coming in is incredibly important to the growth of your business. You will need to have a strong marketing and advertising strategy to ensure that people are able to find your company and become your customers.

From word of mouth and referrals, to traditional advertising like flyers and postcards, and online advertising through Facebook and Google Ads, you have plenty of opportunities to create a winning marketing strategy that will help to grow your business.

A solid marketing strategy will include elements of both traditional and digital marketing campaigns, and you will likely test different ideas to find out what works as you grow. Here are a few examples of marketing campaigns that can help to generate leads:

Your Truck:

Your truck is an incredibly effective way to advertise your moving company. Make sure your name and contact information are visible and that people who see your truck can easily use it to get in touch.

Marketing materials:

Professionally printed marketing collateral like flyers, brochures, postcards, and pens, are easy to produce and distribute to local businesses and events where potential customers might be.

TV and Radio:

TV and radio advertising can be expensive but you're guaranteed to reach a high number of people, many of whom are likely to be moving at some point in the future.

Facebook Ads:

With 2.41 billion monthly users, paying to find new customers through Facebook can be very lucrative. [Watch this video](#)²⁸ to learn how you can set up your first Facebook Ad campaign. When creating a Facebook Ad, make sure that you:

- Clearly state the benefits of your services to your customer
- Include a clear call to action directing them to your website or landing page

Google Ads:

Advertising on Google enables you to target potential customers in your local area. Whether you want to learn how to do this yourself or enlist the help of an agency, advertising through Google can be incredible for lead generation. A great way to learn the basics of advertising on Google is to complete Google's [free certification in Google Ads](#)²⁹.

Remarketing:

When you come across something new for the first time, perhaps a restaurant that you haven't heard of before, and the next day you hear it mentioned on the radio, and on a TV show, and in conversation with a friend, this is called the [Baader-Meinhof Phenomenon](#)³⁰.

People had already been talking about that restaurant, but now that you're aware of its existence, you suddenly feel as though you hear it everywhere.

This idea can be used when marketing your moving company. After someone has visited your website, you can retarget them with relevant content on other websites and social media channels. The more they see your ad and content, the more they'll start to notice and remember your name. When they're driving and they see your logo on the side of a moving truck, they may feel as though they are seeing your name everywhere, even if they hadn't heard of it previously. Software like [Adroll](#)³¹ can help you manage your remarketing campaigns.

How to Remarket on Facebook:

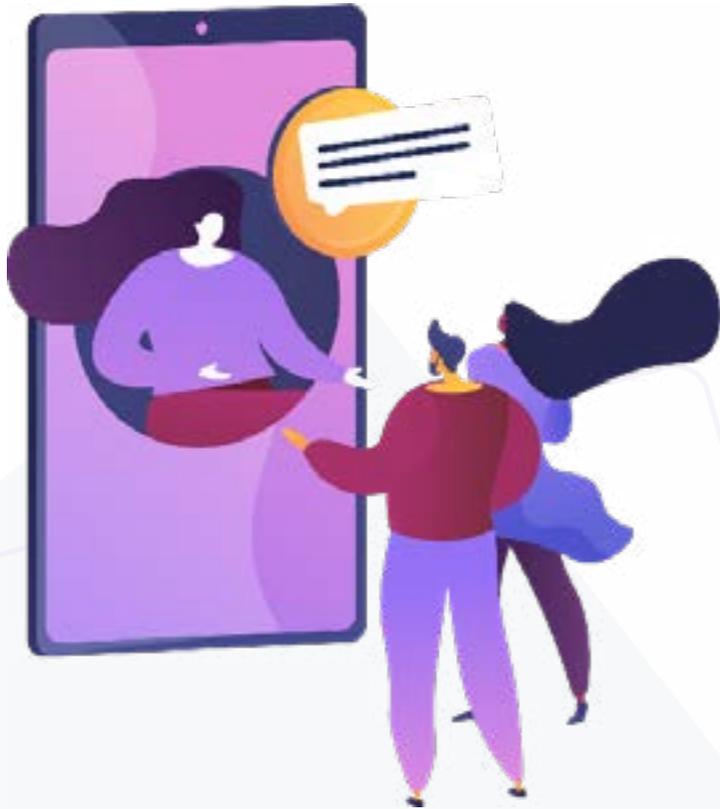
By adding your Facebook pixel to your website, you can set up remarketing campaigns on Facebook that will display relevant ads to everyone who has visited your website. This means you will have the ability to:

- Automatically reach out to everyone who didn't immediately contact you but has shown interest
- Choose the specific elements of your company that you want to highlight e.g. great pricing or outstanding customer reviews
- Target people who are actively searching for a moving company so you're guaranteed an audience that is interested in your services

You can learn how to create and install the [Facebook pixel here](#)³².

Networking

Networking is necessary to make great business connections, and it generally goes hand in hand with running a successful business.



Here are some tips for successful networking:

Quality over quantity: Networking doesn't have to mean you have to talk to 20+ people in one evening. You can make great connections by staying for only 15-30 minutes and having quality conversations with only a few people.

Engage: Ask people questions and share your own stories. Networking is about making connections and trying to have a natural conversation like you would with your friends. Share your inspiration for starting your company or talk about things you enjoy. When you can get others to share their passion it creates a memorable conversation.

Ask for introductions: We all know someone who seems to know everyone in the industry. Find that person and ask them to introduce you to the people you'd love to meet. It holds more value when someone with an already established connection introduces you because the person you're meeting sees you in a different light from the beginning.

Don't just sell: Networking is all about making connections and building relationships. You don't have to do a hard sell two minutes into the conversation. Keep it light, fun and informal. The idea is to get the conversation started. People are more likely to do business with someone they enjoy being around.

GROW



Lead Generation

When your moving company is established, you'll likely want to concentrate on growth. For growth you need to attract new leads and customers. Consistently generating new leads throughout the year is a common challenge for most businesses. When you factor in the slow season, it can be especially difficult for moving company owners. Creating a lead generation strategy is key to ensuring that you are consistently generating new leads.

As well as a great website and a strong marketing strategy, there are various partners that you should be aware of to attract more leads.

Yelp

Having a strong [Yelp](#)³³ presence is important as potential customers may go directly to Yelp to find a mover. With their request quote feature you can implement and get quotes, but the feature sends requests to you and your competitors.

With Oncue's free tool for your Yelp page, customers can go directly to your moving company site, see your brand and logo and quickly enter in their move details. Their information is sent automatically to you.

Thumbtack

Millions of customers use [Thumbtack](#)³⁴ everyday to find and hire small businesses across the country. They receive several thousand inquiries a day and an estimated 30,000 move requests a month!

With the Thumbtack and Oncue integration, your Thumbtack lead information is automatically pulled into Oncue, so there's no need to manually copy information over. Movers can focus on booking more jobs and growing their business.

Apartment Complexes

Reach out to local apartments and ask them to set you up as a preferred vendor. It's helpful if you reach out to buildings you've moved in before or those that hold a lot of tenants. Tenants moving in and out will automatically be referred to you and encouraged to use you for moving services.

These are easier sales to win because customers are already sold on your moving company before they even contact you.

As an added bonus, these customers require less time which frees up your sales team to focus on winning more complex jobs.

Realtors

Who always knows people that are moving? Realtors! Stop by their office to introduce yourself or call up the top three in your area to introduce your services. Share your rates with them and the best way for clients to reach out. Do you offer storage? Staging assistance? Realtors may need additional services that you can help them throughout the move process.

When you've established realtor relationships, you can encourage them to refer their clients to you for moving services. Watch this video to [learn how to tap into your local realtor network](#)³⁵.

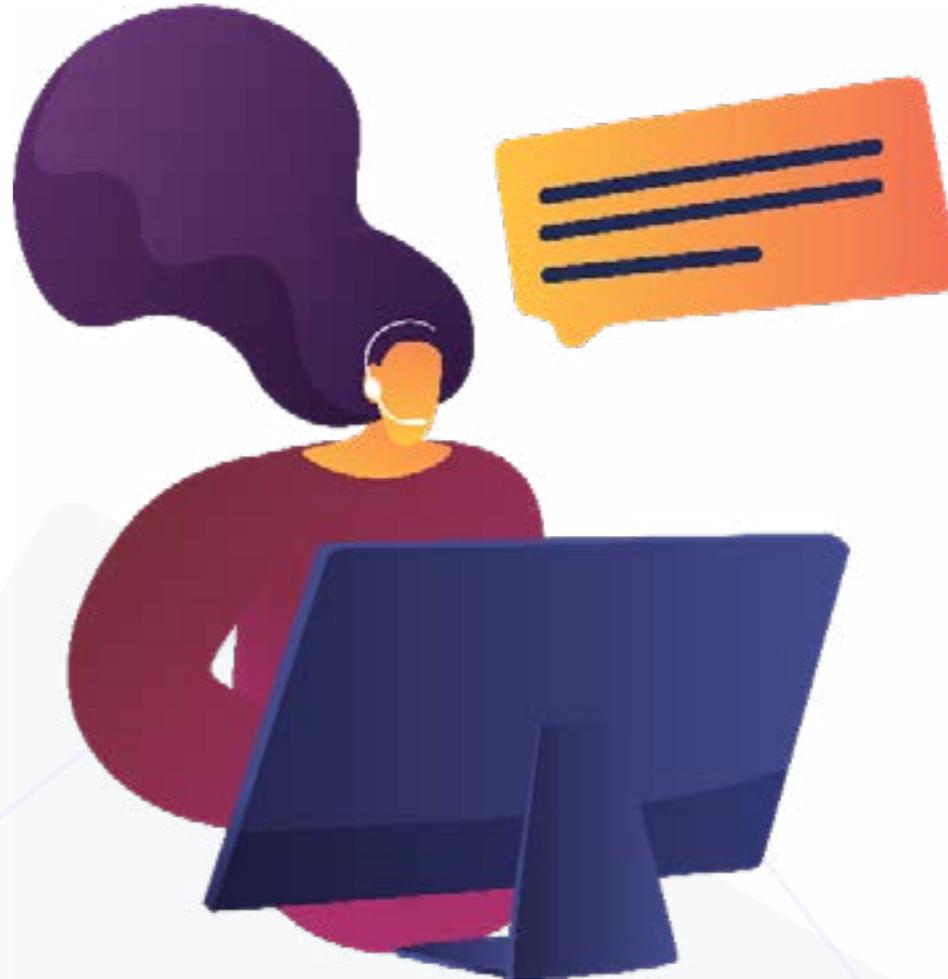


Handling Sales Calls

With a solid marketing and advertising strategy, you should have a nice consistent stream of new leads coming in. Now you've got them, you don't want to waste them!

Did you know that for every sales call you miss, a potential customer could give an average of \$979 to another moving company? Ensuring that you don't lose out on potential customers is an essential part of building a successful business.

85% of consumers whose calls are not answered on the first call will not call back³⁶



In the early stages of growing a moving company, you'll likely spend a lot of time answering the phones and handling incoming calls on evenings and weekends. If you miss only two calls a weekend, you're throwing away up to \$101,816 every single year in lost revenue!

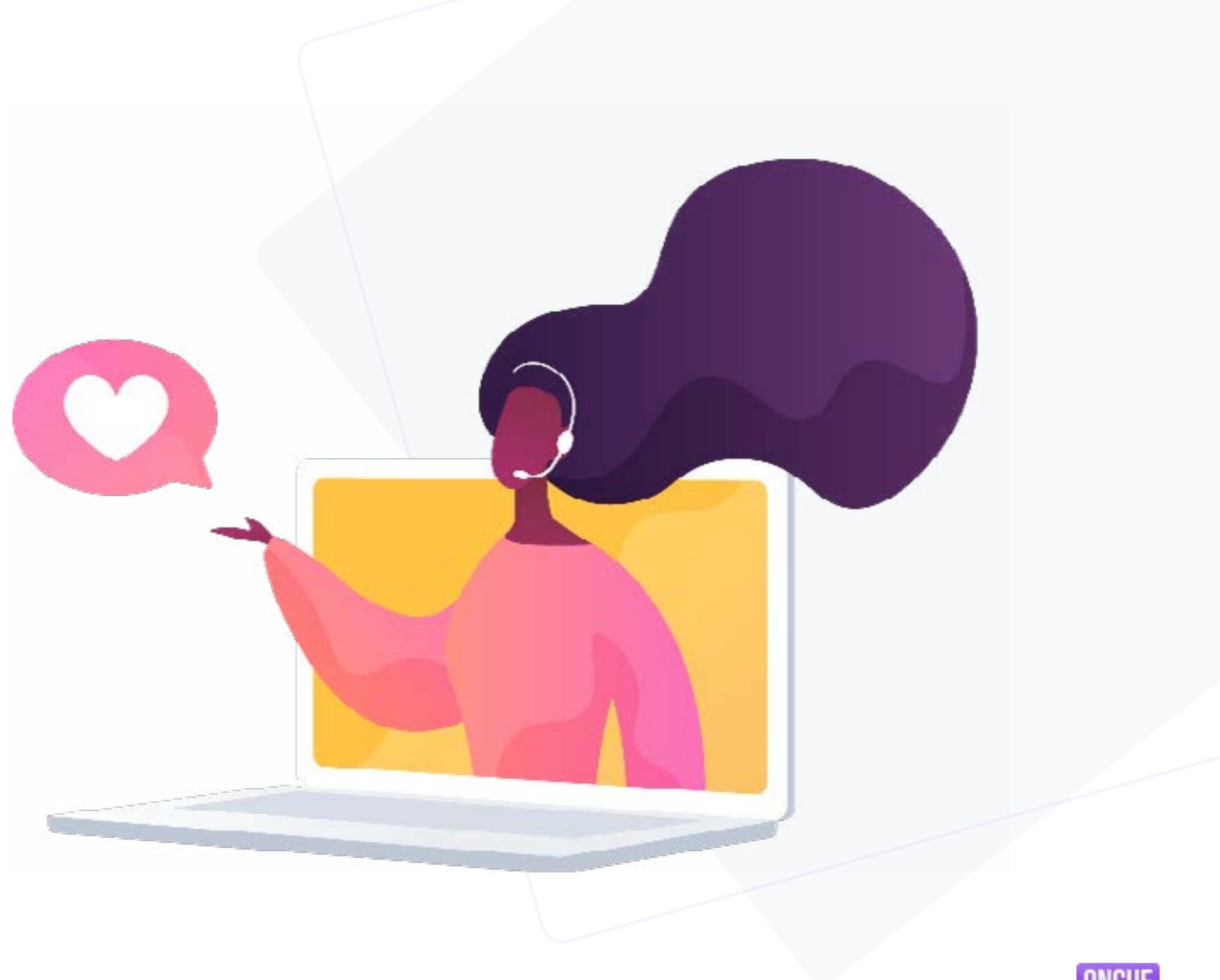
23% of existing moving companies do not return missed calls within 24 hours and **42%** do not answer calls during business hours³⁷. If you can be the moving company that answers every single call then you'll be the company getting the customers they lose!

Find out how [Oncue](#)³⁸ helps new and existing movers handle their weekend sales calls.

Customer Experience

Moving is stressful and unfortunately there are many myths surrounding the moving industry that customers may believe, like the movers not showing up at all or a scam moving company disappearing with everything they own. You can dispel these common myths by communicating with customers throughout the entire process.

Be sure to maintain contact with the customer in the lead up to the move. If you're even a few minutes later than the agreed upon time, customers might start to panic and assume you're not going to show up at all. If you get stuck in traffic or are struggling to find parking, make sure you contact the customer as soon as possible to let them know that you're on your way and they don't need to worry!



From the moment they check out your website, to receiving a quote, to completing a stress-free move, customers deserve an experience that is simple and easy. Email autoresponders that reply to every incoming lead can make the customer experience seamless as soon as it begins. Having a great process in place for following up with new leads is important. Research shows that [80%](#)³⁹ of leads fall through the cracks due to lack of proper follow up.

Here are some tips on how following up with leads can help you book more jobs:

- Reach out 1 day after initially speaking with the customer. Use this to keep momentum and clarify any questions they have about the service.

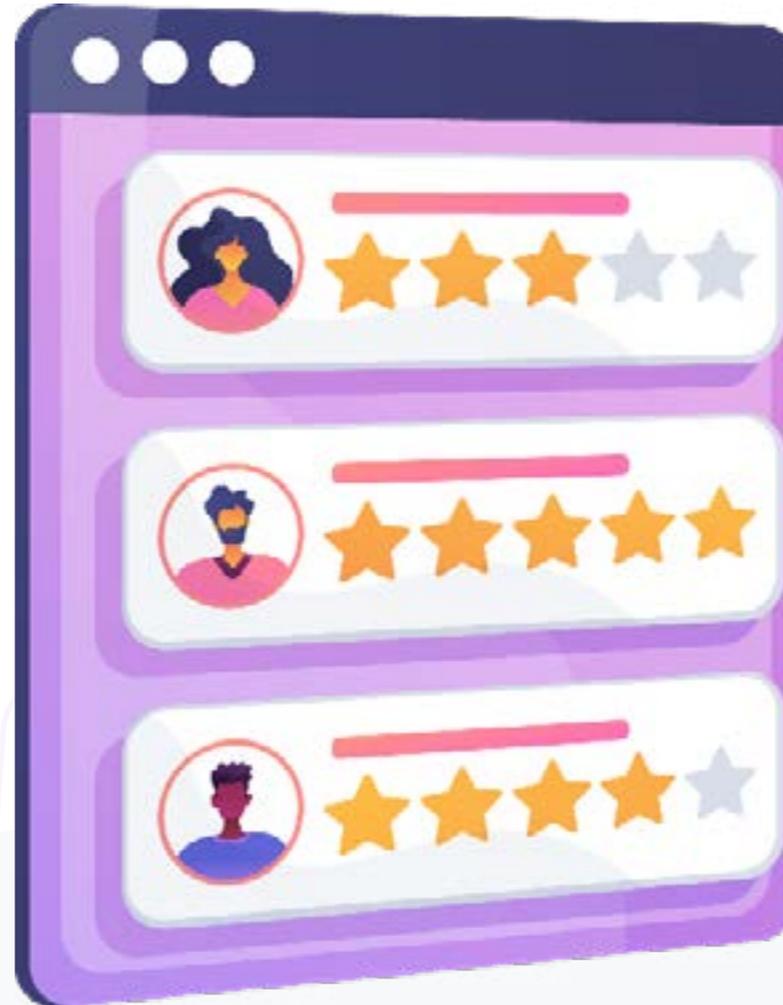
- Be responsive! If you get a question from them try to respond within the hour.
- If the customer reached out late at night, chances are they won't answer at 8am. Be conscious of what's convenient for them and when you can actually catch them live.
- Reach out through different methods. Send an email after a follow up call with valuable content to offer insight on their move rather than another sales pitch.
- Use an efficient CRM (like Oncue) to track and manage all leads and follow ups.

- Don't waste your time chasing leads that give you no hope of making a sale.
- Qualify the lead upfront. Did they mention a Groupon deal or a truck rental? If the customer does not have the budget for a move, no matter how many follow ups you do, it isn't going to be a fit.
- Remember that most 3+ bedroom and commercial jobs reach out when they're just starting to plan and typically don't book on the first phone call.

Reviews and Referrals

The internet is rife with nightmare tales of moving companies stealing money from customers and disappearing into the cold, dark night with their belongings. Although this is rare, potential customers are likely to remember the horror stories they've heard and might assume that any moving company they select has the potential to scam them.

This is where your customer reviews and referrals can be the most beneficial. Ask every customer for a review as soon as the job is complete. Share good reviews on your website and on social media.



Social proof is one of the most powerful tactics you have at your disposal, and people are drawn to companies that others have already had good experiences with. Shout your good reviews from the rooftops so potential customers can start building trust with you from their first interaction!

Here are some simple ways you can increase customer referrals, and in turn, increase the number of new customers coming your way.

Ask Your Customers For A Review

Busy customers are unlikely to go out of their way to leave you a review unless you ask for it. Follow up with your customers after a successful move and ask them to leave a review if they were happy with the experience. Send them the link directly so it's easy for them to leave a positive review, and make sure to respond to let them know you appreciate them taking the time to leave feedback.

Join Referral Websites

Make it easy for your customers to leave a review by signing up for as many of the leading review

websites as you can. Although many customers will now leave reviews on Facebook or Google, be sure to also sign up for these leading review websites:

- Thumbtack
- Yelp
- Angie's List
- Craigslist
- Home Advisor

Use The Reviews You Have

Social proof can be one of the most powerful marketing tools at your disposal. Customers can be swayed by a positive review so make sure you're promoting the great reviews that previous customers have left on your social media channels and website. Including a quote from a satisfied

customer in your personal email signoff or your automated email replies can reiterate the idea that your existing customers have been delighted with their experience.

Simplify The Review Process

Make it as easy as possible for satisfied customers to leave a review by including links on your website, social media pages, and in your emails. This will also help prospective customers find you as more reviews will increase traffic to your website and help you show up in search results, ultimately giving you more leads and more customers.

Business Metrics

What is your marketing ROI? You'll be spending money on marketing and advertising so it's important to know which of the marketing channels you're putting money into is working.

Having access to in-depth marketing source reports can help you understand which lead sources are working and where you should direct more money. Getting a good idea of the cost per customer will help you lower your marketing costs and increase customers numbers.

Another metric that's important to consider for business growth is Customer Acquisition Cost (CAC) which tells you how much it costs you to win a new customer. You can calculate CAC by dividing your total sales expenses (quoting, estimating and time spent with clients) and marketing expenses (Google Ads, Facebook, Yelp), by the number of new customers you acquired.

It's important for movers to measure this metric regularly so you can be certain you're putting marketing spend into the right channels. As the CAC fluctuates throughout the month, quarter, and year, you'll have the data you need to make informed decisions about marketing spend, and the future of your company.

CAC =

**TOTAL COST
OF SALES AND
MARKETING**

**# OF
CUSTOMERS
ACQUIRED**

How to Scale (All Year Long)

There will always be demand in the moving industry, but some months are slower than others. The weather gets colder, days get shorter and people get unmotivated to pack up their lives and move.

It can be rough and discouraging and leave you unmotivated to push for sales – but if you aren't selling, you aren't making money and that's exactly why you need to maximize downtime to its full potential!

Here are some ideas for the slow season:

Train and Improve your team

Constantly work on improving your sales team. After being slammed during the busy season, it's easy for morale to dwindle in non-peak times. The most powerful way to keep everyone motivated is keeping the focus on getting better. Expand the expertise of your team by involving them in other areas of the business. Schedule days to train and go over important techniques to improve the sales process.

Check-in With Existing Customers

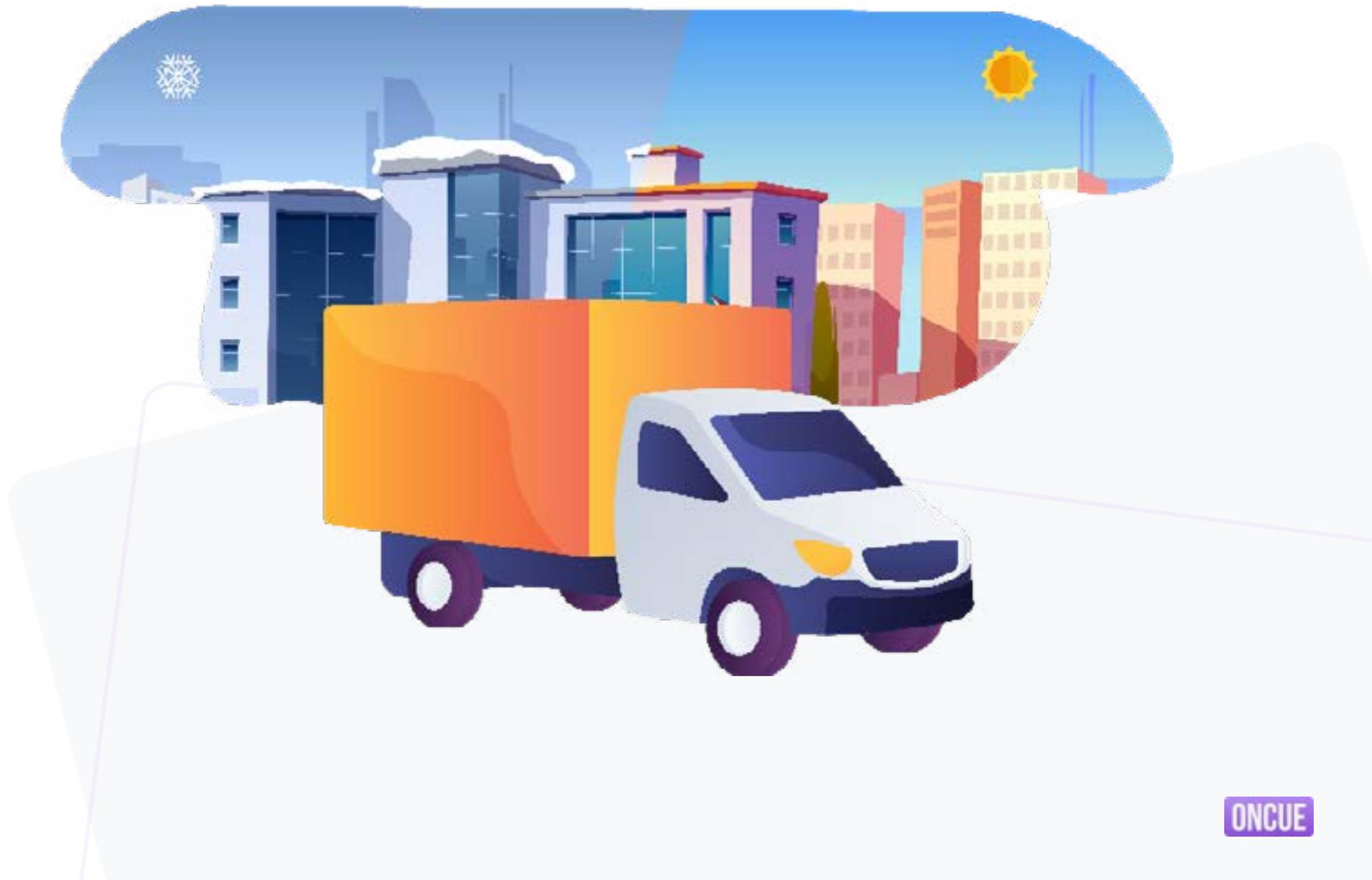
When business is a little slow use it to do post-move review calls with previous clients. Ask them what they liked or disliked about your service. What are you doing well and where can you improve? Don't forget to ask how the new place is coming along. Small gestures go a long way to gaining repeat or referral business.

Expand your Market

Try new things. Are there markets out there you haven't explored or opportunities you haven't pursued? Reach out to local storage facilities about creating a partnership or even other moving companies in the area – maybe you specialize in moving pianos but they don't move them at all – this is a great way to gain business and you can get overflow referrals. You can even advertise at assisted living facilities or retirement communities for people who are unable to move themselves.

You have to always look for new growth opportunities and ways to improve when you have the time. There are many movers that stay busy all through the winter season and with a bit of hard work you can too. Customer needs evolve – adapt with it and keep pushing to be successful. Don't accept a seasonal business. Stay hustling!

One more thing – don't be afraid to take a break. Burnout is common especially after summer and it's important to recharge so you can reflect on your business. Take a few days to do something unrelated to work. Clear your mind so you come back focused and ready to hustle. Do the same for your team and even schedule a day off mid-month to do a fun activity together.



Reach 7 Figures



The Building Blocks for Success

Helping North Texans move for over 30 years, [Olde World Movers](#) was established in 1988 with just one truck, and the desire to create an innovative, modern and progressive moving company.

Over 3 decades later they have become one of the most successful and trusted moving companies in the area. So how do you go from one truck to a thriving, multimillion-dollar moving company?

About Olde World Movers

Olde World Movers has been a top provider of premium moving services to the Dallas-Fort Worth metroplex for over 30 years.

Licensed, bonded and insured, they offer affordable rates and a professional staff that are committed to providing outstanding customer service. As well as the DFW metroplex, they also serve Austin, San Antonio, Houston, and other major cities in Texas.

Early Challenges

After working as an independent contractor for a major furniture delivery company in Chicago, Erich Horder made the decision to start his own moving company in the late 80s. In the early days of running a new business, owners are often pulled in multiple directions and there are never enough hours in the day. Olde World Movers owners Erich and Teresa wanted to concentrate on growing their company, but they found that they were spending a lot of time answering the phone on nights and weekends. One of their main challenges was finding a way to ensure that all the calls were answered, while their valuable time could be maximized to focus on growth in other areas of their business.

No Call Goes Unanswered

Olde World Movers partnered with Oncue so they could ensure that every single call would be answered. When their sales manager was on another call, Erich and Teresa knew that Oncue would be there, ready and waiting to answer all of their other calls.

This gave them the flexibility to concentrate on growing other aspects of the business, safe in the knowledge that a trained team of sales professionals were turning their incoming calls into booked jobs.

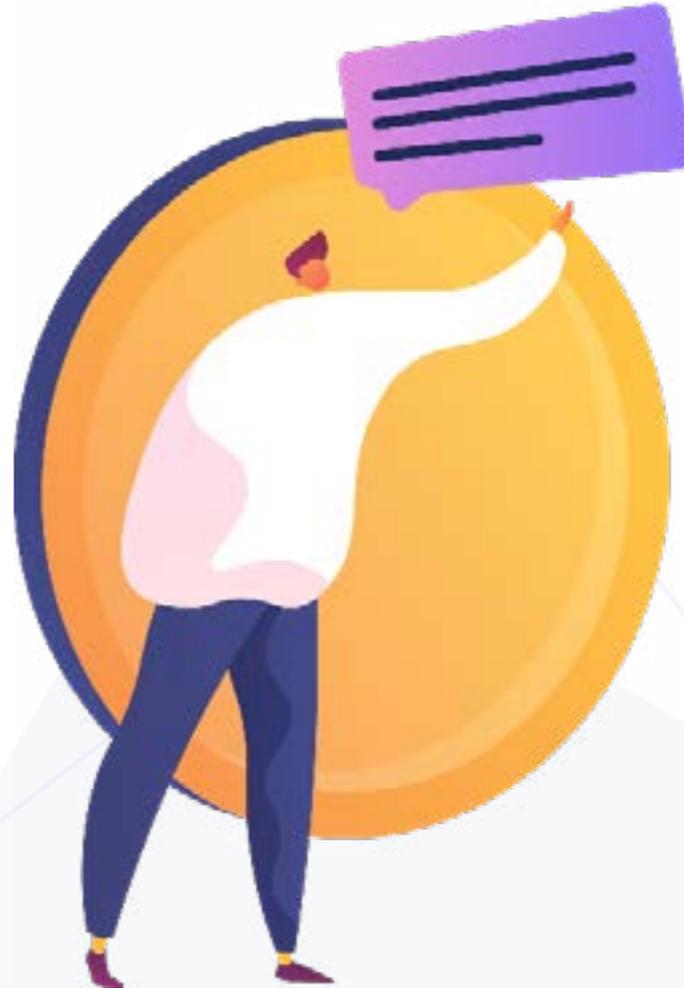
Having your phone answered every time it rings is powerful

Selecting the Right Tools for Growth

As most moving company owners know, advertising to attract new leads can be expensive. For every sales call that does not get answered, you're not only losing a potential customer, but also the valuable money spent on attracting that call in the first place.

By relying on Oncue to help answer all of their calls, the team at Olde World Movers knew that the money spent on advertising through their [marketing agency](#) to generate new leads would not be wasted, and every call had the potential to turn into a paying customer.

“I was surprised about how user-friendly the operations calendar works. One of the best in the industry”



Over the years they have successfully grown their company from one truck and a helper into a thriving business with a small fleet of trucks and an experienced crew that is there to serve their loyal, and growing, customer base.

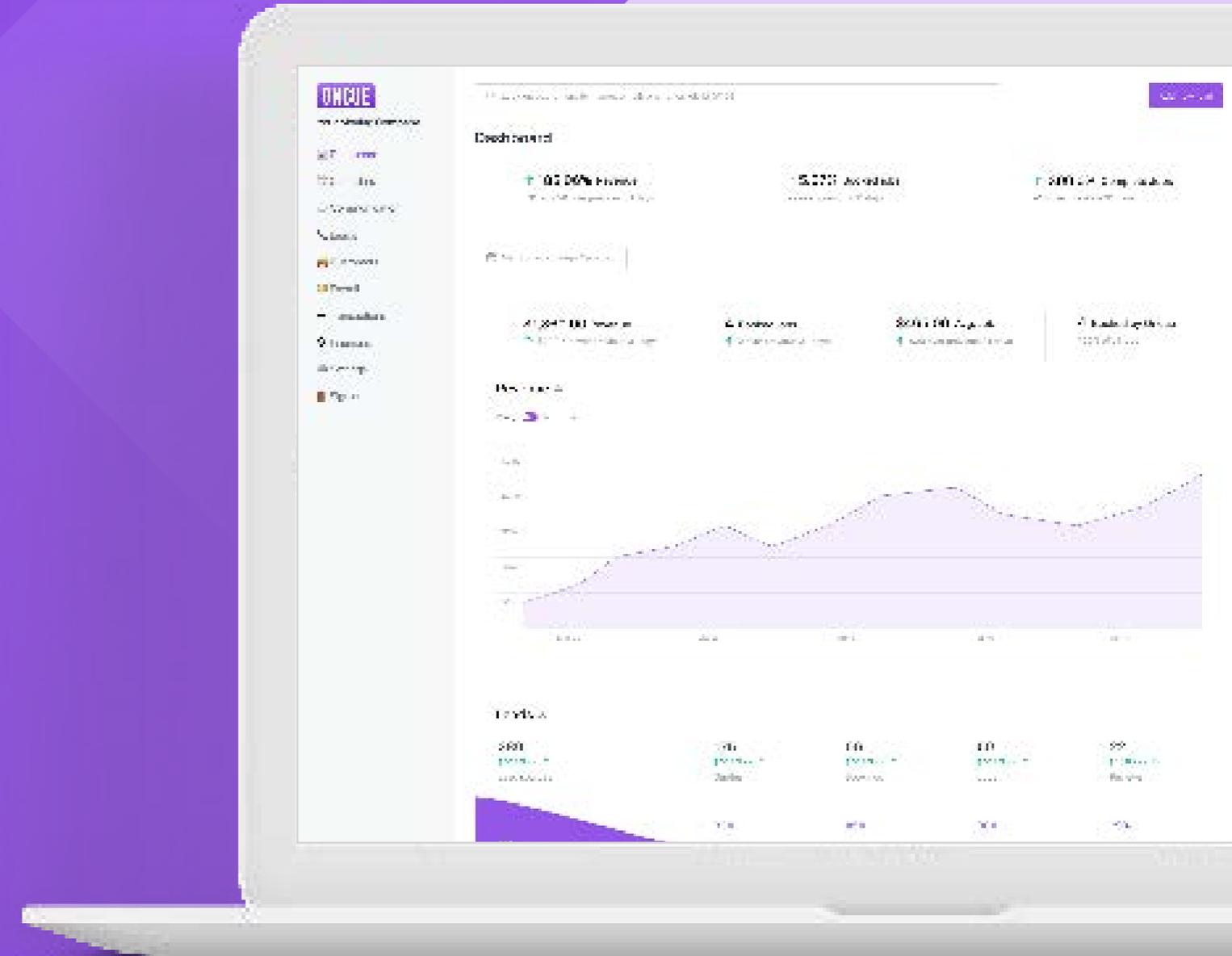
As we continue to help companies like Olde World Movers grow, we aim to work closely with our customers to give them the tools they need to keep booking more jobs. We continually update our software to ensure that our customers get what they need to understand the health of their business, and make informed decisions based on data.

Get Time Back On Your Side

Starting a business is incredibly challenging and not everyone is cut out to do it. Whatever stage you're at with your moving company, you should be proud of everything you've accomplished!

Oncue works with moving companies of all sizes to help owners get time back on their side. We combine innovative technology with a booking platform that has helped our customers save on average 28 working days a year - time they can reinvest without giving up control of their business.

If you're interested in learning how Oncue has helped multimillion-dollar moving businesses scale faster, work smarter and build better futures, get in touch with Oncue!





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