

Relentless Digital Expands Electrical Marketing Services as Agency Reaches 150 Contractor Milestone

May 15, 2026

SAN TAN VALLEY, AZ - May 15, 2026 -
Relentless Digital, a specialized digital marketing agency serving the home services industry, announces it has surpassed 150 contractor clients across North America while expanding its service offerings to better serve plumbing, HVAC, and electrical contractors.

The milestone reflects growing demand for specialized digital marketing services in the trades industry, where contractors increasingly require sophisticated online strategies to compete in local markets. The agency, which has earned recognition as a two-time Inc. 5000 honoree and Inc. Best Workplaces recipient, attributes its growth to its industry-specific approach developed through more than a decade of experience working exclusively with home service businesses.

"Contractors face unique marketing challenges that generic agencies simply don't understand," said Joshua Crouch, CEO of Relentless Digital. "Our growth to 150 clients demonstrates that there's significant demand for marketing partners who speak the language of the trades and understand what actually drives booked

jobs, not just website traffic."

The expansion comes as the plumbing marketing agency introduces several new services designed specifically for contractors. These include On Target Email Marketing, built on ServiceTitan and Bullseye Pro platforms, marking the first email marketing product designed exclusively for the trades. The company has also launched SocialSpark, a social media management program addressing a historically underserved need in the contractor vertical, and an AI Search Visibility Service helping contractors appear in AI-generated search results through structured FAQ content.

These new offerings complement the agency's established services, which include comprehensive SEO strategies, Google Business Profile management, Local Service Ads management, reputation management, and conversion-focused web design. The company's hvac seo services have become particularly notable for their focus on local market dominance and measurable return on investment.

The agency's growth has necessitated team expansion, with the company now employing 85 specialists across various digital marketing disciplines. This expansion enables the agency to maintain its hands-on approach while serving contractors across more than 150 North American markets.

"The home services industry is experiencing a digital transformation, and contractors need partners who understand both their business model and their customers," added Crouch. "Our expansion isn't just about adding more clients; it's about deepening our capabilities to help contractors own their local markets both on the map and in search results."

Relentless Digital differentiates itself through its trades-specific focus, emphasizing metrics that matter to contractors such as booked appointments and actual revenue generation rather than vanity metrics like impressions or clicks. The agency's Bullseye Pro all-in-one marketing and sales solution exemplifies this approach, offering mobile-first business operations with features tailored for swift actions and constant connectivity that contractors require.

As a Google Partner agency, Relentless Digital combines technical expertise with industry-specific knowledge gained from working exclusively with plumbing, HVAC, electrical, and other home service contractors. The company's services span the full digital marketing spectrum while maintaining a focused approach on generating qualified leads and converting them into booked jobs.

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Relentless Digital LLC

Relentless Digital partners with home service contractors ? plumbers, HVAC techs, electricians, and roofers ? across 150+ markets to drive growth through SEO, paid ads, outbounding, and content.

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