



5 Market Disruptors for the Home Service Industry

A VitalStorm eBook by Daniel Estevas



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FIRST EDITION

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Market Disruptor: (n)

An interruption in the value chain for an industry, making it necessary to shift the market strategy or risk obsolescence.

Every day, there seems to be something new that's "disrupting" the industry. Sometimes we wish we could just freeze time and keep doing the same thing, but we can't afford to and neither can you.

While we didn't ask for podcasts, mobile apps, voice search, VR, 5G, and IoT to come along, we have to be prepared for them anyway.

The fact of the matter is that the world isn't slowing down. If you want your business to stick around, you must embrace change.

Don't wait until the eleventh hour to start thinking about these market disruptors. What's your plan right now?

Google Local Services Ads

What Are Local Services Ads (LSAs)?

One of the biggest game changers for the home service industry is [Google Local Services Ads](#) (previously known as Google Home Service Ads).

When people are looking for a local service in your area, they will see a Local Services ad at the very top of the Google search results. They appear above everything else, followed by regular PPC ads, map results, and the organic listings. The leads come in as phone calls and messages via the Local Services ads by Google mobile app.

The screenshot shows a Google search for "dallas electrician". At the top, there are three Local Services Ad cards, each with a 4.8-star rating and a "GOOGLE GUARANTEED" badge. Below these are two sponsored text ads. The first ad is for "Dallas's Best Electrician | \$55 Off All Electrical Work" with a link to www.ticelectrical.com and a phone number (972) 393-0791. The second ad is for "Dallas Electrician | Save \$59 on Any Repair Service" with a link to services.electricmaninc.com/Dallas-TX/Electrician and a phone number (972) 460-8807. The ads also mention "Serves Dallas" and "Open 24/7".

Mr Electric of Dallas	ElectricMan Inc	Milestone Electric
4.8 ★★★★★ · See reviews	4.8 ★★★★★ · See reviews	4.8 ★★★★★ · See reviews
GOOGLE GUARANTEED	GOOGLE GUARANTEED	GOOGLE GUARANTEED
Serves Dallas	Serves Dallas	Serves Dallas
(469) 472-0299	(972) 460-8807	(469) 210-6099
Open 24/7	Open 24/7	Open 24/7

→ More electricians in Dallas

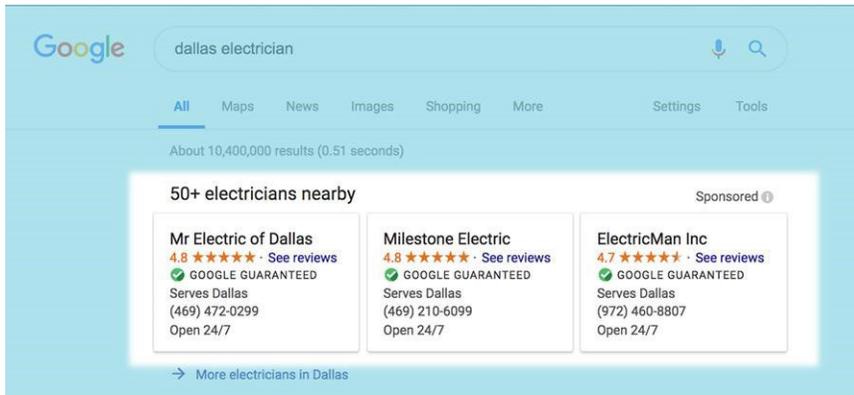
Dallas's Best Electrician | \$55 Off All Electrical Work
www.ticelectrical.com/ (972) 393-0791
BBB A+ - Same Day Service For All Troubleshooting, Repairs, & Installations

Dallas Electrician | Save \$59 on Any Repair Service
services.electricmaninc.com/Dallas-TX/Electrician
Honest Prices, Award-Winning Service, Fully Licensed & Insured Team. Call Today! Family Owned. 30+ Years of Experience. Affordable Prices. Financing Options. Available 24/7. Satisfaction Guaranteed.
ElectricMan · Reviews · \$59 Off Any Repair · Why Us? · FAQs · Request Service

You can reply to messages, track bookings, and manage all your leads anytime online and through the Local Services ads by Google mobile app. Google is the middleman and you deal with them directly.

Three listings will appear from local service companies, with attached reviews (from Google, Yelp, Home Advisor, and more), phone numbers, and callout extensions, similar to what you'd see in a traditional Pay-Per-Click (PPC) ad.

Anatomy of a Google Local Services Ad



When you click on one of the contractors in the Google Local Services results, the next screen shows that contractor’s “profile” — additional information on their chosen contractor, aggregated reviews, as well as a link to all the other participating contractors in the program.

Mr Electric of Dallas
4.8 ★★★★★ (103)
GOOGLE GUARANTEED
Dallas
(469) 472-0299

Mr. Electric
a neighborhood company

4 PHOTOS

GOOGLE GUARANTEED
Get the job done right or Google pays you back. [Learn more](#) | [Terms & policies](#)

This service provider has passed Google's electrician screening and qualification process. [Learn more](#)

OVERVIEW

- Install electric car charger, Install fan, Install ground wire, Install light fixtures, Install outdoor lighting, Install outlets or switches, Relocate outlets or switches, ... [More](#)
- Serves Dallas and nearby areas [See all](#)
- Open 24/7 -
- Passed background check for business and service professionals. Insured. [Learn more](#)
- TX State Electrical Contractor License 30289. [Learn more](#)

BUSINESS BIO

- BBB Accredited A+ rated
- Smart home electrician
- Locally-owned & operated
- 24/7 emergency service
- Free in-home estimate

LSA Eligibility

Am I Eligible?

- Sign up for a Google account or sign in to an existing one
- Create your ad and Local Services profile
- Upload your license and insurance details
- Get verified and background checked



**GOOGLE
GUARANTEED**

Professionals that are licensed,
pre-screened, and insured.

You automatically apply for the Google Guarantee when you sign up for Local Services ads. To earn your badge and get your ad in the Local Services ads unit, you must pass the Pinkerton background check and have your license and insurance details verified.

At this time, Google LSAs are only available for certain service categories and areas:

- Air Duct Cleaner
- Appliance Repair Service
- Auto Glass Service
- Auto Service Technician
- Carpet Cleaner
- Electrician
- Event Planner
- Handyman
- HVAC Pro
- Home Improvement Pro
- House Cleaner
- Junk Removal Provider
- Lawn Care Provider
- Locksmith
- Mover
- Painter
- Pest Control Technician
- Pet Care Provider
- Pet Groomer
- Photographer
- Plumber
- Roadside Assistance Service
- Roofer
- Tree Service Provider
- Tutor
- Upholstery Cleaner
- Water Damage Service Provider
- Window Cleaner
- Window Service Provider

In the application, however, there is an “Other” option where you can enter your business category.

LSAs are currently available in these cities:

- Phoenix, AZ
- Los Angeles, CA
- Riverside, CA
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- San Jose, CA
- Miami, FL
- Atlanta, GA
- Chicago, IL
- Boston, MA
- Detroit, MI
- New York, NY
- Philadelphia, PA
- Dallas, TX
- Seattle, WA
- Washington, D.C.

Why You Should Consider Google LSAs

- Show up at the very top of Google.
- Track calls and job bookings online.
- Build trust with the Google Guarantee badge.
- Connect with customers most likely to book.
- Use mobile app to communicate directly with customers.
- Only pay if customers call or message you.

You get priority placement of ads, a relatively low cost per lead, and the absence of additional costs or obligations to join. That should make it an easy decision, but there is some information that is left out.

Google Local Services Ads vs. Regular Google AdWords (Pay-Per-Click)

Although Local Services Ads is a paid search platform, it's different from Pay-Per-Click (PPC) advertising in several ways:

- Local Services ads do not allow you to select or bid on keywords.
- Local Services ads do not display ad text or images created by you or a third-party.
- Local Services ads are ranked based on an algorithm involving Google Reviews and location.
- Local Services ads are paid per lead, not per click.
- Local Services ads have in-platform call monitoring and lead tracking.

Are People Clicking on Local Services Ads?

- Local Services ads by Google receive 13.8% of local Search Engine Results Page (SERP) clicks.
- Organic results receive the most clicks of all SERP types, though they see a drop off when LSAs are present.
- Organic position 1 receives the highest number of standard SERP clicks.
- Review ratings are the biggest driver of clicks in local SERPs.

Source: [BrightLocal](#)

Costs and Payment

You only pay when you receive a lead through the Google Local Services platform. The costs may vary depending on the type of lead you receive, your location, and job type. Each lead will count toward your budget.

1. Set a weekly budget (based on how many leads you want to receive).
2. Never exceed your monthly maximum budget. While your ad spend may exceed the weekly budget, it will never go over the monthly maximum budget you set, which is your weekly budget multiplied by the average number of weeks in a month. If you get leads that exceed your monthly max, they will be credited back to you.
3. If one of your leads is not a true lead, you can dispute it with Google and potentially get it credited back to you.
4. You can see your payment and charge history in the “Billing” menu of your leads inbox.
[Learn more about budgets.](#)

The cost per lead on Google Local Services ads can be anywhere from \$5 to \$150 depending on the vertical and market.

Average Cost Per Lead for Common Verticals

Pest Control – \$37

Roofing – \$35

Window Repair – \$35

HVAC – \$26

Plumber – \$24

Electrician – \$17

Garage Door – \$19

Locksmith – \$11

Carpet Cleaning – \$21

House Cleaning – \$19

These numbers may vary since Google is always changing the costs, but you can keep track of the average cost per lead for each vertical in the [Google Data Studio](#). Usually, everyone in the same market is charged the same amount for a lead.

Google Local Services Ads with VitalStorm

Getting started on Local Services ads can be intimidating. So, as a service to our clients, our paid search team will help you set everything up, including geotargeting and call tracking.

Through a third party, Google performs a background check on your company owners and field technicians to qualify your business as a “Google Guaranteed” brand. This badge lets online consumers know that you are a trusted home service pro.

Unlike PPC campaigns, the Local Services platform isn’t something that can be managed through bidding strategies, since your placement is determined by an algorithm involving the number of Google Reviews, your star rating, and your location.

The best thing we can do to ensure your Local Services ads are displayed in the locations you want, and for the services you offer, is to make sure satisfied customers are leaving you lots of 5-star reviews.

Here is the help we offer when you decide to enroll in Google Local Services Ads through VitalStorm:

- We setup your Local Services ads account for you, determining geotargeting and services.
- We track calls that come in through the ads, marking whether the call is “complete” or “booked.”
- We research the jobs that are requested and booked by online consumers to improve the PPC campaigns we’re running for you simultaneously.

We specialize in marketing for home services. We understand the direct response nature of the home service industry. When you sign up with us, you’ll initiate the process of enrolling and benefiting from Google Local Services ads and PPC management through Google AdWords and Bing Ads.

Running both at the same time makes it even more likely for online consumers to engage with your brand, resulting in the conversion of more leads.

Beyond that though, running Local Services ads and PPC ads at the same time also gives our team that much more insight. Here's how:

- When our Lead Qualifying team combs through your Local Services ads platform, they listen to recorded calls and mark converted calls as “booked.”
- The Lead Qualifying team labels “booked” calls with the service that the online consumer requested.
- Using this information, our Paid Search team cross references these services with the ads they're running for you through Google AdWords or Bing Ads. This insight provides the team with new keyword ideas for your PPC ads, making them align more with what online consumers are looking for.

Amazon Home Services

Amazon launched its new Home Services operation in early 2015 to help its customers find home repair and maintenance professionals.

How to Order a Home Service Through Amazon

There are three simple steps:

1. Select the service.
2. Schedule the service.
3. Place your order.

There are 2 ways to place an order:

- You can schedule a service right from the Amazon Home Services website at amazon.com/services.
- Or, you can [bundle a service with a product](#). In this scenario, you'll select the service that you need with the product. For instance, if you are buying a new kitchen sink faucet, Amazon will give you the option of scheduling a professional installation.



Kohler K-R562-SD-VS Pull-down Kitchen Sink Faucet with Soap/Lotion Dispenser, Vibrant Stainless

by Kohler
★★★★☆ 46 customer reviews
| 36 answered questions

Price: **\$153.20** ✓prime

Coupon
Save an extra \$3.52 when you apply this coupon.
[Details](#)

Get \$70 off instantly: Pay \$83.20 upon approval for the Amazon Prime Rewards Visa Card.

Installation options: **Get expert installation** [Details](#)

Without expert installation

Expert installation
+\$214.68 per unit

- Removing old faucet and drain stopper
- Installing customer-supplied faucet, handles, and drain stopper
- Reattaching supply lines
- Service is intended for indoor faucets only

[See less](#)

Share

Buy New
\$153.20

✓prime

FREE Delivery by **Friday Details**

Only 1 left in stock (more on the way).

Ships from and sold by Amazon.com. Gift-wrap available.

Qty: 1

Add a Protection Plan:

- SquareTrade 3-Year Home Improvement Extended Protection Plan (\$150-174.99) for \$10.54
- 2-Year Protection for \$5.02

Add to Cart

Buy Now

When a product includes expert services, there is a button on the product page with the best estimate for the relevant service.

You can add the product and the service at the same time. In the checkout, you will be asked when you would like your pro to arrive, which you can always reschedule later.

Your zip code will determine which services are available to you.

Amazon Home Services vs. Google Local Services Ads

- Amazon sets the price of service in many cases and takes a 15-20% cut for the cost of generating leads and doing business on Amazon.
- Amazon guarantees satisfaction for the services provided with participating service professionals and their “Happiness Guarantee.”
- This guarantee ensures that if a customer is dissatisfied with service, the job will be rectified or a full refund will be provided. They also offer price matching within 14 days.

Amazon Home Services Pricing

Pre-Packaged Services

These are services with a defined scope which allow customers to purchase based on price estimates (ex: TV wall mounting, bed assembly, treadmill assembly, move-in or move-out house cleaning).

20% for the portion up to \$1,000

15% for the portion greater than \$1,000

Recurring Services

Services purchased as a subscription plan for recurring appointments are 15%.

NOTE: Amazon takes a big cut! They used to charge 10% commission on all service jobs, but now it is 20% for most jobs, 15% for recurring services and jobs over \$1,000.

The more Amazon takes, the more you need to raise your prices to reflect that. You don't want to end up losing money on Amazon.

Tip: This is a nice trick to know in general. You can normally find cheaper prices for goods and services on Amazon by searching elsewhere. Amazon takes a pretty significant commission from everything they sell on their platform.

How Amazon Home and Business Services Works

- You need the Amazon seller services app on your phone.
- You get an alert. You can accept it or not.
- You arrive at the job and clock in. When you are done, you clock back out.
- Like Google LSAs, you need a smartphone to use Amazon Home Services.
- Amazon usually processes payments on Fridays, so you probably won't get paid until the following Monday.

Even if the customer disputes the transaction, Amazon will pay you regardless. You don't have to worry about getting cheated by the customer; however, Amazon will not reimburse you for canceled appointments. They expect you to show up at the job site even if the customer hasn't picked up their phone. If they are not home, you are stuck with the short end of the stick. Amazon will not reimburse you for the time and gas it took to show up to a canceled appointment.

Amazon is currently working on a Home Services subscription service so you can get service appointments on a regular schedule.

Is Amazon Home Services Connected to Alexa?

Yes! Amazon has a lot of power and can be a big disruptive force in the home service industry.

They act as the middleman between customers and service providers and take care of all customer interactions — the “Uber of home services.”

Still, there has been a lot of complaints on both sides. They will need to refine their process, but once they do, we might all be scheduling local services through Alexa, our personal assistant.

Voice Search

There is an often-quoted statistic among search marketers that 50% of all searches will be conducted by voice by 2020. Often attributed to ComScore, the prediction was in fact made by then chief scientist at Baidu (China's biggest search engine), Andrew Ng, in an [interview with Fast Company](#).

While Ng was referring to Baidu and China when he made his prediction, it seems that voice search is getting more popular across the globe. Don't get left behind!

What Is a Voice Assistant?

The four biggest companies in the world (measured by market capitalization) are harnessing the power of speech processing and machine learning to provide users with a personal helper that lives with them at all times. Personal assistants now come preinstalled in computers, phones, tablets, cars, TVs, and other internet-connected devices.

You can also purchase a dedicated "smart speaker" (e.g., Amazon Echo, Apple HomePod, and Google Home), which have grown rapidly over the past couple of years.

Popular Voice Assistants:

- Alexa (Amazon)
- Google Assistant
- Siri (Apple)
- Cortana (Windows)

Voice Search Statistics:

- Today, 1 in 4 (24% in Q2 2018) U.S. households have access to a smart speaker and 40% of those households own multiple speakers ([Nielsen](#)).
- By 2020, 30% of web browsing sessions will be done without a screen ([Gartner](#)).
- 58% of consumers have used voice search to find local business information within the last year ([BrightLocal](#)).
- Google Assistant is available on more than 500 million devices and it works with [over 5,000 connected home devices](#) ([Google](#)).
- The average keyword length on desktop is 1-3 while voice queries are around 9 ([Neil Patel](#)).

Can You Pay to Advertise on Voice Assistants?

You CANNOT buy into voice search at the moment. Currently, there are very limited marketing opportunities.

Obviously, if you are playing Spotify or a podcast, you will hear your usual audio advertisements.

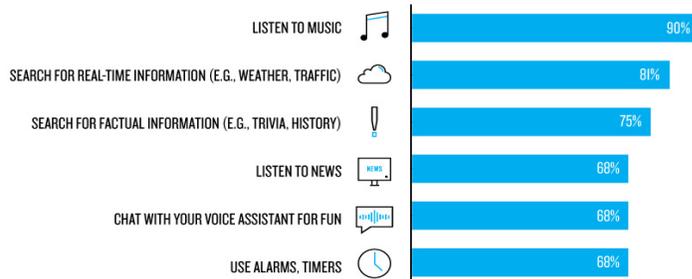
Google, Apple, Amazon, and Windows are focusing on the user experience for now. As more and more users start using voice search, advertisement opportunities will likely follow.

Smart Speaker Common Uses

Voice searches are around 30 times more likely to be action queries than typed searches, according to Google ([SEM Post](#)). “Play this song” is a common voice command and example of an action-based query.

SMART SPEAKER COMMON USES

By Users During a Typical Week



Source: Nielsen MediaTech Trender, Q2 Survey.
Copyright © 2018 The Nielsen Company (US), LLC. All Rights Reserved.

As you can see, most people use voice assistants for playing music, making calls, setting timers, checking the weather, and monitoring sports and the news. It doesn't seem like there is currently much opportunity for brand growth.

But things are changing. Voice search plays a major part in the transition into a screenless internet. Start thinking about your business, website, ads, call center, and customer experience. Are they as good as they can be?

How Are Voice Searches Different from Traditional Searches?

We are still seeing this space evolve, and in all honesty, we have relatively limited data. But, we can extrapolate from the information we do have.

1. Longer search queries

As mentioned before, the average keyword on desktop is 1-3 words long, while a spoken query is around 9 words.

Voice searches are different from typed searches. When people are speaking, they use longer tail keywords, whole sentences such as “Where is the best place to develop film in Greenwich Village?” as opposed to something like “develop film Greenwich Village.”

When optimizing your content for voice search, focus on long-tail keywords.

2. More questions

Who, what, when, where, and how.

Most people are using voice search for narrow, repeatable queries, such as “Play ‘Thank You, Next’” or “What’s the weather today?” But around 25% of people using voice search are using it with some form of purchase intent behind it, such as “food near me” or a question about a product or service.

As voice search gets more and more advanced, we expect more people will start using it for online ordering and much more.

This may be a time to start rethinking your [keyword strategy](#).

3. More local

Voice searches are 3 times more likely to be local than text searches ([Search Engine Watch](#)).

4. More competitive and expensive

With voice search, it’s pretty much “winner takes all.” Often there is only one response that is returned by the voice assistant.

Continue reading to learn how to improve your chances of appearing in voice search results.

How to Market for Voice Search

1. Have a mobile-friendly website

If you don’t have a [responsive, mobile-friendly website](#), you’re already behind. Start there.

2. Expand search campaigns to include broad match keywords

People will be asking questions and statements in a variety of ways and you want to appear for all of them. [Broad match](#) is a keyword setting that causes your ad to appear for that keyword or some variation of it, such as misspellings and synonyms. Learn more about [Smart Bidding](#).

3. Get listed in local properties like Google My Business and Yelp

People will bypass your website completely and want to call the business straight from the search results. Local business aggregators can help you show up in voice search. It's important to make sure your name, address, and phone number (NAP) is correct and consistent across the internet to make it easy for voice search devices to find and pass on to customers. Learn how to use [location extensions](#) in your ads.

4. Create FAQ style content and shoot for featured snippets

Start answering relevant questions on your website. Create simple, easy-to-read content. One of the main sources of voice search results is featured snippets, AKA "Position 0." If you're familiar with voice search, you know that smart assistants often read you the answer to a question from a featured snippet.

[Featured snippets](#) are hard to rank for, but due to voice search they are now more valuable (and competitive) than ever.

5. Target long-tail keywords

People speak queries much longer than they type them. Longer tail keywords are also less competitive. Start creating content targeted toward conversational questions, such as "Should I replace my AC and furnace at the same time?" instead of "replace AC."

6. Include short answers within your content

Pages with over 2,200 words perform better than pages with fewer words. Within the long-form content, you want to have many quick and short answers to likely questions. This way, Google has more to pull from when providing answers to search queries.

7. Make sure your website is compatible with https framework

[HTTPS](#) (Hypertext Transfer Protocol Secure) provides additional security by encrypting secure information. Google uses [HTTPS as a ranking signal](#).

8. Make sure your website loads fast

You want to aim for a site that loads faster than 3 seconds. If your site loads slower than that, over half of your visitors will leave and you probably won't get any traffic from voice search.

[Test your website speed.](#)

If you're not happy with what you see, learn how to make your [website](#) and [mobile pages](#) lightning fast.

9. Build an authoritative domain

Trusted, authoritative sites get the most traffic from voice. But you're not going to become Forbes or Martha Stewart overnight.

Here are the things you need to start growing to become an authority in your industry:

- Links on High-Traffic Sites
- Great Content
- Social Shares
- Good User Experience

Learn more about [content marketing strategy](#).

10. Use schema markup

Structure your existing and future content with [schema markup](#), which is a way to categorize website content so voice search engines can extract the information better from your website.

New Marketing Opportunities

Since users don't have to read or write to submit a query, voice search opens up opportunities to reach new audiences, such as the young, illiterate, blind, and elderly users. By partnering with an internet marketing company, you can start positioning your local service company for success in 2019 and beyond. Voice search is here to stay. Are you ready?

5G Network

You've heard of self-driving vehicles, virtual reality, and the Internet of Things (IoT), but have you ever thought about how our current wireless network can handle all of the devices and demand? Well, 4G just won't do.

Enter 5G, the fifth generation of cellular communications to meet our business and consumer demands. It's the high-speed wireless network that will succeed 4G in the coming years, just as 4G supplanted 3G.

What Is 5G?

5G is the next generation of mobile communications, designed to be much faster than current 4G LTE technology. In the future, all of your cellular devices will use 5G... that is, until [6G](#) comes along.

In some ways, the jump to 5G is pretty boring. It's basically just a faster internet connection, similar to the change from 3G to 4G, but it's the implications that get interesting.

It's not just speeding up smartphones and wireless internet connections — the 5G network is powerful enough to run a hyper-connected, low-latency world, including autonomous cars, drones, smart homes, virtual reality, city infrastructure, and the Internet of Things (IoT).

Going from 10-40 milliseconds to 1 millisecond latency is the difference between a jumpy experience to a perception of immediacy. This is important for video conversations, smart cars, VR, and other synchronized realities.

At the consumer level, all of your devices and smart products will respond in milliseconds, faster than a blink of the eye. No more glitchy Skype or FaceTime videos.

5G Statistics

- 5G is up to 100 times faster than 4G.
- 4G can download a 2-hour film in 6 minutes, 5G can download it in just 3.5 seconds.
- Response times are much faster, laying the infrastructure for smart cars, VR, and IoT.
- 4G has an average latency of .045 milliseconds.
- 5G has an average latency of .001 milliseconds, about 440 times faster than a blink of the eye.

5G Benefits

5G promises superior speeds and reduced latency compared to the 4G network. While actual performances vary based on many factors, you can expect:

- Superfast internet speeds (10-20 times faster than 4G)
- More reliability (10 times fewer outages)
- Reduced latency (as low as .001 milliseconds compared with .045 milliseconds with 4G)

The faster connection and low latency is almost instantaneous with 5G technology. This opens up a whole new world of “smart” applications.

How Does 5G Work?

Although it was created years ago, it's estimated that even by 2025, 5G will lag behind both 4G and 3G in terms of global connections (GSMA Intelligence).

While 3G and 4G were fairly easy to roll out since they were able to use existing frequencies on the country's radio spectrum, for 5G to work, it needs to use a frequency with a much bigger bandwidth, requiring brand-new infrastructure.

The cell towers that 4G uses are designed to reach a broad area, about 70 kilometers. 5G can transmit data at much higher speeds, but its coverage is only 300 meters or so. That means many more nodes need to be installed. There will need to be thousands of 5G network nodes to cover just a small area — a complex and costly undertaking.

While the hardware may be expensive to install, the software is written in a way to save money and energy.

You'll start noticing 5G popping up in a lot of cities this year (if you haven't already), but it will take a while before 5G reaches the suburbs and rural areas. When 5G does get established, the wireless network will replace the current system of phone lines and cables.

How Fast Is 5G?

At its theoretical maximum, 5G is 100 times faster than 4G. That's when you compare the maximum download speed of 100 megabits per second (Mbps) for 4G with 10 gigabits per second (Gbps) for 5G. In reality, however, 5G is more like 10-20 times faster than 4G. That's because in most cases you'll plateau around 50 Mbps for 4G and less than 900 Mbps for 5G.

On Verizon's 5G [FAQ page](#), they claim their 5G internet is up to 20 times faster than 4G LTE speeds. You should expect internet speeds of around 300-900 Mbps. This speed increase is similar to the jump from 3G to 4G. If you remember, 4G took us from around 5-12 Mbps to speeds approaching 50 Mbps.

How Much Time Will You Save with 5G Internet?



GAMING

7 HOURS



5G will save the average gamer almost 7 hours on large game downloads.

MUSIC

3 HOURS



5G will save the average listener over 3 hours when downloading a Spotify library (up to 10,000 songs).

SOCIAL MEDIA

2 MINUTES 20 SECONDS



The average user will save almost 2-and-a-half minutes a day on social media with 5G.

4 DAYS



5G will save social media users almost 4 days over their lifetime.

MOVIES

7 MINUTES



The average user will save up to 7 minutes every time they download an HD movie with 5G.

TOTAL

23 HOURS



The average 5G internet user will save almost one full day per month from faster streaming and downloads on movies, TV, music, gaming, and social media.

When Can We Start Using 5G?

Currently, 5G is still under development, but it's already moved into early commercialization. [Verizon](#) just launched their 5G home internet service in the fall. Right now, it's only available to limited areas of Sacramento, Los Angeles, Houston, and Indianapolis.

[AT&T](#) (currently taking heat for updating phones with a fake 5G icon) and [Sprint](#) (together with [T-Mobile](#)) aren't far behind. Meanwhile, Samsung just finished showing off their 5G smartphone prototype at CES 2019 in Las Vegas. They will be releasing the first 5G smartphones in the first half of 2019.

We'll hear more about 5G as governments and corporations make progress building the infrastructure necessary to power the network. 2019 will be a big year for 5G installation and deployment.

Internet of Things (IoT)

- There are over 8.4 billion “things” on this planet, from security cameras and cars to appliances and wearable tech.
- By 2020, some 20.4 billion devices are forecast to connect to the internet, and by 2025 that number could swell to 55 billion ([Verizon](#)).

5G is set up to become the constructive tissue for the Internet of Things (IoT), an industry that’s set to grow threefold by 2025, linking and controlling not just robots, but medical devices, industrial equipment, and agricultural equipment. Due to 5G’s ability to connect instantly, more and more IoT devices will be developed and sold.

The “smart home” is a good example — integrating things in the home like door locks, security systems, video, energy management, thermostat control, and more. The home is getting much more connected and technological.

IoT expansion is inevitable. Do you have a plan?

Marketing Opportunities

IoT is pushing more and more of the purchasing journey into the digital realm, providing new marketing opportunities, such as contextual commerce. IoT devices provide marketers with more data and understanding of its users, as well as the ability to connect with them through a variety of smart devices.

And don’t forget about virtual reality (VR). VR devices will become much better with the introduction of 5G. It’s conceivable to have augmented and personalized advertising in the next 5 years.

IoT Implications for Your Business

The advancement of cellular technology like 5G will only accelerate the transition to a more connected and automated world. Smart homes are already a thing, but they require faster connections and less lag time.

Smart appliances like HVAC systems and water heaters are already on the market. Many of them have environmental sensors that alert the owner to upcoming maintenance and repair needs.

What's stopping appliances from automatically connecting to platforms and smart speakers, such as Google, Facebook, Windows, and Amazon? Absolutely nothing.

There's a huge potential for companies like Google, Facebook, Amazon, Angie's List, Home Depot, HomeAdvisor and others to partner with manufacturers of smart products (or manufacture the products themselves) and connect their platform (Google Local Service Ads, Amazon Home Services, etc.). You could be cut out.

There are already HVAC systems and other appliances that can connect to [smart speakers](#) and alert the owner to the need for maintenance or repair. 5G is speeding up the technological shift to a "smart," software-defined world. This opens up a whole new sales channel if the machines themselves are now connected to the internet.

Learn more about IoT and how it might impact your local service business by [contacting VitalStorm](#) for your **FREE marketing consultation**.

Take Action

Navigate impending disruptions in the home service industry with ease by contacting VitalStorm. We'll help you understand and leverage new lead generation sources with confidence.

Whether it's Google Local Services Ads, Amazon Home Services, Voice Search, IoT, 5G, or any other market disruptor, VitalStorm has you covered. Your digital footprint starts here.

Schedule your FREE [website](#), [PPC](#), [SEO](#), [call center training](#), and [general online marketing](#) consultation.

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