

Lead Gen & Conversion Trends for 2026

SOCIUS EverConnect™  Hatch



Customer contact platform enabling you to scale 1:1 conversion-driving conversations across the customer journey.

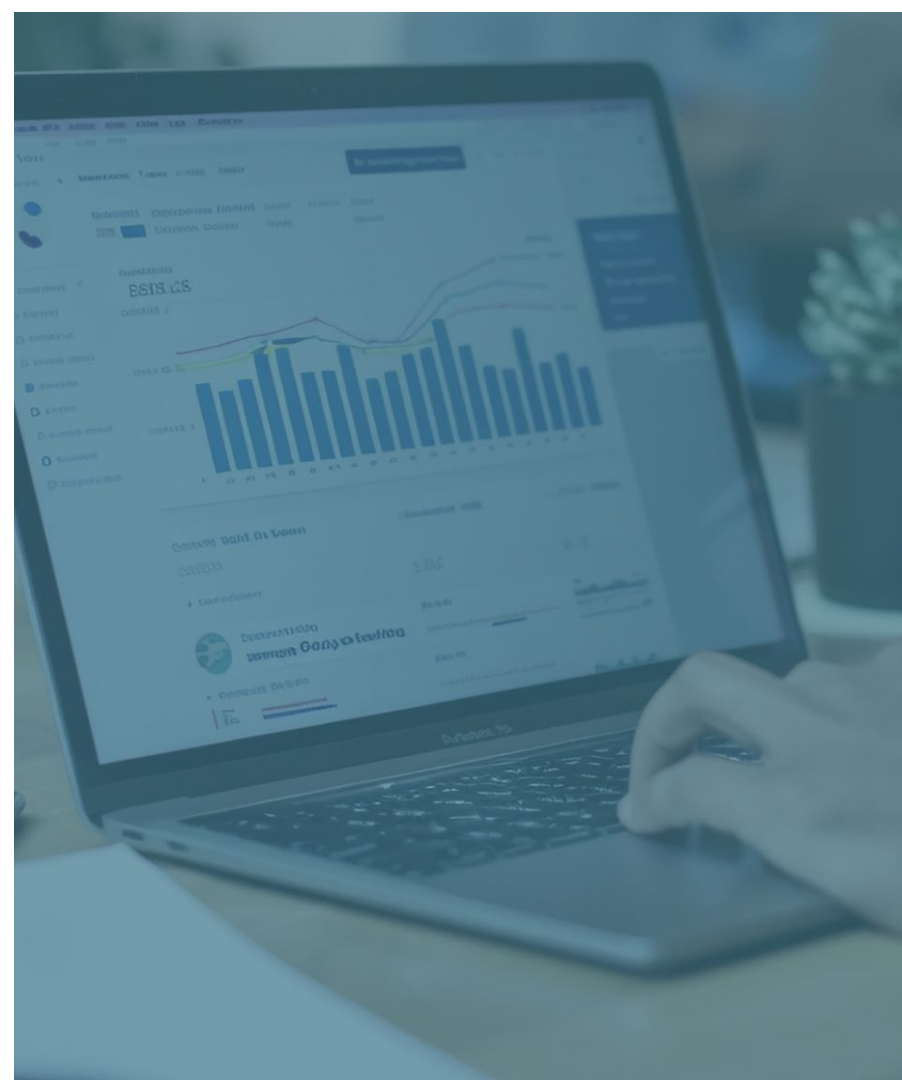
- AI CSRs across SMS, email, and live call.
- Higher conversion, lower overhead
- Proven, scalable playbook



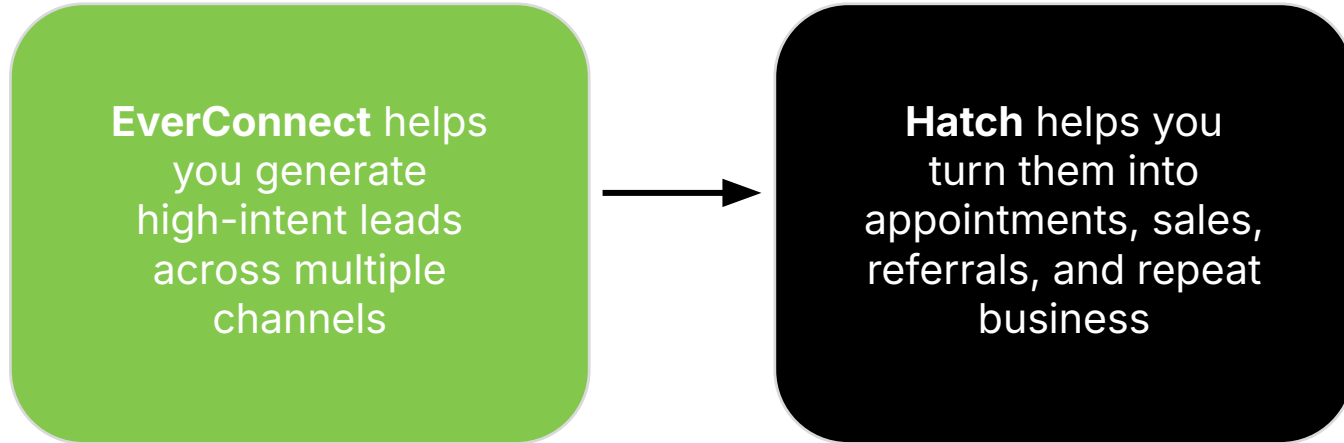


High-intent, exclusive phone leads from homeowners that are ready to hire.

- Performance-based approach
- Flexible to your budget
- You choose how, when, and where your leads are generated



How do our products relate?





- Discoverability in 2025
- "AISO" - what does it mean for my business
- Social Media Impact on Google
- Google LSA
- Speed to Lead
- Voice AI

- Q&A

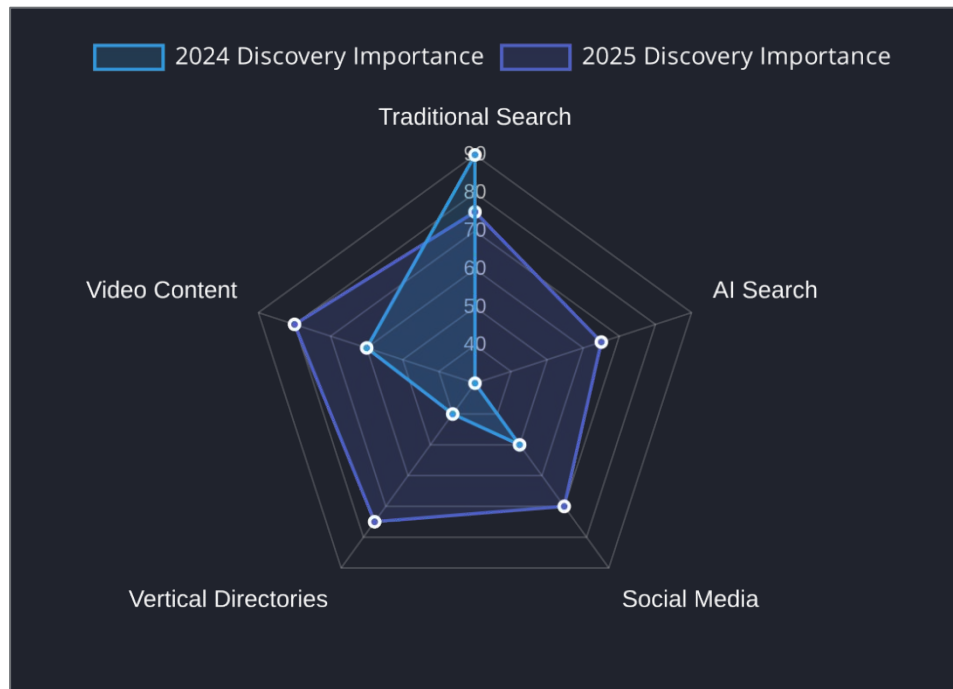
*Share your questions and
comments in the chat!*

1. Discoverability

- **Trend:** Traditional search is still dominant, but evolving rapidly
- **Action item:**
 - Continue traditional SEO
 - Incorporate AI/SEO
 - Maximize reach with Meta's indexation update
 - Video content on Youtube
 - Vertical directories

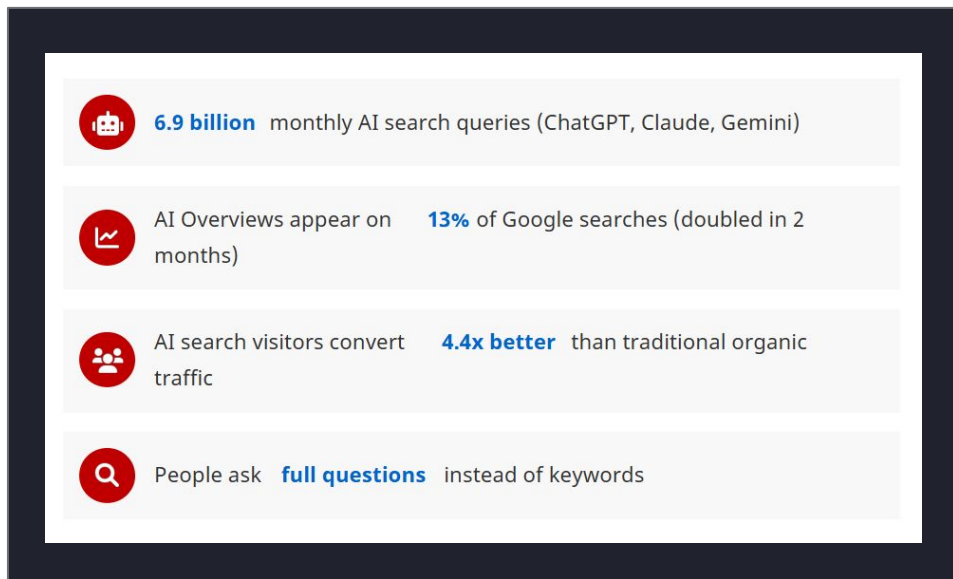
Your website is just one touchpoint in a complex discovery journey.

Customer Discovery Journey



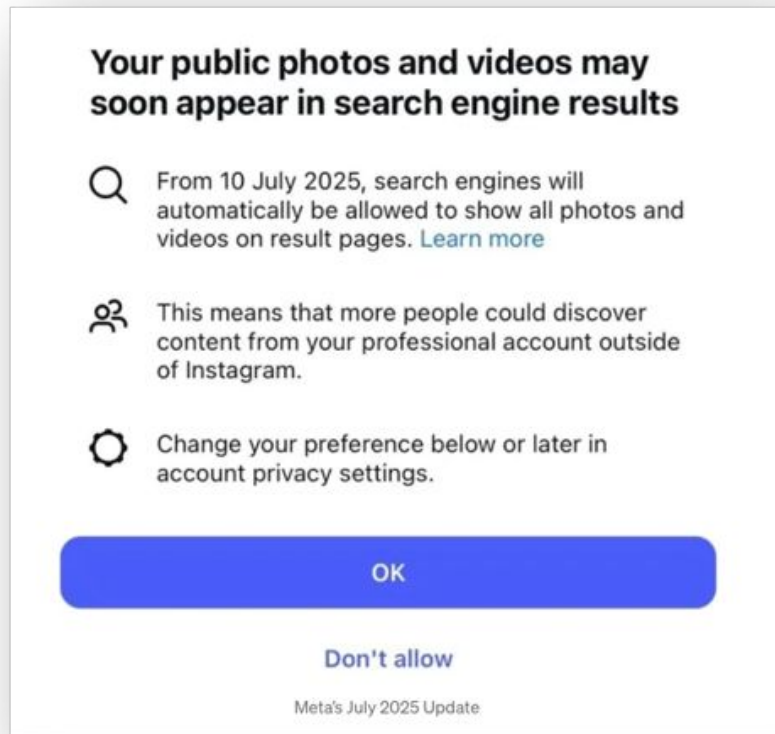
2. AISO

- **Trend:** 60% of searches are “zero-click” - how do you maximize these opportunities?
- AI search results (in Google or ChatGPT) will continue to grow in 2026 - what is your strategy?
- **Action items:**
 - LLMs.txt
 - Vertical directories
 - Track prompts in reporting
 - Content creation is essential
 - Reviews still matter!



3. Social Impact on AI Results

- July update from Meta (Facebook/Instagram) - how did this impact your business?
- Content Consistency + Authenticity is the key to success
- Social content had a massive impact in 2025 - this will increase in 2026
- **Bonus tip** - when was the last time you looked at the search results for your business??



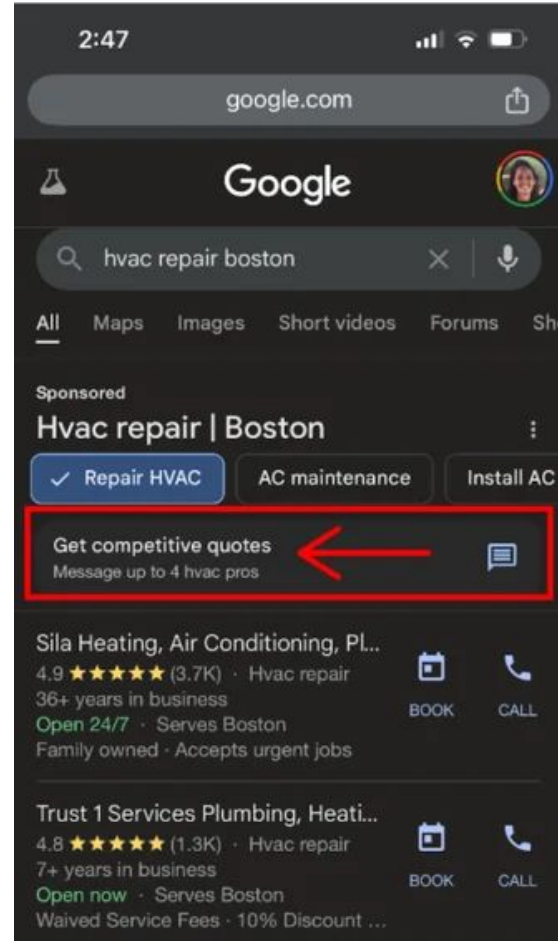
Bonus tip: Co-op funds!

It is estimated that \$100M+ a year goes unused in co-op funds in the home services and home improvement industries.

Do you have funds you should be leveraging more effectively to grow your business?

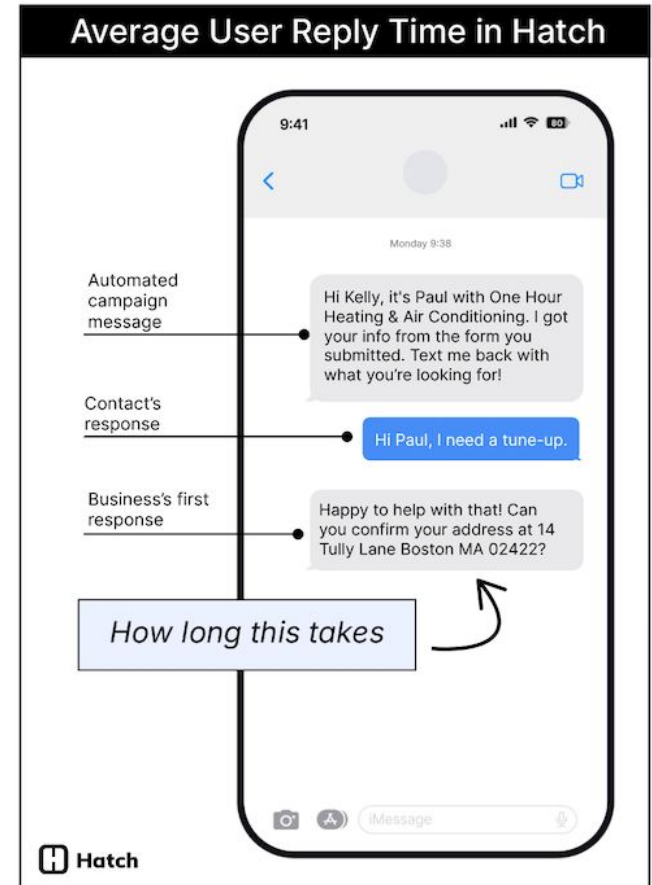
4. Google LSA

- **Trend:** Request Competitive Quotes feature becoming more prevalent
- **Action:** Maintain your typical GLSA optimizations:
 - Quick responses
 - Turn messaging leads on
 - Reviews

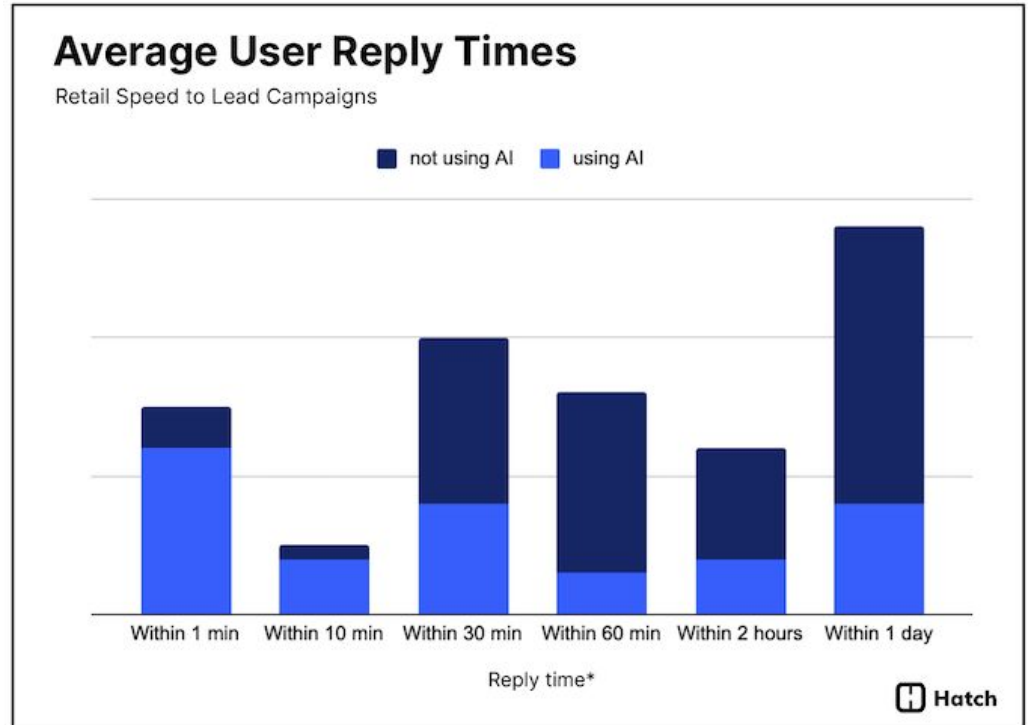


5. Speed to lead

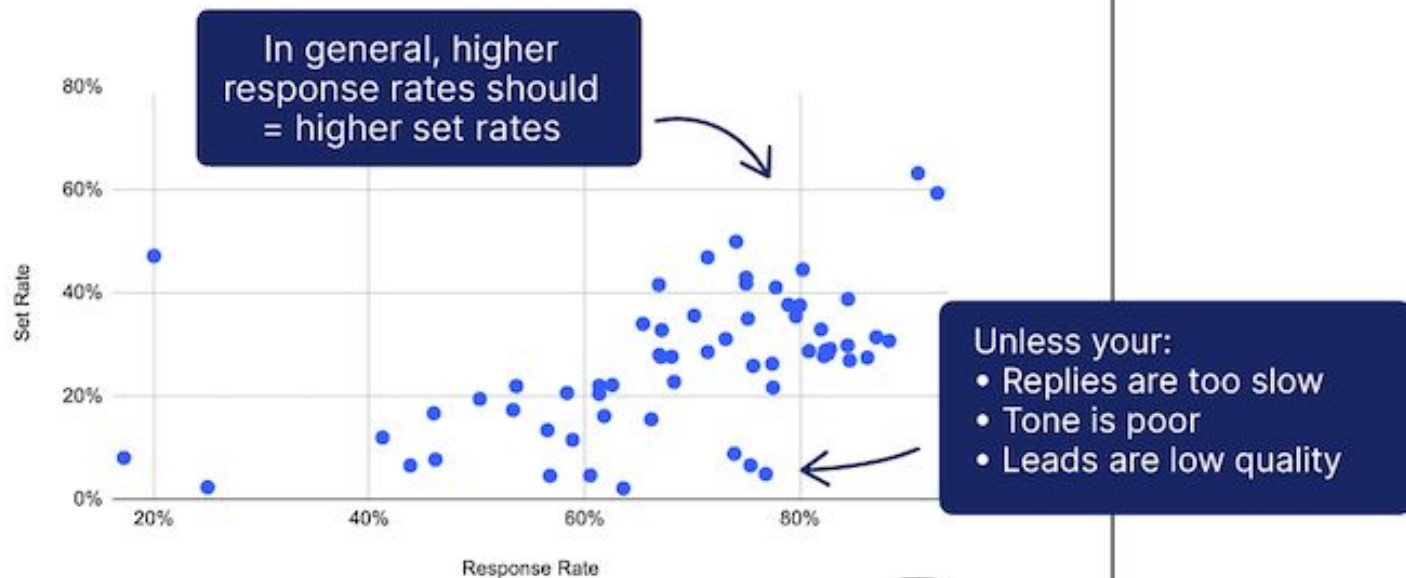
- **Trend:** Not just speed to outreach anymore, but speed to every response in the conversation
- **Action:** Automation and integration with lead sources to handle outreach, but also infrastructure to handle the responses (AI is ideal here)



- Our AI customers are replying within 1 minute during conversations



Set Rate vs Response Rate



6. Voice

- **Trends:**
 - Inbound call answering has a more complex script
 - Voice is still early but it beats alternatives. Businesses are eager to dive in and help shape it.
- **Action:** Consider edge cases; start small (like with overflow); monitor once it goes live.



AI Agent Instructions

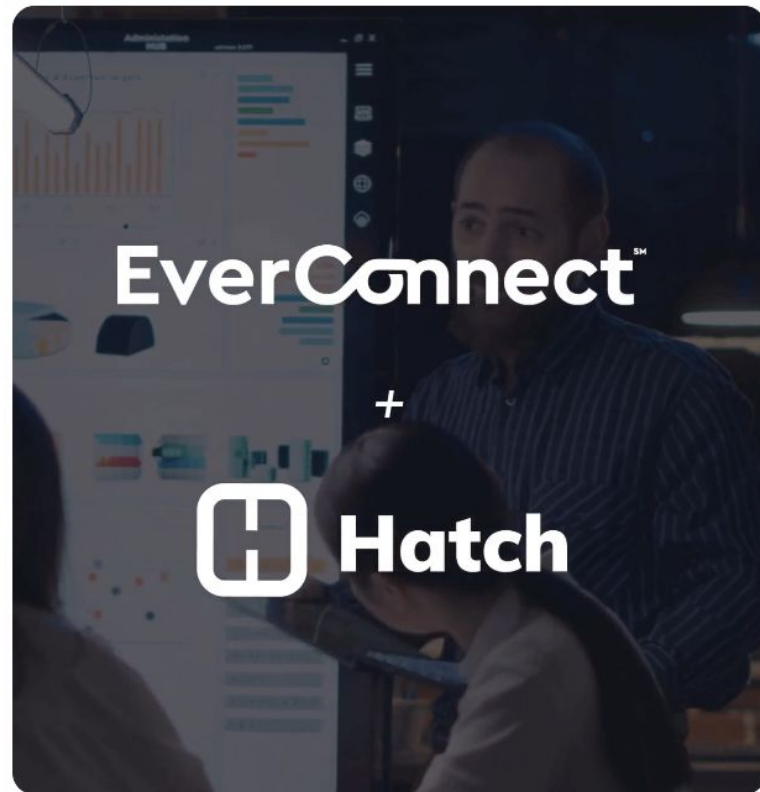
2. Listen for cues to determine which of the following use cases applies:

- Appointment Creation
- Appointment Rescheduling
- Appointment Confirmation
- Appointment Cancellation
- New Estimate
- Estimate Follow-up
- Inquiries About Existing Projects or Jobs
- Looking for a specific individual
- Interest in applying for a job

3. Follow the Appropriate Workflow Based on the Use Case

Hatch & EverConnect bundle

- Sign up for Hatch & EverConnect and get \$500 off your bill per month for the first three months
- Also valid if you're an existing customer!
- Get your free 2026 digital assessment from the EverConnect team



Q&A