



March 25, 2026      9:00 – 9:45

## Marketing & Growth Strategy Roundtable

### Facilitated by Scorpion

Marketing in the home services industry is no longer just about running ads, it's about building a growth engine that connects strategy, systems, and execution. As consumer behavior shifts and search continues to evolve, contractors need clarity on what truly drives sustainable growth and where to focus limited time and resources.

This interactive session challenges traditional thinking and reframes marketing as a business discipline that spans operations, brand, customer experience, and digital visibility. Together, we'll explore how successful contractors align internal readiness with modern marketing tactics to create momentum that compounds over time.

### Key Discussion Topics

- **Defining the “non-negotiables” of a smart growth strategy**  
How to prioritize what *must* be in place before scaling marketing spend.
- **Why internal and operational marketing matter more than ever**  
The overlooked role of call handling, follow-up, systems, and team alignment in marketing ROI.
- **Is there a marketing “magic bullet”?**  
Separating hype from fundamentals and why consistency still wins.
- **Modern search, simplified:**
  - **SEO as a dating profile:** how you present, build credibility, and earn long-term visibility
  - **GEO as speed dating:** fast, local, high-intent discovery
  - What contractors should do differently as search behavior continues to change

### What Attendees Will Walk Away With

- A clearer framework for setting marketing priorities tied to real business outcomes
- Practical insight into modern search visibility and what it actually means for contractors today
- A better understanding of how internal systems and operations directly impact marketing performance