



CONTRACTOR / PRINTABLE FIELD GUIDE

2026 Local Marketing Plan

A 90-day plan for service-area clarity, stronger proof and measurable leads.

Positioning

Choose the services and property types you can deliver profitably. Define the geography you actually serve and the reason a customer should trust your process.

Write one sentence: We help [customer] with [specific problem] in [real service area] through [credible differentiator].

Own the basics

Keep your website service pages specific, readable on phones and clear about next steps. Publish real project photos with permission and accessible descriptions.

Maintain an accurate Google Business Profile. Follow Google eligibility and service-area rules; do not invent offices, categories or locations.

Make phone, email and contact form easy to use. Record source, response time, appointment, proposal, sale and revenue for each inquiry.

90-day cadence

Days 1-30: Audit profile, top five pages, calls, forms and tracking. Correct inaccurate information.

Days 31-60: Publish useful service and location examples, gather authorized project photos, request honest reviews from actual customers.

Days 61-90: Compare lead quality and booked work by source. Improve the best channel before increasing spend.

Scorecard

Weekly leads / booked visits / proposals / wins / gross profit by channel

One channel to improve and one experiment to stop



Measure one channel

If a channel generated 20 qualified leads, 10 appointments and 4 signed jobs on \$2,000 of attributable spend, the appointment rate is 50%, win rate per appointment is 40%, and spend per job is \$500. Check margin before scaling.

Build the plan with guided practice: academy.saferpros.com/marketing-growth-academy/ • Call 1-800-HIRE-A-PRO (1-800-447-3277).

Sources and further reading

SBA: Marketing and Sales - <https://www.sba.gov/business-guide/manage-your-business/marketing-sales>

Google: Business Profile Guidelines - <https://support.google.com/business/answer/3038177?hl=en>

Google: Service Area Profiles - <https://support.google.com/business/answer/9157481?hl=en>

FTC: Consumer Reviews and Testimonials Rule - <https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers>

Educational guidance for U.S. readers. Requirements, permits, licenses, consumer rights and payment rules vary by location and project. Check current local rules and your written agreement. Safer Pros is a referral and project-support platform; participating providers are independent businesses.

Additional notes and next actions
