

Electrician Digital Marketing Strategy

1. Brand & Offer Positioning

- **Core Services:** Residential wiring, panel upgrades, EV charger installs, lighting design, emergency services, and commercial electrical work.
- **Target Audience:** Homeowners, real estate agents, contractors, small business owners, and landlords.
- **Unique Value Prop:** Licensed, fast response, upfront pricing, clean work, local.

2. Website & Conversion Optimization

- **Mobile-First Design:** Prioritize fast load times, mobile usability, and click-to-call buttons.
- **High-Converting Elements:**
 - Online estimate request form
 - “Emergency Service” button (if available)
 - Google reviews embedded
 - Upfront pricing for common services
- **Service Pages:**
 - Separate pages for each service (e.g., “EV Charger Installation,” “Breaker Panel Upgrade”)
 - Local pages for each city you serve (e.g., “Electrician in Sacramento”)

3. Local SEO Domination

- **Google Business Profile (GBP):**
 - Add services, business hours, and photos
 - Post weekly updates and seasonal offers
 - Respond to all reviews
- **Directory Listings:**
 - Yelp, Angi, Nextdoor, Thumbtack, HomeAdvisor
 - Ensure consistent NAP (name, address, phone number)
- **Local Keyword Strategy:**
 - “Licensed electrician in [city]”
 - “EV charger installation [city]”
 - “emergency electrician near me”

4. Google Ads + Local Service Ads

- **Search Ads:**
 - Target terms like “electrician near me,” “electrical repair,” “install ceiling fan”
 - Focus budget on urgent, high-intent searches
- **Local Services Ads (LSAs):**
 - Get “Google Guaranteed” badge
 - Prioritize zip codes with high population/homeownership
- **Retargeting:**

- Run display ads to visitors who didn't convert

5. Facebook & Instagram Strategy

- **Organic Content:**

- Job walk-throughs
- “Before & After” photos
- Safety tips: “Don’t do this at home...”
- Time-lapse installs

- **Paid Ads:**

- “New Panel = Safer Home” campaign
- \$49 inspection offer
- Neighborhood EV charger ad campaign

6. Video Content & YouTube Shorts

- 60-second videos on:

- “Breaker keeps tripping? Here’s why...”
- “How to choose an electrician”
- “Is your home ready for solar?”

- Add videos to website & social media
- Optimize YouTube videos for local search (title + description)

7. Email + SMS Marketing

- Email Series:
 - Welcome series
 - Seasonal checklists (e.g., “Is your home holiday-ready?”)
 - New service announcements
- SMS:
 - Appointment confirmations & reminders
 - Limited-time offers (“10% off this week only”)

8. Review Generation System

- Use Podium or NiceJob to:
 - Send SMS or email right after each service
 - Direct happy clients to Google/Yelp
 - Funnel unhappy ones to private feedback
- Incentivize repeat clients or referrals with \$20 gift card

9. Tracking & Optimization

- Install Google Analytics & Call Tracking
- Track:
 - Form fills & call leads
 - Ads ROI

- Website traffic by city & service
- Adjust monthly based on performance

Bonus Growth Tips

- Offer **Free Electrical Safety Inspections**
- Partner with **real estate agents, property managers, and solar companies**
- Get featured in **local community Facebook groups**
- Create a **lead magnet** like “The Homeowner’s Electrical Safety Checklist”

Electrician Digital Marketing Implementation Guide

Phase 1: Foundation & Setup (Weeks 1–4)

1. Business Strategy

- Define key services (e.g. panel upgrades, wiring, EV charger installs)
- Identify service area (top 3–5 cities or zip codes)
- Set baseline pricing for common services
- Create customer personas (homeowner, realtor, landlord, contractor)

2. Website Optimization

- Perform website audit (speed, mobile, navigation)
- Add separate pages for:
 - Each core service (e.g., “Outlet Installation”)
 - Each service area (e.g., “Electrician in Sacramento”)
- Add conversion tools:
 - Online quote form
 - Emergency service CTA
 - Click-to-call on mobile
 - Reviews/testimonials widget

3. Set Up Google Analytics + Search Console

- Install GA4 & Google Tag Manager
- Connect Google Search Console
- Set up conversion tracking (form submissions, calls, bookings)

Phase 2: Local Presence & SEO (Month 2)

4. Google Business Profile (GBP)

- Complete all sections of GBP
- Add at least 10 photos (vans, team, jobs, logo, etc.)
- Post weekly updates (offers, tips, projects)
- Ask every customer for a review (after service)

5. Local Listings

- Create or update listings on:
 - Yelp, Angi, HomeAdvisor, Thumbtack, Nextdoor
 - Bing Places, Apple Maps, and niche directories
- Ensure **NAP (Name, Address, Phone)** consistency

6. Launch First Blog Articles

- Write and post 1–2 articles:
 - “5 Signs Your Electrical Panel Needs an Upgrade”
 - “How Much Does an EV Charger Installation Cost?”

Phase 3: Paid Advertising & Lead Generation (Month 3–4)

7. Launch Google Ads Campaign

- Build campaigns around keywords like:
 - “electrician near me”
 - “install light fixture”
 - “licensed electrician [city]”
- Use call extensions and local targeting
- Set ad schedule (e.g., weekdays 8am–6pm)

8. Set Up Local Services Ads (LSA)

- Apply for **Google Guarantee**
- Add license, background checks, business details

- Choose top zip codes and service types

Phase 4: Social & Content (Month 4–5)

9. Set Up Social Profiles

- Facebook, Instagram, TikTok or YouTube Shorts
- Post 3x/week:
 - “Before & after” jobs
 - Short video tips
 - Promotions and team shout-outs

10. Launch Facebook Ad Campaign

- Promote limited-time offer (e.g. “\$79 Safety Inspection”)
- Target local zip codes and homeowner age range (28–65+)
- Use short testimonial or project images

11. Start Video Marketing

- Record 60-sec vertical videos for:
 - “What to know before hiring an electrician”
 - “Breaker tripping? Here’s a quick test”
- Post to YouTube Shorts, IG Reels, Facebook

Phase 5: Automation & Retention (Month 5–6)

12. Email Marketing Setup

- Collect emails from all leads & past clients
- Create:
 - Welcome email series
 - Monthly tips & promo newsletter
 - Seasonal prep emails (e.g., “Holiday Electrical Checklist”)

13. SMS Alerts (Optional but Powerful)

- Use CRM or Podium/Twilio to send:
 - Appointment confirmations
 - Promo alerts (e.g., “10% off this week only”)
 - Review requests

14. Launch Customer Loyalty Offer

- Create “Repeat Customer Discount” (e.g., \$25 off next service)
- Referral bonus (e.g., \$50 for every client referred)

Phase 6: Optimize & Scale (Ongoing from Month 6+)

15. Monthly Analytics Review

- Track:
 - Leads from each channel
 - Call tracking and form submissions
 - Google Ads ROI
- Pause low-performing ads or keywords

- Scale best performing campaigns

16. Expand Service Area or Team

- Add new city pages or ads for neighboring areas
- Hire subcontractors or assistants as leads grow
- Cross-promote with solar or HVAC companies

Recommended Tools

Need	Tool Suggestions
Website & SEO	Wix, WordPress, GoDaddy + Yoast SEO
Ads & Analytics	Google Ads, GA4, CallRail
Social & Scheduling	Canva, Buffer, Meta Business Suite
Email/SMS	Mailchimp, Constant Contact, Twilio, Podium
CRM/Automation	Jobber, ServiceTitan, Housecall Pro
Reviews	Podium, NiceJob, Birdeye