PestPac
by WORKWAVE®

PEST CONTROL INDUSTRY
COMMUNICATIONS
eGUIDE

Top Email and SMS Strategies
to Grow Your Pest Business

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INTRO

Communication with your customers isn't just about dealing with their pest issues today — it's about cultivating lasting relationships.

Today's pest industry demands more than just exceptional work; it requires intelligent, strategic communication that transforms one-time clients into loyal, long-term partners.

The landscape of digital customer communications has dramatically evolved. Modern customers expect personalized, timely and precise interactions that fit seamlessly into their busy lives. For pest control operators businesses like you, this means understanding the critical distinction between marketing messages and transactional communications — a nuance that can make or break your customer retention and growth strategies.

MARKETING VS. TRANSACTIONAL MESSAGES: UNDERSTANDING THE CRUCIAL DIFFERENCE

Marketing messages are designed to engage, promote and ultimately drive additional business. These might include seasonal service offers, upsell campaigns for additional offerings, or win-back strategies for customers who haven't used your services recently. In contrast, transactional messages are essential service notifications: appointment confirmations, payment receipts, service completion updates and critical operational communications that ensure smooth business interactions.

Recent regulatory changes have tightened the requirements for email and SMS communications, compelling field service companies to adopt more sophisticated, customer-centric communication approaches. Gone are the days of generic, one-size-fits-all messaging. Today, success hinges on delivering the right message to the right customer at the right time.

WHY SMART COMMUNICATION MATTERS FOR YOUR PEST CONTROL

By leveraging smart data and segmented customer lists, you can:

- Target customers with specific pest condition codes
- Design personalized win-back campaigns
- Pitch additional services to customers who haven't yet converted
- Increase overall customer lifetime value

In addition, today's sophisticated customers expect communication channels that align with their preferences. Some want instant SMS updates, while others prefer detailed email communications. Your ability to meet these varied expectations directly impacts your payment collection rates and customer retention.

WHAT YOU'LL LEARN IN THIS GUIDE

In the following chapters, we'll dive deep into best practices for both marketing and transactional communications. You'll discover:

- ✓ Strategies for creating compelling, compliant email and SMS campaigns

- ✓ Tools and technologies to automate your communication processes

- ✓ Techniques for personalizing messages to increase engagement

- ✓ Methods to separate critical service notifications from promotional content

- ✓ Compliance guidelines to keep your communications legal and effective

Get ready to
TRANSFORM HOW YOU CONNECT WITH YOUR CUSTOMERS
- one message at a time.

SERVICE-BASED
Communications

A FOUNDATION FOR GREAT SERVICE AND GROWTH

With stringent regulations governing email and SMS messaging, simple customer communication has become much more complex. Field service businesses must now navigate a nuanced landscape where every message counts — not just in content but in compliance, timing and customer experience.

IT'S CRUCIAL TO DISTINGUISH BETWEEN CRITICAL SERVICE NOTIFICATIONS AND MARKETING OUTREACH, ensuring that each message delivers value and meets increasingly strict regulatory standards.

Effective service-based communications are about creating a strategic approach that:

- ✔ Limits potential spam triggers
- ✔ Maximizes email delivery and engagement rates
- ✔ Ensures timely and relevant customer notifications
- ✔ Simplifies customer interactions and payment processes
- ✔ Reduces the likelihood of customer opt-outs

With the right service communication strategy, your company will:

ENHANCE DELIVERY RATES DESIGN

Carefully crafted messages avoid spam filters, ensuring your critical communications reach customers.

CREATE A COMPREHENSIVE CUSTOMER JOURNEY

Consistent, valuable touchpoints guide your customers from pre-service notifications to post-service follow-ups and payment reminders.

SIMPLIFY THE CUSTOMER EXPERIENCE

Make it effortless for customers to interact with your business, schedule services and complete transactions.

INCREASE RETENTION AND TRUST

Build stronger relationships through transparent, timely and relevant communications demonstrating your customer service commitment.

SMS/TEXT MESSAGE REGULATIONS

SMS messaging has become a critical tool for field service businesses. However, the landscape of text message communication is undergoing a significant transformation with the introduction of 10-Digit Long Code (10DLC) regulations.

WHAT IS 10DLC AND WHY DOES IT MATTER?

10DLC is a game-changing framework introduced by major telecommunications carriers in the United States. This new standard represents a fundamental shift in how businesses approach Application-to-Person (A2P) messaging. Unlike previous messaging approaches, **10DLC is designed to**:

- Dramatically reduce spam and unwanted messages
- Enhance message deliverability
- Improve end-user security
- Create a more transparent messaging ecosystem

10DLC compliance is no longer optional — it's essential.

Non-compliance with 10DLC regulations can have severe consequences for your business:

- Significantly reduced message delivery rates
- Potential blocking of your messaging campaigns
- Damage to your brand's communication reputation
- Increased costs and operational challenges

KEY COMPLIANCE CONSIDERATIONS

Businesses must now:

- Register their messaging campaigns with carriers
- Verify their business identity
- Obtain explicit consent from recipients
- Maintain clear, purposeful messaging practices
- Implement robust opt-out mechanisms

WorkWave will manage campaign registration, business identity verification and opt-out mechanisms on behalf of our customers — ensuring that you meet all requirements while maintaining effective customer communication.

EMAIL REGULATIONS

There's no doubt that email is a powerful tool for pest control operators. However, with great power comes great responsibility — and a complex web of requirements designed to protect consumers and ensure ethical communication practices. Different countries have their own regulations in place, while individual platforms implement their own rules around compliance. This is why it's so important to have a partner to help you manage everything.

CAN–SPAM ACT (UNITED STATES)

Passed by Congress to combat unwanted commercial email, the CAN-SPAM Act sets clear guidelines for electronic messaging:

- Prohibits false or misleading header information
- Bans deceptive subject lines
- Requires clear identification of advertisements
- Mandates a clear unsubscribe mechanism
- Stipulates that opt-out requests must be honored within 10 business days

GDPR (GENERAL DATA PROTECTION REGULATION — UK AND THE EUROPEAN UNION)

The GDPR represents the most comprehensive data protection regulation globally:

- Requires explicit consent for email communications
- Ensures transparency in data collection and usage
- Provides individuals with the right to access, modify and delete their personal data
- Imposes strict penalties for non-compliance
- Mandates clear, affirmative consent for marketing communications

CASL (CANADA'S ANTI–SPAM LEGISLATION)

Canada's approach to email regulations focuses on:

- Requiring prior consent for commercial electronic messages
- Mandating clear identification of the sender
- Providing easy opt-out mechanisms
- Implementing significant penalties for violations

KEY COMPLIANCE CONSIDERATIONS

To successfully navigate these regulations, businesses should:

- ☑ **Obtain Explicit Consent:** Secure clear, documented permission before sending marketing emails.

- ☑ **Provide Clear Opt-Out Options:** Make unsubscribe mechanisms simple and immediate.

- ☑ **Identify Your Business Clearly:** Ensure all emails have accurate sender information.

- ☑ **Maintain Accurate Records:** Document consent and communication preferences.

- ☑ **Segment Your Communications:** Distinguish between transactional and marketing messages.

THE BUSINESS IMPACT OF COMPLIANCE

Adhering to these regulations for SMS and email is about more than just avoiding penalties. It's about:

- 🤝 Building trust with your customers

- ☑ Improving message deliverability

- 👍 Enhancing your brand's reputation

- 💬 Creating more meaningful customer interactions

BEST PRACTICES FOR SERVICE-BASED COMMUNICATIONS

Think of email and SMS regulations as your secret weapon, not a headache. By nailing your communication strategy, you're not just staying legal — you're showing customers you care. These rules allow you to stand out from competitors who see compliance as a checkbox. When you send smart, targeted messages that reach your customers, you build trust and prove your business is a cut above the rest. Follow these best practices to make sure you're on top:

1 CHOOSE A PLATFORM

The easiest way is to work with a software built for your success. PestPac's **customer communication** tools enable users to send text, email and even voice messages:

- ✓ Easily set up notifications with a user-friendly, self-serve workflow directly from PestPac's CRM

- ✓ Create pre- and post-service, new sale and payment reminders via email and SMS

- ✓ Include technician photos so customers know who to expect

- ✓ Filter and create notifications by branch, customer, service type and more

- ✓ Track and manage inbound and outbound customer interactions for better service and lasting relationships

2 AUTOMATE YOUR MESSAGES WHENEVER POSSIBLE

Using software to automate transforms customer communication from a time-consuming task to a seamless, strategic process that saves back-office time and ensures message delivery. Be sure to set blackout dates (such as holidays) to personalize messages with specifics and a tech's photos from PestPac's CRM CRM whenever possible, helping to ensure that they get read and adding a personal touch.

3 BE SPECIFIC WITH YOUR NOTIFICATION

Not all customers are the same; your notifications shouldn't be either. Advanced notification systems allow for unprecedented levels of customization. For example, consider using categories that are particularly helpful in pest control and other field service industries, like:

- ✓ Prefers email
- ✓ Prefers SMS
- ✓ Has pets
- ✓ Dog on property
- ✓ Locked gate
- ✓ Always email after service

It's also important to be sure that if you have multiple branches and service offerings, your messages accurately reflect the branch your customer is working with and the specific services they receive. And make sure your branding is consistent with the proper colors and logo.

BEST PRACTICES FOR SERVICE–BASED COMMUNICATIONS – CONT.

4 ENSURE YOUR MESSAGES ENHANCE THE CUSTOMER EXPERIENCE

Your customers want seamless transactions and timely communications:

- Quick after-service messages will ensure fast payment and garner more positive reviews

- Customers appreciate knowing who is coming to their house and when – include a photo of the tech assigned to the job for personalization and trust

- Multiple friendly payment reminders help eliminate late and missed payments

5 MAXIMIZE YOUR GROWTH POTENTIAL

Even the most basic service-based messages can increase your bottom line – when they're done right.

- Work with a software provider that can provide you with a customer portal for self-serve payments, purchases and upsells

- Your payment reminders should drive customers to your self-serve payment portal or encourage them to sign up for autopay

- New customer "welcome" messages should do the same thing

- Include shortened links in SMS messages – and keep texts below 320 characters total to make sure they're read

EMAIL MARKETING
Best Practices

TARGETED, SMART MARKETING STRATEGIES FOR GROWING YOUR PEST CONTROL BUSINESS

Once you've mastered the art of service-based communications, it's time to take your customer engagement to the next level with strategic marketing campaigns. Email marketing isn't just about sending messages — it's about crafting an intelligent, personalized journey that speaks directly to your customers' needs and desires. From nurturing newsletters and strategic drip campaigns to win-back initiatives and pitch-not-sold messages, every communication can be an opportunity for growth.

EMAIL MARKETING

Email marketing remains an essential part of any marketing strategy. Not only is it cost-effective, it's direct and personal, enabling you to connect with customers and potential leads in a highly targeted way. If you've been sending the same-old, same-old emails for a while, now is the time to consider a refresh and explore your options – like automated tools that help you set up, compose and send email campaigns.

1 CHOOSE A PLATFORM

If you aren't already using a program to help you with email marketing, now is the time to seek one out. What separates a good platform from a great one? Look beyond basic features and focus on comprehensive solutions that truly understand the unique needs of pest control businesses. A program that integrates with your CRM — like PestPac's **Marketing Automation** — is ideal. The ideal platform should offer:

- Robust automation capabilities that work seamlessly with your existing systems
- Advanced segmentation tools that transform data into targeted communications
- Comprehensive analytics that provide real insights into customer engagement
- Helpful tools that make creating professional emails effortless
- Rigorous compliance with email marketing regulations

2 PERSONALIZE COMMUNICATIONS

One of the main benefits of email marketing is improving the customer experience. Imagine an email that knows exactly what your customer needs before they do. By leveraging customer data from your CRM, you can create hyper-targeted communications that feel less like marketing and more like a helpful service. This means:

- Using customer names in a natural, conversational way
- Segmenting emails based on specific customer characteristics
- Customizing content to reflect individual pest control needs
- Incorporating dynamic content that adapts to customer data

EMAIL MARKETING – CONT.

3 UPDATE YOUR HEADERS AND FOOTERS

We touched on this earlier, but your email's header and footer are more than just design elements — they're your digital business card. They communicate your brand's professionalism and provide essential information with every communication.

Don't let this valuable real estate go to waste. A well-designed header and footer should:

- ✔ Showcase your company's visual identity
- ✔ Provide clear contact information
- ✔ Offer easy unsubscribe options
- ✔ Connect customers to your social media channels

4 TARGET THE RIGHT CUSTOMERS

By analyzing the data and behavior of your current customers, you can create a profile of your "ideal" customer and target your marketing accordingly. This helps attract the most likely new customers and nurture loyalty in your current customers by providing them with valuable information at the right times.

- ✔ Develop personas based on:
  - Property size and type
  - Service history
  - Geographic location
  - Customer preferences
- ✔ Create specialized content for different customer segments
- ✔ Continuously refine your targeting based on engagement metrics

TYPES OF EMAIL CAMPAIGNS

Depending on your business needs and your customer list, there are many different types of email campaigns to consider, including:

- Cross-sell and upsell
- Win-back
- Review generation
- Encouraging one-time customers to sign up for recurring service
- Lost leads
- Newsletters
- Promoting seasonal services that only happen at certain times of year
- Drip campaigns — targeted, automated, pre-scheduled emails sent over a designated period of time, designed to build engagement and guide recipients through a defined customer journey
- Lead nurturing — interacting with potential customers at different stages of the buying process

EMAIL MARKETING BEST PRACTICES: DOS AND DON'TS

Success in email marketing comes down to a delicate balance of strategy, creativity and respect for your customers.

THE DOS ARE ABOUT CREATING VALUE:

- Obtain explicit consent
- Provide meaningful, helpful content
- Optimize for mobile devices
- Use compelling, honest subject lines
- Continuously test, analyze and adjust your campaigns

THE DON'TS ARE WARNINGS AGAINST COMMON PITFALLS:

- Avoid purchasing email lists
- Skip generic, impersonal content
- Don't overwhelm customers with frequent emails
- Never use deceptive marketing tactics

Remember, the most successful **EMAIL MARKETING IS AN ONGOING CONVERSATION,** always learning, always adapting, always growing.

COMPLEMENTING EMAIL WITH PRINT

Even as the world of marketing continues to feel increasingly digital, the staying power — and the effectiveness — of printed materials to put your pest control business in front of new eyes remains undeniable. Post cards and yard signs allow you to hone your focus on specific areas to target your efforts toward likely customers while simultaneously building route density for more efficient operations.

In addition to marketing-specific print efforts, PestPac users can also tailor printed materials like service orders and invoices to promote additional services, when appropriate. Users can choose when to include these marketing nudges with custom rules.

EXAMPLE

If customer has Service A but not Service B, market Service B. This can help to make customers aware of additional offerings without being overly salesy; paired with a self-serve customer portal, it's a valuable opportunity to bring in more revenue through upsells.

COMPLETE PEST CONTROL

PEST-FREE
IS THE WAY TO BE.

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CONCLUSION

The landscape of customer communication is constantly evolving as regulations tighten, technologies advance and customer expectations continue to rise. The businesses that will thrive are those willing to adapt, innovate, and view communication not as a cost but as a strategic investment. Your competitive advantage lies in your willingness to implement the strategies in this guide and to be intentional about every customer touchpoint.

The future of your business is being written with every communication.
MAKE EVERY WORD COUNT.

Ready to learn how PestPac can automate your communications strategy in one platform?

SCAN THE QR CODE BELOW.