



Kyber Courses: What The Angie's List Rebrand Means For Contractors

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Forked River, New Jersey based Kyber Courses recently published an article that seeks to explain what the recent Angie's List rebrand means for contractors. Kyber Courses teaches business owners proven growth strategies to transform and grow their businesses, all at their own pace.

More information about the company can be found here: <https://www.kybercourses.com/>.

Jay Miller of Kyber Courses says, "Historically, contractors have used lead generator services like Angie's List, in addition to other services like HomeAdvisor, NextDoor and Buzz, to find potential customers and market their businesses. But the truth is that these platforms don't quite have the contractor or the customer's best interest in mind, which is why you will find that these companies charge hefty fees for inferior service. However, in 2021, Angie's List went through a rebrand. Now they are known as just Angi. If you have been wondering what this means to you, we are here to help out."

Previously known as Angie's List, Angi is an online marketplace where businesses and contracting services for home improvement can create a listing and advertise their services to local customers. According to their Terms of Use version 3.0 (effective March 17, 2021), "Angie's List, Inc. d/b/a Angi (Angi) helps consumers research, hire, rate and review a variety of service contractors and health related professionals (collectively, "Service Providers")."

After bringing on a new CEO in early 2021, the company has made some major moves. Angie's List is now just Angi, the corporate name Angi Homeservices has dropped the "Homeservices" and is just Angi and HomeAdvisor is now "HomeAdvisor, powered by Angi." While they have undergone an extensive rebrand, the truth is that nothing has really changed for its community of contractors. The main focus of the rebrand seems to be focused on moving away from the idea that they are a list (when they actually provide more varied services) and cater to a younger generation by updating their look and accessibility.

Angi was once an excellent resource for up-and-coming businesses as well as those struggling to get referrals. Over the years, however, they locked their major selling point, lead acquisition, behind a paywall, making it harder for new businesses to gain a foothold. The company also created additional hoops for SMBs or contractors to jump through just to get noticed. Listings can advertise with Angi, but they have to pay a monthly fee for the service. None of these practices have changed with their rebrand, so while the site is still quite useful for acquiring leads, it has also become a competitive and expensive marketplace. Read more here: <https://www.kybercourses.com/post/what-angie-s-list-rebrand-means-for-contractors>.

What all of this means for contractors is that getting back on Angi is not recommended. The company charges exorbitant prices simply for accessing leads or getting a business' name listed on their main site. When everything is factored in, advertising or marketing on Angi is too costly for many businesses.

Kyber Courses believes that while Angi remains dedicated to providing the same services they always have, the cost per acquisition is not worth it. According to Kyber Courses, the cost is actually higher when calculating the annual fee, potential advertising costs (which can be hard to estimate), the time it takes to build up to offering advertising or deals and the cost to pay for the lead.

Instead, Kyber Courses recommends that business owners should be investing their money in Facebook ads or Google ads, which gives the owner more control over how they want to spend their money. Facebook ads and Google ads might cost \$44-\$80 per acquisition, but this is usually getting the business actual sales or sales qualified leads, as opposed to strictly leads (which is all Angi usually accomplishes).

Those interested in enlisting the assistance of Kyber Courses or who simply want to learn more about their methods should visit the Kyber Courses website. Jay Miller can also be reached via email or phone.

Kyber Courses maintains a social media presence and can be found on Facebook at the following link:
<https://www.facebook.com/kyberdigital>.

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Kyber Courses

Most got burned by inexperienced freelancers trying to escape the 9-5 and run an at-home agency.

Kyber Courses was founded to prevent that from continuing to happen.

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