Grow That Local

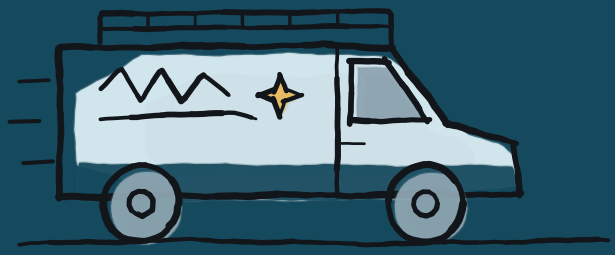
a free guide

What marketing should cost a plumber in 2026

Real 2026 prices for every kind of plumbing marketing, what each price should buy you, and the red flags, so nobody overcharges you.

For plumbing business owners who've been quoted by agencies.

- 14 short sections in 5 parts
- 43 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

If an agency has quoted you for "emergency call marketing" and you couldn't tell whether the price was fair, this guide is for you. It covers 12 kinds of marketing a plumber can buy, from the website to the van wrap. For each one you get the going price in 2026, what that price should buy, the red flags, and how much a plumber usually puts into it.

Section 2 puts every price on one table, so you can check a quote in a minute. After that, each kind of marketing gets its own short section with a checklist you can do in the next 24 hours.

Two free calculators go with it at growthatlocal.com/free: one works out how many leads you need each month, the other whether Google Ads would pay for your trade.

Three rules we kept while writing it:

- Every market price links to the public page it came from, checked on November 12, 2026, and listed at the end. When there's no public number, we say so. When something is our judgment, we say "GTL estimate" and tell you why.
- Every example is made up to show the idea, including every dollar figure in an example. None of them are real businesses or results.
- Our own prices aren't in the sections or the table. They're at the end, pulled from our pricing page.



Part 1

Your budget and the price list

1 How much a plumber your size should spend

The rule of thumb. The most quoted guideline is an SBA blog post: businesses under $5 million in revenue, with margins of 10 to 12%, should put 7 to 8% of revenue into marketing. The same post says many businesses spend 2 to 3% just to keep running, and that the budget splits between building your name (website, signs) and promoting it (ads, mail) (SBA, webarchive.library.unt.edu).

For a plumber. Plumbing calls come when something breaks, so most of the money goes to being the name people find in a hurry: the map, search and the ads at the top. A household that calls once will call again, so part of the budget belongs to keeping them (GTL estimate).

Example (sample numbers). A made-up plumber brings in $600,000 a year. At 7 to 8%, that's $42,000 to $48,000 a year, or about $3,500 to $4,000 a month. A plumber holding steady might spend less; one adding a second truck, more.

Do it in 24 hours

- [ ] Find last year's total revenue.
- [ ] Add up everything you spent on marketing in the last 12 months: ads, leads, printing, the website, any agency.
- [ ] Divide the second number by the first. That's your share today.
- [ ] Pick your share for next year: lower to hold steady, 7 to 8% to grow, higher to push into a new town.

2 The whole price list on one page

The idea. Here's every kind of marketing in this guide, with what it costs to do yourself and what the market charges to have it done. Each price links its source. Hold any quote you get up against this table.

Marketing	Doing it yourself	Paying for it
Website (section 3)	Builder plan, $19 to $29 a month (Squarespace, squarespace.com)	$614 to $1,817 for a site (Thumbtack, thumbtack.com)
Google profile management (section 4)	Free, about 2 to 4 hours a month (GTL estimate)	About $100 to $400 a month: 2 to 4 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)
Review requests (section 5)	Free: your review link and your phone	No public price survey. Sending 100 texts costs under $1.50 (Twilio, twilio.com)
SEO (section 6)	Free tools and your time	$1,557 a month, the local average (Ahrefs, ahrefs.com)
Local Services Ads (section 7)	Pay per lead; Google doesn't publish prices (Google, support.google.com)	The same lead costs, plus any management fee
Google Ads (section 8)	Your click budget; Google sets click prices by auction (Google Ads Help, support.google.com)	A management fee on top: get it in writing (GTL estimate)
Shared leads: Angi and Thumbtack (section 9)	You set a price per lead and a weekly budget (Thumbtack Help, help.thumbtack.com)	HomeAdvisor: $287.99 a year plus each lead, per the FTC in 2023 (FTC, ftc.gov)
Win-back texts (section 10)	Free from your phone, one at a time	No public price survey. Texting 300 people costs about $4 (Twilio, twilio.com)
Email newsletter (section 11)	Free up to 250 contacts (Mailchimp, mailchimp.com)	About $50 to $300 an email: 1 to 3 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)
Social media posts (section 12)	Free, about an hour a week (GTL estimate)	$399 to over $5,000 a month (Thumbtack, thumbtack.com)
Yard signs and van wraps (section 13)	$20.13 a yard sign (BuildASign, buildasign.com)	Wrap $3,000 to $4,500 for a small van (Kelley Blue Book, kbb.com)
Neighborhood postcards (section 14)	$0.260 postage a card, plus printing (USPS, pe.usps.com)	Design $116 to $315 (Thumbtack, thumbtack.com), plus postage and printing

For a plumber. The rows that usually pay first are the website, the Google profile and search, because most calls start with a phone in a wet hand (GTL estimate).

Our own prices are in the price list at the end of this guide.

Do it in 24 hours

- [ ] Write down every marketing bill you pay today, next to its row in the table.
- [ ] Circle any bill well above the "paying for it" range, and ask that company what you get for the difference.
- [ ] Circle any row you pay nothing for. Those are the ones to look at first.

or we can do it for you

Free sample: Your first report card, this month

So you can see where your marketing money is going. The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Part 2

Be found and trusted

3 Website

The idea. Your website is where a Google search, a yard sign or a neighbor's tip turns into a call. You pay once to build it, then a little each month to keep it online.

The going rate. Thumbtack's cost guide puts the national average for a website developer at $1,057, with most jobs between $614 and $1,817 and hourly rates of $25 to $85 (Thumbtack, thumbtack.com). The same guide puts hosting at about $8 a month and a domain at about $15 a year.

Doing it yourself. A website builder costs its plan fee plus your evenings. Squarespace lists Basic at $19 a month and Core at $29 a month, billed yearly (Squarespace pricing, squarespace.com).

What that price should buy you.

- The domain and the hosting login in your name, not the designer's.
- A site that loads fast on a phone, with your number and a call button on the first screen.
- A page for each job you want more of, and the towns you serve.
- Real photos of your work, and your Google reviews.
- A contact form that reaches your phone, tested before launch.

Red flags.

- The designer registers your domain in their own name.
- A "free" site you lose the day you stop paying, with no copy of your words and photos.
- A long contract for a template site.
- Nobody shows you the site on a phone before it goes live.

For a plumber. Half your visitors are standing in water. The first screen has to sort the emergency from the planned job: a big call button for water where it shouldn't be, and pages for water heaters, drains, sewer lines and repipes for people who can plan.

Example (sample numbers). A made-up plumber pays $1,400 for a site with a page for each of six services and a tap-to-call bar on every page. The old site had one "Services" page. Within a few months, the water heater page brings quote requests from searches the old site never showed up for.

Do it in 24 hours

- [ ] Look up who your domain is registered to, and write it down.
- [ ] Ask any designer for a written quote that lists pages, who owns the domain and what happens if you leave.
- [ ] Tap your own site's call button from your phone and check it rings the line you answer after hours.

4 Google profile management

The idea. Your Google Business Profile is free. What you pay for is the upkeep: hours and services kept right, new photos and posts, every review answered, and anything a stranger or Google changes put back.

The going rate. There's no public price list for this work. Our estimate is 2 to 4 hours a month for one location (GTL estimate). At Thumbtack's national rate for social media marketing help, $50 to $100 an hour, that's about $100 to $400 a month (Thumbtack, thumbtack.com).

Doing it yourself. It costs nothing but time: about the same 2 to 4 hours a month, in short bursts from your phone.

What that price should buy you.

- You stay the owner. They're added as a manager, and only owners can add or remove people (Google Business Profile Help, support.google.com).
- Photos from real jobs, added every week or two.
- Every review answered within a few days, good or bad.
- Hours, holiday hours and services kept right.
- A short monthly note: what they changed, and what moved (calls, direction requests, website taps).

Red flags.

- They ask for your Google password, or to be made the owner.
- They stuff keywords or town names into your business name. Google's guidelines don't allow it, and it can get a profile suspended (Google Business Profile guidelines, support.google.com).
- Stock photos, or photos from someone else's jobs.
- A promise of the top spot on the map by a date.

For a plumber. Hours matter most: if your profile says you're open all night, someone has to answer all night. Add photos of clean work in tight spaces, and report fake listings in your area. For a plumber, the profile is often where the call comes from, so it's worth paying for good upkeep (GTL estimate).

Example (sample numbers). A made-up plumber pays $350 a month for profile upkeep. The monthly note shows 12 photos added, 9 reviews answered and holiday hours set before Thanksgiving, the busiest week of their year. They keep it.

Do it in 24 hours

- [ ] Open "People and access" on your profile and check you are the primary owner.
- [ ] Answer every review from the last month that has no reply.
- [ ] Set holiday hours on your profile for the next two holidays now.

5 Review requests

The idea. Getting reviews is mostly asking: at the right moment, with a link that opens straight to the review box. Your review link is free from your Google profile.

The going rate. We couldn't find an independent public price survey for review-request services, so we don't print a market number.

What it really costs to send. The texts themselves are cheap. Twilio, a texting platform, charges $0.0083 a text plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). So 100 review requests cost under $1.50 to send. Nearly everything you pay a service for is the setup, the timing and the reminders.

What that price should buy you.

- A request sent soon after each job, with your direct review link.
- One polite reminder, not five.
- Every customer asked, not only the happy ones. Google's policy says you can't ask selectively or discourage bad reviews (Google Maps policy, support.google.com).
- A monthly count: requests sent, reviews received.

Red flags.

- A discount or gift in exchange for a review. Google's policy bans incentives (Google Maps policy, support.google.com).
- "Review gating": unhappy customers steered to a private form, happy ones to Google.
- Anyone offering to write or buy reviews. The FTC's rule against fake reviews has been in effect since October 21, 2024 (FTC, ftc.gov).
- A long software contract just to send texts.

For a plumber. Ask when the water's running again and the customer is relieved. Reviews that mention who came into the house, and that they wiped up after, answer the worry every new customer has.

Example (sample numbers). A made-up plumber does 120 calls a month and asks for reviews by hand when they remember, about 10 times. They set up a text that goes out after each paid invoice. It costs under $2 a month to send, and they now ask on every job.

Do it in 24 hours

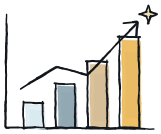
- [ ] Copy your review link from your Google profile and save it in your phone.
- [ ] Text it to every customer from the last 30 days who agreed to hear from you by text. The FCC explains consent and opt-out (FCC, fcc.gov).
- [ ] Add your review link to your invoice text or email.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

So you can see what upkeep should cover. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

Search, ads and lead sites

6 SEO

The idea. SEO is the work that helps you show up in Google's regular results and the map for the searches that bring jobs. It's slow, and it's the one most often sold with fog.

The going rate. In a poll of 439 SEO providers, Ahrefs found local SEO averaged $1,557 a month, and 23% of providers charged $500 to $1,000 a month (Ahrefs, ahrefs.com).

The same poll found freelancers averaged $1,348 a month and agencies $3,209, with an average hourly rate of $111 (Ahrefs, ahrefs.com).

What that price should buy you.

- A written list of the searches you want to win, checked every month.
- Fixes to your site and Google profile you can see.
- Your listings on other sites made to match (name, address, phone).
- A page for each main job and town, written for your customers.
- A plain report: what they did, what moved, what's next.

Red flags.

- A promise of the top spot by a date.
- Bulk links bought from other sites.
- Reports that show only "impressions" and never calls.
- They won't name the searches they're working on.
- A 12-month lock-in before you've seen a single fix.

For a plumber. Win the searches people type in a hurry, including symptoms: "water heater leaking", "drain backing up", "no hot water." For many plumbers, search sits right after the website and profile, because emergency calls come from it (GTL estimate).

Example (sample numbers). A made-up plumber pays $1,200 a month for SEO. The report names 15 searches, shows the page written for each symptom and counts calls from search. In month five, "sewer line repair" reaches the map's top three in their town. They know what they're paying for.

Do it in 24 hours

- [ ] Write down five searches you want to win, in the words your customers use.
- [ ] Search each one on your phone and note where you show up.
- [ ] Write down five symptoms customers describe on the phone, in their words.

7 Local Services Ads

The idea. These are the ads at the very top of Google with the Google Verified badge. You pay per lead, not per click.

Who can run them. Google's page for the ads lists roofing, plumbers, HVAC, house cleaning, painters, landscapers and lawn care among the US trades that can (Google, business.google.com).

What leads cost. Google doesn't publish a price list. It says lead prices depend on your location, the job type, the kind of lead and your bidding mode, and message leads usually cost less than calls (Google Local Services Help, support.google.com).

What gets charged. Answered calls, texts, voicemails and booking requests. A missed call is charged only if it comes during your business hours and the caller stays on for more than 20 seconds. You set a weekly budget, and the month can't go past your weekly budget times the average weeks in a month (Google Local Services Help, support.google.com).

What that price should buy you.

- Your own account and badge, in your name.
- Only the job types you want switched on.
- Someone who answers every ad call in business hours.
- Bad leads reported for a credit, every week.

Red flags.

- Someone else's account running your ads.
- Job types you lose money on left switched on.
- Missed calls in business hours, each one charged.
- Nobody checking the leads against booked jobs.

For a plumber. Plumbing can run these ads, and Google screens plumbers harder, including background checks on the people who go into homes (Google Local Services Help, support.google.com). Answer every ad call, because a missed call in business hours is still charged if the caller waits on the line past 20 seconds.

Example (sample numbers). A made-up plumber pays $40 a lead and books one in three, so each booked job costs $120. Their average call leaves $150 of profit, so each job earns $30 after the lead. Thin, but a water heater job now and then makes it worth it.

Do it in 24 hours

- [ ] Search your main job and town and note who's in the ad row at the top.
- [ ] Set the ad account's business hours to the hours someone really answers.
- [ ] Decide who answers ad calls during every business hour, including lunch.

8 Google Ads

The idea. You pay Google for each click on your ad. Two costs matter: what goes to Google, and what you pay anyone to run it.

What clicks cost. Prices are set by auction, and Google doesn't publish them by trade. Its free Keyword Planner shows, for your searches and your area, a low and a high range of what advertisers paid to show at the top, about the 20th and 80th percentile of past bids (Google Ads Help, support.google.com).

To see what a click on a plumbing search costs in the US, the Southeast and 10 Southeast cities, read What a Google Ads Click Costs a Plumber, by City.

How the budget works. Your daily budget is an average. Google can spend up to twice it on one day, but not more than 30.4 times it in a month (Google Ads Help, support.google.com).

Paying someone to run it. We couldn't find an independent public survey of management fees. Ask for the fee in writing, apart from what goes to Google (GTL estimate).

What that price should buy you.

- The ad account in your name, paid with your card.
- Only the searches you want, with a list of the ones to block.
- Calls tracked, and ads paused in hours you can't answer.
- The search terms report, shared every month.

Red flags.

- The account is in the manager's name.
- They won't show you what people searched before clicking.
- The fee is hidden inside "ad spend."
- Ads running on every loosely related search.

For a plumber. Emergency searches are worth a lot to plumbers, so clicks can be pricey (GTL estimate). Pause ads at hours nobody answers, and block the searches you don't want, like "plumbing jobs" or "DIY drain fix."

Example (sample numbers). A made-up plumber sets $40 a day. In the month, Google can't spend more than $1,216. The search terms report shows $180 went on "plumber salary" searches. They block those and get the same calls for less.

Do it in 24 hours

- [ ] Ask anyone who would run your ads whose name the ad account will be in.
- [ ] Write down your top budget for a 30-day test before you start.
- [ ] List five searches to block in your ads, such as jobs and how-to searches.

9 Shared leads: Angi and Thumbtack

The idea. You pay for each lead, and other businesses may get the same one. The price that matters is what each booked job costs you, not what each lead costs.

How Angi prices. Angi says each request is matched with no more than five pros, and lead fees change with the task, the homeowner's location and demand (Angi pro help, intercom.help).

How Thumbtack prices. You set the price you'll pay per lead for each service and a weekly budget. Thumbtack says prices vary with the type and size of the job, how many pros are available and your market (Thumbtack Help, help.thumbtack.com).

The one firm number on record. Neither platform publishes a price list. The FTC said in 2023 that pros on HomeAdvisor, part of Angi, generally paid a yearly membership fee of $287.99 plus a fee for each lead. The FTC also alleged the company misled pros about lead quality, and the order required up to $7.2 million in payments (FTC, ftc.gov).

What that price should buy you.

- Leads only for the jobs and towns you chose.
- A credit when a lead is wrong, and a way to ask for it.
- Your own count: leads, replies, quotes and booked jobs.

Red flags.

- A membership that renews by itself.
- Leads outside your area or for jobs you don't do.
- Paying for months without checking which leads booked.
- Replying slowly. With up to five pros on a lead, the first good reply usually wins.

For a plumber. Plumbing leads come in a hurry, so the plumber who answers first usually wins. If you can't answer in minutes, a shared lead is often money spent for someone else (GTL estimate).

Example (sample numbers). A made-up plumber pays $45 a lead on a lead site and books one in four, $180 per job. Their own Google profile calls book one in two and cost nothing per call, so they move the lead budget into profile upkeep and reviews.

Do it in 24 hours

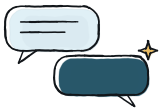
- [ ] Add up last month's lead charges and the jobs they booked.
- [ ] Divide the charges by the booked jobs to get your cost per booked job.
- [ ] Count last month's lead-site leads you answered within five minutes.

or we can do it for you

Free sample: A ranking check and 10 fixes

For the searches you named. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 4

Stay in touch between jobs

10 Win-back texts

The idea. Past customers already know your work. A short text at the right time brings back jobs you'd otherwise lose to whoever knocks first.

The going rate. We couldn't find an independent public price survey for win-back text services, so we don't print a market number.

What it really costs to send. Through Twilio, a texting platform, each text costs $0.0083 plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). Texting 300 past customers once costs about $4. What you pay a service for is the list work, the timing, the replies and the follow-up.

What that price should buy you.

- Texts only to customers who agreed to hear from you, saying who they're from, with a way to opt out.
- Timed to your trade's calendar, not sent all at once.
- Replies routed straight to your phone.
- A count of replies and booked jobs.

Red flags.

- Texting people who never gave consent. The FCC explains the consent and opt-out rules (FCC, fcc.gov).
- No way to opt out.
- Bought phone lists.
- A promise of a set number of jobs.

For a plumber. Equipment age is your calendar: water heaters, sump pumps, water softeners. A customer whose water heater you serviced years ago is a replacement waiting to happen. Text before the freeze, too.

Example (sample numbers). A made-up plumber texts 250 past customers who agreed to texts, about water heater checks before winter. It costs about $3 to send. Fourteen book a check, and four of those replace a heater.

Do it in 24 hours

- [ ] Export every past customer with a phone number into one sheet.
- [ ] Mark the ones who said yes to texts.
- [ ] Pull every customer with a water heater over eight years old into one list.

11 Email newsletter

The idea. An email to past customers once a month or once a season keeps you the name they call next time. It's the cheapest channel on this list to run.

Doing it yourself. Mailchimp's free plan covers up to 250 contacts and 500 sends a month, and its paid plans start at $13 a month on its pricing page (an offer price for the first 12 months when we checked) (Mailchimp pricing, mailchimp.com).

Paying for the writing. Thumbtack's national rate for social media help, $50 to $100 an hour, is a fair guide for email writing too (Thumbtack, thumbtack.com). A short monthly email takes 1 to 3 hours to write and send (GTL estimate), so expect about $50 to $300 an email.

What that price should buy you.

- One useful email a month or a season, about what the season needs.
- Your list stays yours, and you can export it any day.
- An unsubscribe link and your postal address in every email, as the CAN-SPAM Act requires (FTC, ftc.gov).
- Opens, clicks and replies reported, plus any jobs that came from it.

Red flags.

- They won't give you a copy of your own list.
- They add bought email lists.
- No unsubscribe link.
- A sales blast every week.

For a plumber. Pipes have seasons: freeze warnings, holiday drain clogs, spring sump pumps. An email before each one is the useful kind (GTL estimate).

Example (sample numbers). A made-up plumber sends a "before the freeze" email to 800 past customers, written in an hour. Six book an outdoor faucet cover or a pipe check that week.

Do it in 24 hours

- [ ] Export the emails of every customer from the last two years into one sheet.
- [ ] Write down one tip your customers need this month.
- [ ] Write the first line of a "before the freeze" email.

12 Social media posts

The idea. Posts keep your name in front of neighbors between jobs. What you pay for is the photos turned into posts, every week, without you thinking about it.

The going rate. Thumbtack puts social media help at $50 to $100 an hour nationally, and monthly packages anywhere from $399 to over $5,000 (Thumbtack, thumbtack.com).

In a 2026 poll of almost 100 social media agencies and freelancers, 31% charged under $1,000 a month and 49% charged $1,000 to $2,499 (HeyOrca, heyorca.com).

Doing it yourself. Free apart from time: about an hour a week if you already take job photos (GTL estimate).

What that price should buy you.

- Posts made from your real job photos, not stock pictures.
- A set number each week, written down in the agreement.
- Your town and the job named in each post.
- Posted where your customers look: Facebook, Instagram, Nextdoor or your Google profile.
- The page stays in your name, and you can see every post.

Red flags.

- Stock photos, or posts any business in any town could use.
- Follower counts and "reach" as the only results.
- Paid ads mixed into the fee without a separate budget you can see.
- They create the page in their name.

For a plumber. Show the work nobody sees, and keep the home private: the clean new valve, the camera shot of the cleared drain, never the customer's kitchen or address. Most plumbers put social near the bottom of the budget (GTL estimate).

Example (sample numbers). A made-up plumber pays $250 a month for two posts a week from their techs' photos. A "before the freeze" post gets shared by a neighborhood group and brings three calls in a day.

Do it in 24 hours

- [ ] Make a phone album called "Posts" and drop 10 recent job photos in it.
- [ ] Count how many posts you made last month on each page.
- [ ] Ask your techs to take one clean "after" photo on every job.

or we can do it for you

Free sample: Your first 25 customers texted

Sent to past customers who agreed to texts. Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 5

Out on the street

13 Yard signs and van wraps

The idea. Your work vehicle and your signs work every day you're on a job. You pay once, and the cost per day falls the longer they last.

Yard signs. BuildASign lists an 18 by 24 inch yard sign at $20.13 each, with stakes sold separately and lower prices on bigger orders (BuildASign, buildasign.com).

Wraps. Kelley Blue Book puts a full wrap at $3,200 to $5,000 for a pickup and $3,000 to $4,500 for a small van, and says a wrap lasts about five to seven years with good care (Kelley Blue Book, kbb.com).

What that price should buy you.

- Your name, what you do and your phone number, readable from across the street.
- A design proof on paper, or on screen at real size, before anything prints.
- Good film from a shop that shows you wraps it did three years ago.
- A sign the customer said yes to, taken down when the job ends.

Red flags.

- Ten lines of text nobody can read from a moving car.
- A QR code as the main way to reach you.
- The cheapest film, which fades and peels early.
- Signs left on lawns without the owner's okay, or against HOA rules.

For a plumber. Your van is in a different driveway every hour. Make the phone number big. Clean shoe covers and a wiped-down van do as much for your name as the wrap does.

Example (sample numbers). A made-up plumber wraps two vans at $3,800 each. Over six years that's about $1,270 a year for both vans, which park in about 2,000 driveways a year.

Do it in 24 hours

- [ ] Stand across the street from your work vehicle and check you can read the phone number.
- [ ] Count the jobs you finished last month where a sign could have gone up.
- [ ] Count the driveways your vans parked in last week.

14 Neighborhood postcards

The idea. A postcard lands in every mailbox on the streets you pick. It works best around the jobs you've just done, and it works over several mailings, not one.

Postage. USPS Every Door Direct Mail retail costs $0.260 a card for flats up to 3.3 ounces, on the price list effective October 4, 2026 (USPS Notice 123, pe.usps.com).

Design. Thumbtack puts the national average for hiring a graphic designer at $116 to $315 (Thumbtack, thumbtack.com). Printing varies with size and count, so get two quotes.

What that price should buy you.

- A card made for your trade, with a real photo of your work.
- Routes picked around your jobs and the homes you want.
- A phone number or link you can count calls from.
- More than one mailing, planned up front.

Red flags.

- One mailing, then giving up.
- No way to count the calls it brings.
- A promise of a set number of calls.
- Every home in the county instead of your routes.

For a plumber. Mail the street after a sewer or repipe job: the neighbors often have the same old pipes. A postcard can also carry your number for the next emergency, if it's one they'll keep on the fridge.

Example (sample numbers). A made-up plumber mails 300 homes on the street of a sewer line job: about $78 in postage, plus printing. Two neighbors book camera inspections the same month.

Do it in 24 hours

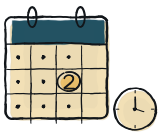
- [ ] Ask two printers to quote the same card size and count.
- [ ] Look up how many homes are on those routes in the USPS EDDM tool.
- [ ] List your last three sewer or repipe jobs and the streets they were on.

or we can do it for you

Free sample: Your ad, designed and shown on the card

So you can see the card before any postage. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Work out your yearly marketing budget from last year's revenue (section 1).
- [ ] Tap your own site's call button after hours and check who answers (section 3).
- [ ] Set holiday hours on your Google profile (section 4).
- [ ] Add your review link to every invoice (section 5).
- [ ] Count how many lead-site leads you answered within five minutes last month (section 9).

Next month, hold your bills up against the table in section 2 again.



Where to go next

Every price here pairs with The Plumber Marketing Playbook, our free 34-section guide to doing each of these well: your website, your Google profile, reviews, posts, email, search, follow-up, after-hours rules, freezes, water heaters and tracking.

If you only fix one thing this month, make it the Google profile: that's where most emergency calls start.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

So you can see what upkeep should cover. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



What we charge

Our prices are listed below.



If you'd rather hand it off

Grow That Local does this work for plumbers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every market price and rule above, with where to check it (all checked 2026-11-12):

- US Small Business Administration blog, "How to Set a Marketing Budget that Fits your Business Goals" (Caron Beesley, June 4, 2012, archived by the University of North Texas): businesses under $5 million in revenue with 10 to 12% margins should put 7 to 8% of revenue into marketing; many businesses spend 2 to 3% to keep running. webarchive.library.unt.edu (section 1)
- Thumbtack, "How much will your web design cost?" (published February 2025): average $1,057, typical range $614 to $1,817, hourly $25 to $85, hosting about $8 a month, a domain about $15 a year. thumbtack.com (sections 2 and 3)
- Squarespace pricing page: Basic $19 a month and Core $29 a month, billed yearly. squarespace.com (sections 2 and 3)
- Thumbtack, "How much will your social media marketing cost?" (page first published August 2020, shown as a current cost guide): $50 to $100 an hour; monthly packages from $399 to over $5,000. thumbtack.com (sections 2, 4, 11 and 12)
- HeyOrca, "How to Price Social Media Services 2026" (poll of almost 100 agencies and freelancers, published October 20, 2026): 31% charge under $1,000 a month, 49% charge $1,000 to $2,499. heyorca.com (section 12)
- Ahrefs, "SEO Pricing: How Much Does SEO Cost?" (439 SEO providers polled, updated August 15, 2024): local SEO averages $1,557 a month; 23% charge $500 to $1,000; freelancers average $1,348 and agencies $3,209; average hourly rate $111. ahrefs.com (sections 2 and 6)
- Mailchimp pricing page: free plan up to 250 contacts and 500 sends a month; paid plans from $13 a month (an offer price for the first 12 months). mailchimp.com (sections 2 and 11)
- Twilio US SMS pricing: $0.0083 per outbound text segment, plus carrier fees of $0.0035 to $0.005 per text. twilio.com (sections 2, 5 and 10)
- Federal Communications Commission, "Stop Unwanted Robocalls and Texts" (consent and opt-out for texts): fcc.gov (sections 5 and 10)
- Federal Trade Commission, "CAN-SPAM Act: A Compliance Guide for Business" (unsubscribe link and a postal address in every marketing email): ftc.gov (section 11)
- USPS Notice 123 price list (effective October 4, 2026): Every Door Direct Mail retail, $0.260 a piece for flats up to 3.3 ounces. pe.usps.com (sections 2 and 14)
- Thumbtack, "How much does a graphic designer cost?" (updated October 28, 2026): national average $116 to $315. thumbtack.com (sections 2 and 14)
- BuildASign yard signs page: 18 by 24 inch yard sign $20.13 each, stakes sold separately, volume discounts. buildasign.com (sections 2 and 13)
- Kelley Blue Book, "How Much Does It Cost to Wrap a Car?" (October 9, 2025): full wraps from around $2,000 to $10,000 or more; pickup truck $3,200 to $5,000, small van $3,000 to $4,500, large van $3,200 to $4,500; a wrap lasts about five to seven years with good care. kbb.com (sections 2 and 13)
- Angi pro help, "Opportunities and leads frequently asked questions": each request matched with no more than five pros; fees change with task, location and demand; lead credits in some cases. intercom.help (section 9)
- Thumbtack Help, "What are leads, preset jobs, and opportunities?": you set the price you pay per lead for each service and a weekly budget; prices vary with job type and size, how many pros are available and your market. help.thumbtack.com (sections 2 and 9)

- Federal Trade Commission press release, January 2023: HomeAdvisor service providers "generally pay an annual membership fee of $287.99" plus a fee for each lead; the order requires up to $7.2 million in payments and bars misleading claims about lead quality. ftc.gov (sections 2 and 9)
- Google Ads Help, "About Keyword Planner forecasts": low and high top-of-page bid ranges, about the 20th and 80th percentile of past bids, for your location. support.google.com (sections 2 and 8)
- Google Ads Help, average daily budget: up to twice the daily budget on one day, no more than 30.4 times it in a month. support.google.com (section 8)
- Google Local Services Help, how leads are charged: per lead, prices vary by location, job type, lead type and bidding mode; weekly budget with a monthly cap. support.google.com (sections 2 and 7)
- Google Business Profile Help, owners and managers: support.google.com (section 4)
- Google Business Profile guidelines (no extra keywords in the business name): support.google.com (section 4)
- Google Maps prohibited and restricted content (bans incentives for reviews and asking only happy customers): support.google.com (section 5)
- Federal Trade Commission, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 5)
- Google, Local Services Ads page (eligible US trades include Roofing, Plumber, HVAC, House cleaning, Painter, Landscaper and Lawn care): business.google.com (section 7)
- Google Local Services Help, screening and verification (extra checks for some trades, including background checks for plumbing and HVAC): support.google.com (section 7)

GTL estimates

These are our own judgment, not measured facts:

1. Google profile upkeep takes about 2 to 4 hours a month for one location (section 4). Reasoning: weekly photos and posts, review replies and a monthly check of hours and services each take minutes, and they add up over a month.
2. Posting yourself takes about an hour a week if you already take job photos (section 12). Reasoning: three short posts from photos already on your phone take 15 to 20 minutes each.
3. A short monthly email takes 1 to 3 hours to write and send (section 11). Reasoning: one useful tip, one photo and one offer; most of the time goes into picking the photo and checking the list.
4. Ask for any ad management fee in writing, apart from what goes to Google (section 8). Reasoning: there is no independent public survey of these fees, and a fee mixed into "ad spend" is the hardest cost to check.
5. The "For a plumber" notes on what usually pays first and where the budget goes (sections 1 to 14). Reasoning: they follow the order we see pay first for this trade: be found and trusted first (site, Google profile, reviews), then the channel that suits how plumbers win work.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local