PRESS RELEASE

UPMAX Expands AI-Driven Marketing Services for Remodeling and Home Improvement Businesses

UPMAX Digital Marketing Growth Partner

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LONG BEACH, CA – September 23, 2026 – UPMAX - Digital Growth Partner , a Long Beach-based marketing agency serving the home improvement industry, has expanded its service offerings for kitchen, bath, cabinet, flooring and countertop businesses, pairing search, paid media and automation under a single account structure.

The agency focuses on Remodeling & Home Improvement Marketing , a segment in which many companies rely on local search visibility, showroom traffic and referral volume to fill their project pipelines. UPMAX works with remodeling contractors, general contractors, cabinet dealers, flooring companies and countertop fabricators, building campaigns around the way homeowners research and compare contractors before requesting a quote.

At the center of the expanded offering is an AI-Driven Digital Marketing approach that combines AI-based tools with multi-channel strategy. According to the company, the goal is to make campaign data easier to act on, so budgets can be shifted toward the channels and service areas producing qualified leads rather than spread evenly across platforms. Each client is assigned a dedicated account manager who oversees strategy and reporting across channels.

The agency’s search engine optimization work covers on-page, off-page and technical SEO, along with local SEO and SEO content writing aimed at service-area searches. Paid advertising is managed across Google, Meta, Yelp and Houzz, with campaigns structured around return on ad spend. The company reports more than $2 million in paid advertising managed on behalf of clients.

Additional services include social media management, responsive web design and development, marketing automation for lead follow-up and campaign management, and web accessibility solutions designed to help business websites align with WCAG and ADA standards. The combination allows remodeling companies to consolidate website, search, advertising and social activity with one provider rather than coordinating several vendors.

UPMAX has published case studies documenting its work with home improvement brands, including kitchen and bath remodelers and cabinet retailers, and presented AI-powered marketing solutions for the cabinet industry at KBIS 2025, the annual Kitchen & Bath Industry Show.

Remodeling and home improvement business owners can schedule a strategy call through the company’s website or contact the team directly by phone or email to review current marketing performance and discuss growth goals.

About UPMAX

UPMAX is a digital marketing agency specializing in SEO, social media and PPC strategies for home remodeling sectors, including kitchen, bathroom, cabinet, flooring and countertop businesses. The company provides AI-supported, multi-channel marketing with dedicated account management.

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