



# DIGITAL MARKETING STRATEGY FOR A PEST CONTROL BUSINESS

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## ✓ 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

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## 🌐 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)



### 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

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## 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

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### **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

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## ★ 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

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## 📊 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

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## 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