Chris Heidlebaugh

Digital Marketing Coach | Press Kit

Media contact: chris@digitalmarketingcoach.com
https://digitalmarketingcoach.com
Author and speaking hub: https://chrisheidlebaugh.com

At a glance

27 years in digital marketing
18 years in construction
150,000+ YouTube subscribers
20,000+ trained through Udemy and other platforms
B.S., Business Administration (Internet Marketing emphasis) · M.S., Computer Science
Published author, speaker, agency owner and former college professor

Short bio

Chris Heidlebaugh is a Digital Marketing Coach, published author, speaker and marketing agency owner with 27 years in digital marketing and 18 years in construction. He helps business owners and their teams understand local search, websites and marketing decisions.

Full bio

Chris Heidlebaugh is the founder of Digital Marketing Coach, a digital marketing education and coaching brand for business owners and their teams. His deepest specialty is home services and construction marketing, including HVAC, plumbing, roofing, electrical, landscaping and remodeling businesses.

With 18 years in construction and 27 years in digital marketing, Chris brings both job-site experience and marketing experience to his teaching. He got his start helping fellow contractors get found online and building their websites. That practical work developed into a career as an entrepreneur, marketing agency owner, educator, author and speaker.

Chris owns Colorado Web Impressions and Heidlebaugh Digital. Having worked on both sides as a business owner and an agency owner, he teaches owners how to evaluate their marketing, work effectively with outside specialists and decide which responsibilities belong inside their company. His approach is not about choosing teams over agencies; it is about understanding the work and making informed decisions.

He holds a B.S. in Business Administration with an emphasis in Internet Marketing and an M.S.

in Computer Science and is a former college professor of digital marketing. His teaching connects the technical side of websites, search and measurement with the everyday questions owners face: What needs attention first? Who owns our accounts? Which inquiries turn into booked work? What should our team learn to handle?

Chris is the author of Digital Marketing for DIYers(TM), host of The Digital Marketing Coach Podcast and a speaker on marketing for service businesses. His articles and lessons cover website usability, Google Business Profile, local SEO, reviews, lead tracking, AI search visibility and training in-house marketing teams.

He created the Insourced Marketing Blueprint(TM) to help companies develop marketing knowledge within their own teams. Through Digital Marketing Coach, he offers education, Marketing Growth Assessments, employee training and private consulting. His guiding principle is simple: Never pay for marketing you don't understand. Own the assets. Own the numbers. Own the decisions.

Chris chairs the Digital Marketing Coach Expert Review Board. His professional credentials and the site's editorial review process are published separately so readers, journalists and editors can examine who stands behind the guidance. His personal author and speaking website is ChrisHeidlebaugh.com; DigitalMarketingCoach.com is the home of his marketing education and services.

Interview topics

Making informed marketing decisions
How contractors can evaluate websites, accounts, reporting and the work of outside specialists.

Training an in-house marketing team
What home service owners and employees need to understand before taking on marketing responsibilities.

Local SEO and AI search
What changing search experiences mean for contractor websites, business profiles and useful customer information.

From construction to marketing education
Lessons from 18 years in construction and 27 years in digital marketing.

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