



The \$1M Growth Playbook

9 proven tactics home service contractors use to break through the \$1M ceiling. **No agency required.**
No big budget needed. Just consistent execution.

relentless-digital.com

- Built for HVAC, Plumbing, Electrical & Roofing contractors.



**WHY THIS
PLAYBOOK EXISTS**

You're Closer Than You Think

If you're reading this, you filled out our survey and your business isn't quite at the \$1M mark yet. That's not a problem—it's a starting point.

We work with 150+ home service contractors across the country. Our marketing programs are designed for businesses doing \$1M+ in annual revenue because that's where the ROI hits hardest. Investing thousands per month in marketing before you have the team, trucks, and infrastructure to handle the leads can actually hurt more than help.

But here's the thing: every one of our \$1M+ clients started exactly where you are right now.

This playbook contains the exact marketing tactics those contractors used to break through the \$1M ceiling. No agency required. No complicated strategy. Just 9 moves that work for home service businesses at your stage.



150+

Home service clients
we work with



\$0

Cost for most of
these tactics



6-9

Months to see
compounding results

HOW TO USE THIS PLAYBOOK

1

Start with Tactics 1–3
Highest ROI, Lowest effort

2

Add one new tactic every month.

3

In 6–9 months, you'll have a marketing system that compounds on itself.

MONTH 1



MONTH 2



MONTH 3



**MARKETING
MACHINE**

1

LEAD GENERATION

The tactics that make your phone ring.
Highest ROI for contractors below \$1M.

1



Google LSA

2



Yard Signs

3



Door Hangers

Google Local Service Ads

Top of Google. Pay only when customers call.

WHAT TO DO

- Sign up at ads.google.com/local-services-ads
- Get Google Guaranteed (background + insurance verification)
- Budget: \$500–\$1,000/week
- Select service areas & categories
- Turn campaigns live

EXPECTED RESULTS

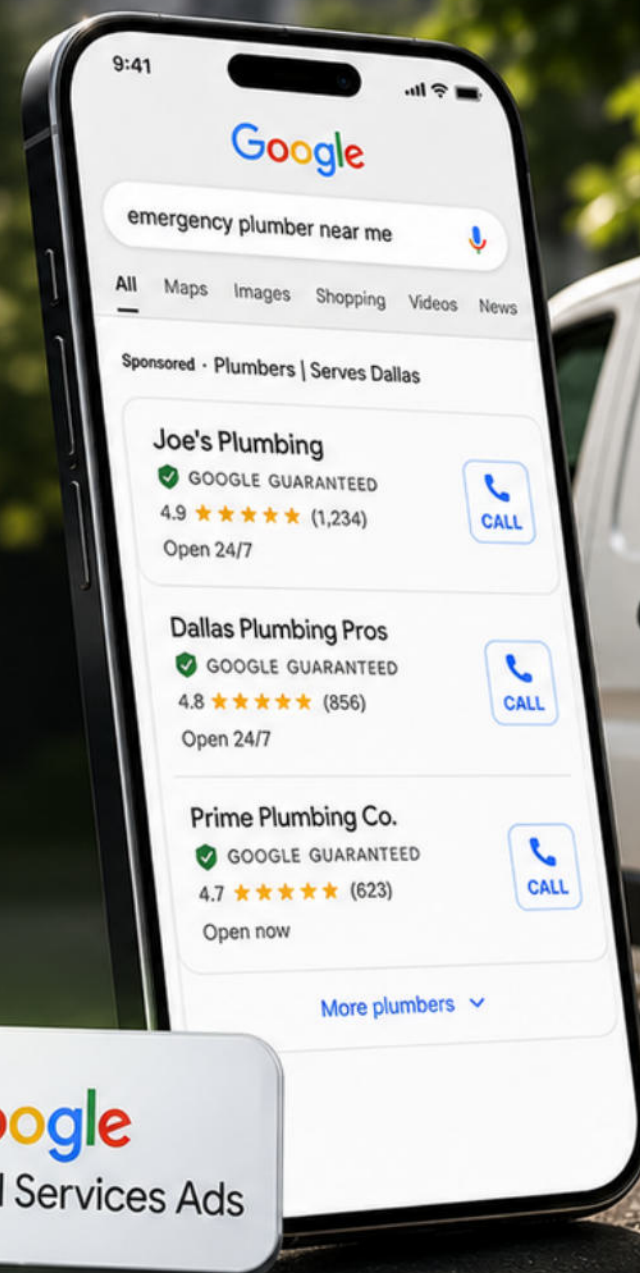
-  10–20 qualified calls/week
-  \$50–\$100 cost per lead

PRO TIP:

Respond within 5 minutes. Google rewards fast responders with better placement.



Google
Local Services Ads



BUDGET

\$2K–\$4K/month



TIME TO RESULTS

Immediate



ROI

Highest at this stage

Yard Signs

The cheapest, most overlooked marketing channel in home services. When you're at a job site, the neighbors see your truck. But after you leave, they forget. A yard sign keeps your name in front of the whole neighborhood for days or weeks.



WHAT TO DO

Order 50–100 corrugated yard signs with your company name, phone number, and a simple tagline. Ask every customer if you can place one in their yard for 1–2 weeks after service. Pick them up on your next route through the area.

EXPECTED RESULTS

1–3 calls per 50 signs placed.

At a \$200 investment for 100 signs, even one job pays for a year's supply.



BUDGET

Under \$200



EFFORT

30 seconds per job

Door Hangers

After completing a service call, hit 3–5 neighboring houses with a door hanger. The message: "We just helped your neighbor with [service]—here's \$25 off your first visit." This works because proximity + social proof = trust.



DO THIS



Design a door hanger with your logo, offer (\$35–\$50 off), and phone number.



Print 500 at a time.



Train every tech to hang 3–5 at every job.



Offer a clear, local reason to call.

EXPECTED RESULTS



2–5%
conversion rate



100
hangers/week

=



2–5
new calls/week



BUDGET

Under \$100/month



EFFORT

5 minutes per job

2

DIGITAL PRESENCE

The foundation that makes every marketing tactic perform better.



**Build A Google
Reviews Machine**



**Optimize Your Google
Business Profile**



**Social Media
(2 Platforms,
Consistently)**



Build a Google Reviews Machine

91% of homeowners read reviews before hiring.

PROCESS



After every job



Text customer



Review link



Respond within
24 hours

EXPECTED RESULTS

15–25%
review rate

36–60
new reviews in
6 months



BUDGET: FREE

HIGHEST TRUST BUILDER



MORE REVIEWS. MORE TRUST. MORE JOBS.



Optimize Your Google Business Profile

Your Google Business Profile is free real estate on Google. When someone searches "plumber near me" or "AC repair [city]," your GBP is what shows up in the map pack. Most contractors set it up once and forget it. That's a mistake.

CHECKLIST

- ✓ Verify your listing
- ✓ Add ALL service categories
- ✓ Write detailed business description
- ✓ Upload 10+ real photos
- ✓ Post weekly updates
- ✓ Answer every Q&A
- ✓ Keep hours accurate



EXPECTED RESULTS



30–50%

Better Map
Pack visibility



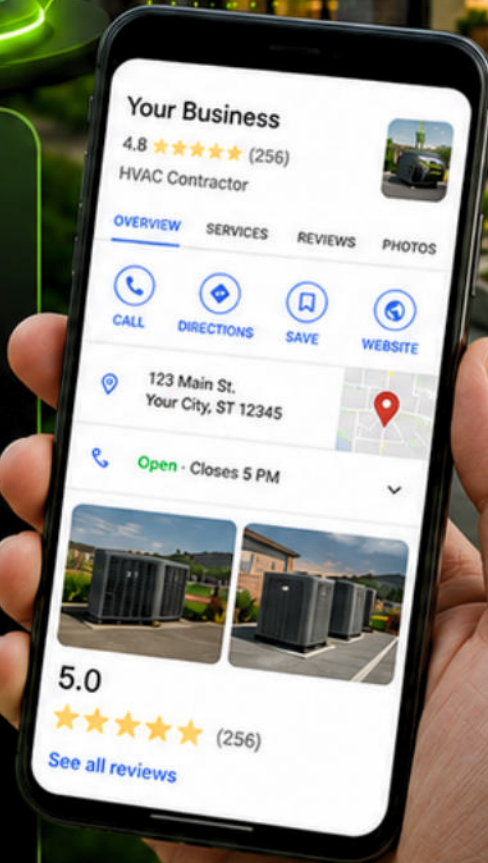
within 60 days



BUDGET
Free



TIME
15min/week



SOCIAL MEDIA (2 PLATFORMS)

PLATFORMS



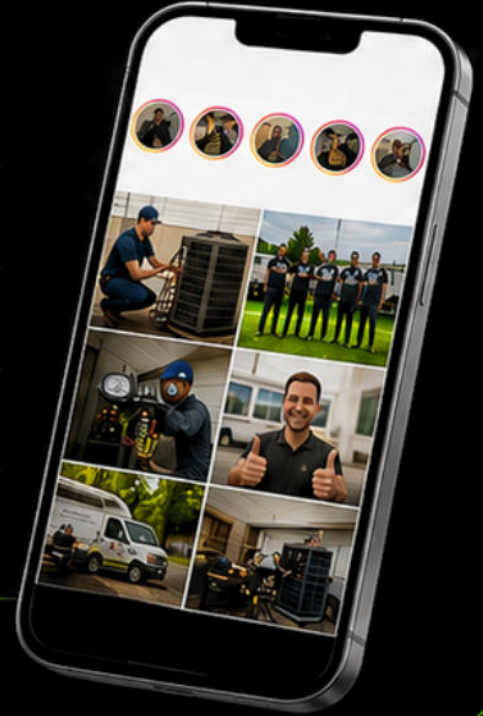
Facebook
(Mandatory)



Instagram
or TikTok

WHAT TO POST

- ✓ Before/after job photos
- ✓ Team photos at work
- ✓ Quick tips
- ✓ Happy customer moments
- ✓ Behind-the-scenes



POST



3–5x
/week



DON'T DO

- ✗ Post once a month
- ✗ Use stock photos
- ✗ Only post promotions

3

COMMUNITY & REFERRALS

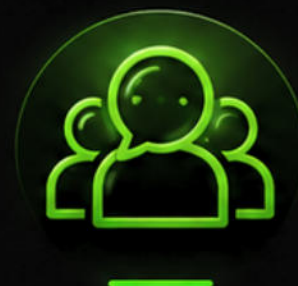
Turn your existing customers and community into a lead generation engine.



Local Facebook Groups



Monthly Email/Text to Past Customers



Referral Program

Local Facebook Groups

Every city and neighborhood has Facebook groups where homeowners ask for contractor recommendations. These are free, high-intent leads. Someone literally asking "Who do you recommend for AC repair?" is a warm lead you can win without spending a dollar.



What do you recommend for AC repair?



WHAT TO DO

Join 5–10 local community groups. Spend 5–10 minutes per day scanning for questions you can answer. Be genuinely helpful—give advice, answer questions, share tips. Do NOT hard sell. When someone asks for recommendations, others will tag you if you've been consistently helpful.



PRO TIP

Build a profile that says what you do. When you answer a question about plumbing and your profile says "Owner at [Plumbing Company]," people connect the dots without you needing to pitch.



\$0



5–10 min/day



Community trust

Monthly Email / Text to Past Customers

The cheapest lead is a repeat customer who already trusts you. Most contractors complete a job and never talk to that customer again until something breaks. That's leaving money on the table.

WHAT TO SEND



Seasonal reminders
Helpful tips
Special offers



Helpful tips



Special offers

Budget: Under \$50/month

TEXT MESSAGES

98%

OPEN RATE

EXPECTED RESULTS

3–8%

REACTIVATION RATE



15–40

JOBS FROM ONE CAMPAIGN



Referral Program

Word of mouth is still the #1 source of leads for home service businesses. A referral program turns passive word-of-mouth into an active lead generation channel.



OFFER —

\$50–\$100

GIFT CARD

Budget: Pay only for results · Highest-quality leads



PRO TIP

MAKE IT TWO-SIDED



Customer gets

\$50 OFF

First service



Referrer gets

\$100

GIFT CARD



Pay only for results · Highest-quality leads



YOUR 6-MONTH ROADMAP

The order that creates the fastest compounding effect.



The compound effect is real.
Every tactic strengthens the others.



IMPLEMENTATION TIMELINE

Month-by-Month Execution Plan



Timeline	Focus	Expected Outcome
 Month 1	Launch LSAs + Start asking for reviews + Optimize GBP	 First LSA leads within days. 5–8 new reviews. GBP fully optimized.
 Month 2	Add yard signs + door hangers at every job	 Neighborhood awareness building. 1–3 calls from signs. 2–5 calls from hangers/week.
 Month 3	Start consistent social media (3–5x/week) + Join FB groups	 Brand visibility growing. Community recognizes your name. 15–20+ total reviews.
 Month 4	Launch monthly text/email to past customers	 15–40 reactivated jobs from first blast. Repeat revenue stream established.
 Month 5	Launch referral program + increase LSA budget	 Referral pipeline building. LSA volume scaling. 30+ reviews.
 Month 6	Review, optimize, and compound	 All 9 tactics running. Multiple lead sources. Marketing compounds on itself.

MONTHLY BUDGET SUMMARY

A clear breakdown of the recommended monthly marketing budget to drive visibility, leads, and consistent growth.

TACTIC	MONTHLY COST	MONTHLY TIME
Google LSAs	\$2,000 – \$4,000	30 min
Google Reviews	\$0	15 min/day
Google Business Profile	\$0	15 min/week
Yard Signs	\$17 (corrugated)	30 sec/job
Door Hangers	\$50 – \$100	5 min/job
Social Media	\$0	15–20 min/day
Facebook Groups	\$0	5–10 min/day
Email / Text to Past Customers	\$30 – \$50	1 hr/month
Referral Program	Pay per referral	30 sec/job



TOTAL MONTHLY INVESTMENT

(excluding referral payouts)

\$2,100 - \$4,170



45
MINUTES/DAY

YOUR \$1M READINESS CHECKLIST



- ✓ Annual revenue at or approaching \$1M
- ✓ At least 2–3 field technicians or crews running daily
- ✓ Dedicated person answering phones (not going to voicemail)
- ✓ Service management software in use (ServiceTitan, Housecall Pro, etc.)
- ✓ Consistent 5+ jobs completed per day



- ✓ 50+ Google reviews with 4.5+ star average
- ✓ Google Business Profile fully optimized and posting weekly
- ✓ Professional website with service pages and contact forms
- ✓ Active on at least one social media platform
- ✓ Listed on 10+ relevant directories



- ✓ Google LSAs running profitably
- ✓ Review generation system in place
- ✓ Customer database of 500+ past customers
- ✓ At least one referral source active
- ✓ Monthly marketing budget of \$2,000+ allocated



Don't wait for perfection. You don't need to check every box. If you're hitting \$1M in revenue and have the basics in place, we can help you build the rest. The checklist is a guide, not a gate.

WHEN YOU'RE READY, WE'RE HERE.



Hit the \$1M milestone?

Take our survey again and let's talk about what becomes possible when you combine your momentum with our marketing engine.

Take the Survey →