

FREE PLAYBOOK

EDMONTON

10 MARKETING SYSTEMS — EVERY — HOME SERVICE BUSINESS NEEDS

The practical systems used to generate more qualified leads, book more jobs, and build predictable growth.



MORE
CALLS



MORE
JOBS



MORE
REVENUE



BUILT FOR EDMONTON CONTRACTORS,
PLUMBERS, ELECTRICIANS, ROOFERS,
PAINTERS, LANDSCAPERS, CLEANERS,
AND OTHER LOCAL SERVICE BUSINESSES.



WEBSITE



GOOGLE
VISIBILITY



LEAD
GENERATION



INSTANT
RESPONSE



ESTIMATE &
FOLLOW UP



BOOKED
JOB



REVIEWS &
REFERRALS



REPEAT &
REFERRALS

01 RESPOND IN FIVE MINUTES

The first company to respond is often the first company homeowners remember.

A new lead is most valuable immediately after the homeowner reaches out. Fast, professional follow-up dramatically improves the chance of starting a conversation and booking the job.



FAST RESPONSE

Responded in 3 minutes



Conversation started



Appointment booked



Job won



SLOW RESPONSE

Responded the next day



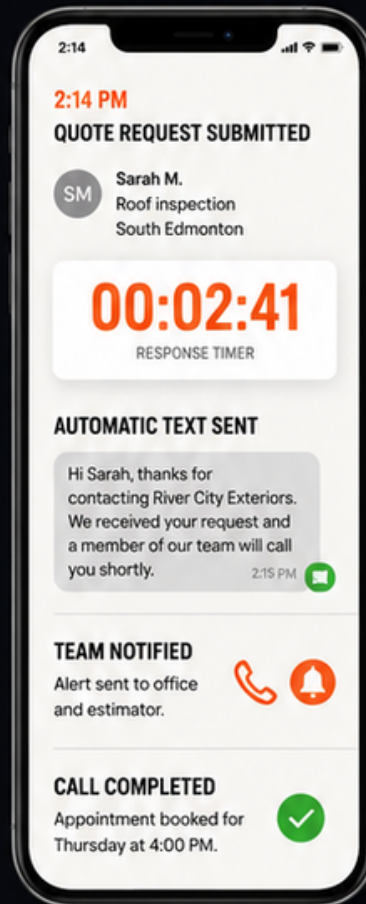
Customer already contacted others



Lost the opportunity



Job won



DIFFICULTY
EASY



TIME
30 MINUTES



IMPACT
★★★★★



QUOTE REQUEST SUBMITTED

New lead comes in from your website, ads, or phone.



TIMER STARTS

Every minute you wait decreases your chance of winning the job.



AUTOMATIC CONFIRMATION SENT

The customer knows you got their request.



TEAM NOTIFIED

The right person is alerted immediately.



CALL COMPLETED

Conversation started. Appointment successfully booked.



HOW IT WORKS

01



CAPTURE THE LEAD

Website form, phone call, Facebook lead, or Google message enters one system.

02



SEND AN INSTANT CONFIRMATION

The customer immediately knows their request was received.

03



ALERT THE RIGHT PERSON

Notify the office, salesperson, or owner instantly.

04



CALL WHILE INTEREST IS HIGH

Make personal contact as quickly as possible.



IMPLEMENT TODAY



Turn on instant form and missed-call notifications



Write one automatic confirmation text



Assign one person to respond to every new lead



DON'T DO THIS

Assuming an automatic text replaces a real phone call. The automation confirms the request. A person still needs to follow up.



AT A GLANCE



DIFFICULTY
EASY



TIME
30-60 MINUTES



IMPACT
VERY HIGH



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02 BUILD A WEBSITE THAT CONVERTS

Your website should make the next step obvious.

A converting website builds trust fast, answers key questions, and makes it easy for homeowners to contact you and get a quote.



DIFFICULTY
MODERATE



TIME
1-3 DAYS



IMPACT
★★★★★



HOW IT WORKS

01



CLEAR HEADLINE

Speak to the homeowner's problem and desired outcome.

02



BUILD TRUST FAST

Show proof, reviews, licenses, and your local service area.

03



SHOW YOUR WORK

Real photos and projects help homeowners picture the result.

04



MAKE THE OFFER CLEAR

A simple, valuable offer that gives them a reason to act now.

05



MAKE CONTACT EASY

One primary CTA above the fold. No distractions, no confusion.



IMPLEMENT TODAY

- ☐ Rewrite your homepage headline around the customer's problem and outcome
- ☐ Add one clear quote-request button above the fold
- ☐ Add three recent reviews or project photos for instant credibility



DON'T DO THIS



Trying to explain everything on your homepage.

The homepage should create trust and guide the visitor to take the next step.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **1-3 DAYS**



IMPACT **★★★★★**

03

WIN GOOGLE SEARCH & MAPS

Show up when Edmonton homeowners are actively searching for your service.

Google Search and Google Maps capture homeowners with immediate intent. A strong presence gets your business in front of customers who are ready to call, compare, and book.



REALITY CHECK

76% of homeowners who search on their phone visit a business within 24 hours.



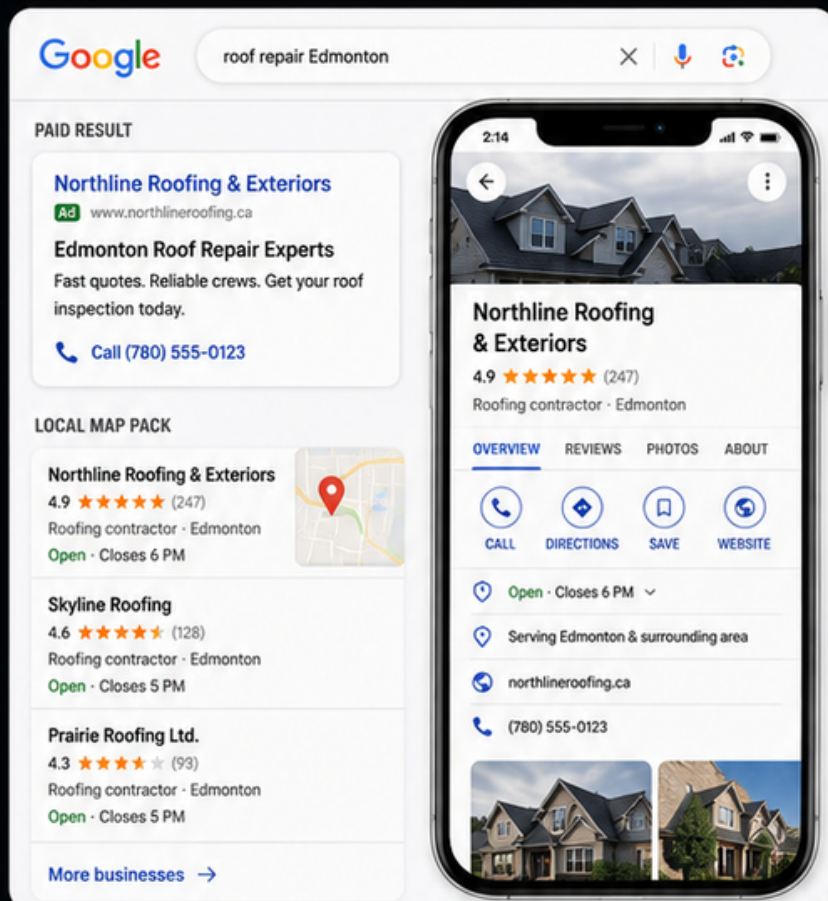
DIFFICULTY
MODERATE



TIME
2-4 HOURS



IMPACT
★★★★★



THE GOOGLE VISIBILITY SYSTEM

01



GOOGLE BUSINESS PROFILE

Optimize every detail of your profile so Google and homeowners trust your business.

02



REVIEWS & REPUTATION

Consistent, recent reviews improve rankings and convince new customers to call.

03



LOCAL WEBSITE PAGES

Rank for service and location keywords with helpful pages built for homeowners.

04



SEARCH ADVERTISING

Capture high-intent searches and dominate the top of the results page.



IMPLEMENT TODAY

- ☐ Add five recent project photos to your Google Business Profile
- ☐ Confirm all services, hours, and service areas are accurate
- ☐ Ask one happy customer for a detailed Google review



DON'T DO THIS



Treating your Google profile like a one-time setup.

Outdated profiles with old photos, inaccurate info, and slow reviews get pushed down in rankings.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **2-4 HOURS**



IMPACT ★★★★★



EDMONTON, ALBERTA

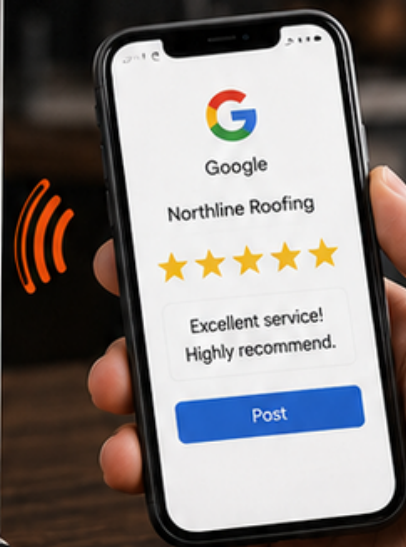
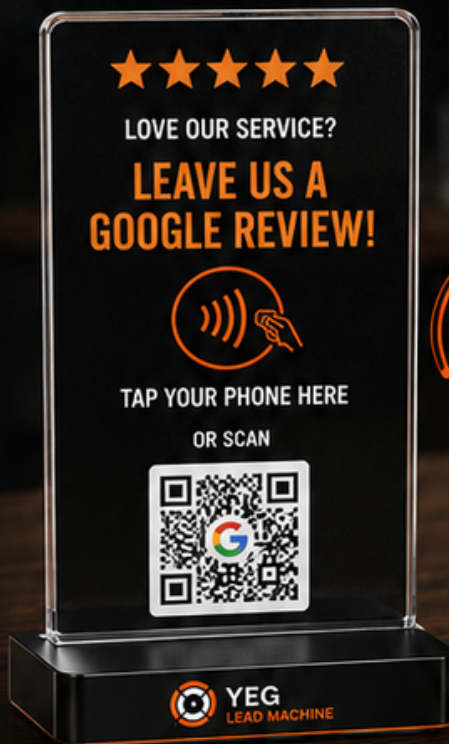
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04 BUILD A GOOGLE REVIEW MACHINE

More reviews. More trust.
More calls.

The best home service businesses collect most reviews on-site while the customer is still excited—and follow up automatically with email and text to capture the rest.



REALITY CHECK

The easiest review to earn is the one you ask for before you leave the driveway.



REVIEW STAND (NFC + QR)

- ✓ Instant tap with any smartphone
- ✓ QR code backup for all phones
- ✓ Durable, professional, countertop stand



COST: \$39 - \$55 CAD EACH

WHERE TO BUY:

SignLabz.ca | Amazon.ca | Etsy.ca

60% ON-SITE

Collected immediately after the job.



- ✓ Highest conversion rate
- ✓ Customer is already happy
- ✓ Takes less than 30 seconds
- ✓ Reviews are more detailed and positive



40% AUTOMATED

Capture the rest with smart follow-up.



- ✓ Reaches people who forgot
- ✓ Multi-touch increases response
- ✓ Works while you focus on the next job
- ✓ Brings in reviews over the next few days

RECOMMENDED STAND



Acrylic NFC
Google Review Stand

- ✓ NFC Tap + QR Code
- ✓ Works with all smartphones
- ✓ Durable & professional
- ✓ Customizable with your logo

IMPLEMENT TODAY

-  Buy one NFC Google Review Stand for every technician.
-  Program it with your Google review link.
-  Make requesting a review part of every completed job.
-  Track reviews weekly and celebrate your wins.

DON'T DO THIS

-  Waiting days to ask for a review.
-  Asking over the phone or after the job rush.
-  Making it hard to review (too many steps).
-  Forgetting to follow up with automated messages.



Consistent reviews = higher rankings, more trust, and more calls.
Build the machine and let it run.



05

CREATE OFFERS THAT GET CALLS

The right offer makes it easy for homeowners to say yes.

Most contractors compete on price. Smart contractors compete on value, clarity, and confidence.

A strong offer removes friction, justifies your price, and makes the decision simple.



REALITY CHECK

Homeowners don't buy because of what you offer. They buy because of how it makes them feel.



DIFFICULTY
MODERATE



TIME
2-4 DAYS



IMPACT
★★★★★

EXAMPLE OFFER FRAMEWORK

GOOD	BEST	PREMIUM
STANDARD INSTALL	COMFORT PACKAGE	PREMIUM PACKAGE
\$8,500	\$10,950	\$13,950
- Quality Equipment - Professional Install 1 Year Warranty	- High Efficiency System - Professional Install 10 Year Parts & Labour - Smart Thermostat - Free Maintenance Plan	- Top Tier Equipment - Professional Install 10 Year Parts & Labour - Smart Thermostat - Priority Service - Annual Maintenance
PRICE FOCUSED	MOST POPULAR	MAXIMUM VALUE



CLEAR OPTIONS
Make it easy to choose



MORE VALUE
Justify your price



MORE CALLS
Win more jobs

THE OFFER SYSTEM

01



KNOW YOUR CUSTOMER

Understand their problems, concerns, and what matters most to them.

02



CREATE CLEAR OPTIONS

Build 2-3 packages so they can choose the solution that fits their needs.

03



LEAD WITH VALUE

Show the benefits and outcomes, not just the features.

04



MAKE IT EASY TO DECIDE

Simple quote, transparent pricing, and a clear next step.

05



MAKE IT EASY TO ACT

One primary CTA and an easy way to get in touch now.



IMPLEMENT TODAY

- ☐ Review your current offers and remove anything that creates confusion
- ☐ Build 2-3 package options with clear names and pricing
- ☐ Update your quote template to focus on benefits and outcomes



DON'T DO THIS

- ☒ Leading with price or discounts.
- Discounts train homeowners to wait for a deal. Lead with value, not price.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **2-4 DAYS**



IMPACT ★★★★★



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06 FOLLOW UP EVERY UNSOLD ESTIMATE

Most jobs are won after the first “no”, not before.

A structured follow-up system keeps you top of mind, builds trust, and turns cold estimates into booked jobs.

The key is consistency, timing, and providing value.



REALITY CHECK

80% of sales require 5+ follow-ups, yet most contractors give up after 1 or 2 attempts.



DIFFICULTY
MODERATE



TIME
2-3 DAYS



IMPACT
★★★★★

ESTIMATE FOLLOW-UP SYSTEM

AUTOMATED WORKFLOW

JS

John Smith

Roof Replacement

Estimate Sent

May 12

STATUS **UNSOLD**

VALUE

\$12,850

NEXT ACTION

Follow-up #2

May 19



Step 1 – 1 Day After

SENT

Friendly check-in text

“Just checking if you had any questions about the estimate I sent over.”



Step 2 – 5 Days After

SENT

Helpful email

“Here are some helpful tips to consider before starting your project.”



Step 3 – 12 Days After

CALL

Phone call

“See if timing has changed or if there’s anything you need.”



Step 4 – 20 Days After

SENT

Final value email

“Quick reminder of the estimate and how we can help when you’re ready.”

THE FOLLOW-UP SYSTEM

01



SEND & SET EXPECTATIONS

Let them know what happens next and when they’ll hear from you.

02



FOLLOW UP QUICKLY

Reach out within 24 hours while you’re still top of mind.

03



PROVIDE VALUE

Share helpful tips, guides, or project ideas.

04



MAKE PERSONAL CONTACT

Pick up the phone. Real conversations win jobs.

05



STAY CONSISTENT

Space follow-ups out over 2-4 weeks.

06



WIN MORE JOBS

The contractor who stays in touch wins.



IMPLEMENT TODAY



Create a 4-step follow-up sequence (text, email, call, email)



Set reminders in your CRM for 2, 5, 12, and 20 days



Add one helpful resource to send in your follow-up emails



DON'T DO THIS



Ghosting the estimate after the first follow-up.

Going silent tells the homeowner you don't care. Stay in touch and stay top of mind.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **2-3 DAYS**



IMPACT ★★★★★



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07

REACTIVATE PAST CUSTOMERS

Your best source of new business is already in your database.

Most home service businesses focus on new leads, while ignoring the people who already trust them.

A simple reactivation system brings back profitable customers, fills gaps in your schedule, and increases lifetime customer value.



REALITY CHECK

It costs 5-7x more to get a new customer than to get a past customer to come back.



DIFFICULTY
EASY



TIME
1-2 HOURS



IMPACT
★★★★★

WHO TO REACTIVATE



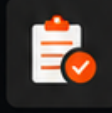
1-2 YEAR INACTIVE CUSTOMERS

They remember your service and are likely overdue.



SEASONAL MAINTENANCE CUSTOMERS

Remind them it's time for their next tune-up or service.



PAST QUOTE REQUESTS

They showed interest before. Follow up with value.



PAST INSTALL CUSTOMERS

Cross-sell related services they haven't purchased yet.

WHY IT WORKS



High recognition, high trust, high conversion.



Timely reminders lead to easy bookings.



People often need the reminder to move forward.



More services = more revenue per customer.



AUTOMATION IDEA:

Segment your database and set up automated email or SMS campaigns that run year-round.



THE REACTIVATION SYSTEM



IMPLEMENT TODAY

- ☐ Export a list of customers from the last 1-3 years
- ☐ Create one email or text campaign with a helpful offer or reminder
- ☐ Schedule the campaign to send automatically



DON'T DO THIS



Only reaching out when you need work.

Consistent, helpful communication keeps you top of mind before your competitors.



AT A GLANCE



DIFFICULTY **EASY**



TIME **1-2 HOURS**



IMPACT ★★★★★



08

NURTURE LEADS UNTIL THEY'RE READY

Most leads don't buy today.
Nurture them so they buy tomorrow.

The average home service customer takes days, weeks, or even months to buy. A nurture system keeps you top of mind and turns more leads into booked jobs.

Stay valuable. Build trust.
Be the obvious choice when they're ready to act.



REALITY CHECK

50–70% of leads aren't ready to buy right away but will choose the business that stays in touch.



DIFFICULTY
MODERATE



TIME
2–4 HOURS



IMPACT
★★★★★

THE NURTURE SYSTEM

01		WELCOME EMAIL Deliver instantly with a helpful resource and what to expect.	Timing Immediately
02		EDUCATE & ADD VALUE Share tips, checklists, and insights that solve their problems.	Timing Days 2–5
03		STAY TOP OF MIND Answer questions, share reviews, and show recent projects.	Timing Days 7–14
04		PERSONAL TOUCH Follow up with a quick call or text to check in and add value.	Timing Week 2–3
05		CONVERT WHEN READY Make it easy to book with a clear CTA and limited-time incentive.	Timing Ongoing



GOAL: Be the business they think of first when they're ready.

THE NURTURE SYSTEM IN ACTION



IMPLEMENT TODAY

- ☐ Create a 3–5 email nurture sequence with helpful content
- ☐ Set up automated emails in your CRM or email platform
- ☐ Add a follow-up task in your calendar to call or text within 7–14 days



DON'T DO THIS



Sending generic or sales-heavy emails.

It feels spammy and pushes people away. Be helpful, not pushy.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **2–4 HOURS**



IMPACT ★★★★★



09

TRACK, MEASURE, AND CONTINUOUSLY IMPROVE

What gets measured gets improved.
Small improvements compound into big results.

We track the right metrics, analyze trends, and make data-driven decisions to keep your marketing system performing at its best.

This isn't "set it and forget it."
It's ongoing optimization that drives more calls, more jobs, and more revenue.



REALITY CHECK

Businesses that review and optimize their marketing monthly get 2-3x more leads over time than those that don't.



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MODERATE



TIME
ONGOING



IMPACT
★★★★★

YOUR MARKETING PERFORMANCE SNAPSHOT

Track the metrics that matter most.



CALLS

278

+18%
vs last month



QUOTE REQUESTS

64

+22%
vs last month



BOOKED JOBS

27

+17%
vs last month



REVENUE

\$112,450

+19%
vs last month

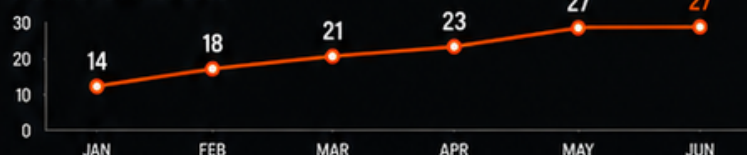


COST PER JOB

\$164

-11%
vs last month

MONTHLY BOOKED JOBS



CONTINUOUS IMPROVEMENT FOCUS

- ✓ Analyze data monthly to identify what's working and what's not
- ✓ Test new ad creative, offers, and messaging
- ✓ Optimize landing pages for higher conversion
- ✓ Refine follow-up processes to close more leads
- ✓ Adjust budgets to maximize ROI
- ✓ Stay ahead of competitors and market changes



THE CONTINUOUS IMPROVEMENT CYCLE



IMPLEMENT TODAY

- ☐ Set up monthly reporting and analytics review
- ☐ Schedule time for monthly performance analysis
- ☐ Test one new element (ad, offer, or landing page) each month.



DON'T DO THIS



Set it and forget it.

Marketing isn't a one-time setup. The businesses that win long-term are the ones that continuously improve.



AT A GLANCE



DIFFICULTY **MODERATE**



TIME **ONGOING**



IMPACT ★★★★★



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10 BUILD YOUR 90-DAY GROWTH PLAN

A clear plan turns knowledge into consistent results.

You now have 10 marketing systems that work together to bring in more calls, book more jobs, and grow your business.

The next step? Implement them with focus, track your progress, and compounding results will follow.



REALITY CHECK

Businesses that follow a documented plan with clear milestones are 42% more likely to achieve their goals.



DIFFICULTY
MODERATE



TIME
90 DAYS



IMPACT
★★★★★

90-DAY ROADMAP



PHASE 1 FOUNDATION

- ✓ Know your customer
- ✓ Build your offer
- ✓ Set up tracking
- ✓ Create follow-up system

FOCUS: GET SET UP



PHASE 2 IMPLEMENTATION

- ✓ Drive traffic
- ✓ Convert leads
- ✓ Deliver value
- ✓ Nurture relationships

FOCUS: BUILD MOMENTUM



PHASE 3 OPTIMIZATION

- ✓ Optimize campaigns
- ✓ Improve conversions
- ✓ Increase retention
- ✓ Scale what works

FOCUS: MAXIMIZE RESULTS



GOAL: Build a predictable system that consistently brings in high-quality leads and turns them into loyal customers.

YOUR 90-DAY ACTION PLAN

01



CHOOSE YOUR PRIORITIES

Pick 3–5 systems to focus on first based on your biggest opportunities.

EXAMPLES

- Follow Up Every Unsold Estimate
- Build a Google Review Machine
- Track Every Lead From Click to Revenue

02



SET SMART GOALS

Define specific, measurable goals for the next 90 days.

EXAMPLES

- Get 50 more booked jobs
- Increase close rate by 20%
- Get 25 new Google reviews
- Increase revenue by \$25K

03



CREATE YOUR PLAN

Outline the key actions, deadlines, and resources you need.

INCLUDE

- Weekly action steps
- Who is responsible
- Tools and budget
- Key milestones

04



IMPLEMENT CONSISTENTLY

Take consistent action every week. Small steps compound into massive results.

TIPS

- Block time on your calendar
- Track your progress
- Stay focused on your plan
- Don't get distracted

05



REVIEW & ADJUST

Review your results, learn what's working, and adjust as needed.

FREQUENCY

- Weekly: Quick check-in
- Monthly: Deep review
- Quarterly: Big picture adjustments



SUCCESS COMES FROM SYSTEMS

Focus on building systems, not just working in your business. Systems create predictable results.



YOU DON'T HAVE TO DO IT ALONE

Get help when you need it. Surround yourself with experts and a community that supports your growth.



KEEP GOING

Marketing is a long game. The businesses that win are the ones that never stop improving.



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10 MARKETING SYSTEMS EVERY
EDMONTON HOME SERVICE BUSINESS NEEDS

BUILD SYSTEMS. GET RESULTS.
GROW YOUR BUSINESS.