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DIGITAL

10 Most Lucrative Marketing Tactics for Electricians



META

Want to grow your electrician business?

Here's how to become the company of choice for your community through these 10 lucrative marketing tactics.

Electricians historically build their businesses through word of mouth. Many bypass websites, review listings and other marketing tactics because they'd rather spend their time doing what they enjoy – wiring homes and buildings.

And while that's understandable, your business can easily stand out in your industry with some light marketing by taking advantage of the most lucrative marketing strategies for electricians.

You don't have to invest tons of time or even money to build a successful sales pipeline online. Here's a look at how to become the most sought-after provider in your area.



10 Best Marketing Tactics for Electricians

Perhaps you have aspirations of going from a small team to a regional provider that is the household name for all things electrical. To grow your business to that size and awareness, you should engage in the following marketing tactics.



Start with a Good Website

Your website is the hub for all online activity. Before you engage in other marketing tactics, you should start with a well-designed website. The best websites focus on the user experience and have the following qualities.

Conversion oriented

No errors

Fast

Mobile optimized

CTAs in the right places

While you can set up your website using a tool like WordPress, Squarespace or Wix, generally the free templates are slow, clunky and not focused on the user experience. It's best to invest in a website designer who can help you get the most from your online presence, even if it's just customizing a standard template to save some money.



Remember that everything you do will lead back to your website, so it's important to invest in it and ensure you're creating a solid experience.



Build a Long-term SEO Strategy

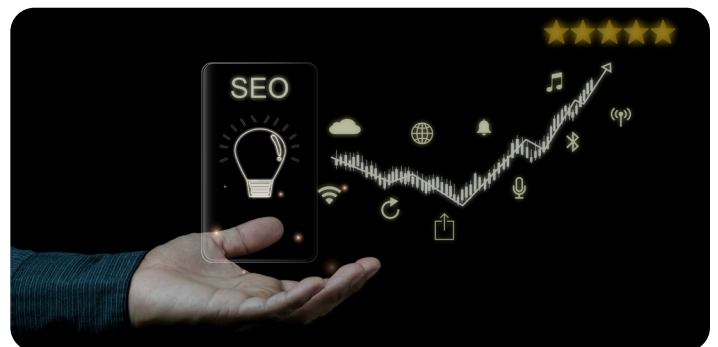
Once you've invested in a quality website, now you need to make that website easy to find. You can't just publish a website and expect that people will find it. SEO helps ensure that when people are searching for services you offer, they find you.

Local SEO

For electricians, local SEO is the most important. That means you want to show up within searches within your service area. To do that, you should list what your service area is somewhere on your website to help search engines recognize when a search fits your criteria. But there's far more to local SEO than just including a service area. You'll also want to target popular search terms specific to your area and strategically include your city in page titles, meta descriptions, and body text where appropriate.

Importance of NAP

When listing your website on a third-party site, you also want to ensure you're using a consistent NAP (Name, Address and Phone Number). Search engines like consistency. With countless businesses listed throughout the web, consistency helps search engines better decipher which business listings go with which business.





Target Long-tail Keywords First

The web is already filled with content. As such, ranking for keywords can be challenging at first. Other websites with a higher domain authority will outrank you until you establish some trust and credibility. To do so, target long-tail keywords first. These keywords are easier to rank for while you're growing your online presence and reputation.

For example, the keyword "electrician in Seattle" likely has ample competition and plenty of established businesses competing for that keyword. But the keyword "affordable maintenance electrician with commercial experience" is more specific and will likely have lower search volumes and less competition. Starting there and building out your website properties can help you build your reputation with search engines.

Acquire Backlinks

Backlinks are links from other websites that point to your website. They tell search engines that you have a reputable and worthwhile site. It's like a nod of approval.

And when those links come from respected websites, they do a great deal of good for helping you build your reputation online. Backlinks help you increase your website traffic while also adding value to your SEO strategy. It's a solid way to increase your domain authority so that search engines respect your website and your content.

But don't take just any links. Be sure that they are from reputable websites. Be leery of SEO experts who approach you saying they can get you 100 links per month for a low fee. These are likely spammy links that will do more harm than good when it comes to building your online reputation. Slow, steady and strategic is far better when it comes to website links.



Build a Content Marketing Strategy to Support Your SEO Efforts

Stagnant websites will struggle to rank for SEO. You need to update it regularly with fresh content that targets those longtail keywords. The easiest way to target longtail keywords is to blog at least once a month.



And blogging will help you in other ways too. You can use that content to send out to your email list to reengage past customers. Publish it on your social media pages for high-quality content. Share on forums to start conversations and help guide people toward your website as a resource to answer their questions.

Content has many use cases. But you should be creating it from a customer perspective. So ask yourself what the most valuable content for your audience would be and write that. Don't come at it from an internal perspective of what you want to write about.

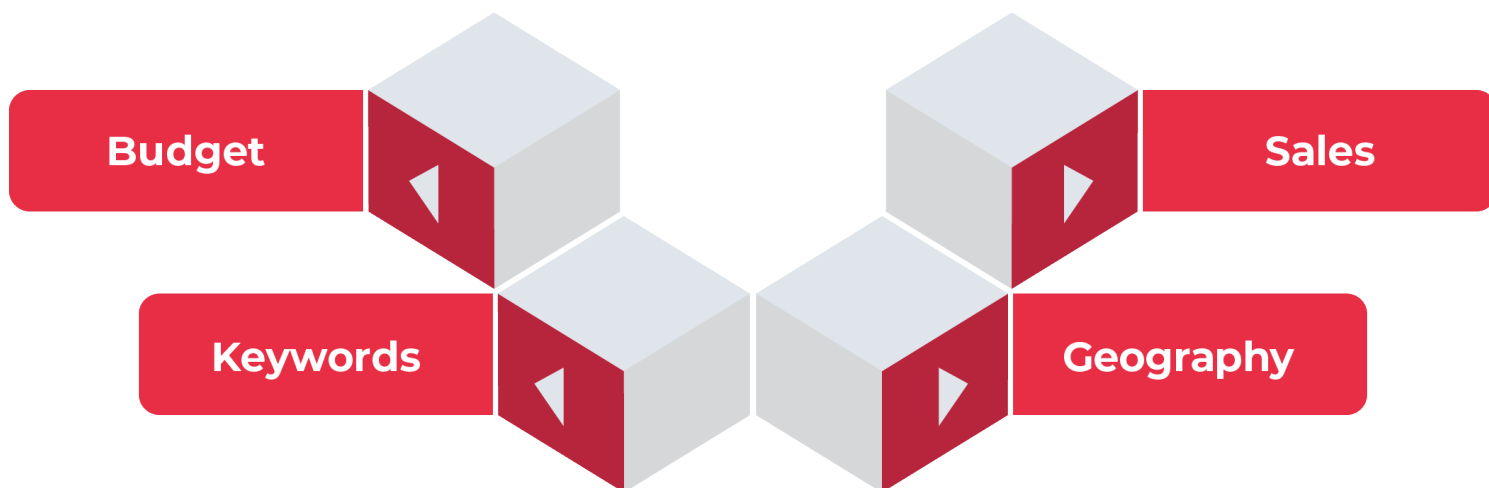


Implement a Pay-per-click Advertising Strategy

Use Google Local Ads. That way, when a user searches for you online, they'll see a "Google Guaranteed" badge next to your business. While it takes a little more time to set up these ads because Google has to verify your electrician license, insurance, and SSN and complete a background check, the result is a much higher conversion rate and lower cost per lead than if you were to use regular ads.



Set a realistic budget for ongoing ads to keep your sales pipeline fresh. Be picky about what keywords and geography you target with your ads so you can afford to keep them running regularly.





Send an Email Newsletter

You need a way to stay in touch with current and past customers. A great way to do that is to send an email newsletter at least once a month. Some topics you might include in the newsletter include:

Electrical best practices

Tips

Case studies

While you can have a nice call to action at the end, think of your newsletter as helpful information for your subscribers. It's less of a sales email and more of a way to thank and support your customers in their needs.





Partner with Complimentary Service Providers

Network with other service providers in your area and look for ways to partner with them. Bundle services and offer customers a more complete service offering without the need to expand your team into areas you know less about.

Ensure that when creating partnerships everyone benefits. That's the best way to ensure these are long-term benefits. And think about how these partnerships can integrate with your other marketing tactics, such as SEO. Ask that your partners link to your website to earn high-quality backlinks.

Some ideal partners might include:

Construction companies

Plumbers

HVAC technicians

Hot water tank service techs

Interior designers



Engage in Reputation Management

Online reviews are extremely valuable in the service industry. But they rarely happen on their own or they only happen when you make a mistake or have an outstanding relationship with a customer.

Ask for a review at the end of every project. And be sure that you respond to all reviews, both negative and positive.

If you're struggling with low ratings, work with a skilled reputation management company that can help you increase your ratings to ensure they aren't hindering your business. You don't want to pay for a service that promises many outstanding reviews.

Review websites have ways of flagging these posts and it can wipe out the genuine reviews your company has. You don't want to get flagged as spam or dishonest because it might mean starting back at the beginning with building up your online presence and reputation.





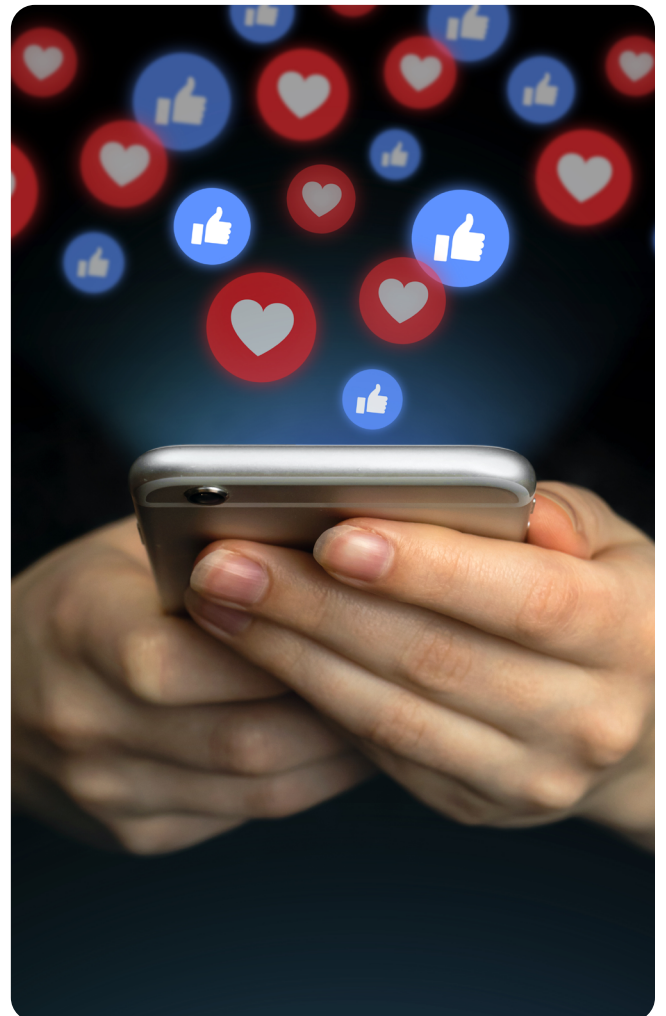
Post and Engage on Social Media

You should have profiles on the major social media networks. Before you start a profile, do some research to see if your target audience is on that platform. You don't want to spend your time in places that don't make sense.

Publish your content to your pages and engage with users there. That means answering questions and responding to comments on your posts and those of others where you can contribute to the discussion.

Publish recent projects with a nice description of the role you played in the project. Include images, video and other media where appropriate.

When you publish especially interesting posts, boost them to individuals in your area to increase your following and build awareness for your business.

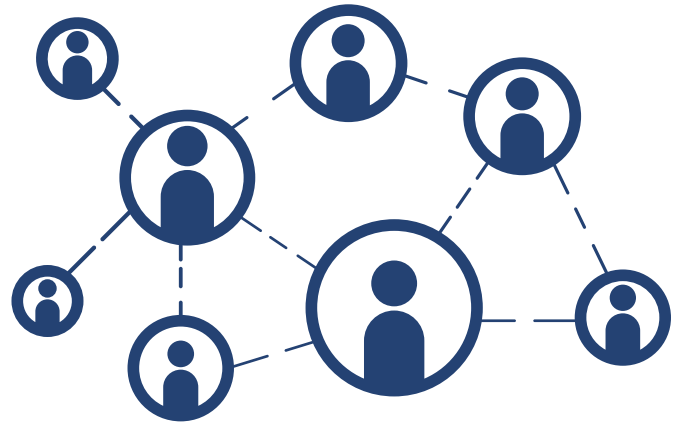




Use a CRM

As your business grows, you'll find it is harder and harder to manage everything with spreadsheets and business cards. You need a CRM to help you manage your relationships and send automated campaigns.

Integrate your CRM to your website forms to make them even more valuable. And once you welcome new contacts, add them to drip campaigns to help the new contact learn more about you and build their interest in your business.



With a CRM, you can also automate text message campaigns and interact with customers in a way that matches their preferences. Then you can segment your lists based on the prospect's interests, whether they are a homeowner or commercial building owner to send more targeted campaigns and interactions.



Test and Adjust Based on What Works Best

Every business and community that they serve is different. There is no one-size-fits-all marketing strategy for electricians; just tried and true methods that strategists have used previously with great success.



If one of the above-listed tactics doesn't produce results for your business, invest less in it or remove it from your marketing mix entirely. Marketing is all about testing and adjusting based on what you learn. No marketing tactic is one where you can just set it up and forget about it. You need to be working on it constantly.

A Team of Marketing Experts That Understand Your Industry

Marketing for various industries will vary. You want to work with a team of experts who know the challenges electricians face and the nuances of reaching prospects and customers within that industry.

New Light Digital has worked with various construction service providers and knows how to help these businesses succeed. Schedule a free consultation now to begin growing your business to its full potential.

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