



SALES & MARKETING

2025 MARKETING CHECKLIST FOR PEST CONTROL BUSINESSES

**YOUR BLUEPRINT FOR DRIVING GROWTH
AND GENERATING MORE LEADS**

Proven Strategies to Generate Leads & Drive Growth

The pest control industry is evolving rapidly, and effective marketing is the key to staying ahead of the competition. This guide is designed to provide pest control businesses with a simple, actionable roadmap to attract more customers, increase brand visibility, and grow revenue in 2025.

What You'll Learn:

- Proven strategies to generate high-quality leads across digital and offline channels.
- Techniques for nurturing existing customers to build loyalty and drive repeat business.
- Insights into leveraging targeted ads, seasonal campaigns, and local branding to dominate your service area.
- A step-by-step checklist to optimize your marketing efforts and measure success.

Whether you're looking to scale your customer base, improve ROI on your ad spend, or establish a stronger local presence, this guide is packed with tips and tools to help you meet your goals. It's tailored specifically for pest control businesses, addressing unique challenges like seasonality, geographic targeting, and building trust in local communities.

1. Lead Generation

2. Nurture Existing Customers & Relationships

3. Build Your Brand

4. Explore Offline Marketing Channels

5. Tracking & Refining Your Strategy

1. Supercharge Your Lead Generation Efforts

Run Targeted Ads

Google Ads:

Focus on high-intent keywords like "Termite Control Near Me" or "Emergency Pest Removal." Use ad extensions (e.g., call, location, sitelinks) to make your ads more engaging and accessible.

Social Media Ads:

Leverage platforms like Facebook and Instagram to target specific demographics (e.g., homeowners in specific ZIP codes). Showcase eye-catching visuals, short videos, or limited-time offers to grab attention.

Launch Retargeting Ads

Reconnect with website visitors who didn't convert by serving personalized ads based on their behavior. For example, show ads for "\$50 off your first treatment" to users who viewed your pricing page but didn't book.

Leverage Seasonal Promotions & Offers

Highlight services that address timely pest problems. Example: "Rodent Control Special – Get \$50 Off This Winter!" Ensure promotions are visually prominent in your ads and emails.

2. Nurture Existing Customers

Email & SMS Campaigns

Schedule regular emails with content like “Spring Pest Prevention Checklist” or “Signs You Need a Termite Inspection.”

Use SMS for urgent messages or exclusive deals, such as “This weekend only: \$25 off pest control treatments!”

Referral Programs

Offer incentives like “\$50 off your next service” for every referral that becomes a customer. Create a simple process for referrals using a link or QR code that customers can easily share.

Upsell Maintenance Plans

Educate your customers on the benefits of ongoing pest control services. Example: “Sign up for our annual protection plan and save 20% compared to single treatments!” Include reminders before peak pest seasons to drive renewals.

3. Build Your Brand

Educational Content

Write blog posts such as “5 Common Pest Problems in [City] and How to Prevent Them” or “How Often Should You Schedule Pest Control?”

Create short, engaging videos explaining your pest control process or showcasing customer success stories. Share them on YouTube, Instagram, and Facebook.

Showcase Social Proof

Share Google reviews, Facebook testimonials, or video interviews with satisfied customers on your website and in ads.

Use real photos of your team in action to build trust and show authenticity.

Community Involvement

Participate in local events like home expos or community fairs. Hand out branded items like pest prevention tip cards or magnets.

Partner with local businesses to co-promote services or sponsor local schools and sports teams for increased visibility.

4. Explore Offline Marketing Channels

Radio Ads

Record ads that highlight your seasonal promotions or emergency services, using a relatable tone and clear call-to-action like “Call us today to schedule a free inspection!”

Direct Mail Campaigns

Create visually appealing postcards with a headline like “Protect Your Home This Summer!” Include a compelling offer, a list of services, and a clear way to contact you.

Door Hangers

Design door hangers with an attention-grabbing headline (e.g., “Have Pests? We’ve Got You Covered!”). Use before-and-after photos to show results and include a QR code that links to a discount page.

5. Tracking & Refining Your Strategy

Monitor Campaign Metrics

Use tools like Google Analytics, Facebook Ads Manager, or your CRM to track performance metrics such as cost-per-click (CPC), cost-per-lead (CPL), and conversion rates.

Set Measurable Goals

Define clear objectives for each channel. Examples: “Increase Google Ads conversions by 20% in Q1” or “Generate 50 new leads from direct mail campaigns by March.”

Test, Learn & Adapt

Run A/B tests for headlines, images, and CTAs in ads or emails. For example, test whether “\$25 Off Your First Treatment” outperforms “Protect Your Home Today!”

Use customer feedback to refine messaging, service offerings, or follow-up strategies.

2025 Pest Control Marketing Checklist

- RUN TARGETED ADS
- LAUNCH RETARGETING CAMPAIGNS
- LEVERAGE SEASONAL PROMOTIONS
- TEST EMAIL AND SMS CAMPAIGNS
- CREATE A REFERRAL PROGRAM
- UPSELL MAINTENANCE PLANS
- CREATE EDUCATIONAL CONTENT
- SHOWCASE SOCIAL PROOF
- INCREASED COMMUNITY INVOLVEMENT
- TEST RADIO ADS, DIRECT MAIL, OR CUSTOM DOOR HANGERS
- TRACK & REFINE YOUR PLANS: SET GOALS, MONITOR

PERFORMANCE, AND TEST, LEARN AND ADAPT FOR MORE SUCCESS

Your Partner **In Growth**

Whether you're looking to start the first search campaign for your pest control business or improve and grow your existing campaign, hopefully this guide helped you out.

I love helping pest control companies grow, scale, and ultimately **dominate** their market with the help of search marketing. If you have any questions about how to improve your marketing and lead generation efforts, feel free to reach out, even if it's just to bounce ideas!



Looking for more pest control leads?

Lets Talk!