

DIGITAL MARKETING STRATEGY FOR A PEST CONTROL BUSINESS

1. Positioning & Branding

- **Target Clients:**
 - Residential: homeowners, renters, landlords
 - Commercial: restaurants, warehouses, offices, schools, HOAs
- **Key Services:**
 - General pest control (ants, roaches, spiders)
 - Rodent removal
 - Bed bug and termite treatment
 - Mosquito & tick control
 - Eco-friendly & pet-safe options
 - Recurring service plans (monthly, bi-monthly, quarterly)
- **Unique Selling Points:**
 - Same-day/next-day service
 - 24/7 availability for emergencies
 - Licensed and insured technicians
 - Guaranteed results or free return visit

2. Website Optimization (Your Digital Storefront)

- **Conversion-Focused Design:**
 - “Get a Free Quote” form above the fold
 - Click-to-call and live chat
 - Pop-up for seasonal promos
 - **Core Pages:**
 - Separate pages for each service & pest type
 - Geo-targeted pages (e.g., "Ant Control in [City]")
 - Reviews/testimonials section
 - Blog/FAQ hub: “How to Spot a Termite Infestation”
 - **SEO Features:**
 - Mobile-first, fast loading
 - Keyword-optimized copy
 - Schema markup (local business, services, FAQs)
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3. Local SEO Domination

- **Google Business Profile (GBP):**
 - Fully completed with services, service area, business hours, emergency number
 - Weekly photo uploads and seasonal posts
 - Actively request and respond to reviews
- **Citations:**
 - Submit or claim listings on Yelp, Angi, BBB, HomeAdvisor, Nextdoor

- Use BrightLocal or Whitespark to manage NAP consistency
 - **Local Keywords:**
 - “pest control near me”
 - “bed bug exterminator [city]”
 - “eco-friendly pest control [zip code]”
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4. Paid Advertising Strategy

Google Ads (Search + Local Services Ads)

- **Search Campaigns:**
 - Target urgent intent: “exterminator near me,” “remove rats fast”
 - Geo-target by city, zip code, and service area radius
 - Use call-only ads during high-traffic hours
- **LSA (Google Guaranteed):**
 - Activate for “Pest Control Services”
 - Highlight license, background checks, ratings

Meta Ads (Facebook/Instagram)

- **Awareness Campaigns:**
 - Promote before/after shots, team bios, or time-lapse of service
- **Lead Generation:**
 - Offer \$79 Inspection or “15% Off First Treatment”
 - Retarget website visitors with booking reminders

- **Seasonal Campaigns:**
 - Focus on “Spring Ant Prevention” or “Mosquito Treatment Bundle”
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5. Email & SMS Automation

- **Email Campaigns:**
 - Welcome series (“What to Expect on Your First Visit”)
 - Monthly maintenance tips
 - Offers & renewal reminders
 - **SMS Reminders:**
 - Appointment confirmations
 - Follow-up check-ins
 - “Last chance” promos (“10% off rodent prevention today only!”)
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6. Social Media & Video Marketing

- **Platforms:** Facebook, Instagram, YouTube Shorts, TikTok
- **Weekly Content Ideas:**
 - “Pest of the Week” spotlight
 - Real-time walkthroughs of services
 - Customer testimonial clips
 - “DIY Prevention Tips” with CTA to call pros
- **Live Q&A:**

- Host live sessions once/month to answer pest-related questions
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★ 7. Reviews, Trust & Referrals

- **Review Generation Funnel:**
 - Ask for reviews post-service via SMS/email
 - Use tools like Podium, NiceJob, or BirdEye
 - **Referral Program:**
 - “Refer a neighbor, get \$25 off next visit”
 - **Use Trust Signals:**
 - Showcase Google stars, BBB logo, licensed/bonded icons
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8. Tracking & Optimization

- **KPI Tracking:**
 - Cost per lead
 - Booked appointments
 - Call volume
 - GBP insights
- **Tools:**
 - Google Analytics 4
 - CallRail for call tracking
 - Meta + Google ad dashboards

- **Monthly Adjustments:**
 - Double down on high-performing ads or zip codes
 - Add new content based on seasonal demand
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9. Retention & Upsell

- **Membership Plans:**
 - “Protect & Prevent” subscription model
 - Highlight value of recurring visits in emails + SMS
- **Upsells:**
 - Add-ons during bookings (e.g., “Include mosquito control for \$25 more”)
- **Client Portal:**
 - Let customers view service history, schedule visits, refer friends

STEP-BY-STEP DIGITAL MARKETING IMPLEMENTATION GUIDE FOR A PEST CONTROL BUSINESS

PHASE 1: FOUNDATION SETUP (Weeks 1–4)

1. Website & Branding

- Audit your website or build one with:
 - Mobile-first design
 - Fast loading (under 3 seconds)

- CTA: "Schedule a Free Inspection" or "Get a Free Quote"
- Click-to-call buttons
- Portfolio with customer reviews
- Create individual service pages:
 - General Pest Control, Termite Treatment, Rodent Removal, etc.
- Create city-specific landing pages for SEO (e.g., "Exterminator in [City]")

✓ 2. Setup Tracking & Tools

- Install:
 - Google Analytics 4
 - Google Tag Manager
 - Facebook Pixel
 - Call tracking software (e.g., CallRail)
 - Set up form conversion goals and phone call tracking
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📍 PHASE 2: LOCAL SEO & PROFILE BUILDING (Month 2)

✓ 3. Optimize Google Business Profile (GBP)

- Add:
 - Business name, categories, services
 - Service area, hours, phone number
 - At least 10+ photos (vans, team, jobs)
- Post weekly updates:

- Seasonal tips (e.g., "How to Keep Ants Out in Summer")
- Offers (e.g., "\$79 Mosquito Treatment")

✓ 4. Build Directory Listings

- Claim/create listings on:
 - Yelp, Angi, Nextdoor, HomeAdvisor, Thumbtack, BBB
- Use a tool like BrightLocal or Whitespark to manage NAP consistency

✓ 5. Request Initial Reviews

- Send emails or texts to past happy clients asking for a review
- Use NiceJob or Podium to automate review collection



PHASE 3: LEAD GENERATION & ADS (Month 3–4)

✓ 6. Launch Google Ads Campaign

- Campaign Types:
 - Search campaigns for high-intent keywords: "Pest control near me," "exterminator for mice"
 - Call-only ads for mobile users
 - Retargeting display ads
- Optimize with ad extensions:
 - Call, Location, Site Links (e.g., "Termite Treatment," "Eco-Friendly Options")
- Geo-target by zip codes or service area radius

✓ 7. Launch Local Services Ads (LSAs)

- Sign up for **Google Guaranteed**
- Complete profile with licenses and insurance
- Target keywords like “Exterminator” and “Pest Control Services”

✓ 8. Launch Facebook/Instagram Ads

- Promote:
 - Seasonal promos (“\$79 Spring Inspection”)
 - Before/after photos
 - Customer testimonials
 - A/B test copy and images
 - Retarget site visitors with limited-time offers
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PHASE 4: CONTENT & SOCIAL GROWTH (Month 5–6)

✓ 9. Weekly Social Media Posting

- Platforms: Facebook, Instagram, YouTube Shorts
- Post 3–4x per week:
 - “Pest of the Week”
 - Behind-the-scenes
 - Tips & myths (e.g., “Do dryer sheets repel mosquitoes?”)
- Record 60-second videos:
 - DIY prevention tips
 - Service walkthroughs

- Q&A with a technician

✓ 10. Blogging for SEO

- Publish 1–2 blog posts/month:
 - “Top 5 Ways to Prevent Rodents This Winter”
 - “How to Spot Termite Damage Before It’s Too Late”
 - Include internal links to service pages
 - Share blog posts on Facebook and email list
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PHASE 5: EMAIL & SMS MARKETING (Month 6+)

✓ 11. Email Automation

- Use Mailchimp, ActiveCampaign, or GoHighLevel
- Create sequences:
 - Welcome Series
 - Reactivation: “It’s time for your next treatment!”
 - Monthly Tips Newsletter

✓ 12. SMS Campaigns

- Use Twilio or Podium
- Send:
 - Appointment confirmations
 - “We’re on our way” messages
 - Limited-time promos

★ PHASE 6: REPUTATION & RETENTION (Ongoing from Month 6+)

✓ 13. Review Automation & Reputation Management

- Use Podium/NiceJob to:
 - Request reviews after every job
 - Monitor & respond to reviews quickly
- Showcase best reviews on website and social media

✓ 14. Referral & Loyalty Program

- Launch:
 - “Refer a friend, get \$25 off your next treatment”
- Promote via email, social, and thank-you flyers

PHASE 7: TRACK, OPTIMIZE & SCALE (Ongoing)

- Monthly:
 - Review ad performance (CPL, ROAS)
 - Adjust budget toward highest-converting channels
 - Track website performance: traffic, bounce rate, conversions
 - Review GBP performance: calls, directions, reviews
- Quarterly:
 - Expand to new service areas or keywords
 - Refresh ads, blog content, and promotional offers

- A/B test landing pages and ad copy



TOOLS YOU'LL NEED

Function	Recommended Tools
Website + SEO	WordPress, Wix, Semrush, Yoast
Reviews & Chat	Podium, NiceJob, Tidio
Ads & Retargeting	Google Ads, Meta Ads, CallRail
Listings Management	BrightLocal, Moz Local, Yext
Email + SMS	Mailchimp, Twilio, ActiveCampaign
Analytics & Reporting	GA4, Tag Manager, Meta Business Manager