SALES & MARKETING

LOW BUDGET MARKETING PLAN FOR SMALL PEST CONTROL BUSINESSES

CREATE A SCALABLE STRATEGY TO GET MORE LEADS YEAR-ROUND

M J S
MARKETING
SOLUTIONS

Create a powerful lead generation strategy for $1,500 Per Month

Small pest control businesses can generate high-quality leads and grow their customer base without needing a massive marketing budget. With as little as $1,500 per month, you can build an effective marketing campaign that leverages Facebook Ads, Google Ads, and email automation to maximize your ROI.

This 18 page full-funnel campaign strategy guide is designed to be used as a foundation to get your pest control business leads and generate great long term ROI with consistency utilizing multiple marketing channels, both paid and earned.

While SEO and organic search is a great marketing channel for generating leads, this strategy focuses on paid media to help your have more control of your lead volume and sales pipeline without having to spend months working on SEO strategies.

If you are a small pest control business looking for more leads this busy season who has some money to invest in marketing, this plan would be a great starting point to get you where you want to go!

This guide will go into 6 key areas including:

- Facebook ads - Ad & Content Ideas
- Google Ads - Campaign & Keyword Strategies
- Email & Automation - Campaign Execution
- Budget Allocation
- Key Metrics To Track
- Tools & Tracking
- And most importantly - *Why This Strategy Works*

M J S
MARKETING
SOLUTIONS

1. Facebook Ads: Capturing Leads with Lead Magnets and Remarketing

Why Facebook Ads?

Facebook Ads allow you to target hyper-local audiences, making it ideal for small pest control businesses that rely on servicing specific neighborhoods or cities. It's also one of the most cost-effective platforms for generating leads.

With Facebook Ads, you can easily test new ad strategies, messaging, and audience targeting. For a low budget campaign, having Facebook Ads in your strategy plays a massive part of:

1. Getting int front of your ideal customers in an efficient and trackable fashion.
2. Serving the right message to the right audience at the right time - depending on their buying journey
3. **Capturing leads!** Facebook, when setup correctly, is a great lead generation platform

With this $1,500 per month campaign strategy, Facebook plays a huge role in helping to build your sales pipeline in multiple ways. Facebook will be used to both capture future customers' emails via "lead magnets", which are simple guides that would provide value to the customer. In addition, Facebook will be used to "remarket" to anyone who's engaged with your brand, but is not yet a customer.

Step 1: Lead Magnets

A lead magnet is a valuable resource you offer in exchange for contact information. For pest control businesses, this could include:

- A free pest inspection.
- A downloadable guide, such as "5 Ways to Prevent Termite Infestations."
- A limited-time discount, such as "Save $50 on Your First Treatment."

These lead magnets will allow you to capture a potential customer's information even if they are not yet ready to buy pest control services.

MJS
MARKETING
SOLUTIONS

1. Facebook Ads: Capturing Leads with Lead Magnets and Remarketing

Step 2: Remarketing Campaigns

Many people who visit your website may leave without taking action. Facebook's remarketing campaigns help re-engage these potential customers:

- Ad Content: Use compelling visuals and CTAs such as "Still dealing with pests? Schedule your free inspection today!"
- Audience: Target website visitors from the last 30+ days using the Facebook Pixel.
- **Goal:** Drive conversions (leads / sales) from people already familiar with your brand.

Lead Magnet Ads ($250 - suggestion only):

- Ad Objective: Lead generation with Facebook Lead Ads.
- Target Audience:
  - Location: Specific ZIP codes or neighborhoods.
  - Demographics: Homeowners, ages 30-65+.
  - Interests: "Home improvement," "DIY," or pest-related topics.
- Ad Copy Example:
  - Headline: "Worried About Termites? Get Our Free Guide!"
  - Description: "Learn the 5 signs of termite infestations and how to protect your home. Download now!"
  - CTA: "Download Now."

Content Ideas:

"Seasonal Pest Control Checklist"

- A guide detailing the key tasks homeowners should perform each season to keep their homes pest-free.
- Why It Works: Establishes your expertise and positions your business as the solution for any unchecked items on the list.

"The Ultimate Guide to [City]'s Top Pest Problems"

- A location-specific guide that highlights common pests in your service area and how to address them.
- Why It Works: Builds trust by showing you understand the unique pest control challenges in their neighborhood.

MJS
MARKETING
SOLUTIONS

Facebook Ads: Campaign Execution

Remarketing Ads ($250 - suggestion only):

- Ad Objective: Retarget website visitors who didn't convert (turn into a lead or sale).
- Audience: Create a custom audience using the Facebook Pixel for visitors in the past 30+ days.
- Ad Copy Example:
    - Headline: "Still Dealing with Pests?"
    - Description: "Get $50 off your first treatment. Don't let pests take over—schedule your inspection today!"
    - CTA: "Book Now."

With remarketing campaigns, you can get creative with your approach. Again, this is designed to help you ***get more leads***, so do what you think is best to get more leads, especially since you are running with a limited budget.

If you are able to, promote an incentive for new customers. An example here would be:

"Get $50 Off Your First Pest Control Service"

- A simple offer that incentivizes potential customers to request a quote or book a service.
- **Why It Works:** Immediate value for the customer while allowing you to capture their contact details for follow-ups.

2. Google Ads: Targeting High-Intent Searchers

Why Google Ads?

Google Ads focus on users actively searching for pest control solutions, making it a high-intent platform perfect for capturing leads that are ready to book a service. This is going to be where a higher percentage of your budget is going to go, for 2 reasons:

1. Faster lead generation efforts - get leads as people need you and are actively looking for pest control services
2. Higher costs - Pest control keywords can be costly depending on the market you serve, what service(s) you're targeting, and the competition

Step 1: Keyword Selection

With a small budget, focus on highly specific, keywords that indicate direct intent to buy. Examples include:

"Pest control near me."
"Termite treatment in [City]."
"Rodent removal services [ZIP Code]."

Step 2: Campaign Setup

Ad Format: Use search campaigns with ad extensions like "call now," "location," and "sitelinks" to improve visibility.

Geo-Targeting: Limit your ads to areas you actively serve to avoid wasting clicks.

Budget Allocation: It would be suggested to dedicate more than 50% of the monthly budget to Google Ads, ensuring your bids prioritize clicks from high-intent keywords.

Step 3: Optimize Landing Pages

Ensure your landing pages are fast, mobile-friendly, and conversion-focused:

Content: Include a clear CTA like "Call Now for a Free Inspection" or "Book Your Service Today."

Trust Signals: Display customer reviews, certifications, and guarantees prominently.

MJS
MARKETING
SOLUTIONS

3. Email: Reengaging Captured Leads & Putting Your Lead Generation Efforts On Autopilot!

Why Email Automation?

Email marketing is a cost-effective way to nurture leads captured from Facebook Ads and Google Ads. Automated campaigns allow you to stay in touch with potential customers and guide them toward booking your services.

Step 1: Create Automated Email Sequences

Set up a simple email sequence that educates, nurtures, and converts leads:

- Day 1: Welcome Email
  - Example: "Thanks for reaching out! Here's what to expect from your free inspection."
- Day 3: Educational Email
  - Example: "3 Signs You Might Have a Termite Problem."
- Day 7: Promotional Email
  - Example: "Schedule your service within 3 days and get $50 off your first treatment!"

Step 2: Segment Your List

Segment your email list based on behavior:

- Leads who opened but didn't book: Send a reminder email.
- Leads who clicked but didn't convert: Offer an additional discount or incentive.

Step 3: Reengage Dormant Leads

Use your email system to target older leads who haven't booked:

- "We'd love to help you protect your home! Here's 10% off your next pest control service."

Tools to Use:

- Aweber (personal favorite) Mailchimp or ActiveCampaign: For simple automation workflows.
- CRM Integration: Connect your email platform to your CRM for easylead tracking.

M J S
MARKETING
SOLUTIONS

4. Tools & Tracking

While not 100% required to get this strategy in place, it is highly recommended to add various tracking and software to create a highly successful lead generation campaign.

Running this campaign, especially with a limited budget each month without the ability to track performance and know how to improve would be similar to diving at night without headlights.....in the rain.

Based on past usage and experience, here are tools I would recommend for you to utilize for maximum campaign performance and ROI:

Call Tracking - Call tracking software is a great tool and well worth the cost each month. With call tracking you are able to, like it's name indicates, track calls.

While simple on the surface, call tracking platforms provide you with lots of data and easily integrate with your advertising platforms. This helps with managing your Google Ads campaign for example because it can push data to the platform, and allows for in-depth conversion (lead) tracking, which will only improve the performance of your campaign.

Platform suggestion: CallRail

Landing Pages - How you use landing pages can make or break your campaign. Having a great landing page designed for leads (calls or form submissions) will provide a massive ROI. However, a poor landing page will create headaches and frustrations that are the result of lost money and no leads. While paying for a landing page platform isn't needed, it will make a massive difference in your campaign performance.

Platform Suggestion: Unbounce (note - CallRail easily integrates with Unbounce)

M J S
MARKETING
SOLUTIONS

4. Tools & Tracking

Email - Depending on if you already have a CRM system that offers email and marketing automation you might not need a standalone email platform. If you don't however, there are plenty of low cost email providers for small businesses. Most will cost less than $50 for an all encompassing platform, some even include free versions that get you started with an email list limit.

Platform suggestions: Aweber or MailChimp

Website Analytics - To get a complete view of how your campaigns are performing and what people are doing on your website when they get there, you need to have website analytics tracking. There are plenty of platforms, but for ease of use and simplicity, use Google Analytics. There is ample support and is 100% free.

5. Key Metrics To Track

To ensure the success of your $1,500/month marketing campaign, it's critical to monitor and analyze key performance metrics. Tracking these metrics allows you to identify what's working, optimize underperforming elements, and maximize ROI. Here are the essential metrics to focus on for each channel:

Facebook Ads Metrics

Cost Per Lead (CPL)
- What It Measures: How much you're spending to capture a lead through Facebook Ads.
- Why It's Important: A lower CPL means you're generating leads more efficiently.
- Target Range: $5–$25 per lead, depending on your location and targeting.

Click-Through Rate (CTR)
- What It Measures: The percentage of people who clicked on your ad after seeing it.
- Why It's Important: A high CTR indicates your ad copy and creative are resonating with your audience.
- Target Range: 1%–3% for most campaigns.

Conversion Rate
- What It Measures: The percentage of ad clicks that resulted in a completed lead form or desired action.
- Why It's Important: Tracks how effectively your landing page or lead magnet converts traffic.
- Target Range: 10%–20% for lead forms.

Frequency
- What It Measures: How many times the same person has seen your ad.
- Why It's Important: High frequency (e.g., 5+ views) may indicate ad fatigue, meaning it's time to update your creatives or adjust targeting.
- Target Range: 1–3 for remarketing campaigns.

MJS
MARKETING
SOLUTIONS

5. Key Metrics To Track

Google Ads Metrics

Cost Per Click (CPC)
- What It Measures: The average cost of a single click on your Google Ads.
- Why It's Important: A reasonable CPC ensures your budget is being spent efficiently.
- Target Range: $2–$6 for pest control keywords (may vary by location).

Search Impression Share
- What It Measures: The percentage of times your ad appears out of the total available impressions for your target keywords.
- Why It's Important: High impression share means your bids and targeting are competitive.
- Target Range: 70%–90% for a strong presence in your market.

Quality Score
- What It Measures: Google's rating of your ad relevance, keyword alignment, and landing page experience (scale of 1–10).
- Why It's Important: A higher Quality Score reduces CPC and improves ad placement.
- Target Range: 7+ for targeted keywords.

Conversion Rate
- What It Measures: The percentage of clicks that result in a conversion, such as a call, form submission, or booked inspection.
- Why It's Important: Tracks how effectively your ads are turning clicks into leads.
- Target Range: 10%–20% for search campaigns.

Cost Per Conversion
- What It Measures: The average cost to generate a lead or action (e.g., form fill or call).
- Why It's Important: Helps evaluate the profitability of your campaigns.
- Target Range: $25–$75, depending on service type and competition.

MJS
MARKETING
SOLUTIONS

5. Key Metrics To Track

Email Metrics

Open Rate
- What It Measures: The percentage of recipients who open your email.
- Why It's Important: Indicates how effective your subject lines are and whether your audience is engaged.
- Target Range: 20%–30% for pest control campaigns.

Click-Through Rate (CTR)
- What It Measures: The percentage of recipients who click on links within your email.
- Why It's Important: Tracks engagement and interest in your offers or content.
- Target Range: 2%–5%.

Conversion Rate
- What It Measures: The percentage of email recipients who take a desired action, such as booking a service.
- Why It's Important: Shows how effective your email campaigns are at driving leads down the funnel.
- Target Range: 5%–10% for targeted email sequences.

Unsubscribe Rate
- What It Measures: The percentage of recipients who opt out of your emails.
- Why It's Important: High unsubscribe rates could indicate irrelevant content or too frequent messaging.
- Target Range: Less than 1%.

5. Key Metrics To Track

Website & Landing Page Metrics

Bounce Rate
- What It Measures: The percentage of visitors who leave your landing page without taking any action.
- Why It's Important: A high bounce rate may indicate poor page design, irrelevant content, or slow loading times.
- Target Range: Less than 40% for well-optimized landing pages.

Average Session Duration
- What It Measures: How long visitors spend on your website.
- Why It's Important: Longer durations indicate that users are engaging with your content.
- Target Range: 1–3 minutes for most pest control landing pages.

Form Submission Rate
- What It Measures: The percentage of visitors who complete your lead capture form.
- Why It's Important: Tracks the effectiveness of your form design and CTA.
- Target Range: 10%–20%.

Call-to-Action (CTA) Click Rate
- What It Measures: The percentage of users who click on your primary CTA buttons, like "Schedule Now" or "Get a Free Quote."
- Why It's Important: Indicates whether your CTAs are compelling enough to drive conversions.
- Target Range: 5%–10%

5. Key Metrics To Track

Call Tracking Metrics - Requires Call Tracking Software

Call Volume
- What It Measures: The total number of calls generated from your campaigns.
- Why It's Important: Tracks the overall effectiveness of your ads in driving phone inquiries.
- Target Range: Varies by budget and campaign size but should trend upward over time.

Call Conversion Rate
- What It Measures: The percentage of calls that result in booked appointments or inquiries.
- Why It's Important: Ensures the calls you're generating are high quality.
- Target Range: 30%–50% for well-targeted campaigns.

Missed Calls
- What It Measures: The percentage of calls that go unanswered.
- Why It's Important: Missing calls can result in lost leads and revenue.
- Target Action: Aim to reduce missed calls by ensuring prompt responses and using call tracking software to log missed opportunities.

Overall Campaign Metrics

Return on Ad Spend (ROAS)
- What It Measures: The revenue generated for every dollar spent on advertising.
- Why It's Important: A critical metric to ensure profitability.
- Target Range: 3x–5x ROI for pest control campaigns.

Customer Lifetime Value (CLV)
- What It Measures: The total revenue a customer generates during their relationship with your business.
- Why It's Important: Helps justify your acquisition costs by showing long-term revenue potential.
- Target Action: Increase CLV by promoting ongoing services like maintenance plans.

MJS
MARKETING
SOLUTIONS

6. Budget Breakdown

Below shows an example of how to allocate a $1,500 per month budget based on priorities and lead generation effort. As pointed out earlier, we'd want to give Google more than 50% of the budget due to the nature of it being more costly, but providing a great ROI.

Next, Facebook would get the 2nd highest, about 33% of the budget. This will allow you to build out simple, but scalable campaigns as marketing investment allows. Again, this strategy is designed to give you a foundation for a full-funnel marketing campaign without breaking the bank.

Finally, we allocate money for email (if you need a stand-alone platform), as well as other tools for tracking and getting the most out of your campaigns. These tools would be things like call tracking which would give you extremely valuable lead insights and data such as call recording, as well and landing page builders to help you create high-converting pages to send traffic to.

Again, this is a suggested budget based on tools and marketing platforms.

Channel	Monthly Spend	Focus
Facebook Ads	$500	Lead magnets ($250) + remarketing campaigns ($250).
Google Ads	$850	High-intent keywords for search campaigns.
Email Marketing	$50	Low-cost email automation for nurturing leads and reengagement.
Tools and Tracking	$100	Call tracking ($50) + other tools for landing pages or analytics ($50).

7. Why This Strategy Works

This strategy leverages proven marketing principles tailored for small pest control businesses, ensuring that every dollar of a limited budget is maximized to generate high-quality leads and build a sustainable customer base. Here's why this approach is highly effective:

Multichannel Approach Reaches Customers at Every Stage

By combining Facebook Ads, Google Ads, and email automation, this strategy ensures you're engaging potential customers at every stage of their journey:

- Awareness Stage: Facebook Ads introduce your services to local audiences and build awareness through educational and promotional content.
- Consideration Stage: Remarketing ads and emails nurture interested prospects by keeping your brand top of mind and providing value.
- Decision Stage: Google Ads capture high-intent searches from people actively looking to book pest control services.

This creates a well-rounded marketing funnel that doesn't rely on a single channel, reducing risk and increasing opportunities for lead generation.

High ROI with Low Cost

- Facebook Ads for Lead Magnets: Lead magnets are cost-effective tools that deliver value to prospects while allowing you to collect their contact information for ongoing marketing. With Facebook's precise targeting capabilities, you can connect directly with homeowners in your service area without wasting budget on broad or irrelevant audiences.
- Google Ads for High-Intent Leads: People searching on Google for terms like "pest control near me" are actively seeking solutions. Allocating a larger portion of the budget to Google Ads ensures you're capturing the most qualified leads who are ready to convert.
- Email Automation for Follow-Up: Email marketing is one of the most affordable ways to engage leads over time. Once you've captured a lead, nurturing them with a series of automated emails costs pennies compared to running additional ads.

This budget-conscious strategy ensures you're paying for quality leads, not just impressions or clicks.

M J S
MARKETING
SOLUTIONS

7. Why This Strategy Works

Hyperlocal Targeting Maximizes Relevance

Pest control services are inherently local, and this strategy takes full advantage of that fact:

- Facebook Ads Targeting: By focusing on specific ZIP codes and homeowner demographics, you can ensure your ads reach people who are both within your service area and likely to need pest control.
- Google Ads Geo-Targeting: Narrowing your campaigns to specific neighborhoods prevents wasted spend on clicks from people outside your service zone.
- Localized Content: Lead magnets and ad copy tailored to the pests and challenges unique to your area (e.g., "Prevent Termites This Spring in [City]!") increase relevance and engagement.

This localized approach builds trust and positions your business as the go-to expert in the community

Automation Saves Time and Improves Consistency

Small pest control businesses often have limited time and resources to dedicate to marketing. Automation tools make it easy to:

- Streamline Follow-Ups: Automated email workflows ensure leads receive timely communication without manual effort.
- Track and Optimize Performance: Call tracking and CRM tools provide insights into what's working, so you can refine your strategy without guesswork.
- Maintain Customer Relationships: Automated campaigns keep your business top of mind, nurturing leads until they're ready to convert.

Automation allows you to scale your marketing efforts without significantly increasing workload.

7. Why This Strategy Works

Builds Trust and Authority with Gated Content

Offering valuable, pest-related content as part of your lead generation strategy accomplishes several goals:

- Educates the Prospect: Guides and checklists demonstrate your expertise, helping homeowners make informed decisions while positioning your business as a trusted advisor.
- Creates a Sense of Reciprocity: When you provide something useful for free, prospects are more likely to trust and engage with your business.
- Warms Up Leads: By delivering helpful content, you reduce friction when it comes time to pitch your services, as prospects already see you as a credible and valuable resource.

This content-first approach builds relationships, not just transactions.

Remarketing Turns Lost Opportunities into Wins

Statistics show that most people don't convert on their first interaction with a business. Remarketing campaigns are essential for re-engaging those who:

- Visited your website but didn't fill out a form.
- Clicked your Facebook Ad but didn't submit their contact info.
- Downloaded a lead magnet but didn't book a service.

By reminding prospects of your services and addressing potential objections (e.g., pricing concerns, urgency), remarketing helps recapture lost leads and turn them into customers.

7. Why This Strategy Works

Scalable and Adaptable

This strategy is designed to work within a $1,500 budget but is highly scalable as your business grows. For example:

- If Facebook Ads prove to be more effective in your area, you can allocate a larger portion of your budget to expand campaigns.
- As your customer base grows, you can add more email automation workflows to upsell services, promote maintenance plans, or re-engage dormant customers.
- You can add new tools, such as enhanced CRM features or advanced call tracking, as your needs evolve.

This adaptability ensures that the strategy remains effective whether you're maintaining a small operation or scaling up.

Drives Long-Term Results

Unlike one-time campaigns, this approach lays the foundation for sustainable growth:

- Lead Nurturing: Email automation allows you to nurture leads over time, increasing the chances of conversion.
- Brand Awareness: Consistent Facebook and remarketing campaigns ensure your business stays top-of-mind in your service area.
- Customer Loyalty: By maintaining contact with existing customers through email, you can encourage repeat business and referrals, further reducing the need for expensive new lead acquisition.

By combining immediate lead generation tactics with ongoing relationship-building, this strategy delivers results both now and in the future.

Conclusion: Why It Works

This integrated strategy combines high-impact marketing channels with budget-friendly tools, creating a system that captures, nurtures, and converts leads efficiently. By targeting the right audiences with the right messages at the right time, pest control businesses can generate meaningful growth—even with a limited marketing budget.

MJS MARKETING SOLUTIONS

Your Partner *In Growth*

Whether you're looking to start the first marketing 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 performance driven 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!