

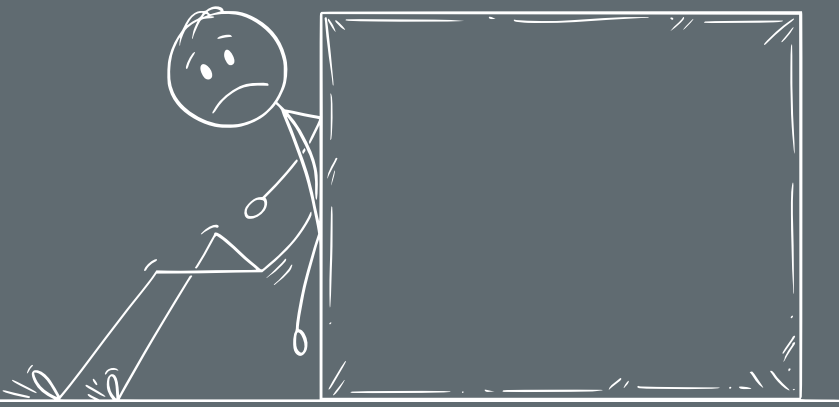
How to grow a removal brand

An illustration of two men in business attire. The man on the left is wearing a blue jacket and dark trousers, and the man on the right is wearing a yellow t-shirt and dark trousers. They are both holding the word 'brand' in large, white, bold letters. The background is a vibrant green with a large grey circle on the right and a large grey circle on the left. In the bottom right corner, there is a brown cardboard box with clear packing tape.

A no-nonsense guide to
growing a brand that
sticks like packing tape!

MOVERALERTS

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The market is heating up in 2025, so removers need to work harder to stay on the top of people's minds—because homemovers forget faster than they lose socks in transit!

This short guide will show you how to combine brand-building (fame, buzz, appeal) with performance advertising (timely actions), to unleash a wild 'multiplier effect'—turning your removal biz into the talk of every homemover's tea break!

Know Your Target Audience

Who's Moving? Everyone and Their Grandma!



A Mover's Paradise: Transactions Skyrocket 21% YoY!

2025 is kicking off with a bang for the UK housing market, as residential transactions leap 21% year-on-year, smashing past pre-pandemic highs!



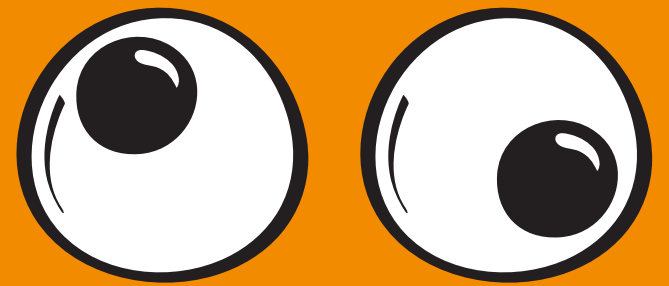
Get ready to cheer:

- ◆ Interest rate cuts are sparking a buyer confidence party!
- ◆ New properties for sale are flooding in—highest supply in 6 years!
- ◆ Demand's going wild across all price bands and every corner of the UK!



estate

Boost Your Visibility



Out of Sight, Out of Mind—Like Last Week's Boxes!

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Memories fade faster than a dodgy van breakdown, so you've got to keep your removal biz on homemovers' radar!

2

Enter direct mail—96% engagement rate and 75% recall, way better than those forgettable digital ads. With MoverAlerts' direct mail service, you can send flyers or postcards (**25% cheaper than doing it yourself!**) straight to 1 million yearly movers, keeping your brand front and centre. **Pair it with mobile ads**—scrolling banners on phones (0.8% click-through rate!)—and you're popping up where they spend 4+ hours daily. Boom—your brand awareness skyrockets!

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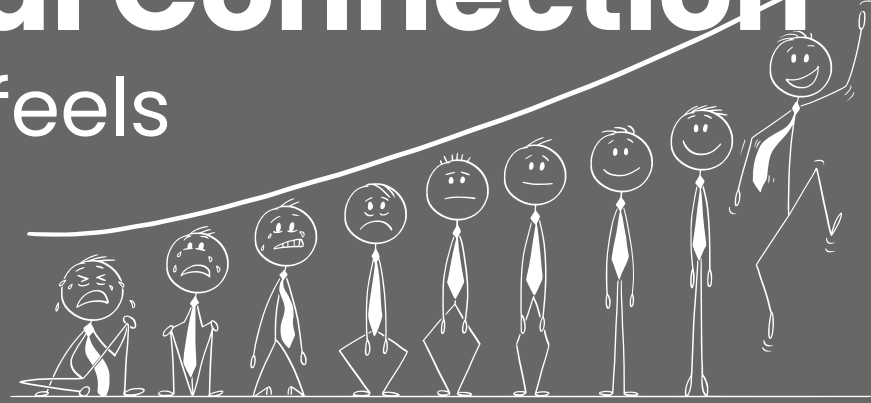
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Create an Emotional Connection

Good marketing is all about feels



A funny ad about sofa disasters builds an emotional connection that sticks with homemovers, and direct mail delivers it with flair—those physical flyers (GDPR-compliant, no less!) land in their hands with a 75% recall rate.

MoverAlerts makes it easy, crafting and sending your messages for less. Our mobile ads are a non-intrusive scrolling text lines with your logo—grabbing attention on their phones without making them want to launch their phone through the window. Combined, they keep your brand memorable and lovable, not just another van in the crowd!



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Make sure you are where they are

There is always some level of demand for removal services

Life Keeps Happening: Even during crises like COVID-19, people still move for unavoidable reasons—job changes, family events (births, deaths), or relationship shifts (divorces, moving in together). For instance, the 1 million UK households moving yearly didn't drop to zero in 2020, even with lockdowns. The UK housing market's resilience ensures baseline demand.

This is why positioning your services in a category that is in demand (homemovers over random canvassing) is so, so, so important. It can quite literally do the heavy lifting for you.



Don't Ditch Marketing in a Crunch

Tough Market? Keep Your Brand Shining, Not Silent!

With 2025's 21% transaction boom comes cost pressures—tempting to axe marketing, right? Wrong! Cutting brand-building risks fading from homemovers' minds (1 million yearly!).

The smart move? Keep your logo visible—vans, flyers, even cheeky ads—because staying in the game beats going dark. Hire a super effective social media intern. Diversify into storage or packing services for homemovers to grab extra cash when moves slow down. It's not just about lifting sofas—it's about staying savvy! Don't skimp on that brand buzz!



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Stay visible in the chaos

Roll with the Punches—Mix It Up!



6

Market ups and downs (like interest rate swings fueling buyer confidence) mean you need to do more than just tactical activity via Direct Mail or Mobile Ads.

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Offer seasonal deals, partner with local businesses or estate agents (we have the whole database of them), or toss in cleaning services for homemovers. Diversification pays off—6 years of high property supply means more opportunities if you're ready to pivot.

Keep your options open, and you'll outlast the competition!



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Don't Let Crummy Data Drive Your Brand (and Van) Off a Cliff!

Dodgy Data : Your Brand's Soggy Sock Moment

Beware the trap of dodgy data providers spinning their tales!

They'll promise you the moon—'We've got all the movers!'—but deliver a list as reliable as a soggy sock in a downpour. That dud data sends your vans on wild goose chases, leaving 1 million yearly homemovers ringing your rivals instead. Your brand deserves better than fading into the background like a forgotten packing box! You need rock-solid, daily-updated insights to keep your name sparkling where it matters—don't let false claims dim your shine!



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You've Mastered the Moves—Now Seal the Deal, You Legends!

Congrats, you've dodged the soggy sock disasters and kept your brand shining through the 2025 market madness! With 1 million homemovers yearly and 101,197 address jobs up for grabs, you're ready to rule. Ready for the next win?

Sign up for [MoverAlerts subscription](#) and let us zap you with 99% coverage, GDPR-compliant data, and smart targeting across 10 mover stages—cheaper than a dodgy van repair! Or just check us out if you're curious.

don't let your rivals nab the spotlight while you're stuck with a flat tyre!



Grow Your Brand, Move to the Top

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