

RevLocal Success Story: Amanda Plumbing - Central Ohio



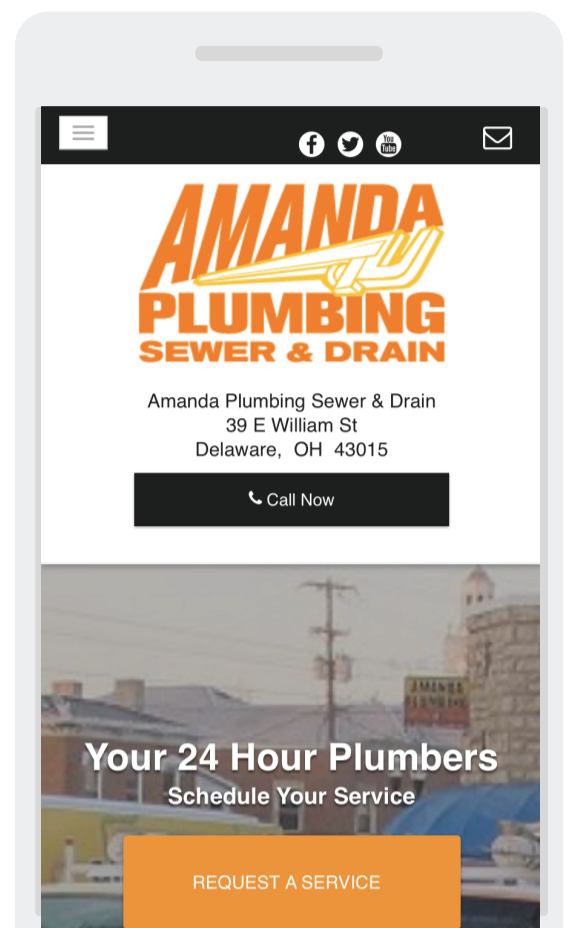
Greg Summy
Lead Digital Marketing Strategist

Digital Marketing Works for Home Service Businesses

Like most businesses, plumbers are not exempt from the impacts of national emergencies like we see with COVID-19, for example. However, with the right preparation and messaging, plumbers are in a unique position to help their communities.

Customers will always need plumbing services, as the safety and health of their families are top priority, especially during times like these.

Because we are seeing not only general seasonal shifts in the types of plumbing services the public needs but a change in consumer behavior and uncertainty, proper messaging needs to be coming from a plumbing business.



How RevLocal Helped

Lead Digital Marketing Strategist Greg Summy had an opportunity to discuss strategy and messaging updates with Amanda Plumbing, a client in Central Ohio. While they both noticed the previous two weeks were slower than normal, they knew that it was temporary and was happening nationwide to varying degrees. This led to a discussion on what kind of role plumbers would play in their communities during this time. An emphasis on preparedness and community response was put in place.

Greg and his client discussed using social media, Google My Business and their RevSite to communicate to their customers that not only were they still open for business, but they were also taking the health and safety of their community seriously. The message was designed not to induce panic or build upon public fears, but to allow the community to see that their local plumbing company is going to be there to help them during this time of crisis. The messaging stayed on-brand, as Amanda Plumbing is a community-first, family-oriented company. The response was not only sincere and timely, but it was something that connected with their customers.

Within a very short amount of time, there were grateful comments on the Facebook post, as well as a large number of likes and shares. The community is thankful for Amanda Plumbing's response and proactive approach to an uncertain time.

With more clarity coming each day in terms of where their customers will need to be, Amanda Plumbing is making sure they are able to service the customers who need them. From clogged toilets to water heaters, and everything in between, they are gearing up to help keep their community at ease. At RevLocal, we will continue to adjust as we learn more about the situation at hand and how they can continue providing these essential services to their customers.

Things to Think About

As a home service business during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How are you protecting your customers and employees?
3. Can you provide estimates via video calls instead of in-person appointments?
4. Lean on your local community. Are you/can you do something to help support?