

Electrician Marketing Spend Calculator

Work out how much your electrical business should spend on marketing to hit its revenue goal, and the most you can pay per lead before the math stops working.

FREE TOOL

ELECTRICIAN

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

HOW IT WORKS

The math behind the number

Set the revenue you want, divide by your average job to get the jobs you need, and divide that by your close rate to get the leads it takes. Your marketing budget is your target percentage of that revenue, and the budget over the leads is the most you can pay per lead before the math stops working. When an agency pitches you electrician leads, that ceiling is the number that tells you in seconds whether the price works.

THE DEFAULTS

Electrician benchmarks for 2026

The worksheet starts from the sourced figures below, so the first number you see is realistic. You then replace each one with your own.

BENCHMARK	TYPICAL VALUE
Average job value	\$350
Gross margin	45%
Net profit margin	6%
Median field-tech wage	\$30/hr
Payroll burden	40%
Billable utilization	65%
Billed labour rate	\$90/hr

BENCHMARK	TYPICAL VALUE
Close rate	50%
Marketing % of revenue	7%

YOUR WORKSHEET

Fill in your own numbers

Write your figures into the blank column, on paper or on screen. The typical column is only a starting point, so replace it with what your business actually runs.

INPUT	YOUR NUMBER	TYPICAL
Monthly revenue goal What you want to bill		\$80,000
Average job value Your blended average		\$350
Close rate % Lead to booked customer		50%
Marketing % of revenue A common range is 5 to 10 percent		7%

OUTPUT	HOW IT IS BUILT	YOUR RESULT
Recommended budget	$\text{goal} \times (\text{marketing \%} / 100)$	
Leads needed	$\text{jobs} / (\text{close} / 100)$	
Max cost per lead	$\text{budget} / \text{leads}$	
Max cost per booked job	$\text{budget} / \text{jobs}$	

WORKED EXAMPLE

A Electrician example at \$80,000 a month

Monthly revenue goal	\$80,000
Average job value	\$350
Close rate %	50%
Marketing % of revenue	7%
Recommended budget	\$5,600
Leads needed	458
Max cost per lead	\$12
Max cost per booked job	\$24

WHERE THE DEFAULTS COME FROM

U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: Electricians (OEWS May 2024, SOC 47-2111)

Steph's Books – Electrical Contractor Profit Margins & Benchmarks (2026): gross/net margins, journeyman burdened-cost table

Housecall Pro – 2026 Electrician Prices: Average Costs & How to Price Jobs (job pricing + customer-billed labor rates)

ServiceTitan – Data Report: Average Call Booking Rates (3,000+ trades; Electrical 41%)

ServiceTitan – 19 Key Field Service Metrics (technician billable utilization 60–80%; estimate close rates 60–70%)

Pipeline On – How Much Should a Contractor Spend on Marketing (marketing % of revenue by business stage)

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