THE 2027 **PEST CONTROL MARKETING** TRENDS REPORT

overit

Nine trends shaping how pest control companies get found, earn trust, and grow.



ABOUT OVERIT

WE KNOW PEST

Pest control growth takes much more than buying leads. It requires a recognizable brand, sharp marketing, and a customer experience that delivers on the promise. At Overit, we bring those pieces together.

We're a strategy-first, full-service marketing agency with deep experience in home services. We help pest control companies connect brand and creative with media, technology, and measurement, so leadership can see what marketing produces.

EXPERT SERVICES WITH BETTER RESULTS

- Brand strategy and outstanding creative.
- Paid media, SEO, content, and video.
- CRM, email, SMS, and practical AI integrations.
- Measurement that connects marketing to revenue.

Whether you're expanding into a new market or strengthening the one you already serve, we start with the business problem and build the strategy around it.

OVERIT.COM

Good creative gets attention.
A connected strategy gets ROI.



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PUT THIS REPORT TO WORK

Each trend pairs the signal with a practical next step. Use the benchmarks to spot a gap, then choose the actions that will make the biggest difference for your business.

THE OPPORTUNITY IS REAL.

So is the pressure to turn demand into profitable, lasting customers.

$13.42B

in U.S. structural pest control service revenue in 2025, up 6%.[1] Growth creates opportunity; winning your share still takes work.

85.4%

of residential service revenue was recurring.[1] Retention belongs in the marketing plan.

Nearly 7%

growth in commercial service revenue in 2025.[1] Focused expertise can open valuable doors.

6.6%

of revenue went to marketing and advertising in a 246-firm cost study.[2] Use it as context, then budget against your margins and growth goals.

18%

of Overit clients increased their investment in Local Services Ads.

28%

increase in organic leads from service and location pages for Overit clients.

The above benchmarks are flashlights. Use them to find the gap.

[1] NPMA and Specialty Consultants 2025 industry analysis [2] NPMA and PCO Bookkeepers 2025 Cost Study

A CHANGING MARKET DEMANDS DIVERSITY AND DISCIPLINE

Pest control has an enviable market and a tougher marketing challenge. Demand is growing, but so is competition. Profitable growth depends on what happens before the search, during the decision, and after the first service.

AI answers are changing how customers discover providers. Local Services Ads are changing. Reviews, response speed, and proposal clarity help determine who gets hired beyond the initial call. From there, your customer file holds long-term opportunities.

THE GROWTH PRIORITIES

- **Create demand early.** Give homeowners a name and a promise they remember before a pest problem sends them searching.
- **Earn the choice.** Make your expertise visible in search, reviews, calls, field documentation, and proposals.
- **Grow customer value.** Connect onboarding, retention, relevant service offers, and referrals to the same revenue picture.

The 2026 Overit Pest Trends Marketing Report made the case for brand, owned channels, video, smarter targeting, and AI. In 2027, the job is to connect them. Video becomes proof across the customer journey. Targeting reflects service history and route capacity. AI gets a defined task and an accountable owner.

Every qualified lead should have a clear path to lasting value.

Source: Google Ads Local Services migration guidance

TREND 1

BRAND IMPROVES LEAD GEN

Give customers a name to remember before they need it.

When every competitor can buy the same keyword, being remembered changes the game. A recognizable brand gives homeowners a reason to search for you, trust your price, and recommend your team.

That brand lives in more than your logo. It's the expectation you create, and what happens when your technician arrives. Marketing and field service have to tell the same story.

THE PROOF POINTS

- Recognizable creative and visible local experts give customers something specific to remember and share.
- Brands with greater visibility across the web see increased exposure in organic LLM answers.*
- Branded search terms average a CPC about 4x lower than non-branded terms, and can convert 10x better.*
- NPMA's 2026 sales survey ranks digital channels, referrals, and word of mouth among the industry's top sources of leads.

Sources: NPMA 2026 Sales Operations Survey; *Overit aggregate client data

TAKE ACTION

Define a promise your team can deliver. Repeat it through distinctive creative, community presence, and short videos featuring owners, experts, and techs. Distribute content far beyond your website.

Track branded search, direct traffic, referrals, price resistance, and retention alongside paid performance.

TREND 2

AI SEARCH PUTS YOU ON THE SHORTLIST

Make your expertise easy to choose.

A homeowner can research termites, compare treatment options, and weigh providers inside an AI answer. Your expertise needs to be easy to find and useful enough to help them choose.

Clear service pages, local knowledge, and firsthand evidence still do the heavy lifting. The goal is to answer the hiring decision: what happens next, what it costs, and why your team is qualified.

THE PROOF POINTS

- Pew found traditional-result clicks on 8% of Google visits with an AI summary versus 15% without one. The study was observational and not pest-specific.
- Google's AI overviews have taken away >50% of organic traffic. Now the opportunity lies in traffic to specific service and location pages.
- Useful original content, accessible pages, and current business information remain search fundamentals.

Sources: Pew Research Center July 2025 search analysis; Google Search Central AI features guidance

TAKE ACTION

Start with your highest-value services and markets. Explain inspection, preparation, treatment, safety, timing, guarantees, and next steps. Add original photos and technician videos that show your process.

Measure Maps actions, qualified calls, bookings, and completed revenue alongside traffic. Treat AI visibility reports as diagnostics, with room for uncertainty.

TREND 3

PAID LOCAL: AUTOMATED BUT UNFORGIVING

Give automation better inputs. Hold it to business results.

Google is making more decisions about local advertising. Your inputs need to earn that responsibility. Accurate business information, clear service priorities, and reliable outcomes help you judge whether automation is finding valuable customers.

Keep your economics in view. A termite opportunity, a mosquito job, and a recurring general-pest customer can have very different values and capacity needs.

THE PROOF POINTS

- In August 2026, Google began migrating selected U.S. home-service advertisers, including pest control, to specialized Performance Max campaigns with pay-per-lead goals.
- These campaigns continue to serve on Search and Maps; historical Local Services performance reports do not carry over.
- Getting reviews across multiple authoritative websites helps grow brand visibility widely across LLMs and search engines.*

Sources: Google Ads Local Services migration guidance; *Overit aggregate client data

TAKE ACTION

Save historical reports before migration. Check profiles, service areas, budgets, hours, and call routing. Confirm the controls available in your campaign.

Review lead quality and booked work for two weeks after migration. Connect completed revenue where permitted, and pace spend around branch and route capacity. Keep brand investment and other productive channels in the mix.

TREND 4

REPUTATION DRIVES DISCOVERY

Fresh proof beats a stale promise.

Reviews tell customers what your brand actually delivers. They can shape the decision in Maps, ads, websites, and AI summaries, long before someone talks to your team.

A strong rating helps. Fresh reviews, meaningful responses, and repeated evidence of reliable service make that rating more useful. Reputation needs a weekly operating rhythm.

THE PROOF POINTS

- Google says more reviews and positive ratings can help a business's local search ranking.
- Ratings, review count, response time, images, and verification contribute to LSA profile quality, which may help your ranking and CPL.
- Google recommends helpful review responses as a way to show customers that their feedback matters and help the business stand out.

Sources: Google Local Services Help, About ad rankings; Google Business Profile Help, Tips to improve your local ranking

TAKE ACTION

Request honest feedback after service events. Review new feedback, recurring themes, response time, and unresolved issues by branch. Assign a human owner to field complaints. Use what you learn to improve.

Keep requests neutral and replies personal. Add current photos of your team and work, with appropriate permission. Preserve the meaning of testimonials and follow applicable review rules.

TREND 5

SPEED AND PROOF CLOSE THE DEAL

Make it easy to reach you and easy to trust you.

Marketing made the phone ring. Your response decides what that attention is worth. Missed calls, slow follow-up, and uncertain answers can drain a strong campaign before it produces a job.

Once you connect with customers, show your work with images. A technician explaining pest activity or an inspector documenting entry points gives customers a clear reason to trust the recommendation.

THE PROOF POINTS

- NPMA's 2026 sales survey identifies technicians and ownership as the most common sources of sales activity among respondents.
- Google includes responsiveness in Local Services Ads ranking considerations and warns that missed calls can negatively affect it.
- Google says quick responses to messages drives greater engagement.
- Field photos and clear explanations give customers useful evidence when the conversation begins.

Sources: NPMA 2026 Sales Operations Survey sponsored by PestPac; Google Local Services Help, About ad rankings

TAKE ACTION

Audit two weeks of calls, forms, chat, bookings, and completed work. Find the three biggest gaps in response and follow-through, then fix them before increasing spend.

Test AI intake for after-hours or overflow needs, with a clear handoff to a person.

TREND 6

PROPOSALS SHOULD BUILD TRUST

Clarity closes the sale and sets up the service.

Your proposal can make or break a lead. This is where the customer decides whether the diagnosis, treatment, and price add up. A clear recommendation helps them say yes with the right expectations.

Treat the proposal as part of the customer experience. Photos, plain language, and a named next step can carry the trust your team has already earned into a decision.

THE PROOF POINTS

- Most customers prefer clear upfront pricing and a written estimate.
- Inspection photos, written scope, and preparation instructions connect the recommendation to the property and explain what happens next.
- Upfront and recurring prices, renewal terms, cancellation rules, and exclusions make the commitment easier to understand.
- Credentials, safety context, guarantees, and follow-up expectations give the customer specific reasons for confidence.

TAKE ACTION

Review 25 won and 25 lost proposals. Score the evidence, scope, price presentation, options, next step, and follow-up. Offer choices only when your team can deliver meaningful differences.

Track acceptance alongside completed service, callbacks, and 90-day retention. Learn which proposals create satisfied customers, then build those strengths into your standard.

TREND 7

YOUR CUSTOMER FILE DRIVES GROWTH

Know the customer. Make the next message matter.

Your next growth opportunity may already be in your database. Service history, customer status, and timing can tell you who needs reassurance, a renewal reminder, or a relevant additional service.

Owned data earns its value when it makes communication more useful. A customer with unresolved pest activity needs a different message from a happy member ready to refer a neighbor.

THE PROOF POINTS

- Recurring service represented 85.4% of residential pest control revenue in the latest industry analysis.
- A separate 246-company cost study found recurring revenue made up 74% of total income. The studies use different samples and measures.
- Branch, service history, plan status, consent, cancellation reason, and completed revenue can guide more relevant customer outreach.

Source: NPMA and Specialty Consultants 2025 industry analysis
Source: NPMA and PCO Bookkeepers 2025 Cost Study

TAKE ACTION

Assign one leader to customer growth. Define the minimum customer record and connect marketing sources to booking, completion, and retention.

Launch three journeys: first-90-day onboarding, cancellation-risk recovery, and seasonal or adjacent-service offers. Suppress acquisition promotions for active members. Review retention, referrals, and customer value by cohort.

TREND 8

TRY AI IN OPS, BUT WATCH CLOSELY

Give AI a job. Give the result an owner.

AI can help capture after-hours inquiries, analyze calls, and reduce routine follow-up work. The opportunity grows when someone owns the outcome and knows when a person needs to step in.

THE PROOF POINTS

- Overit identifies after-hours and overflow calls as practical starting points for voice AI.
- AI call analysis can reveal missed booking opportunities, recurring questions, and unresolved concerns. Managers should check AI evaluations against actual conversations and outcomes.
- Booking depends on reliable scheduling connections. Collecting a request and confirming an appointment are different actions.
- NIST's generative AI profile supports defined oversight, testing, and monitoring throughout deployment.

Sources: Overit, Learn How Voice AI Can Improve Your Customer Service Efficiency and Increase Your Leads, October 2026; NIST AI 600-1, Generative Artificial Intelligence Profile, July 2024

TAKE ACTION

Pilot one workflow in one branch or time window. Name the owner, approve info and access, and define when the system brings in a person.

Track wrong answers, abandoned calls, transfers, promised callbacks, bookings, and completed jobs. Pause for serious errors and expand when customer outcomes and economics justify it.

TREND 9

COMMERCIAL GROWTH REWARDS FOCUS

Show the buyer you understand their building and their business.

Commercial pest control is a sale built around risk, records, and response. A food plant, healthcare facility, and multifamily portfolio need different proof that your team understands their operation.

Pick the accounts you can serve exceptionally well. Technical credibility, route capacity, and relevant references give focused outreach
a stronger foundation.

THE PROOF POINTS

- Commercial service revenue grew nearly 7% in 2025, according to the latest NPMA industry analysis.
- Vertical-specific inspections, sample reports, and references let buyers assess your fit for their facility.
- Monitoring trends, response standards, and clear escalation show how you will manage the relationship after the contract is signed.
- Connected monitoring can support earlier detection and portfolio visibility where the facility's needs justify it.

Source: NPMA and Specialty Consultants 2025 industry analysis

TAKE ACTION

Choose one vertical and 50 named accounts. Map facilities, ownership groups, buying roles, contract timing, and service capacity. Build a proof package before launching outreach.

Coordinate search, email, professional channels, calls, and local relationships around that list. Track qualified meetings, inspections, proposals, contract margin, expansion, and retention.

TAKE ACTION

YOUR 90-DAY MARKETING AGENDA

1. **Protect brand demand.** Build a market position and creative line that stand out. Distribute your brand content far and wide.
2. **Strengthen search pages.** Prioritize valuable services and markets. Answer hiring questions; track qualified calls, bookings, and revenue.
3. **Audit paid local.** Preserve Local Services history, check settings and fact check profiles.
4. **Review reputation weekly.** Track fresh feedback, themes, responses, and recovery by branch. Apply findings to service and marketing.
5. **Fix response gaps.** Reconcile inquiries, bookings, and completed work. Repair the three biggest leaks; test AI coverage with human handoffs.
6. **Improve proposals.** Review 25 wins and 25 losses. Strengthen proof, scope, pricing, next steps, and follow-up.
7. **Launch customer journeys.** Define essential customer data. Build onboarding, cancellation-risk recovery, and seasonal expansion programs.
8. **Pilot one AI workflow.** Establish boundaries, quality thresholds, and human escalation. Review failures, costs, and outcomes before scaling.
9. **Focus commercial growth.** Choose one vertical and 50 accounts. Define proof, buying roles, reporting standards, and contract economics.

LET'S PUT YOUR NEXT STAGE OF GROWTH IN MOTION.

Schedule a free Strategy Consultation:



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