

Pest Control Marketing Playbook

A Comprehensive Guide by Optymizer

Service Area Expansion Guide

Marketing Playbook for Pest Control Companies

■ ■ Service Area Expansion Strategy (Grow Without Overstretching)

Phase 1: Current Service Area Dominance

Before expanding, dominate existing zip codes:

- [] **Google Maps #1** for "pest control [current city]"
- [] **50+ Google reviews** with 4.8+ rating
- [] **Service vehicle wraps** (mobile billboards)
- [] **Neighborhood yard signs** (with permission)

Phase 2: Adjacent City Targeting

Expand 10-15 miles at a time:

- [] **Create city-specific landing pages** ("Pest Control in [City]")
- [] **Google Ads** targeting new zip codes
- [] **Local partnerships** (realtors, property managers)
- [] **NAP citations** in new area directories

Phase 3: Service Routes Optimization

Maximize technician efficiency:

- [] **Cluster customers** in same neighborhoods
- [] **Tuesday/Thursday routes** for specific areas
- [] **"We're in your neighborhood"** door hangers
- [] **Referral discount** for neighbors (builds clusters)

■ Seasonal Pest Marketing (When People Search)

Spring (March-May) - ANT SEASON

Start Marketing: February

- [] **"Ant control [city]"** Google Ads campaigns
- [] **Perimeter treatment packages** - \$89 initial, \$39/month
- [] **Facebook ads** - Before/after ant trail photos
- [] **"First treatment free"** - Hook for recurring

Summer (June-August) - MOSQUITO & TICK SEASON

Campaigns:

- [] **"Mosquito control near me"** SEO targeting
- [] **Backyard party/BBQ angle** - "Enjoy your yard again"
- [] **Tick prevention** - Lyme disease awareness
- [] **Monthly spray programs** - \$49-79/month

Fall (September-November) - RODENT SEASON

Start Marketing: August

- [] **"Mouse removal [city]"** Google Ads
- [] **Attic/crawl space inspections** - Upsell exclusion work
- [] **"Before they move in for winter"** urgency messaging
- [] **One-time + prevention** package (\$200-400)

Winter (December-February) - TERMITE INSPECTIONS

Strategies:

- [] **Termite inspection season** (before spring swarms)
- [] **Real estate inspection partnerships**
- [] **Wood-destroying insect reports** for home sales
- [] **Treatment plans** (\$800-2,500)

■ Recurring Revenue Model (80% of Revenue Should Be Recurring)

Subscription Pest Plans

Monthly Plans:

- [] **Basic:** \$39/month - Exterior perimeter treatment
- [] **Standard:** \$59/month - Interior + exterior quarterly
- [] **Premium:** \$89/month - Monthly interior/exterior + mosquito

Annual Contracts (Prepay Discount):

- [] **Pay annually** - Get 2 months free
- [] **Auto-renewal** with 30-day cancellation
- [] **Lock-in pricing** for 2 years

Commercial Accounts (Highest Profit)

- [] **Restaurants** - Monthly required by health dept
- [] **Apartment complexes** - 100+ units = huge contracts
- [] **Property management companies** - Multiple properties
- [] **Healthcare facilities** - Strict compliance needs

■ Emergency Call Optimization (High-Value, Same-Day Service)

Google Ads Emergency Strategy

- [] **"Emergency pest control"** keywords
- [] **Call-only ads** for mobile (no website click needed)
- [] **Bid higher** for after-hours searches (8pm-8am)
- [] **"Same-day service"** in ad headlines

Website Conversion (Emergency Visitors)

- [] **"Call Now" button** that pulses/animates
- [] **"Available Today"** badge above fold
- [] **Live chat** during business hours
- [] **After-hours form** with "We'll call at 8am" message

■ Trust-Building (Overcome "Creepy Guy in Van" Perception)

Professional Brand Image

- [] **Uniformed technicians** with name badges
- [] **Branded trucks** (clean, professional lettering)
- [] **Background-checked** badge on website
- [] **Licensed + insured** prominently displayed

Education-Based Marketing

- [] **"What to expect"** service videos
- [] **Pest identification guide** (SEO + lead magnet)
- [] **Treatment safety info** (kids + pets)
- [] **Before/after photos** (not gross, professional)

Review Generation

- [] **Post-service text** with review link
- [] **"We'll return if pests do"** guarantee
- [] **Photo of completed service** texted to customer
- [] **Goal:** 10+ reviews monthly

■ Real Estate Partnership Strategy (Consistent Referrals)

Target Partners

- [] **Realtors** - Termite inspections for closings
- [] **Home inspectors** - Refer pest issues to you
- [] **Property managers** - Monthly commercial accounts
- [] **Mortgage lenders** - Inspection requirement referrals

Partnership Incentives

- [] **\$25 referral fee** per closed deal
- [] **Priority scheduling** for their clients
- [] **Co-branded marketing materials**
- [] **"Preferred vendor" badge** for their website

■ Metrics That Matter

Track Weekly

- **Recurring revenue %** (goal: 80%+)
- **Customer lifetime value** (target: \$1,200+)
- **Emergency call conversion** (aim: 70%+)
- **Monthly retention rate** (keep above 95%)

■ Quick Wins (Implement This Week)

1. **Add monthly plans** to website pricing page
2. **Set up "Emergency pest control"** Google Ads
3. **Partner with 3 realtors** in your service area

4. **Film "Meet the team"** video (build trust)
5. **Create \$89 first treatment** Facebook ad

This guide is used by 129+ successful pest control companies.

Ready to build recurring revenue?

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