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90-Day Marketing Plan to Dominate Home Service Companies

Target Industries:

- Plumbing
- HVAC
- Roofing
- Electrical
- Restoration
- Landscaping
- Pest Control
- Garage Door Companies

Build a predictable pipeline of local home service accounts that buy:

- signs,
- apparel,
- direct mail,
- vehicle graphics,
- and recurring marketing materials.

Core Strategy

Home service companies do NOT buy print.

They buy:

- leads,
- visibility,
- credibility,
- and neighborhood dominance.

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Your positioning must be:

"We help home service companies become the most visible company in their market."

90-Day Outcome Targets

By Day 90:

- 500+ targeted prospects identified
- 150+ conversations
- 30+ qualified appointments
- 10–20 active accounts
- 3–5 recurring monthly clients

PHASE 1 — FOUNDATION + POSITIONING

Days 1–14

1. Build Your Offer Stack

Create 3 simple packaged offers.

Offer 1 — Starter Visibility Package ($497–$997)

For smaller operators.

Includes:

- Yard signs
- Shirts
- Door hangers
- Vehicle magnets
- Referral cards

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Purpose:
Easy entry point.

Offer 2 — Neighborhood Domination Package ($2,500–$5,000)

Your main offer.

Includes:

- EDDM/direct mail
- Door hangers
- Yard signs
- Branded apparel
- Banner package
- Truck graphics
- Referral cards

Position it as:
“Everything needed to dominate a zip code.”

Offer 3 — Monthly Marketing Program ($500–$3,000/month)

Recurring revenue.

Includes:

- monthly apparel,
- direct mail,
- signage refreshes,
- seasonal campaigns,
- promo materials.

This is the real long-term money.

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2. Build Vertical-Specific Samples

Create physical sample kits for:

- plumbers,
- HVAC,
- roofing,
- restoration.

Include:

- door hanger mockups,
- postcards,
- yard signs,
- apparel examples,
- truck graphics visuals.

Home service owners LOVE tactile sales.

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3. Create Industry-Specific Landing Pages

Example pages:

- “Printing for Plumbers”
- “Marketing Materials for HVAC Companies”
- “Roofing Company Print Packages”

Each page should show:

- before/after visuals,
- package pricing,

- fast turnaround,
- local service.

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4. Create One Killer Lead Magnet

Example:

"The 7 Marketing Materials Every Plumbing Company Needs to Dominate Their Market"

Use this for:

- email capture,
- Facebook ads,
- cold outreach follow-up.

PHASE 2 — AGGRESSIVE OUTREACH

Days 15–45

This phase is about volume.

Daily Prospecting Targets

Per day:

- 25 cold calls
- 25 emails
- 10 LinkedIn/Facebook touches
- 5 in-person visits

5 days/week.

That equals:

- 625 calls

- 625 emails
- 250 social touches
- 125 in-person visits

in 30 days.

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5. Build Your Prospect List

Target:
Companies already advertising.

Look for:

- wrapped trucks,
- Google Guaranteed ads,
- Facebook ads,
- yard signs,
- billboards,
- radio ads.

These businesses already spend money.

Priority targets:

- 5–50 employee companies
- owner-operated
- multiple trucks

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6. Cold Call Script

Focus on visibility and lead generation.

Example:

“Hey John, I work with local plumbing and HVAC companies helping them dominate neighborhoods through direct mail, signage and branded marketing materials. Quick question — are you currently doing any neighborhood saturation campaigns?”

Do NOT pitch print first.

Pitch growth.

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7. Direct Mail Campaign to Home Service Companies

Yes — printers should market with print.

Send:

“Neighborhood Domination Kit”

Inside:

- sample postcard,
- mini yard sign,
- apparel flyer,
- ROI examples,
- handwritten note.

Headline:

“Your competitors are everywhere. Are you?”

Mail weekly.

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8. Facebook + Instagram Ad Campaign

Run hyper-local ads.

Creative:

- before/after branding,

- wrapped trucks,
- bold yard signs,
- direct mail examples.

Offer:

Free Marketing Visibility Audit

CTA:
"See how your company stacks up against competitors."

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9. Door-to-Door Route Days

1–2 days/week.

Visit:

- plumbing shops,
- HVAC offices,
- roofing warehouses,
- restoration companies.

Bring:

- physical samples,
- apparel,
- direct mail examples.

This closes extremely well in print.

PHASE 3 — AUTHORITY + CONVERSION

Days 46–75

Now you transition from "printer" to "industry marketing expert."

10. Launch Educational Content

Post:

- "Top 5 Direct Mail Pieces for Plumbers"
- "How HVAC Companies Dominate Neighborhoods"
- "Why Roofers Need Yard Signs Everywhere"

Use:

- Facebook
- LinkedIn
- Instagram Reels
- YouTube Shorts

Short-form video works extremely well here.

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11. Create a Case Study

Even if you must discount one client heavily.

Document:

- before/after,
- lead generation,
- branding improvements,
- visibility gains.

Headline example:

"How a Local HVAC Company Increased Service Calls Using Neighborhood Saturation Marketing"

This becomes your sales weapon.

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12. Host a Local Lunch & Learn

Topic:

"How Home Service Companies Can Dominate Their Local Market in 2026"

Invite:

- plumbers,
- HVAC,
- restoration,
- roofing owners.

Teach:

- direct mail,
- local branding,
- signage strategy,
- truck visibility,
- referral systems.

Do NOT hard sell.
Authority closes.

PHASE 4 — SCALE + RECURRING REVENUE

Days 76–90

13. Introduce Subscription Programs

Example:

Home Service Growth Club

Monthly package includes:

- shirts,

- postcards,
- seasonal campaigns,
- signs,
- promo products.

Flat monthly fee.

This stabilizes revenue.

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14. Referral System

Offer:

- free apparel,
- direct mail credits,
- signage upgrades

for referrals.

Home service owners network heavily.

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15. Strategic Partnerships

Partner with:

- marketing agencies,
- wrap companies,
- SEO agencies,
- business coaches,
- HVAC/plumbing consultants.

Become the fulfillment partner.

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16. Retargeting Ads

Retarget:

- website visitors,
- Facebook engagers,
- email opens.

Show:

- truck wraps,
- signs,
- direct mail examples,
- testimonials.

Repeated exposure matters.

Weekly KPI Targets

Track weekly:

- calls made,
- appointments booked,
- proposals sent,
- close rate,
- average order size,
- recurring accounts added.

Best Channels for Printers in 2026

Ranked by effectiveness:

1. In-person visits
2. Cold calling

3. Facebook ads
4. Direct mail
5. Referral partnerships
6. Instagram short-form video
7. LinkedIn outreach
8. Email campaigns

The Winning Message

Do NOT position yourself as:

- a printer,
- a sign shop,
- or apparel supplier.

Position yourself as:

"The local visibility partner for home service companies."

That changes the entire buying psychology.

Expected Results if Executed Aggressively

By Day 90:

- strong local brand presence,
- recurring monthly clients,
- steady referral flow,
- and a scalable niche specialization.

The real goal is not random print jobs.

The goal is becoming:

"The printer for home service companies in your city."