

A detailed white line-art diagram of a complex plumbing system on a dark blue background. The diagram features multiple horizontal and vertical pipes, several valves with handwheels, and various pipe fittings. Arrows indicate the direction of fluid flow throughout the network.

The Booked Solid **System**™

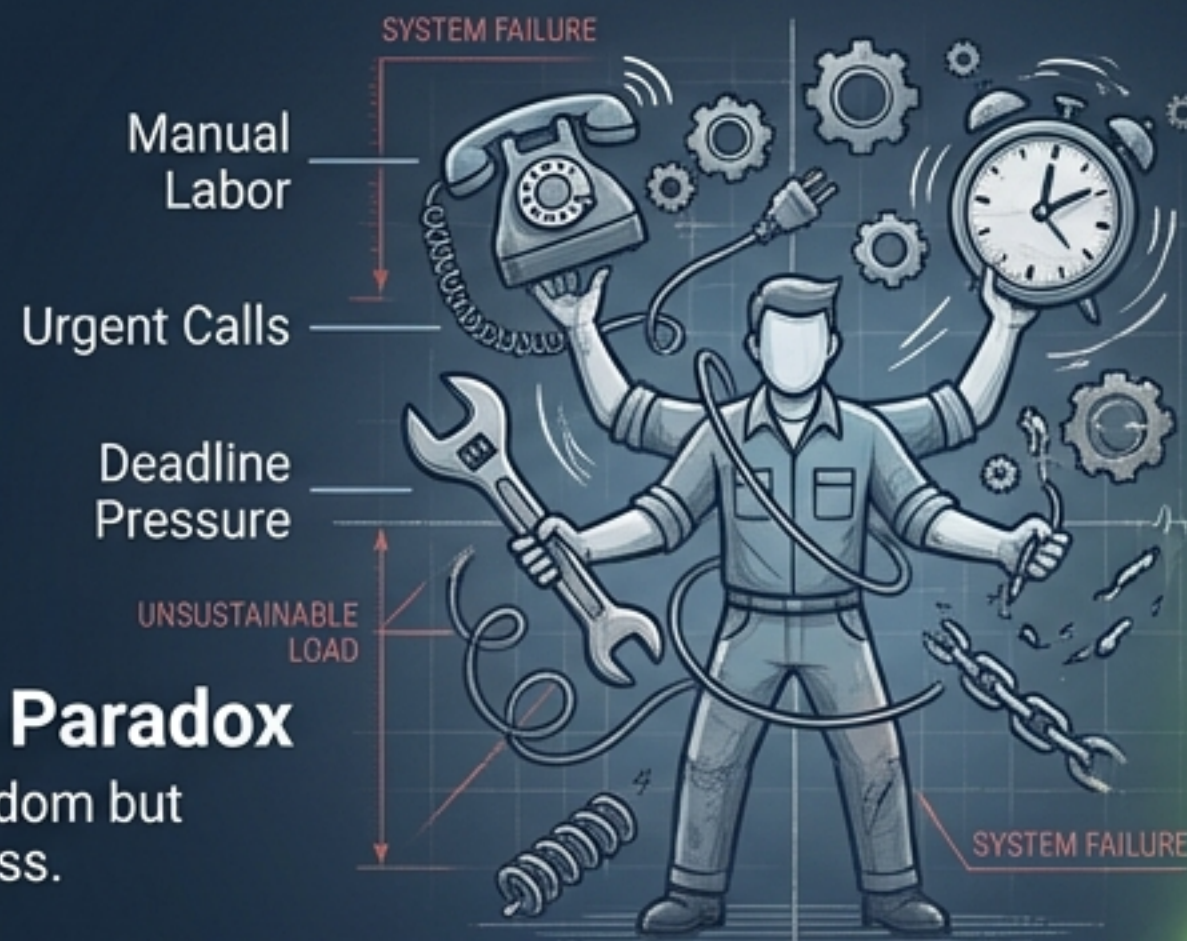
The Complete Playbook for Plumbing Business Growth

How to transform a 'man in a van' operation into a predictable, scalable asset without working 60-hour weeks.

Prepared by We Are SMC | Strategic Advisory for Trades

You built a job, not a business. It's time to change that.

'The Operator'



'The Owner'



The Prisoner of Success Paradox

Most owners start with a goal of freedom but become prisoners of their own success.

The Current Reality:

- Working 60+ hour weeks and still 'on the tools' at 50.
- Feast or famine cash flow—busy one month, panicking the next.
- Reliance on word of mouth, which you cannot control or scale.
- The business has no value without you present every day.

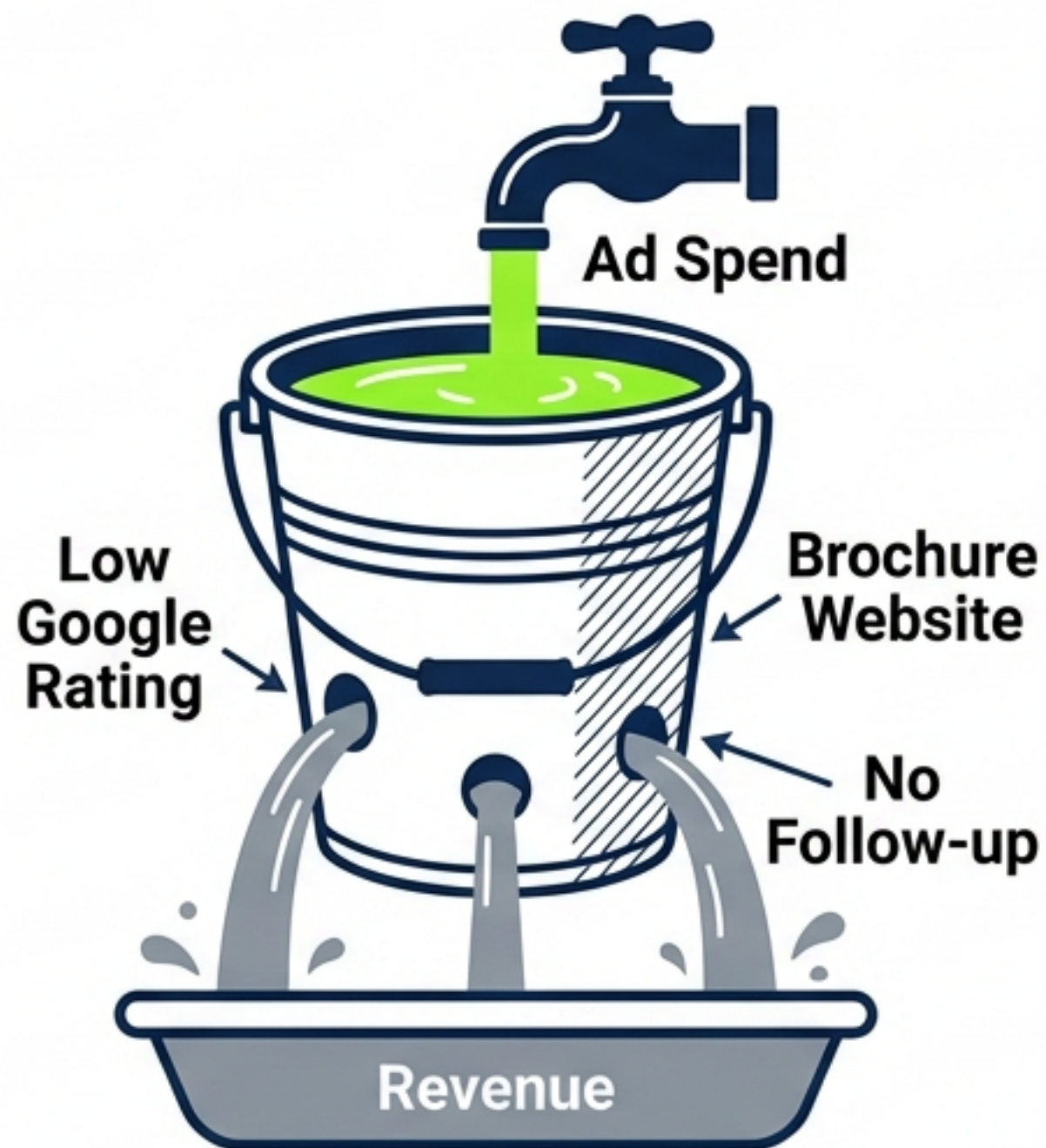
“The goal isn't just leads—**it's freedom**. Freedom to choose which jobs to take and eventually step back.”

Most plumbing businesses aren't ready for advertising

The Core Philosophy

Marketing agencies often push you to turn on Google Ads immediately.

But if your foundations are weak, you are just pouring money into a leaky bucket.



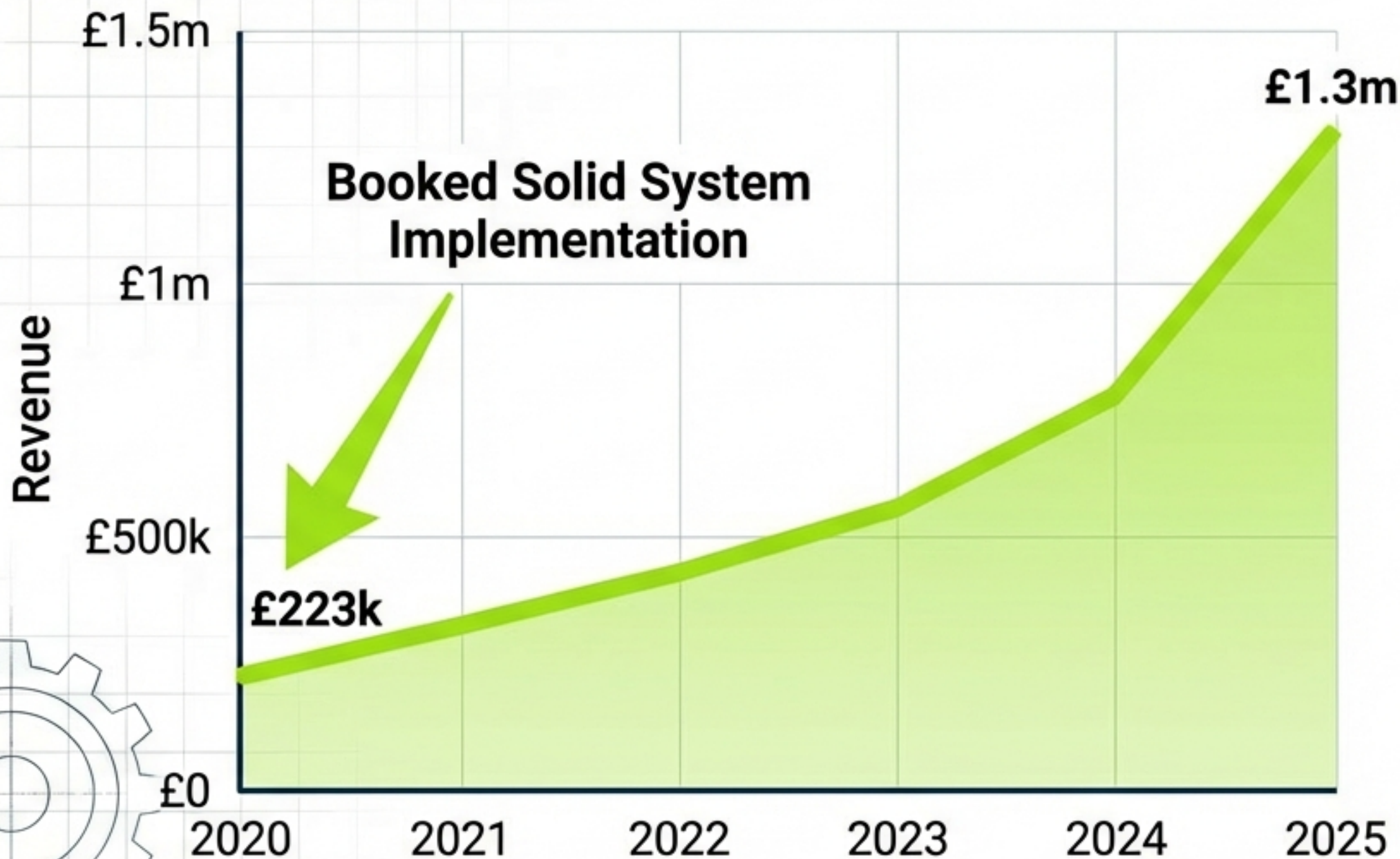
The SMC Approach

1. **Fix the Foundations:**
High-converting website, reputation, and systems.
2. **Turn on the Tap:**
Targeted ads only when the bucket is sealed.

We don't just sell leads; we build assets.

The Proof: How Videtta Heating grew 486% in 5 years

From 'Man in a Van' to Sellable Asset



2025 Performance Data

Revenue: £1.3m

Leads Generated: 694

Cost Per Lead: £22 average

Reputation: 286 Google Reviews at 4.9★

The Outcome: Jordan now has a team, multiple vans, is off the tools, and owns a sellable asset.

The Ecosystem: Five pillars working in unison

This isn't a list of tactics. It is a complete methodology. Remove one pillar, and the system weakens.



Pillar 1: Turn your website into a 24/7 sales employee

The Problem: Most trade websites are “brochureware”—they exist but don’t perform.

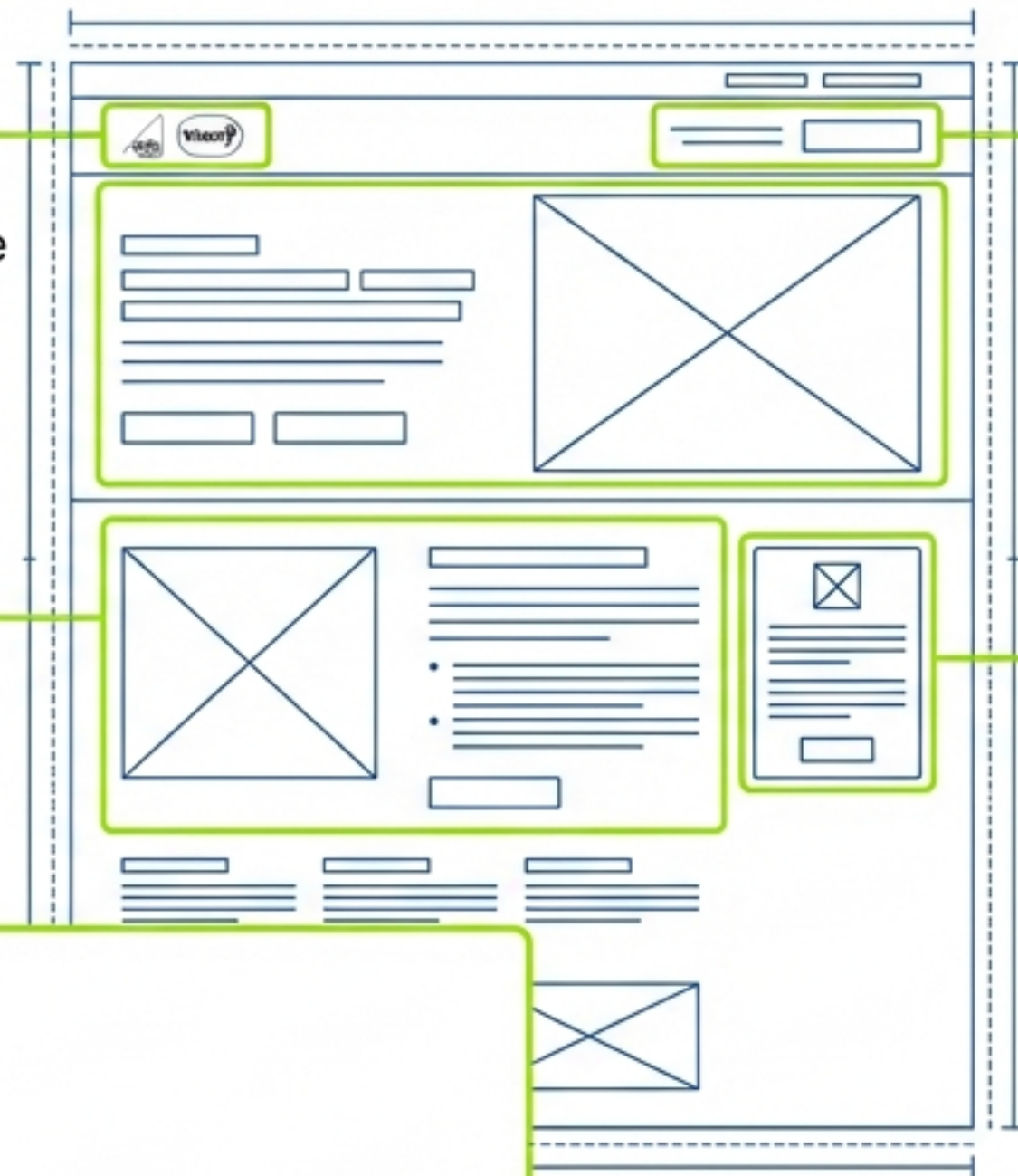
The Solution: A high-converting site designed specifically for plumbing customer psychology.

Trust Architecture:
Prominent Gas Safe / Which? badges

Service Pages:
SEO-optimised for specific towns

Above the Fold:
Local phone number & “Get a Quote” CTA

Live Google Review Widget



The Metric that Matters

- **Standard Industry Conversion:** <3%
- **Videtta Benchmark:** 18.7% Conversion Rate
- **Impact:** Pre-selling customers before they even pick up the phone.

Pillar 2: Own your postcode when the boiler breaks

The Insight: When a boiler breaks at 7pm, customers don't browse. They search 'emergency plumber near me' and call the first result.



Google Business Profile

Fully optimised with accurate hours, service areas, and emergency availability.



Review Velocity

Automated systems to grow review count. Target: 4+ new reviews per month.



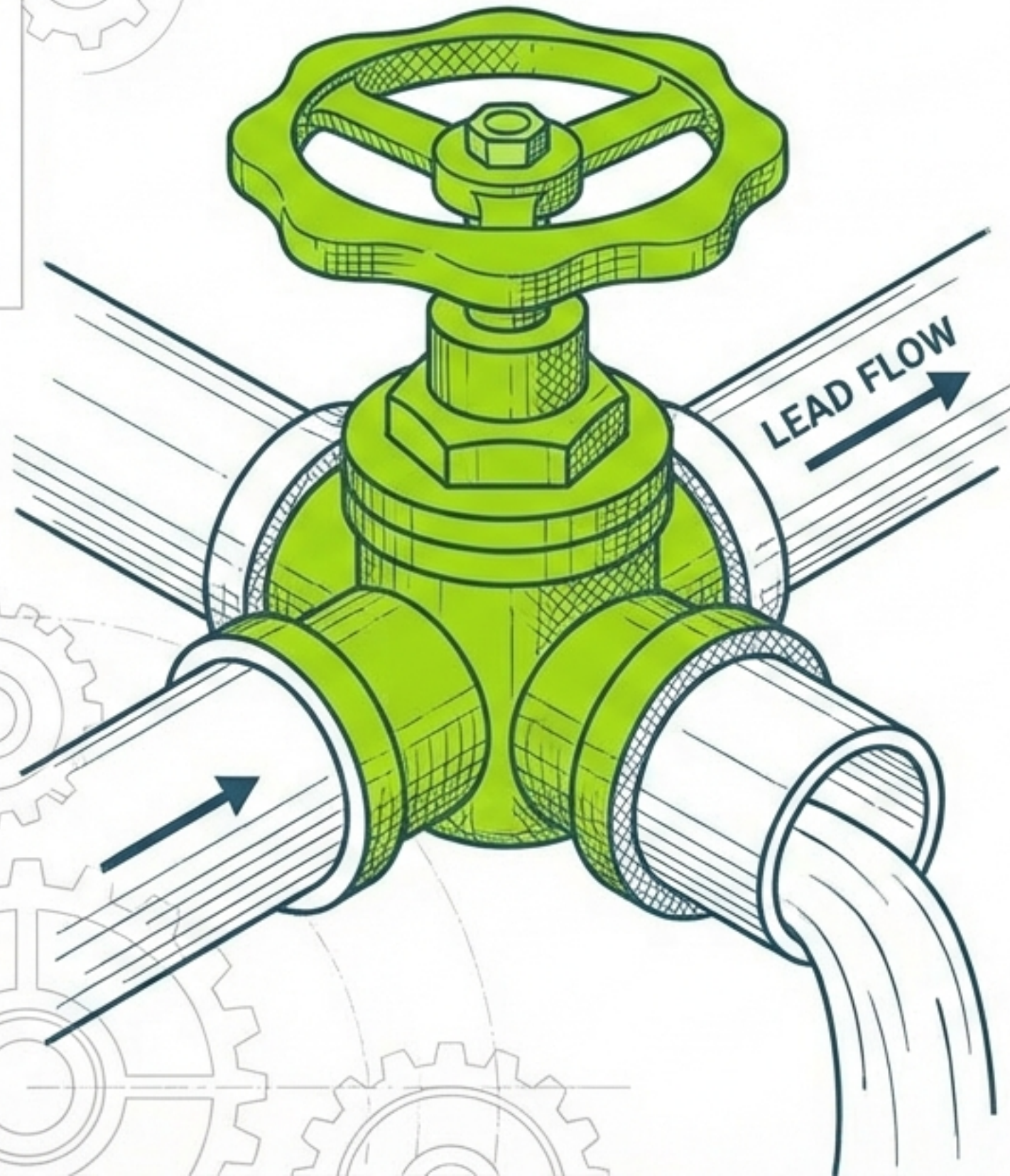
Citations

Consistent Name, Address, Phone across Checkatrade, Yell, and directories.

Key Stat Highlight:

Videtta Result: 155 organic calls from Google Business Profile in just 6 months.

Pillar 3: A tap you can turn on or off



Why Ads? Word of mouth is great, but you can't scale it. **Google Ads gives you control over lead flow based on your capacity.**

The Rule: We only turn on ads AFTER the **foundations (website + reviews) are fixed** to ensure ROI.

Campaign Structure

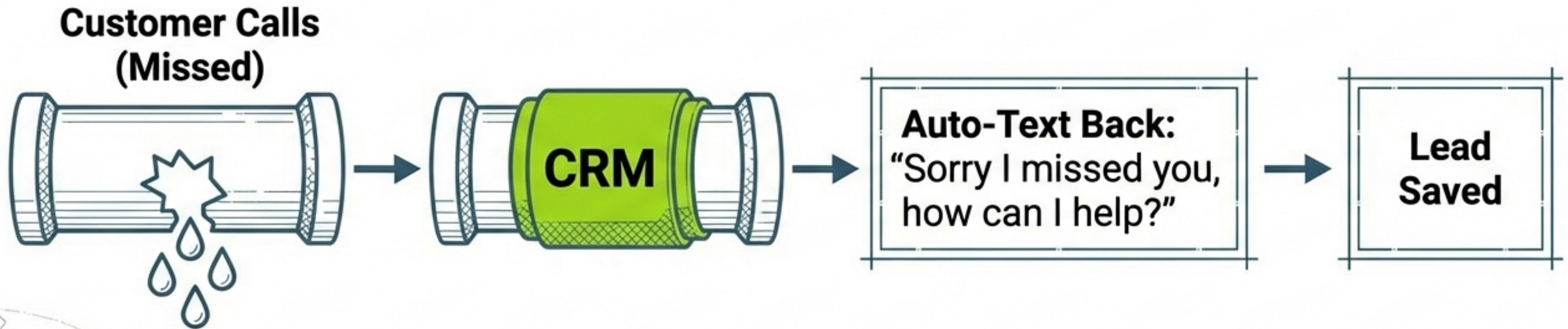
- **High Intent:** Targeting 'emergency plumber' and 'boiler installation'
- **Negative Keywords:** Filtering out waste to keep costs down

Performance Data (Videtta 2025)

- **Spend:** £15.3k
- **Cost Per Lead:** £22
- **Conversion:** 12.72% click to lead

Pillar 4: Never lose a lead to a missed call

The Leak: Plumbers lose 20-30% of business simply because they are on a job and can't answer the phone.



The Fix (SMC CRM):

- **Missed Call Text-Back automation**
- **Visual Pipeline Management** (Sent -> Viewed -> Accepted)
- **Automated Nurture** (Follow-ups on Day 1, 3, and 7)

Result: **100%** quote follow-up rate and response time **under 5 minutes.**

Pillar 5: Differentiate with professional video

Why it's included: People buy from people. A 90-second professional video builds trust faster than any text.



The Production Process

1. Shoot

We send a videographer to your location.



2. Content




Owner interviews, team shots, real work b-roll (no stock footage).



3. Delivery

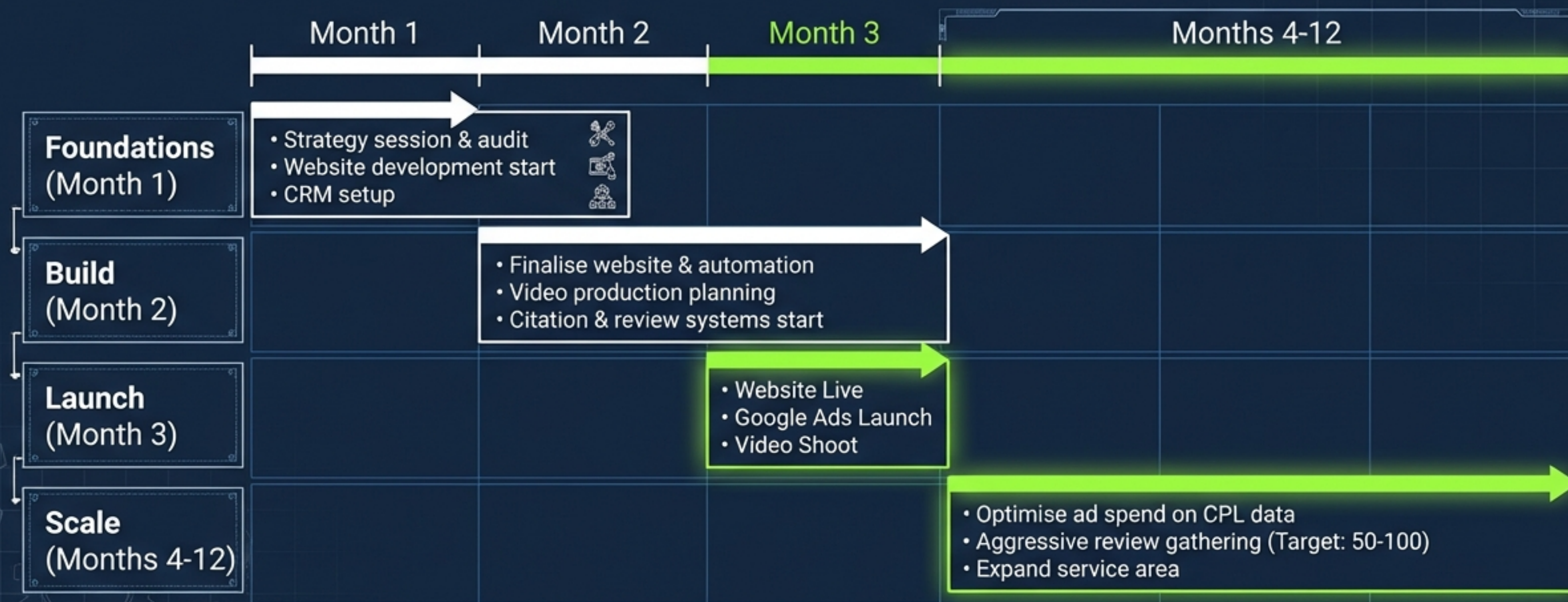
Within the first 3 months.

Strategic Value List

-  **Increases** website conversion
-  Provides months of social media content
-  **Separates** you from competitors using generic stock photos

The Implementation Roadmap

A 12-month build to a scalable asset.



The Maths: Why one job covers your investment



Investment:
£1,500 + VAT / month

Return:
1 Boiler Install
(~£3k revenue)

Realistic Scenario (6 Months In)

- 40 leads/month @ £22 CPL = £880 ad spend
- 50% conversion = 20 jobs
- £500 avg job value** = £10,000 revenue
- ROI: 4.2x** return on total spend

The question isn't if you can afford the system; it's *what it costs you* to stay stuck.

Who we work with (and who we don't)



The Ideal Partner

- **Revenue:** £150k - £500k per year
- **Experience:** 3+ years in business (you know your trade)
- **Mindset:** Ready to invest in an asset, not a 'get rich quick' scheme



Who This Is NOT For

- **Startups** under £100k revenue
- Owners who view marketing as a cost to minimise
- Businesses unwilling to commit to a 12-month build

Our Philosophy: We want partners, not transactions.

Answering your questions honestly



Why a 12-month commitment?

Real assets take time. SEO compounds, reviews accumulate. We invest in you (video, site build) upfront because we bet on the long-term partnership.



Can't I do this myself?


You could. But your time is worth £50-£100/hour on the tools. Do you want to spend 20 hours a week learning marketing, or let experts with a track record handle it?



What if it doesn't work in my area?

Plumbing is a universal need. If there are homeowners with boilers in your postcode, the system works. We assess local search volume before we start.

Stop chasing work. Start building a business.



Option A: Continue as you are.
Unpredictable income, 60-hour
weeks, stuck on the tools.

Option B:
The Booked Solid System.
Predictable leads, systems that
run without you, path to £1m+.

BOOK YOUR ROADMAP CALL

We will audit your area, walk through the Videtta numbers, and check if we are a fit.

Get booked solid. Get off the tools. Get your life back.