



**PestPac**  
by WORKWAVE®

# PUTTING PESTPAC TO WORK GROWING YOUR BUSINESS

Competition in pest control can be stiff, even as field service businesses go. To find continued success, you'll need to beat out competitors every step of the way, which means making data-driven decisions, setting action-oriented goals and ensuring your cash flow can support your budding business as you reach more customers, enter new territories and continue to grow.

PestPac by WorkWave is not only the grow-to solution for the best in pest but also represents the culmination of over 40 years of pest control experience and insight. Read on as we explore strategies for growth, how to ensure ROI on your marketing efforts across the board and how implementing small changes in how you take customer payments can add up to big changes for your business.





# GOALS FOR GROWTH

Working to grow your business is a fantastic goal, but to hone in and see the result you want you'll have to make your goals a lot more specific than that — and a few other adjectives, too. We're talking about SMART goals, and our years in the industry have taught us that setting SMART goals really is the intelligent thing to do.

**SMART is an acronym designed to help you set approachable, realistic goals and work toward them in digestible steps; it stands for:**



By ensuring your goals fit these qualities, you set your business up to make the right choices, pivot as needed and ultimately achieve your goals. As an example, let's turn the common goal of business growth into a SMART goal.

To dive deeper into setting SMART goals for your business, as well as a deeper dive into metrics your business can't afford not to track, take a look at our full eGuide, **MEASURING SUCCESS IN PEST: SETTING THE RIGHT GOALS** ►



**SPECIFIC:**  
Whenever possible, centering your goal around a particular figure can help to make it as specific as possible. Rather than your goal being to grow — which is vague and hard to define — consider a goal like “increase net new sales by X%.”



**MEASURABLE:**  
If your goal is specific, chances are it can also be measured — as long as you have the right tool. Taking advantage of specialized pest control software can help you measure and compare your data as you progress.



**ATTAINABLE:**  
When honing in on specifics, be sure to pick goals that are reasonably attainable. If you increased net new sales last year, you might aim to improve by a marginally higher amount this year; for instance, if your numbers last year were closer to breaking even, you might aim for a small improvement to start moving in the right direction.



**RELEVANT:**  
Be sure to choose goals that support your long-term, big-picture plans. If you ultimately want to open a new location, for instance, your goals now might include bringing in more revenue to support that next step or bolstering your existing staff so you're ready to break into new regions.



**TIME-BASED:**  
When setting goals, be sure to also set deadlines for those goals. While you can always adjust down the road as needed, making sure to craft goals that are tied to specific timelines helps to promote accountability, gauge progress more accurately and make sure your goals are still relevant as time passes.



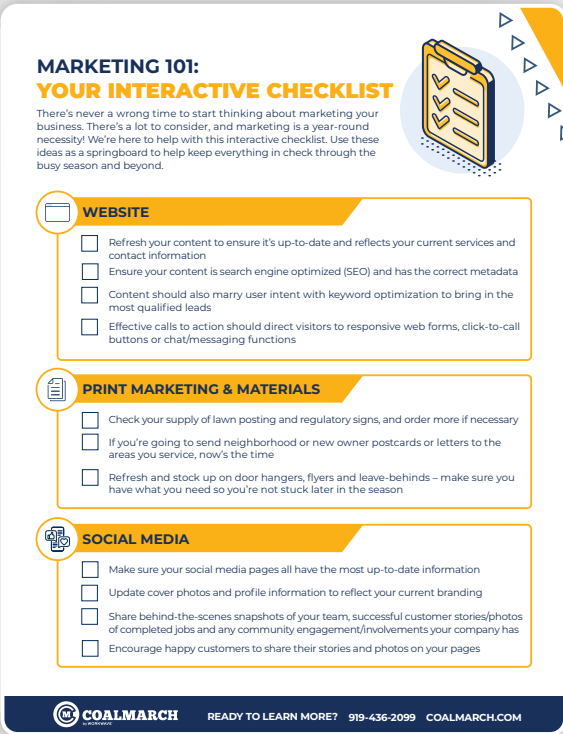
# MASTER YOUR MARKETING

Whether it's expanding into new areas, signing more customers in your current service area or upselling to your existing customers, your business growth starts with marketing. For today's PCOs, that means balancing traditional print marketing and the constantly evolving demands of digital marketing and SEO.

## PRINT MARKETING

While your knee-jerk reaction may be to dismiss print marketing as a thing of the past, the truth couldn't be more different for field services like pest control. By tailoring your efforts to target recently sold properties, neighbors of your current customers or homeowners in areas you already serve, for instance, you can bring in new sales while minimizing the need to spend time and gas traveling farther.

For a hands-off approach to marketing your business, just pair PestPac and Coalmarch and see the difference! To take full stock of where your marketing efforts stand, explore this **PEST CONTROL MARKETING CHECKLIST FROM COALMARCH BY WORKWAVE**. ▶



## EMAIL MARKETING

Reaching out to prospects and customers via email is a no-brainer and, like print efforts, only becomes more effective as you cater to a more specific audience. Cost-effective, easy to personalize and even easier to track, email marketing lets you contact potential customers with additional offers or info at crucial stages of their journey for maximum impact.

With [PestPac's Marketing Automation tools](#), you can streamline your campaigns and target the right audience at the right time — all without a second thought. Automated emails and reminders help keep your company top-of-mind for existing customers, while online review management features improve your local reputation.

## SEARCH ENGINE OPTIMIZATION

Most commonly shortened as an acronym, SEO includes all the moves you can make to establish a strong online presence and ensure your business shows up when shoppers online are looking for the services you provide. The factors that impact SEO are varied and wide-ranging. Everything from having a professional website and managing your Google Business Profile to posting relevant content on your business's blog and social media accounts can play into your search rankings.



# FOCUS ON FINANCIALS



Cash flows in and out of your business constantly, which means taking stock of the way you bill customers and process payments can have a significant impact on your business’s overall financial health. Taking advantage of strategies that get you paid quickly and more consistently is crucial to your success.

You may also want to consider a [subscription-based pest control billing](#) model for your customers. Many customers are already accustomed to recurring billing from other subscription services, and signing customers for preventative services and routine checks throughout the year can allow you to bill customers on a recurring basis, making your cash flow more predictable — especially during slower months.

From customer payments to funding new initiatives and helping your customers afford bigger jobs, WorkWave Fintech offers the tools to streamline your finances and grow your business.

**With 40 years of industry experience, dedicated marketing services and a suite of financial features to drive your business forward, it’s no wonder PestPac is the grow-to solution powering the best in pest.**

**Hone in on the features your business needs to reach new heights and start scaling your business with PestPac by WorkWave today!**

**PestPac users also have access to unique financial tools tailored to field service professionals thanks to WorkWave Fintech, including:**

WorkWave Capital	WorkWave Pay Over Time
<ul style="list-style-type: none"><li>✓ Business funding from \$1,000 up to \$2 million, exclusively for WorkWave users</li><li>✓ Future repayment is based on business sales</li><li>✓ 5-minute application with high qualification rates</li></ul>	<ul style="list-style-type: none"><li>✓ Businesses offering financing win one extra job per week</li><li>✓ Enable your customers to buy now and pay later; you receive payment upon job completion</li><li>✓ Financed jobs are 4.5x larger, on average</li></ul>

