

AI Prompts to Level Up Your Local Marketing Strategy

Copy, paste, and customize your way to a stronger local marketing strategy.



→ [TABLE OF CONTENTS](#)

Table of Contents

01	Optimizing Your Google Business Profile	3
02	Online Reputation Management	3
03	Strategizing for Local Service Ads (LSAs)	4
04	Sending Direct Mail	4
05	Optimizing Your Service Pages for SEO and AEO	5
06	Scaling Your Email Marketing Efforts to Current Customers	5
07	Tips for Better Results	6

Most home service businesses don't have a marketing team. And when you have a full schedule, a crew to manage, and maybe a few minutes in between jobs to think about your strategy, it's easy to push it off or just say, "I'll get to it later."

AI tools can help rapidly scale your efforts without adding more to your plate. Use the prompts in this guide to copy, paste, and customize your way to a stronger local marketing strategy.

01 OPTIMIZING YOUR GOOGLE BUSINESS PROFILE

Optimizing Your Google Business Profile

Keeping your Google Business Profile complete, accurate, and active is important for showing up in local search results. AI can help you create keyword-rich business descriptions (that will actually rank in Google), generate responses to reviews, and create post ideas to keep your profile fresh.

PROMPT

You are a local SEO specialist who helps home service contractors improve their visibility on Google. Write a Google Business Profile description for a [type of home service business, e.g. HVAC company] called [business name] based in [city, state]. The description should be 750 characters or less, highlight the services we offer, mention the area we serve, and include natural language that homeowners would use when searching for our services.

02 ONLINE REPUTATION MANAGEMENT

Online Reputation Management

Responding to every review can seem impossible – but your online reputation is your word-of-mouth at scale. AI can help you quickly draft personalized review responses, and help you acknowledge negative feedback, too.

PROMPT

You are a customer experience manager for a home service company. Write a response to the following [positive/negative] Google review for [business name], a [type of home service business] in [city, state]. The response should be professional, personalized, and sound like it came from a real person, not a corporate template. If it's a negative review, acknowledge the feedback and offer a path to resolution. Review: [paste review here].

03 STRATEGIZING FOR LOCAL SERVICE ADS (LSAS)

Strategizing for Local Service Ads (LSAs)

Local Service Ads put you at the very top of Google search results, but getting your profile and strategy right matters. AI can help you think through your service categories, coverage areas, and budget approach to help you make the most of your spend.

PROMPT

You are a digital advertising strategist who specializes in Google Local Service Ads for home service contractors. Help me build a strategy for [business name], a [type of home service business] serving [city/service area]. Include recommendations for which service categories to select, how to define my coverage area, and how to think about my weekly budget based on a goal of [number] leads per month.

04 SENDING DIRECT MAIL

Sending Direct Mail

Direct mail is an effective way to reach local homeowners, but knowing what to say and how to say it can be challenging. AI can help you draft headlines, offers, and messaging that actually brings more calls to your business.

PROMPT

You are a direct response copywriter who specializes in home service marketing. Write a direct mail piece for [business name], a [type of home service business] in [city, state]. The goal is to [promote a seasonal service / introduce our business to a new neighborhood / drive calls for a specific offer]. Include a headline, a short body paragraph, and a clear call to action. Keep the total copy under 100 words, and offer recommendations for necessary graphics and overall design.

05 OPTIMIZING YOUR SERVICE PAGES FOR SEO AND AEO

Optimizing Your Service Pages for SEO and AEO

A well-optimized service page answers the right questions, targets the most effective keywords, and builds credibility with both search engines and the customers that are reading it. AI can help you structure your pages, generate relevant FAQs, and write copy that will outperform your competitors.

PROMPT

You are an SEO and AEO content strategist who specializes in home service businesses. Help me optimize a service page for [business name], a [type of home service business] serving [city, state]. The page is about [specific service, e.g. water heater installation]. Write a page structure with a recommended H1, two to three H2s, a short intro paragraph, a FAQ section with five questions and answers, and a closing paragraph with a call to action.

06 SCALING YOUR EMAIL MARKETING EFFORTS TO CURRENT CUSTOMERS

Scaling Your Email Marketing Efforts to Current Customers

Consistent email outreach, especially to current customers, keeps you top of mind between jobs. AI can help you generate seasonal promos, follow-up sequences, and re-engagement messages that help you book more recurring work.

PROMPT

You are an email marketing strategist who works with home service contractors. Write a [type of email, e.g. seasonal promo / re-engagement / post-service follow-up] email for [business name], a [type of home service business] in [city, state]. The email should be short, conversational, and focused on getting the reader to [book a service / take advantage of an offer / refer a friend]. Avoid sounding like AI.

07 TIPS FOR BETTER RESULTS

Tips for Better Results

Good prompts are clear, specific, and tailored for the job at hand. Every prompt you write should follow this formula:

ROLE

A local marketing expert for a small roofing company based in Kansas City.

TASK

Write a Facebook post.

CONTEXT

Reminding homeowners to prepare for storm season.

FORMAT

Keep it friendly, casual, and under 60 words.

EXAMPLE

Act as a local marketing expert for a small roofing company based in Wichita, Kansas. Write a short Facebook post reminding homeowners to prepare for an upcoming storm season. Keep it friendly, casual, and under 60 words.

Don't be afraid to try again

If your first output isn't what you're looking for, adjust your prompt for better results. Provide a few examples of what you want the AI result to mimic, or include notes on tone and style to give the AI a better sense of what you're looking for.



See how Signpost helps home service businesses never miss a lead again.

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