

Relentless Digital LLC Expands Digital Marketing Services for Plumbers with New SEO and AI Search Solutions

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Relentless Digital LLC, a digital marketing agency specializing in home service contractors, has expanded its service offerings with three new solutions designed specifically for plumbing, electrical, and HVAC businesses. The company has introduced On Target Email Marketing, SocialSpark social media management, and an AI Search Visibility service to help contractors capture more leads in an increasingly competitive digital landscape.

The expansion comes as Relentless Digital marks significant growth milestones, having recently surpassed 150 contractor clients and expanded its team to 85 employees to meet rising demand for specialized home service marketing. The company, which has been nominated twice for the Inc 5000 award and received an Inc Best Workplaces award, developed these new services in response to evolving search behaviors and marketing needs within the trades industry.

On Target Email Marketing represents the first email marketing platform built specifically for home service contractors, integrating directly with ServiceTitan and Bullseye Pro systems. The service addresses a critical gap in contractor marketing by providing automated, industry-specific email campaigns that connect with existing customer relationship management tools.

SocialSpark, currently in beta testing, brings professional social media management to an industry segment that has traditionally been underserved in this marketing channel. The program enables contractors to maintain consistent social media presence without diverting attention from their core business operations.

The AI Search Visibility service positions Relentless Digital as the first electrical marketing agency to tackle artificial intelligence search positioning for home service contractors. Through structured FAQ content and strategic optimization, the service helps contractors appear in AI-generated search results, a rapidly growing source of consumer inquiries.

"The home service industry faces unique digital marketing challenges that generic agencies simply don't understand," said Joshua Crouch, founder of Relentless Digital. "Our new services address the specific pain points contractors face daily, from managing customer communications to appearing in new AI-powered search platforms. We're not just another electrician seo company - we're built by the trades, for the trades, with over a decade of experience in this space."

The expansion reflects broader industry trends as home service contractors increasingly recognize digital marketing as essential to business growth. Traditional word-of-mouth referrals, while still valuable, no longer suffice in markets where consumers begin their contractor search online. Recent industry data indicates that over 80 percent of homeowners research service providers online before making contact.

As an hvac digital marketing agency with deep roots in the trades, Relentless Digital focuses on metrics that matter to contractors: booked jobs and qualified leads rather than vanity metrics like website traffic alone. The company's approach includes local SEO strategies, Google Business Profile management, Local Service Ads management, and reputation management services.

Relentless Digital LLC provides comprehensive digital marketing services exclusively for plumbing, electrical, and HVAC contractors. With offices serving contractors nationwide, the company combines industry-specific knowledge with proven digital marketing strategies to help home service businesses grow their customer base and revenue.

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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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