WORKWAVE® | Print Marketing

The Power of Print:
Tangible Marketing for Field Service Professionals

In an increasingly digital world, print marketing remains a powerhouse for local service businesses.



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Why Print Marketing Matters

- **High Visibility** Age, income level, family size and occupation can provide insights into a prospect's likelihood to need and afford your services
- **Trust & Authority:** High-quality print materials signal professionalism and stability to homeowners.
- **Brand Recall:** Assess the competitive landscape and service eco-systems within a community to determine your potential for success

Why Choose WorkWave Print?

You don't just need a printer; you need a partner who understands the field service industry. At WorkWave, we combine high-quality production with deep industry expertise. We know the seasonality of lawn care and the urgency of pest control. Our designs are engineered to drive density, improve cash flow and increase upsells.

See the WorkWave Difference

Visit our online gallery to view high-resolution examples of our work and get inspired for your next campaign:

VIEW GALLERY

Ideal Customer Profile



Skip the Guesswork. Target Smarter.

Before you send a single postcard or letter, you need to know who is most likely to buy. Our Customer Profile is our premier data targeting product designed to maximize your return on investment.

We create your Customer Profile by analyzing data from your existing, active customers, then building a custom data model based on key demographics, including home value, lot size, household income and home age. We then use this profile to generate a highly targeted mailing list of "look-alike" prospects in your service area.

Why it's valuable:	When to use it:
It eliminates the waste of "spray and pray" marketing. You spend your budget only on homeowners who match the profile of your most profitable clients, significantly increasing conversion rates	This is the first step in any acquisition campaign. We recommend running an analysis prior to any new marketing push, then re-analyzing every two years to ensure accuracy.

Pre-Pay Letters

Secure Your Season's Cash Flow

Pre-pay letters are the single most effective tool for generating immediate cash flow before your trucks even leave the yard. By offering a small incentive for upfront payment, you secure customer loyalty for the entire year and reduce administrative billing costs.

Dimensions & Sizing:

8.5x11" or 8.5x14"; outgoing and return envelopes are included

Optimal Send Times:

Lawn Care: November to January (Before the first "green up")

Pest Control: February to March (Before spring pest activity surges)



Cancel and Reject Letters

The Art of the "Win-Back"

Customer churn is a reality of business, but it doesn't have to be permanent. These letters serve as a professional "last call" to re-engage clients who have canceled, rejected a renewal or not responded to a pitch. A well-timed, empathetic letter reminding them of the value of your service is often all it takes to activate an account.

Dimensions & Sizing:

8.5x11" or 8.5x14"; outgoing and return envelopes are included

Optimal Send Times:

Lawn & Pest: Cancel and reject letters are sent mid-January through mid-February. It's also recommended to send 2-4 weeks after a non-renewed contract expires.



Targeted Marketing Letters and Postcards

Drive Awareness and Acquisition

Direct mail remains the most effective way to introduce your business to the right homeowners in new territory. These materials leverage smart data to target properties most likely to need your services — so you're not wasting money blanketing entire neighborhoods with generic mailers.

Our targeted approach identifies high-potential prospects based on property characteristics, demographics and service indicators. That means your message reaches homeowners who are most likely to need, want and buy your services.

Dimensions & Sizing:

8.5x11" or 8.5x14" letters; outgoing and return envelopes are included
6x11" postcards

Optimal Send Times:

Lawn Care: Early spring (Acquisition)

Pest Control: Spring (General Pest) and late spring/summer (Mosquito/Tick)



Upsell Letters and Postcards

Maximize Customer Lifetime Value

The easiest sale you can make is to a customer who already trusts you. Upsell campaigns are designed to cross-sell complementary services to your existing database, turning a standard account into a premium one. Whether it's adding grub control to a fertilization plan or mosquito defense to a general pest contract, these mailers effectively communicate the "why" behind the add-on service.

Dimensions & Sizing:

8.5x11" or 8.5x14" letters; outgoing and return envelopes are included
6x11" postcards

Optimal Send Times:

Lawn Care: 4–6 weeks prior to the service window

Example: Send grub control upsells in late spring; send aeration & seeding upsells in late summer

Pest Control: Seasonal alignment with pest emergence

Example: Send mosquito/tick upsells in early spring; send termite monitoring upsells in winter/early spring



Lawn Signs

Your On-Site Billboard

Lawn signs act as a mini-billboard on your customer's lawn. High-contrast, branded posting signs signal to the entire neighborhood that your company is the one trusted by their neighbors; easy-to-read contact information (including QR codes) makes it simple for potential customers to get in touch with you. In addition, we offer state regulation signs.

Dimensions & Sizing:

4x5", 5x5", 8.5x11", 6x9" or 6x6". Custom die cut available. Posting stakes included

Optimal Send Times:

Lawn & Pest: Whenever you have completed a job at a customer's home



Door Hangers

Hyper-Local "Cloverleaf" Marketing

Door hangers are the ultimate tool for "Five-Around" or "Cloverleaf" marketing. When your technicians are already at a property, leaving a door hanger at the neighboring houses creates route density. It tells neighbors, "We are already here, and we can help you too."

Dimensions & Sizing:

5.5x14", 4.25x11"

Optimal Send Times:

Lawn & Pest: Any time a technician is servicing a route, particularly during peak seasons (spring/summer) when neighbors are outdoors and noticing service trucks



Nature Notes

Educate to Upsell

Nature Notes are educational brochures that position your company as the expert authority. Whether explaining the importance of grub control, proper watering techniques, or termite prevention, these notes add value to the customer relationship and naturally lead to service upsells without feeling “salesy.”

Dimensions & Sizing:

8.5x3.66”

Optimal Send Times:

Lawn Care: Seasonal alignment (e.g., watering tips in July, æration info in August)

Pest Control: Specific to pest seasonality (e.g., tick prevention in May, rodent control in October)



Statements and Invoices

Professionalism in Every Transaction

Your invoice is the one piece of paper you know the customer will open. Don’t waste that engagement on a plain sheet of paper. Branded statements and invoices reinforce your professional image and can even be used to include “buckslip” inserts promoting seasonal add-ons or referral programs

Dimensions & Sizing:

8.5x11” or 8.5x14”; outgoing and return envelopes are included

Optimal Send Times:

Lawn & Pest: Monthly (for billing cycles) or immediately following a billable service visit



Neighborhood Production Postcards

“We’re in Your Neighborhood”

Target specific carrier routes or neighborhoods with high-impact visuals as soon as you know you will be servicing a particular area. These postcards spread awareness that you are servicing the area, and create social proof that you are the neighborhood's preferred provider. They are excellent for building density in specific zip codes.

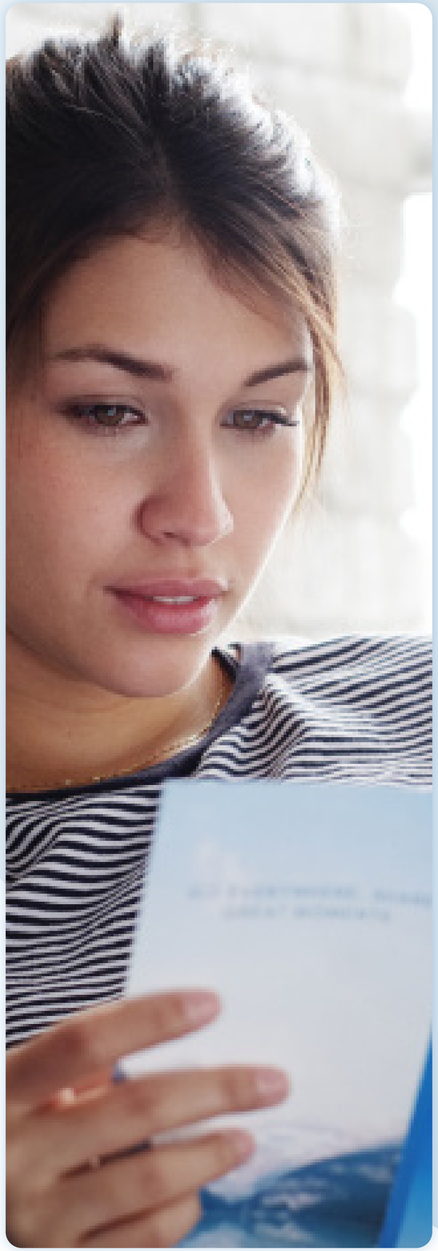
Dimensions & Sizing:

4.25x5.5"

Optimal Send Times:

Lawn & Pest: Peak season (spring through summer) when brand visibility is highest





Make Your Mark With WorkWave

In the service industry, your reputation is built one interaction at a time. From the sign on the lawn to the invoice in the mailbox, every piece of print marketing is an opportunity to solidify your brand and grow your revenue.

WorkWave Print Marketing gives you the professional edge you need with the ease of a partner who understands your day-to-day operations. Let us handle the design and print logistics so you can focus on what you do best: **SERVICING YOUR CUSTOMERS.**

Ready to get started?

Schedule a consultation with one of our Print Marketing experts at https://www.workwave.com/print-marketing to see more of what WorkWave Print can do for your business.

CONTACT US