

Locksmiths Marketing Playbook

A Comprehensive Guide by Optymizer

Emergency Service Marketing Checklist

24/7 Lead Generation for Locksmith Businesses

■ Emergency Call Optimization (After-Hours Goldmine)

Google Ads Night-Time Strategy

After-hours calls = 3x higher value

- [] **Bid adjustments:** +200% from 8pm-8am
- [] **"24 hour locksmith [city]"** - Primary keyword
- [] **"Emergency lockout near me"** - High-intent mobile
- [] **Call-only ads** (no website, direct to phone)
- [] **Mobile bid increase:** +150% (90% of lockouts are mobile searches)

After-Hours Conversion Optimization

- [] **Answer phone WITHIN 30 SECONDS** (or lose to competitor)
- [] **"I can be there in 20 minutes"** - First words you say
- [] **Text ETA update** as you drive
- [] **Payment options upfront** (credit card over phone if needed)

■ Service Vehicle Marketing (Mobile Billboard Strategy)

Vehicle Wrap Essentials

- [] **Large phone number** (readable from 50+ feet)
- [] **"24 Hour Emergency Locksmith"** in bold
- [] **City name** (shows you're local, not nationwide scam)

- [] **"Licensed & Insured"** badge
- [] **Website URL** (not as important as phone for emergency)

Parked Vehicle Strategy

- [] **Park on busy streets** during appointments (free advertising)
- [] **Magnetic door signs** if you can't afford wrap
- [] **Roof-mounted LED sign** (legal in most cities, high visibility)

Commercial Account Strategy (Recurring Revenue)

Target Business Types

- [] **Property management companies** - Lockouts, re-keys, tenant turnover
- [] **Real estate agents** - Lockbox programming, vacant property re-keys
- [] **Car dealerships** - Emergency vehicle unlocks
- [] **Apartment complexes** - Master key systems, tenant lockouts

Commercial Service Packages

Property Management Package - \$200/month retainer:

- Priority scheduling (2-hour response)
- Discounted service rates (20% off)
- Monthly invoice (no per-call billing)
- Master key system maintenance

Real Estate Agent Partnership:

- [] **\$25 per lockout** (volume pricing)
- [] **Lockbox installation** included
- [] **After-hours availability** (showings run late)
- [] **"Preferred vendor" badge** for their website

■ Residential Service Upsells (Turn \$100 Call Into \$400)

During Lockout Service

Customer is already there, capitalize:

- [] **"While I'm here, let me check your other locks"** (free inspection)
- [] **Re-key all locks:** \$35 per lock (takes 5 minutes each)
- [] **Deadbolt upgrade:** \$120 installed (better security)
- [] **Smart lock installation:** \$200-400 (high margin)

Post-Service Follow-Up

- [] **Text next day:** "Everything working well?"
- [] **Email in 1 week:** "Home security checklist" (lead magnet)
- [] **Call in 30 days:** "We noticed you only re-keyed front door, want to do the rest?"

■ Trust-Building (Overcome "Locksmith Scam" Reputation)

Transparent Pricing (Industry Has Bad Reputation)

- [] **Flat-rate pricing** on website (not "starting at \$19")
- [] **No hidden fees** (state all charges upfront)
- [] **"Price match guarantee"** (if competitor quotes less, we match)
- [] **Senior/military discounts** (builds goodwill)

Professional Appearance

- [] **Uniform with name badge**
- [] **Branded truck** (not unmarked van)

- [] **Business card** left with customer
- [] **Licensed locksmith certificate** shown on-site

Review Generation

- [] **Text after service:** "Thanks for choosing us! How did we do?"
- [] **Google review link** in text
- [] **Incentive:** 10% off next service for review
- [] **Goal:** 10+ reviews monthly

■ Google Business Profile Optimization

Emergency Service Indicators

- [] **"24 hours"** listed in GBP hours
- [] **"Emergency Locksmith"** in business description
- [] **Q&A; section:** "Do you offer 24/7 service?" → YES
- [] **Posts:** Weekly "Available Now" updates
- [] **Photos:** Service truck, emergency lockout completions

Service Area Expansion

- [] **Add all cities** within 30-mile radius
- [] **Neighborhood-level targeting** (Google recognizes)
- [] **"Near me" optimization** (80% of searches)

■ Emergency Landing Page (High-Converting Template)

Above-the-Fold Elements

- EMERGENCY LOCKSMITH IN [CITY]

■ Available 24/7 - Call Now: (XXX) XXX-XXXX

- ✓ 20-Minute Response Time
- ✓ Licensed & Insured
- ✓ Upfront Pricing - No Hidden Fees
- ✓ All Vehicles & Properties

[CALL NOW - RED BUTTON]

Service Urgency Messaging

- [] **"Locked out? We're on our way"**
- [] **"Real-time availability:"** "2 techs available now"
- [] **"Service area map"** with "We cover your area!"
- [] **"No forms"** (emergency = phone call, not form fill)

■ Metrics That Matter

Track Daily (Emergency Business Moves Fast)

- **"Call answer rate"** (goal: 95%+)
- **"Response time"** (target: under 25 minutes)
- **"Average ticket value"** (aim: \$200+)
- **"After-hours revenue %"** (should be 50%+)

■ Pricing Strategy (Compete Without Being Cheapest)

Transparent Rate Card

- **"Emergency lockout:"** \$120 (includes first re-key)
- **"Re-key per lock:"** \$35

- **Deadbolt installation:** \$120
- **Smart lock installation:** \$200-400
- **Car key programming:** \$150-300

"Same-Day Discount"

- [] **\$20 off** if customer books within 1 hour of call
- [] Creates urgency (don't shop around)
- [] Fills gaps in schedule

■ Quick Wins (Implement This Week)

1. **Set up Google Ads** with night-time bid boosts
2. **Add "24 Hour" badge** to Google Business Profile
3. **Create emergency landing page** (call-focused)
4. **Partner with 3 property managers** in your area
5. **Order vehicle magnets** with phone number

This checklist is used by 87+ successful locksmith businesses.

Ready to dominate emergency calls?

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