

Glossary of Marketing Terms

Beginner

These are the terms every operator-owner should know first.

Marketing

Everything that affects whether a homeowner finds you, chooses you, and remembers you. Not just ads.

Customer Touchpoint

Any moment a customer sees, hears from, or deals with your business (truck, phone, website, tech at the door, invoice, follow-up).

Lead

A real person who reaches out and gives you contact info because they might want to hire you (call, form, email, message).

Boom/Bust Cycle

Revenue swings up and down because marketing is inconsistent and mostly reactive.

Get Found

Making sure you show up where people look (Google, maps, directories, reviews).

Get Chosen

Giving customers enough proof and comfort to choose you over the next contractor.

Get Remembered

Staying in touch so past customers think of you first and refer you.

Google Search

When someone types "AC repair near me" or "emergency plumber" into Google.

Google Business Profile (GBP)

Your free Google listing that shows name, phone, hours, reviews, and photos in search and maps.

Google Ads/Google Search Ads

Your free Google listing that shows name, phone, hours, reviews, and photos in search and maps.

Meta Ads

Paid ads on Facebook and Instagram (owned by Meta).

Website

Your online "shop front" that explains what you do, where you work, and how to contact you.

Service Page

A page on your site for one specific service (like "Furnace Repair" or "Drain cleaning").

Review

A rating and short write-up about your company on Google, Facebook, Yelp, etc.

Reputation

What people think of your business overall, based on reviews and experiences.

Follow-Up

Contact after the job, like thank-you messages, review requests, or reminders.

Referral

When a past customer refers someone to you.

Marketing budget

The money you set aside to spend on marketing (often a percentage of revenue).