

Email Marketing 101 for Electricians

Email marketing is your most powerful tool for turning one-time customers into loyal, repeat clients.



WHY EMAIL MARKETING WORKS FOR ELECTRICIANS

Word of mouth built your business. Email marketing scales it. Every customer you've ever served is a future job waiting to happen. Reconnecting with them via email keeps you top of mind for their next electrical project.

HERE'S WHAT THE NUMBERS SAY:

- Email delivers an average of \$36–\$42 return for every \$1 spent, making it one of the highest ROIs available in marketing
- 41% of marketers consider email more effective than social media
- Customers who receive regular emails are significantly more likely to return for future work

WHAT CAN YOU DO WITH EMAIL?

You don't need to be a writer or a marketer. Great electrician emails are simple, helpful, and short.



Monthly Newsletters:

Share a seasonal tip. "5 signs your panel needs an upgrade" or "How to prepare your home's electrical system for winter." Customers appreciate it, and it shows them you are an expert.



Post-Job Follow-Ups:

Automatically send a thank-you email after every completed job. Ask for a review. Offer a discount on their next service. This automation alone can dramatically increase referrals and return visits.



Seasonal Promotions:

Run a spring safety inspection special. Promote EV charger installs before summer. Give loyal customers early access to deals. Email makes it easy to reach everyone at once.



Re-Engagement Campaigns

Haven't heard from a customer in over a year? Send a friendly check-in. A simple "We miss you! Here's 10% off your next visit" can win back jobs and build loyalty.

WHAT ARE THE BEST EMAIL TOOLS FOR ELECTRICIANS?

These platforms stand out, and each fits a different type of business.



Mailchimp: Great for Beginners

Mailchimp is the go-to starting point for good reason. It's easy to set up, comes with a drag-and-drop email builder that requires zero design skills, and offers free and discount pricing options.

Basic automation is included, so you can send follow-up emails without lifting a finger after the initial setup. If you've never sent a marketing email before, start here.



Constant Contact: Known for Simplicity

Constant Contact helps make email feel intuitive. Its interface is clean, its templates are polished, and its customer support is available by phone and live chat. Constant Contact is ideal for electricians who want to send great-looking newsletters and promotions without any fuss. Less powerful in automation, but outstanding for ease of use. Plus, they offer a 30-day free trial.



HubSpot: Helps Grow Businesses

HubSpot goes beyond email. It includes a full built-in CRM, meaning you can track every customer interaction, automate follow-up sequences, and manage your entire sales pipeline in one place. Setup takes more time, but the payoff is huge for electricians looking to scale. The free plan is genuinely generous, and the platform grows with you as your business does.

4 SIMPLE STEPS TO START EMAIL MARKETING

- 1 PICK A PLATFORM**
Start free with Mailchimp or HubSpot
- 2 IMPORT YOUR CONTACTS**
Pull from your invoicing software or phone
- 3 SEND YOUR FIRST EMAIL**
A simple "thanks for being a customer" goes a long way
- 4 SET UP ONE AUTOMATION**
A post-job follow-up email takes mere minutes to build, then runs forever



THE BOTTOM LINE

Your past customers already trust you. A well-timed email reminds them you're ready when they need you next.

Visit the [NECA/IBEW website](#) for additional contractor resources and industry news.