

Electricians Marketing Playbook

A Comprehensive Guide by Optymizer

Residential vs Commercial Marketing Split

Marketing Strategy for Electrical Contractors

■ Dual Business Model Strategy (Residential vs Commercial)

Residential Focus (70% of Electricians)

Characteristics:

- Smaller jobs (\$200-2,000 avg)
- Higher volume, more marketing needed
- Emotional buying decisions
- Word-of-mouth heavy
- Seasonal fluctuations

Best for: Solo electricians, 1-3 person teams

Commercial Focus (Higher Profit, More Stable)

Characteristics:

- Larger jobs (\$5,000-\$100,000+)
- Lower volume, relationship-based
- Logical buying decisions (bidding process)
- Recurring maintenance contracts
- Year-round work

Best for: 5+ person teams, licensed contractors

■ Residential Marketing Strategy

Google Ads Residential Keywords

- [] **"Electrician near me"** - \$8-15 CPC
- [] **"Ceiling fan installation [city]"** - \$5-10 CPC
- [] **"Electrical panel upgrade"** - \$12-20 CPC (high-value)
- [] **"Outlet not working [city]"** - \$6-12 CPC
- [] **"Whole house surge protector"** - \$8-15 CPC

Facebook Ads Targeting

- [] **Homeowners** 35-65 years old
- [] **Household income** \$75K+
- [] **Interests:** Home improvement, DIY (know they need help)
- [] **Lookalike audience** from past customers

Residential Service Upsells

Entry Service (\$150-300):

- Outlet installation/repair
- Light fixture replacement
- Ceiling fan installation

Medium Service (\$500-1,500):

- Panel upgrade (100A → 200A)
- EV charger installation
- Whole house surge protection

High-Value (\$3,000-10,000):

- Full rewiring (older homes)
- Landscape lighting system
- Generator installation

■ Commercial Marketing Strategy

Target Commercial Accounts

- [] **Retail stores** - LED retrofits, parking lot lighting
- [] **Office buildings** - Maintenance contracts
- [] **Restaurants** - Health code compliance, kitchen equipment
- [] **Warehouses** - High-bay lighting, forklift charging stations
- [] **Apartment complexes** - Unit turnover, common area maintenance

Commercial Bidding Process

- [] **Pre-qualification:** Licensing, insurance, references
- [] **Site walk-through:** Take measurements, photos
- [] **Detailed quote:** Line-item breakdown, timeline
- [] **Value-add:** "We can also upgrade your panel for energy savings"
- [] **Follow-up:** Call within 48 hours of sending quote

Recurring Commercial Services (Predictable Revenue)

Quarterly Maintenance Contracts:

- [] Electrical inspections
- [] Emergency lighting tests
- [] Panel cleaning/tightening
- [] Parking lot lighting maintenance
- [] **Pricing:** \$200-500/month depending on size

■ Emergency Service Marketing (24/7 Premium Pricing)

Emergency Keywords (Google Ads)

- [] **Emergency electrician [city]** - Bid 2-3x normal

- [] **"Power outage repair near me"** - Mobile-heavy
- [] **"Electrical fire smell"** - URGENT, high-intent
- [] **Call extensions** only (no website visits)

Emergency Conversion Strategy

- [] **Answer within 30 seconds** (or lose call)
- [] **"I can be there in 45 minutes"** - First words
- [] **After-hours premium:** 1.5x daytime rates (worth it to customer)
- [] **Text ETA** as you drive

■ Trust & Safety Messaging (Electrical = Scary to Homeowners)

Website Safety Indicators

- [] **"Licensed & Insured"** above fold (with license #)
- [] **"Background-checked technicians"**
- [] **"100% satisfaction guarantee"**
- [] **"We clean up after every job"**
- [] **Insurance logos** (partnership with providers)

Educational Content (Build Trust)

- [] **"Signs you need a panel upgrade"** blog post
- [] **"DIY vs. Hire a pro"** (show when to call)
- [] **"What to expect during service"** video
- [] **"Electrical safety tips"** checklist (lead magnet)

■ Specialized Services (High-Margin, Less Competition)

EV Charger Installation (\$800-2,500)

- [] **Target:** Tesla/EV owners (look at home charging groups)
- [] **Partner with:** Car dealerships, solar installers
- [] **Marketing angle:** "Charge at home, save on gas station time"
- [] **Rebates:** Many utilities offer rebates (promote this)

Smart Home Wiring (\$1,500-5,000)

- [] **Structured wiring** for whole-home automation
- [] **Partner with:** Home automation companies
- [] **Target:** New construction, major remodels
- [] **Marketing:** "Future-proof your home"

Solar Panel Integration (\$500-2,000 per job)

- [] **Partner with solar installers** (they need electricians)
- [] **Main panel upgrades** often required
- [] **Recurring revenue:** Annual inspections

■ Before/After Visual Marketing

Instagram/Facebook Strategy

- [] **Monday:** New panel installation (before/after)
- [] **Wednesday:** "This Week's Projects" carousel
- [] **Friday:** Team spotlight (builds trust)
- [] **Stories:** Job site progress throughout day

Portfolio Photography

- [] **Clean panel installations** (your craftsmanship)
- [] **EV charger installations** (modern, eco-friendly)

- [] **Landscape lighting** (dramatic before/after at night)
- [] **Commercial projects** (scale, professionalism)

■ Metrics That Matter

Residential Metrics

- **Cost per lead:** \$40-80
- **Conversion rate:** 35%+
- **Average ticket:** \$500-800
- **Repeat customer rate:** 25%+

Commercial Metrics

- **Cost per lead:** \$150-300
- **Conversion rate:** 20-25% (longer sales cycle)
- **Average contract value:** \$5,000-25,000
- **Contract renewal rate:** 80%+

■ Quick Wins (Implement This Week)

1. **Decide primary focus:** Residential, Commercial, or 60/40 split
2. **Set up Google Ads** for top service (panel upgrade or commercial)
3. **Partner with 3 local businesses** (solar, HVAC, property managers)
4. **Add EV charger installation** page to website
5. **Film "Meet the team"** safety-focused video

This playbook is used by 118+ successful electrical contractors.

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