



15 Ways to

# Get Moving Leads That Actually Convert



# No one said running a moving business was easy.

But what if your schedule was booked solid with profitable jobs? And not just during peak season.

We asked top-performing movers (the ones doing \$2M+ in sales) exactly how they keep quality leads flowing year-round. Here's what works.

1. Repeat business

2. Google Ads (PPC)

3. Direct mail

4. Referrals and affiliate partnerships

5. Facebook ads

6. Reviews and reputation

7. SEO

8. Moving lead providers





# Top lead sources for movers cont.

9. Content marketing

10. Video marketing

11. Social media marketing

12. Listing sites and home services apps

13. Community events

14. Truck wraps

15. Community groups





# Best moving leads in 2025

Looking for the "magic bullet" for nonstop bookings? There isn't one. But there is a winning formula that works—if you follow it.

Here's how profitable movers win more leads and revenue...





# 1. Repeat business

Moving company marketing can be a hard nut to crack. But the easiest lead to close? The one that already knows you. Top movers get 43% of their revenue from past customers and referrals.



## Turn one-time customers into lifelong fans

- Create a loyalty program
- Set up automated emails (that don't sound like robots)
- Call out key details to show you remember them
- Make it ridiculously easy to book again 😊

## Best-In-Class Tip

Use your CRM to automate follow-ups without losing the personal touch. Send birthday cards, move anniversaries, and seasonal check-ins. And make sure every message adds value—nobody wants another "just checking in" email.



## 2. Google Ads (PPC)

Here's why 61% of successful movers swear by Google Ads: when someone types "movers near me" into Google, they're ready to book—not just browse. But there's a catch.

PPC can get pricey. The average mover burns through \$6,300 monthly on Google Ads. Let's make sure that money comes back with profit.



### Get more from your ad budget

- Target "ready-to-book" moving company keywords (think "movers near me")
- Cut zip codes that don't convert after 50 clicks
- Go hyperlocal in high-income areas
- Block budget-draining keywords like "free" and "cheap"
- Split campaigns by service type (local moves ≠ storage)

### Best-In-Class Tip

Start small in your best areas. Use landing pages to track your most effective ads, then scale what works.



## 3. Direct mail

Everyone's going digital. That's exactly why a well-designed moving company postcard hits different. Sure, conversion rates aren't massive, but it doesn't take much to recoup your costs.



### Make your mailers work

- Include a clear call-to-action (like "Call Now!")
- Include multiple contact methods (phone, email, website)
- Track using unique phone numbers
- Follow up fast when those calls come in

### Best-In-Class Tip

Hit them twice—mail plus digital retargeting. Double the touchpoints, double the results. 💪



## 4. Referrals and affiliate partnerships

When a trusted contact vouches for you, you're halfway to closing the deal. Most movers get 37% of their revenue from referrals—with realtors being the top partner.



### Become the referral king

- Build a list of potential affiliates
- Make it stupid-easy for partners to refer business
- Treat referrals like gold—route them to your best salespeople
- Show genuine appreciation (and return the favor)

### Best-In-Class Tip

Create a referral portal that connects to your CRM to track which affiliates bring you the most business.





“The market has slowed down, but our bookings continue to go up—with affiliates being our #1 source of business. We did a lot of business development early on to make that happen.”

Wade Swikle, CEO of 2 College Brothers

(Pssst, here's Wade's affiliate marketing playbook.)



## 5. Facebook ads

24% of profitable movers are crushing it on Facebook because the targeting on this platform is top notch. New job? Getting married? Just listed a house? These people need movers—and Facebook knows exactly who they are.



### Cash in on Facebook ads

- Target life events (new job, engagement, etc.)
- Build custom audiences
- Retarget warm leads
- Test different ad formats
- Focus on high-converting zip codes

### Best-In-Class Tip

Create a "moving soon" audience from people browsing real estate sites. Use lead forms to grab their info right on Facebook—no clicking away required.





## 6. Reviews and reputation

Here's a truth bomb: 95% of movers have decent ratings, but 82% have fewer than 500 reviews. When someone's trusting you with everything they own, they're picking the mover with 500 five-star reviews over the one with 50—even if both are great companies.

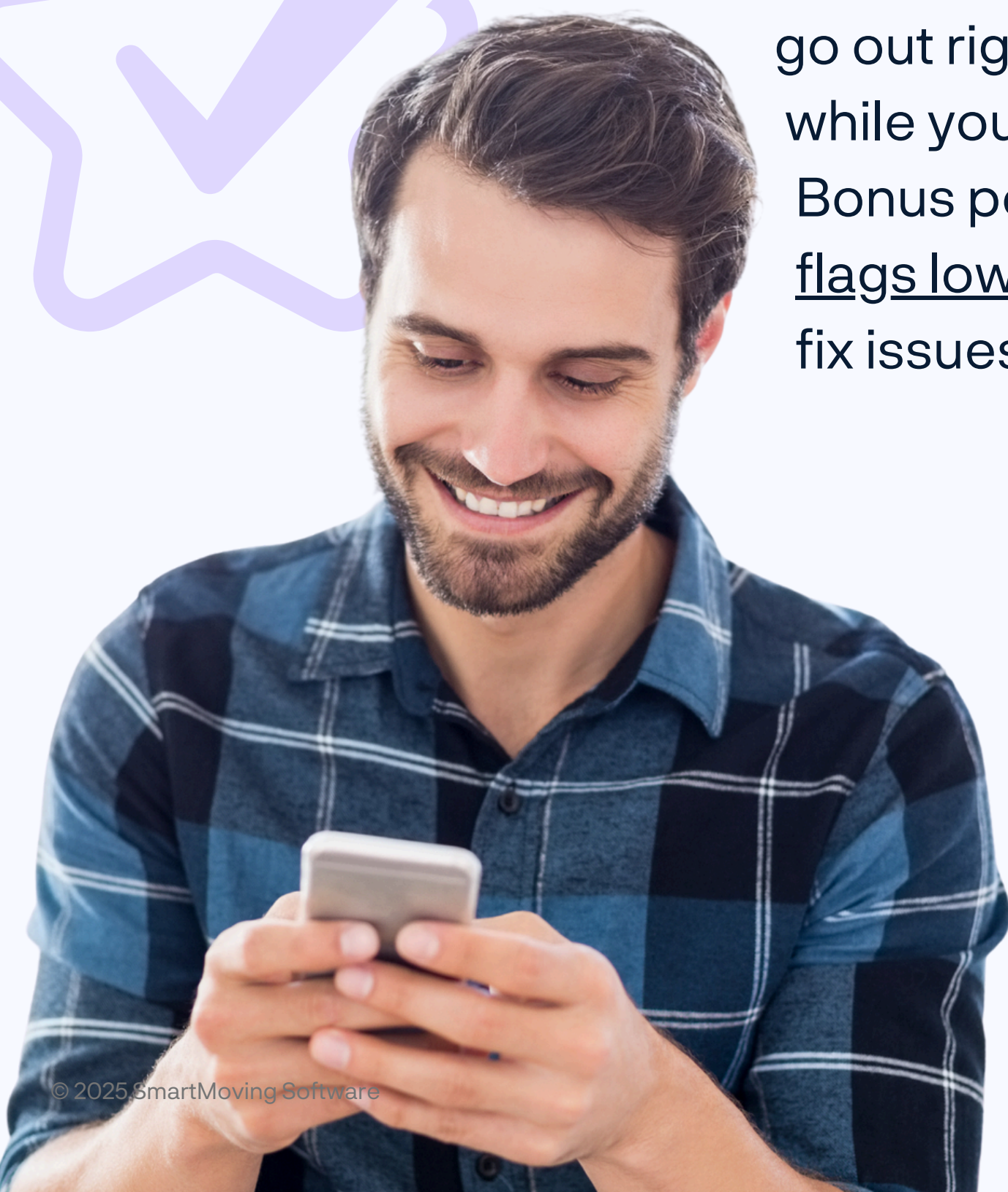


### Turn good work into great marketing

- Ask for reviews immediately
- Respond publicly to all reviews (positive and negative)
- Post those 5-star reviews everywhere
- Watch for trends in your review sentiment

### Best-In-Class Tip

Set up automated review requests that go out right after the move—while you're still their hero. Bonus points if your system flags low ratings so you can fix issues fast.



## 7. SEO

Want free leads while you sleep? That's moving company SEO. 70% of people pick their mover straight from Google Maps. And these leads convert at 14.6%—way better than the 1.7% you get from traditional marketing.

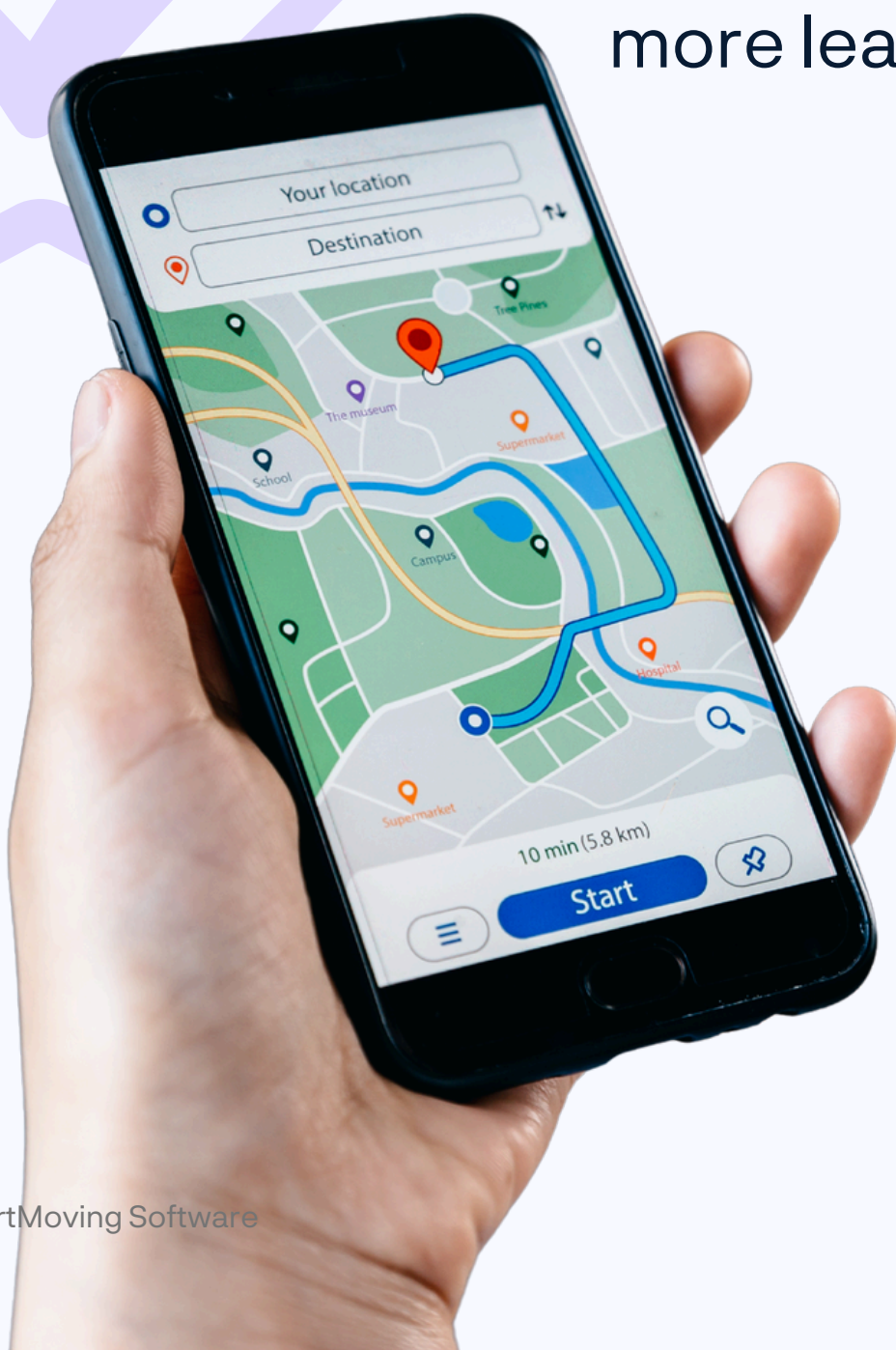


### Nail these SEO basics


- Set up and optimize your Google Business Profile (like, yesterday)
- Use free tools like Brightlocal to find keywords
- Build local landing pages
- Get more reviews (goal = at least 33% of jobs)
- Keep your NAP (Name, Address, Phone) consistent

### Best-In-Class Tip

Start with your Google Business Profile. It's free, takes 20 minutes, and brings in more leads than most paid ads. 🙌







“SEO’s a big investment, but if you do the work and put in the time, the returns are super high. Half of our business comes from Google now.”

Zane Ponsetti, Owner, Wildcat Movers



## 8. Moving lead providers

Buying leads can work—if you're quick. Our data shows leads that get a response within 5 minutes are 21x more likely to book. Wait an hour? Might as well not bother.



### Top providers to consider

- USA Home Listings
- MovingLeads.com
- MoveMatcher
- Equate Media
- Moving.com
- Movers.com
- moveBuddha
- IRELO
- HomeBulletin.net
- Moveit.ca (Canada only)
- Moving Shortly
- Unpakt
- QuoteRunner
- MoveAdvisor



**MOVE  
MATCHER**



### Best-In-Class Tip

Set up automated follow-ups so you never miss a lead. Use the 2+1 method: two calls, one text, all within 5 minutes.





## 9. Content marketing

Know what your local competitors aren't doing?  
Creating content that actually helps people move, like neighborhood guides, cost comparisons, and insider tips from moving experts.

This stuff brings in leads for years, not just during your next ad campaign.



### Create content that cuts through

- Create local moving guides that help vs. sell
- Answer real customer questions in your moving blog
- Mix up your formats (blog posts, videos, checklists)
- Make it easy to contact you from every piece of content

### Best-In-Class Tip

Create one killer city guide, then slice it into social posts, emails, and video tips. One piece of content, dozens of uses. 🎉





# 10. Video marketing

People trust what they see. That's why 84% of businesses say video helps them increase sales. 🎬 And you've got something most don't—a kick a\*\* crew doing impressive work every day.



## Try these video ideas

- Tutorials
- Behind-the-scenes
- Customer testimonials
- Get to know the team
- Blooper reels
- Industry hot takes

## Best-In-Class Tip

The best video marketing ideas start small. Think 60-seconds of your crew's best packing tips or moving hacks. These are easy, shareable, and show off your expertise without needing a bunch of editing or equipment.





# 11. Social media marketing

Think social media's just for sharing memes? Think again. In 2025, Instagram and Facebook are lead machines for media-savvy movers.

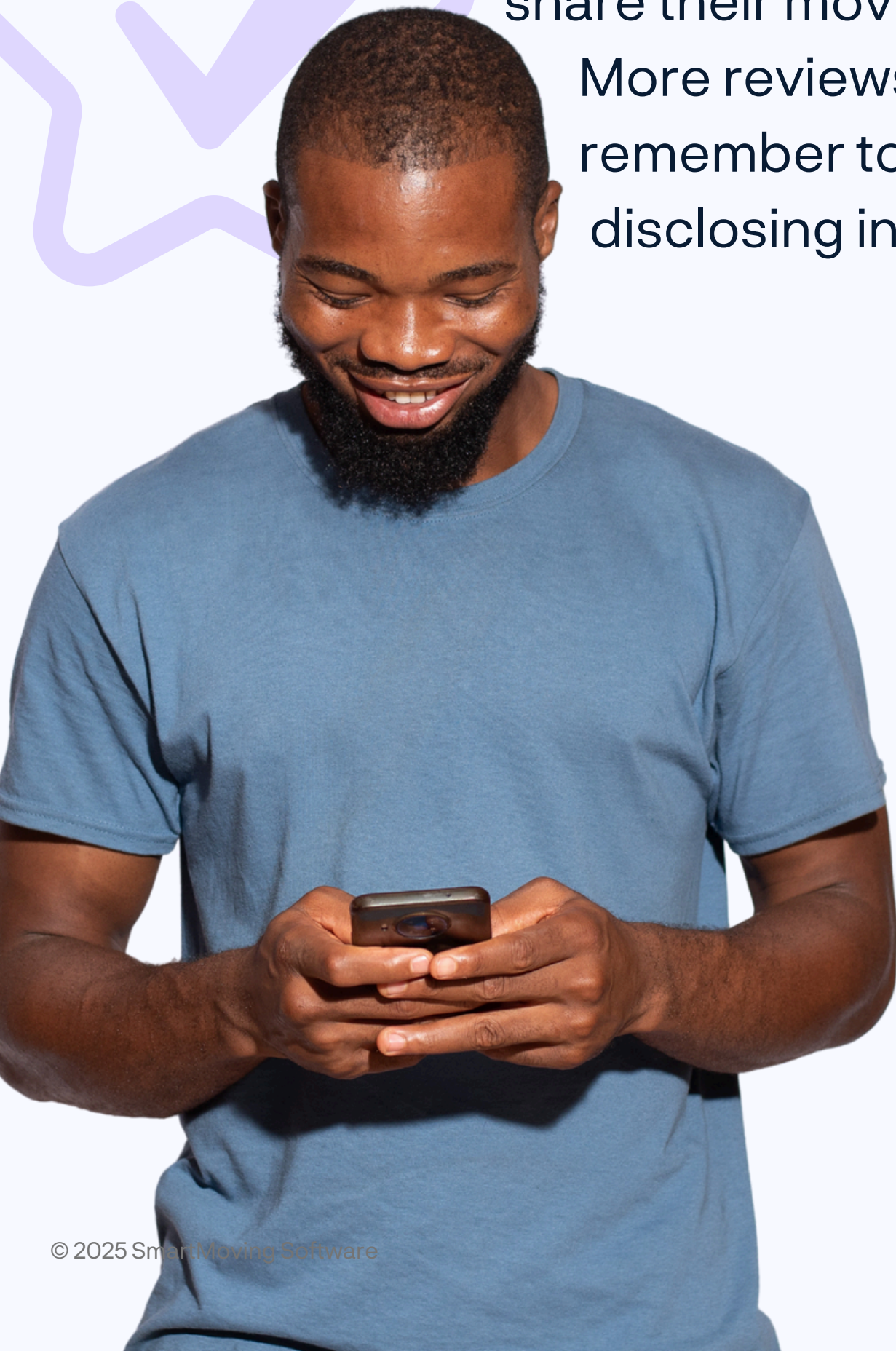


## Sharpen your social brand

- Post consistently (a calendar helps)
- Share happy customers in your social media posts
- Have a sense of humor (it shows you're human)
- Make it easy to book from your social profiles

## Best-In-Class Tip

Offer a small reward when customers share their move on social and tag you. More reviews, more leads—just remember to follow FTC rules about disclosing incentives.





“Our followers know we’re a moving company, so we stopped posting typical pictures of, like, a packed truck. Now we’re going for entertainment. That’s how we increase engagement and let our personality shine through.”

Chris Sweet, Owner, Swamp Rabbit Moving and Storage





## 12. Listing sites and home services apps

Home services platforms can deliver quality leads—if you manage them right. Top movers track ROI religiously and respond lightning-fast to new inquiries.



### Popular platforms include

- Angi
- Taskrabbit
- Thumbtack
- Jobber
- Billy.com
- Zimmberr
- Handy
- Honey Homes
- Bark
- ServiceMarket
- Urban Company (previously UrbanClap)
- Mr Right

### Best-In-Class Tips

- Test different platforms but watch your ROI 🧐
- Respond in under 5 minutes (faster = more bookings)
- Keep your profiles fresh and professional
- Show off your best reviews and photos





# 13. Community events

Want organic leads? Get involved locally. Building real relationships through community events shows you care—and it pays off.



## Make events count

- Show up where your ideal customers hang out
- Bring a tablet for on-the-spot booking
- Follow up within 24 hours
- Track which events drive business

## Best-In-Class Tip

Budget for 1-2 events per quarter and track ROI in your moving company CRM to see which ones actually bring in business.





# 14. Truck wraps

Your trucks are billboards on wheels. But most movers waste this space with boring logos and phone numbers no one remembers. Let's fix that.



## Upgrade your fleet branding


- Use bold designs in your moving company logo
- Add clear CTAs
- Park strategically
- Track how leads heard about you

## Best-In-Class Tip

Create a "prime parking" map. Tell drivers where to park during breaks. This turns your downtime into marketing time.





A man with a beard and short hair, wearing a blue polo shirt, is smiling at the camera. In the background, there is a sign for 'Central Coast Moving Co.' and some trees.

Austin Yarborough, owner of Central Coast Moving, turned his mobile storage containers into billboards around his community. It's one of the ways he grew revenue by 50% last year.





# 15. Community groups

Want to know where people actually ask for mover recommendations? Facebook groups. Neighborhood pages. Local parent forums. These are goldmines for leads—if you play it smart.

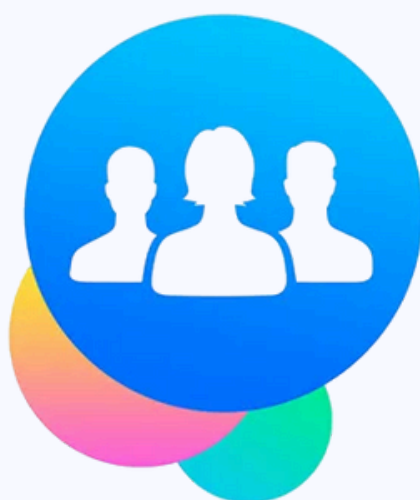


## Chime in at the right time

- Watch for moving talks
- Share helpful tips (not just sales pitches)
- Build real relationships
- Track what works

## Best-In-Class Tip

Set alerts for keywords like "moving" and "relocating." Help first, sell second—that's how you build trust for the long haul.





# Get more leads, grow your profits

Here's the thing about leads: they're worthless if you can't convert them.

With moving company software like SmartMoving, launching a high-converting sales process is as easy as flipping a switch. You'll get...

- Instant lead routing
- Automatic follow-ups
- Moving mastery sales scripts
- Real-time sales dashboards
- Goal tracking by sales rep

The best part? Everything is tracked, so there are zero blind spots. Easily report on...

- Lead sources
- Cost per lead
- Marketing ROI
- Lost opportunities
- Bad leads

Ready to turn those leads into profit? Book a demo and we'll show you how SmartMoving helps thousands of movers make more money.

[Book a product tour](#)

