

Plumbers Marketing Playbook

A Comprehensive Guide by Optymizer

Emergency Call Optimization Checklist

Marketing Playbook for Plumbing Businesses

■ Emergency Call Optimization (24/7 Lead Capture)

Google Ads Emergency Keywords

- [] **"emergency plumber near me"** - Bid 2-3x normal
- [] **"24 hour plumber"** - Set night/weekend bid adjustments +150%
- [] **"burst pipe repair"** - High-intent emergency keyword
- [] **Call extensions** with click-to-call on mobile
- [] **Location extensions** showing service radius

Google Business Profile Optimization

- [] **24/7 hours listed** in GBP dashboard
- [] **Emergency services** category selected
- [] **"Open Now" badge** triggers for after-hours
- [] **Photos** of emergency truck, tools, completed jobs
- [] **Response time** under 60 minutes in messaging

Website Emergency Conversion

- [] **Click-to-call button** above fold (mobile-first)
- [] **"Available Now"** live indicator
- [] **Service area map** with response time estimates
- [] **Emergency form** - phone number only (2 fields max)
- [] **Text option** for non-phone leads

■ Seasonal Revenue Optimization

Winter Strategy (Nov-Feb)

- [] Frozen pipe prevention content (blog + social)
- [] Pre-winter inspection offers
- [] Water heater replacement campaigns (age out in winter)

Summer Strategy (May-Aug)

- [] Sewer line camera inspection promotions
- [] AC drain line maintenance (recurring revenue)
- [] Outdoor faucet/irrigation repairs

■ Review Generation System

Post-Job Review Request

- [] ****Text message**** sent 2 hours after job completion
- [] ****Google review link**** (not Yelp - Google ranks you)
- [] ****Photo request**** - before/after for social proof
- [] ****Incentive**** - entry into monthly \$100 gift card

Reputation Monitoring

- [] Weekly Google alert for business name
- [] Respond to ALL reviews within 24 hours
- [] Address negative reviews publicly (shows accountability)

■ High-Ticket Service Marketing

Water Heater Replacement (\$1,200-\$3,000)

- [] Age-based targeting (12+ year old homes)

- Financing options prominently displayed
- Energy savings calculator on landing page

Whole-Home Repiping (\$8,000-\$25,000)

- Pre-1980 home targeting (lead pipes)
- Case studies with before/after
- Multi-step quote process (builds commitment)

■ Metrics That Matter

Track Weekly

- **Emergency call conversion rate** (target: 65%+)
- **Average ticket value** (goal: \$450+)
- **Service agreement retention** (aim: 80%+)
- **Google Maps ranking** for "emergency plumber [city]"

■ Quick Wins (Implement This Week)

1. **Add emergency badge** to Google Business Profile
2. **Set up after-hours call tracking** number
3. **Create "Available Now" website banner**
4. **Film 60-second emergency response video** for social
5. **Set up automated review request** text

This checklist is used by 134+ successful plumbing businesses.

Ready to dominate emergency calls in your area?

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