



Marketing **Pro**

Marketing Just Got Personal

ServiceTitan Marketing Pro is a hyper-targeted, integrated marketing solution that utilizes your client data to create individual customer journeys. We are redefining marketing personalization, making the possibilities limitless for your business.





Maintenance Reminders Stay ahead of demand

Template intent

These templates are made for you to create a consistent marketing strategy to speak to your existing customers. The goal is to stay ahead of the demand and be consistent in how we nurture our relationships with already engaged customers.

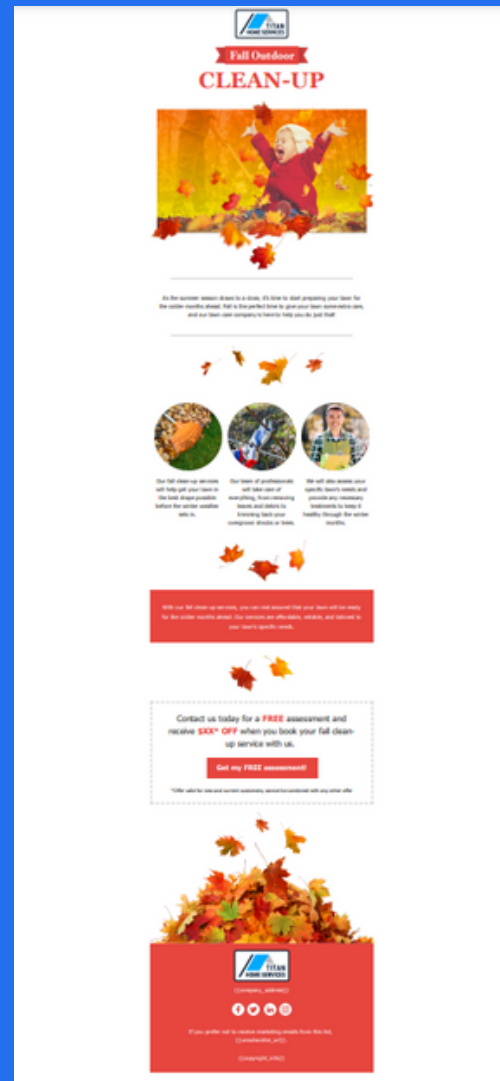
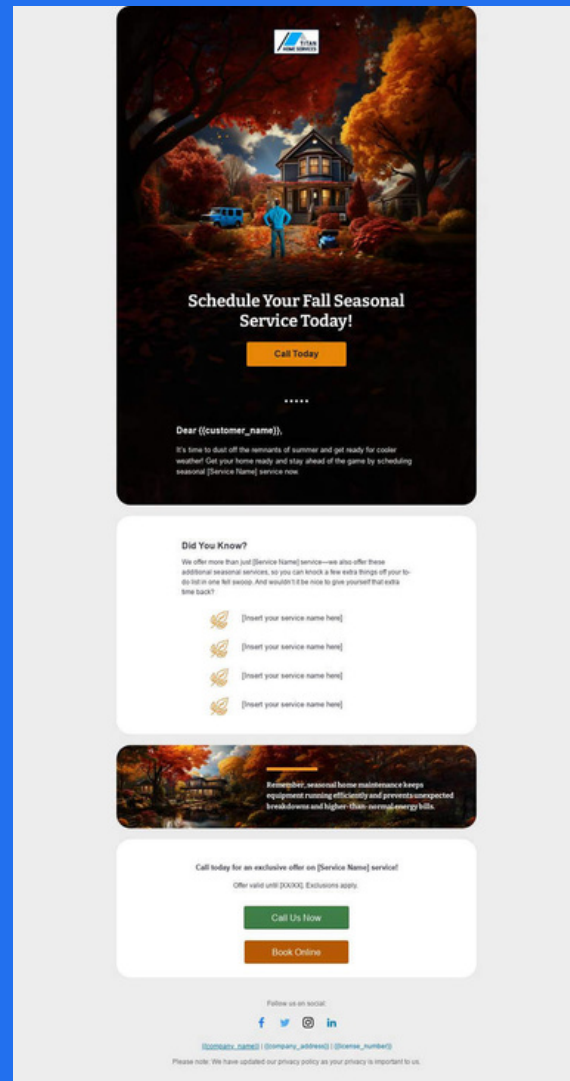
Audience build idea

Market to your existing client customer base—depending on size, you can break audiences out by:

- Service Due - Job not completed within 6 months
- Add in to your existing client newsletter strategy for next year

GenAi templates

Leveraging the capabilities of GenAi, our templates are meticulously crafted to suit your unique content needs. By incorporating GenAi's assistance, we've streamlined the creative process, ensuring that every template not only meets your requirements but also sparks unparalleled efficiency and creativity in your content creation endeavors.





Marketing Pro

Subscription Services

Taking the trades to E-Commerce

Template intent

These templates will help you enter the world of e-commerce with recurring services to help generate recurring revenue and add additional value to the customer experience.

Audience build idea

Utilize tags and job types to bring your audience in for recurring services, this audience build will be dependent on where you have this service located in the data.



[LadyTitans Your Invitation To E-Commerce with Stephanie Postell Anchor Air](#)

Automated Home Salt Delivery

No more setting reminders to refill your salt!

[Schedule Now](#)

Dear {{(customer_name)}},

You depend on your water softener to provide you and your family with clean, safe water. This means ensuring your system maintains the proper salt levels, so it can remove hard minerals from your home water supply.

Worry-Free Home Water Management

We're all about easy, worry-free home water management, which is why we offer regular automatic salt delivery service to valued customers like you!

No more setting reminders to refill your salt — we set the schedule based on your system and its unique salt needs. Best of all, we deliver when it's convenient for you.

Ready To Get Started?

Just give us a call, and we'll help you schedule your first delivery! And as always, we thank you for trusting us to provide you and your family with the highest quality water.

[Schedule Salt Delivery](#)

[f](#)
[t](#)
[@](#)
[in](#)

{{(company_name)}}
 {{(company_address)}}
 {{(license_number)}}

Forgetting An Air Filter Change Is A Thing Of The Past!

Sign Up For An Air Filter Subscription Today

[Sign up now](#)

Dear {{(customer_name)}},

We've all done it—sometimes, changing our air filters sort of... slips away from us! And it can be hard to notice until you start experiencing signs of poor air quality such as:

- Your home seeming a little dustier than usual
- Decreased efficiency from your furnace or air conditioner
- Increased respiratory irritation

Stop worrying about when to change your air filters by signing up for our air filter delivery subscription today! We'll make sure you have clean air filters delivered right to your door on schedule—easy as that!

Choose from reputable air filter brands you know and trust, set your schedule, and we'll do the rest. We'll even notify you via email before each delivery. Please sign up now about when to change your air filters—sign up for your subscription today and breathe fresh indoor air year-round!

[\[Call \(XXX\) XXX-XXXX\]](#)

Curious about this process, here's a handy video to explain how we do this.

[Subscribe Today](#)

Your New Air Filter Has Shipped!

Dear {{(customer_name)}},

We're dropping you a note to let you know your air filter replacement has been packed up and is on its way to your home! You won't have to wait much longer to freshen up your home's indoor air and help keep your HVAC system working as efficiently as it can.

Your shipment tracking number is [\[insert tracking number/link to tracking info here\]](#).

[\[XXX\] XXX-XXXX](#)

If you have any questions about your subscription or delivery, we're here to help! Just call us at the number below.

[\[XXX\] XXX-XXXX](#)

Enjoying your subscription service? We'd love it if you'd leave us a review on any of the following sites! Thank you so much for being our loyal customer!

[\[insert review site link\]](#)
[\[insert review site link\]](#)

[\[insert review site link\]](#)

Do You Know When To Replace Your Home Equipment Filters?

TITAN HOME SERVICES
WWW.TITANHOMESERVICES.COM



Call 800-000-5555

Never Wonder When To Change Your Air Filters

Sign Up For Automatic Home Delivery!

SCAN ME



We're Staying Committed To Sustainability

Dear {{customer_name}},

As a business, we aim to be environmentally conscious in both word and deed. We recognize energy waste is a very real thing in our industry, which is why we want to share what we're doing to reduce our carbon footprint and promote sustainable energy choices.

At our business, we are:



- Partnering with vendors that are also committed to sustainability and offer energy-efficient plumbing solutions
- Aligning our service and product offerings with local environmental guidelines and recommendations
- [PLACEHOLDER]
- [PLACEHOLDER]

Energy-Efficient Home Upgrades





Making your home more energy-efficient means greater cost savings for you, and you can take advantage of this by making small upgrades like a high-efficiency toilet, or maximizing your savings by installing a new tankless water heater.

We're here to help you make the best choice for your needs. Give us a call to talk about what you can do to make your home a sustainable home!

[Call Us Now](#)

Money-Saving Eco-Friendly Options For Your Home!

 image placeholder	 image placeholder
Title Goes Here	Title Goes Here
Description of offering goes here	Description of offering goes here
 image placeholder	 image placeholder
Title Goes Here	Title Goes Here
Description of offering goes here	Description of offering goes here

We're proud to honor our commitment to sustainability by offering some of the most energy-efficient plumbing solutions available on the market, which offer enhanced comfort, better reliability, and cost savings on your utility bills.

Call today for a free estimate, and find out how much you can save in energy costs by giving your home electrical equipment and fixtures a sustainable update!

[Call Us Now](#)

Environmental Awareness

Aligning your brand to higher efficiency standards

Template intent

Utilize these templates to follow up with unsold estimates. These templates will have an impact when it comes to the new regulations to upgrade equipment to align with energy efficiency and new regulations that are impacting some of our trades. More specific templates are coming in regards to the new SEER requirements for HVAC companies.

Audience build idea

Market to your unsold estimates and take pride in your commitment to sustainability.



Follow Us On Social

Ask Us How You Can Save **BIG** On Energy-Efficient Upgrades

[Schedule Now (XXX) XXX-XXXX]

Dear {{customer_name}},

You may have heard in the news about the Inflation Reduction Act, which creates valuable tax benefits and rebates (as well as boosting existing benefits) for making energy-efficient home improvements and equipment upgrades.

Some details are still being refined, but it's still a good idea to plan on making home upgrades or replacing inefficient equipment now. We expect inflation to make energy and equipment costs keep going up, so you'll want to get ahead of future price increases. As more homeowners become aware of potential tax benefits, we also expect increased demand.

We understand it can be hard to invest in home improvements during a time of financial uncertainty. But we're here to help make the process as easy and as flexible as possible, so you have less worry and anxiety. You'll also enjoy the comfort as well as long-term energy savings these upgrades provide.

Schedule a **FREE** in-home consultation now—we'll make energy-saving recommendations, help you navigate the upgrade process, and put your mind at ease.

[Schedule Now (XXX) XXX-XXXX]

{{company_name}} | {{company_address}} | {{license_number}}

Please note: We have updated our privacy policy as your privacy is important to us. Social Badges Follow Us On Social!

Follow Us On Social

ENJOY THESE EXCLUSIVE SAVINGS ON US!

Take [XX] Off [Insert Service/Product Here]

[Schedule Now (XXX) XXX-XXXX]

Inefficiency is out, and cleaner energy is in! That's right—now's the time to make money-saving, energy-efficient upgrades to your home.

The benefits of green home upgrades:

- Set yourself up for lower utility bills and added savings long-term.
- Potentially qualify for enhanced federal and state incentives to help offset costs.
- Beat inflation-related price increases and higher demand.

Take [XX] Off [Insert Service/Product Here]

*Coupon cannot be combined with any other coupon or offer. One discount per household.

Don't miss the opportunity to capitalize on this offer. Call now to schedule, and be sure to mention this coupon to your technician to get your extra discount when you sign a service agreement. But hurry—this offer is only good until [DATE]!

[Schedule Now (XXX) XXX-XXXX]

{{company_name}} | {{company_address}} | {{license_number}}

Please note: We have updated our privacy policy as your privacy is important to us. Social Badges Follow Us On Social!

Follow Us On Social

Don't Forget About Your Open Estimate!

[CALL (XXX) XXX-XXXX] [CALL (XXX) XXX-XXXX]

Dear {{customer_name}},

Winter is here, and it sure feels great to be out and about again! You're probably planning on taking some awesome (and overdue!) break, and we can't blame you.

But don't forget—when vacation's over and you come home, you'll want to come home to comfort! We still have your open estimate on file for [Name of Service Goes Here], and we're here to help you cross that item off your to-do list when you're ready.

Call {{company_name}} to schedule service—even if we don't see you right away, you'll have your appointment before the busy season kicks in and wait times for service are longer. Plus, you'll get peace of mind knowing you're making a solid investment in your home and your family's safety and comfort. We take your family's safety and comfort seriously—call today!

[CALL OR TEXT TODAY!]

Follow us on social!

About Us
 {{company_name}}
 {{company_address}}
 {{license_number}}

Please note: We have updated our privacy policy as your privacy is important to us.

Inflation Reduction Act

Educating your customers on higher efficiency standards and beneficial rebates for their Investment

Template intent

Utilize these templates to follow up with unsold estimates. These templates will have an impact when it comes to the new regulations to upgrade equipment to align with energy efficiency and new regulations that are impacting some of our trades. Teach the investment of replacement through educational awareness of sustainability.

Audience build idea

Market to your unsold estimates and take pride in your commitment to sustainability. Investing in a smarter home or business.

Follow Us On Social

Don't Forget About Your Open Estimate

[CALL NOW (XXX) XXX-XXXX]

Your Logo Here

ENERGY BILLS TOO HIGH?

Save **BIG** By Upgrading Your Older Equipment Now.

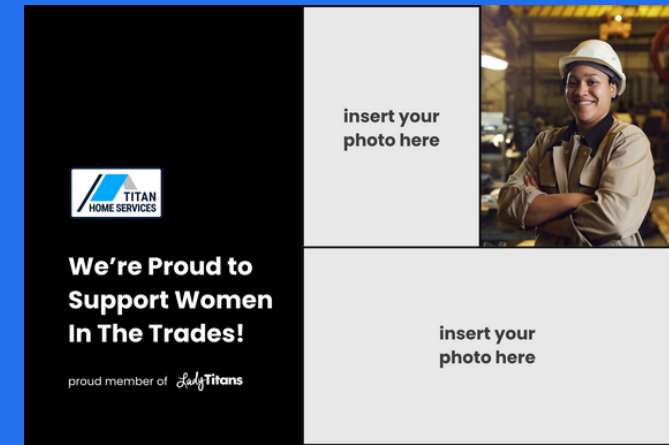
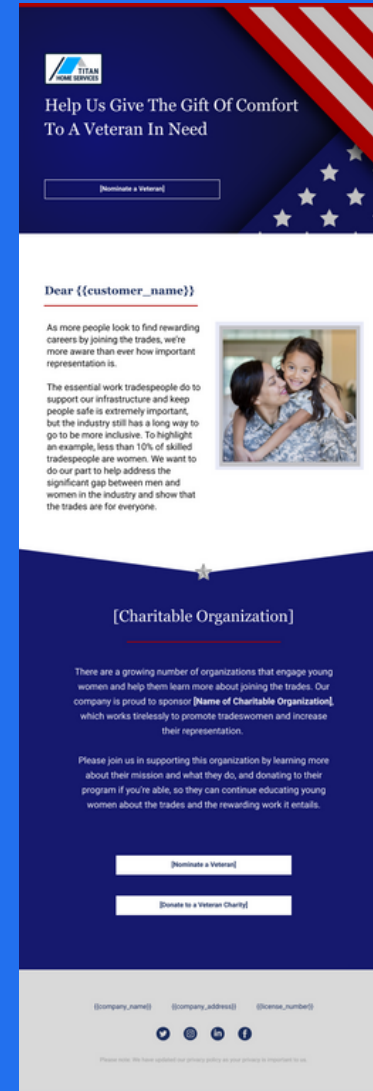
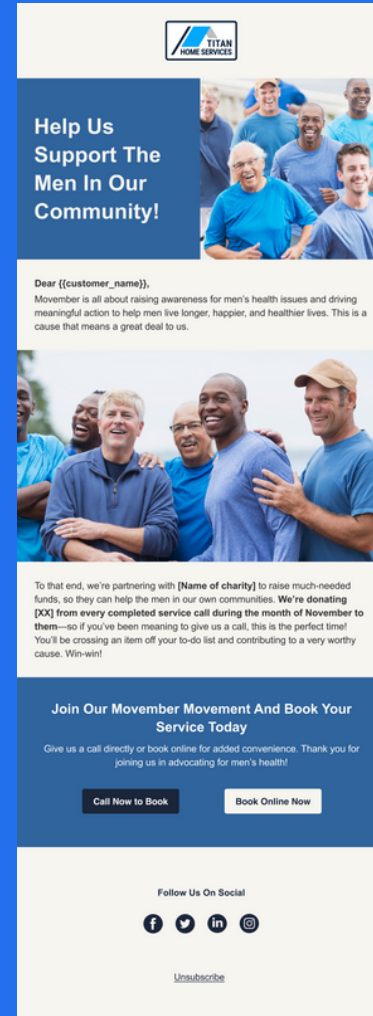
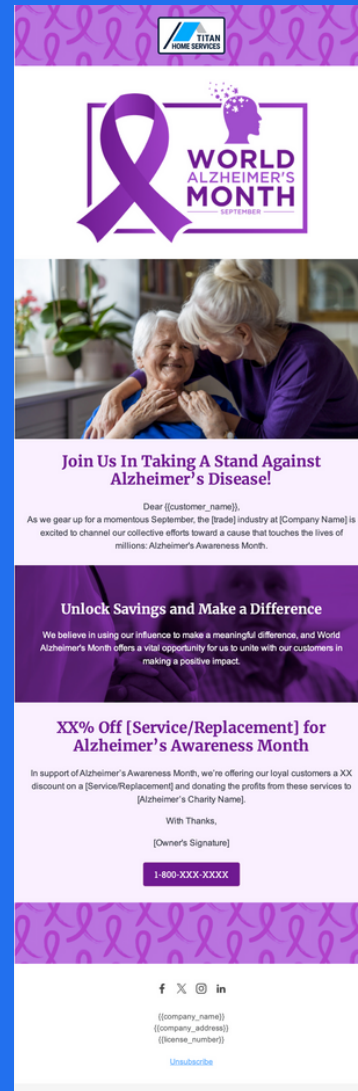
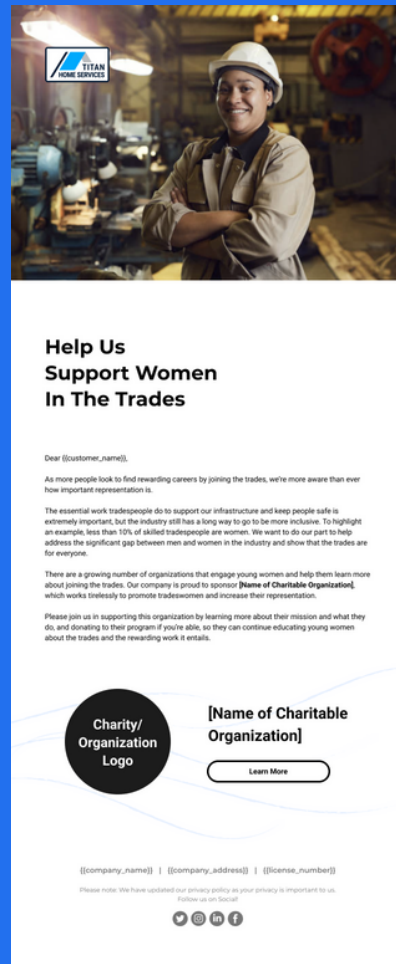
Your Logo Here

EXCLUSIVE SAVINGS

\$XX-OFF

Service/Product Description Here

Call 800-000-0000



Social Impact

The differentiator through support and cause marketing

Template intent

These templates are made for you to create a consistent marketing strategy to speak to your existing customers. The intent is to build brand awareness in your local community and letting your customers get involved in donating for a cause.

Social impact will change consumer perception and align your brand with the significance of making an impact in your local community.



Marketing **Pro**




Temporary Weather Service Delays

Questions? Call or Text

XXX-XXX-XXXX

Dear {{customer_name}},

[Insert Weather Event] has impacted our normal operations. While we are still open and running calls, our technicians are experiencing increased difficulty in getting to your [home/business], and power outages might affect our team's ability to communicate with you. If you're unable to call, please text us at (XXX) XXX-XXXX.

We apologize for the ongoing service delays. We understand the frustration and uncertainty this weather event is causing, as you may be having heating, plumbing, or electrical issues. But we appreciate your patience—please be assured we are committed to serving you as quickly as we safely can while keeping our team safe as well.

We're Here To Help!


Please call or text us if you need emergency service or have any questions about your plumbing/heating/electrical system.

XXX-XXX-XXXX

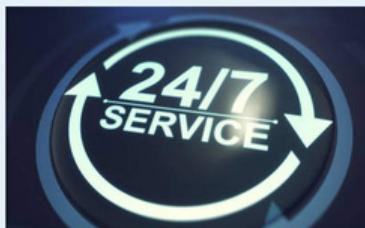
{{company_name}}

f t i n @

Contact Us | Unsubscribe



SERVICES GALLERY ABOUT CONTACT






Anytime You Need Us, We'll Be There

Emergency Services Offered 24/7

No one plans to have an emergency—they just happen without warning, sometimes at really inconvenient times. And the last thing you need is to not be able to get service.

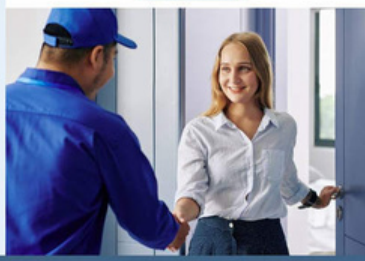
Contact Us

 Same Day Service
  After Hours Emergencies
  Weekend Services

{{company_name}} understands an emergency can leave you stressed, nervous, and scrambling to get repair, which is why we proudly offer same-day and 24/7 emergency service.


Rest assured knowing if you have an equipment problem or a breakdown after hours or even on weekends, you won't be left hanging. We're here to help!

Call (909) 000-0000



f t i n @

Copyright 2023 @ Company Info
You can unsubscribe at any time.



We're Open And Here To Help.

Dear {{customer_name}},

Serving you is and has always been our top priority, and we'd like to apologize if you've faced any issues trying to contact us the last several days. An unexpected power outage is currently affecting our office's ability to communicate with our customers.

We want you and your family to be as safe and comfortable as possible as we wait for this incident to be resolved. If you need to reach us, here are a few easy ways to do so:

Email Us
email us directly at [insert email address] or reply to any email from our office.

Text Us
text us at (XXX) XXX-XXXX

Schedule Online
Book an appointment using our online scheduler.

Social Media
Find us on [insert social media site profiles & links here].

Visit Our Website
Fill out our contact form or chat with us.


Once again, we apologize for the inconvenience the outage is causing. We sincerely appreciate your patience while the issue is being resolved, and we thank you for being our loyal and valued customer.

Warm Regards,
{{company_name}}

f t i n @

{{company_name}} | {{company_address}} | {{license_number}}

Please note: We have updated our privacy policy as your privacy is important to us.



Rescheduling Of Non-Critical Service Appointments

Reschedule Now (XXX) XXX-XXXX

Dear {{customer_name}},

Extreme winter weather has impacted our normal operations, while we are still open and running calls. Our technicians are experiencing increased difficulty in getting to your [home/business], and power outages might affect our team's ability to communicate with you.

To help you keep your [home/business] safe during the extreme cold, we've compiled some tips you'll want to keep handy.

How can I conserve energy?

- Set thermostats to 68 degrees or lower where possible.
- Unplug small appliances and devices you aren't using.
- Avoid using larger appliances during peak hours (mornings & evenings).
- Minimize the risk of frozen pipes by insulating outdoor pipes and spigots.
- Leave faucets at a slow trickle, and open cabinet doors to allow warm air to circulate through your plumbing.

What should I do if my power goes out?

- Close off unused rooms to avoid losing heat, and stay in one room if possible.
- Stuff towels in cracks under doors.
- Close blinds and curtains to help retain heat.
- Wear layers of loose-fitting, lightweight clothing.
- Keep backup generators at least 30 feet from your home when in use.

If you have a non-urgent service appointment during [insert weather event Time Frame Goes Here], please call us at (XXX) XXX-XXXX, so we can get you rescheduled.


We're doing our best to help our customers as quickly as we can, you might experience longer phone wait times than normal, and we appreciate your patience and understanding as we work to keep our community safe.

Call To Reschedule (XXX) XXX-XXXX

f t i n @

{{company_name}}
{{company_address}}
{{license_number}}

Unsubscribe



Temporary Closure For Inclement Weather

Dear {{customer_name}},

Due to dangerous driving conditions and power outages, {{company_name}} will be closed from [DATE] to [DATE], and we are rescheduling service appointments during this time. Our top concern is keeping our team, customers, and our community safe, and we're monitoring the situation to determine when we can re-open safely.

We sincerely apologize for any inconvenience this may cause. We understand this weather can be unsettling, but we appreciate your understanding and patience as we work to get back to normal operations. To help you keep your [home/business] safe during the extreme cold, we've compiled some tips you'll want to keep handy.

How can I conserve energy?

- Set thermostats to 68 degrees or lower where possible.
- Unplug small appliances and devices you aren't using.
- Avoid using larger appliances during peak hours (mornings & evenings).
- Minimize the risk of frozen pipes by insulating outdoor pipes and spigots.
- Leave faucets at a slow trickle, and open cabinet doors to allow warm air to circulate through your plumbing.

What should I do if my power goes out?

- Close off unused rooms to avoid losing heat, and stay in one room if possible.
- Stuff towels in cracks under doors.
- Close blinds and curtains to help retain heat.
- Wear layers of loose-fitting, lightweight clothing.
- Keep backup generators at least 30 feet from your home when in use.

f t i n @

{{company_name}}
{{company_address}}
{{license_number}}

Unsubscribe

Wacky Weather business operations

Template intent

We often speak as the trades as being weather driven, not weather driven. However, the weather impacts capacity, demand, seasonality, and so much more when it comes to business operations. Don't worry we've got you covered.



Marketing Pro

Preparing For Weather

The differentiator through support and cause marketing

Tornadoes Can Strike At Any Time
Prepare Your Home Now.
Call XXX-XXX-XXXX

Dear {{customer_name}},

While we hope you never have to experience a tornado, they can happen any time of year. A tornado can severely impact your home and safety, so we have some tips to help you prepare:

- Keep trees well-trimmed, as weak or dead branches can quickly become flying projectiles in a tornado.
- Have a generator ready in the event of a power outage. Unplug all appliances in your home to avoid power surge damage.
- Consider an impact-resistant garage door, as it's often the weakest link in your home and can be an easy entry point for water and debris.
- Bring in objects such as patio furniture, potted plants or kids' toys, so they also don't become flying projectiles in high-speed winds.

When disaster strikes, we have higher call volumes and longer waits for service, so we want to help you prepare.

\$XX OFF
Insert Product Or Service Here
Call XXX-XXX-XXXX

That's why we're offering \$XX off [Insert Product Or Service Here] for a limited time. With [Insert Product or Service Name Here], you'll have peace of mind knowing you're better prepared in the event of a tornado.

Call today to learn more about this offer or to schedule an appointment. We're here for you and are committed to keeping you and your family comfortable and safe!

XXX-XXX-XXXX

[[company_name]] | [[company_address]] | [[phone_number]]

Facebook | Twitter | Instagram | LinkedIn

Please note: We have updated our [2022-2022] as your privacy is important to us.

[[unsubscribe_url]]

Don't Get Snowed In!
Ask About Snow Removal Service.
Call us now →

Dear {{customer_name}},

When harsh winters arrive, snow can often follow. For some of us, it means bundling up and heading outside to clear it from walkways and driveways. And that isn't exactly at the top of most people's lists of enjoyable tasks.

This year, leave the shoveling to us! That's right—we offer seasonal snow removal service that saves you the hassle and inconvenience of being stuck indoors or going out to shovel snow yourself, which can be a real pain.

What We Provide

- Snow Shoveling
- Snow Blowing
- [Insert Service Here]
- [Insert Service Here]

Snow can be beautiful to look at, but it shouldn't create an unsafe or difficult situation for you and your loved ones this winter. Call and ask us about our snow removal services today!

Call us now →

[[company_name]]
[[company_address]]
[[license_number]]

Please note: We have updated our privacy policy as your privacy is important to us.

REMINDER TO
Prepare Your Home For Hurricane Season

Dear {{customer_name}},

While we hope you never have to experience a hurricane, they're not uncommon in this part of the country. A hurricane can severely impact your home and safety, so we have some tips to help you prepare:

- OUTLETS**
Clear your gutters & downspouts—stop prevent clogs from draining away from your home.
- BACK-UP POWER**
Have a generator ready in the event of a power outage. Unplug all appliances in your home to avoid power surge damage.
- WINDOWS**
Protect your windows with storm shutters or plywood, and seal around vulnerable to leaks.
- OUTDOOR OBJECTS**
Secure objects such as patio furniture, potted plants or kids toys, so they don't become flying projectiles in high-speed winds.

SPECIAL OFFER

When disaster strikes, we have higher call volumes and longer waits for service, so we want to help you prepare. That's why we're offering \$XX off [Insert Product Or Service Here] for a limited time. With [Insert Product or Service Name Here], you'll have peace of mind knowing you're better prepared in the event of a hurricane.

Call today to learn more about this offer or to schedule an appointment. We're here for you and are committed to keeping you and your family comfortable and safe!

Call XXX-XXX-XXXX

[[company_name]] | [[company_address]] | [[phone_number]]

Please note: We have updated our [2022-2022] as your privacy is important to us.

A Flood Can Be Devastating
Prepare Your Home Now.
Call XXX-XXX-XXXX

Dear {{customer_name}},

While we hope you never have to experience a flood, they can happen in our region, sometimes unexpectedly. A flood can severely impact your home and safety, so we have some tips to help you prepare and lower potential damage:

- Protect Your Basement**
Waterproof your basement if you have one.
- Install Pumps**
Consider a pump for your basement if you have one.
- Check Your Gutters**
Waterproof your basement if you have one.
- Protect Your Basement**
Waterproof your basement if you have one.
- \$XX Off [Insert Product Or Service Here]**
Other disaster strikes, we have higher call volumes and longer waits for service, so we want to help you prepare. That's why we're offering \$XX off [Insert Product or Service Name Here] for a limited time. With [Insert Product or Service Name Here], you'll have peace of mind knowing you're better prepared in the event of a flood.

Call today to learn more about this offer or to schedule an appointment. We're here for you and are committed to keeping you and your family comfortable and safe!

Call XXX-XXX-XXXX

[[company_name]] | [[company_address]] | [[phone_number]]

Please note: We have updated our [2022-2022] as your privacy is important to us.

Don't Wait Until It's Too Late
Prepare Your Home Now!

\$XX OFF
Insert product or service description here. Insert product or service description here. Insert product or service description.

TITAN HOME SERVICES
www.titanhomeservices.com | 800-000-000

How Ready Are You In The Event Of A Flood?

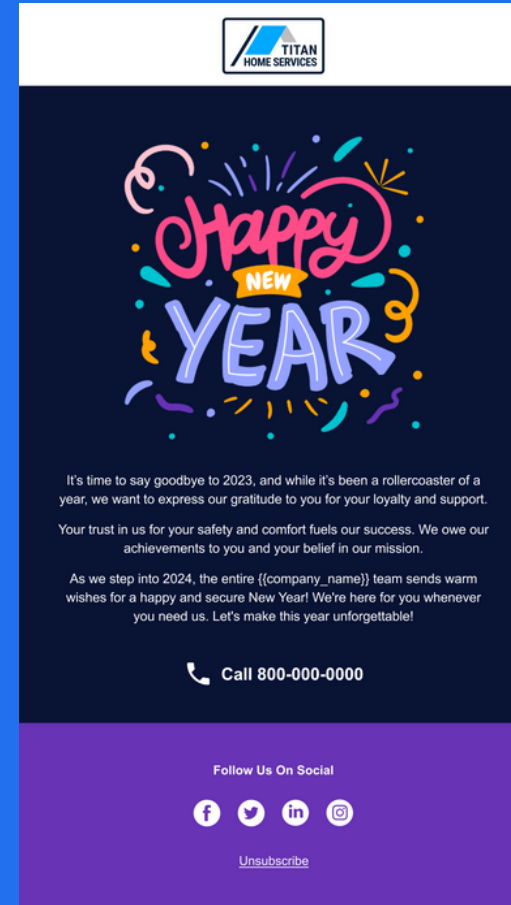
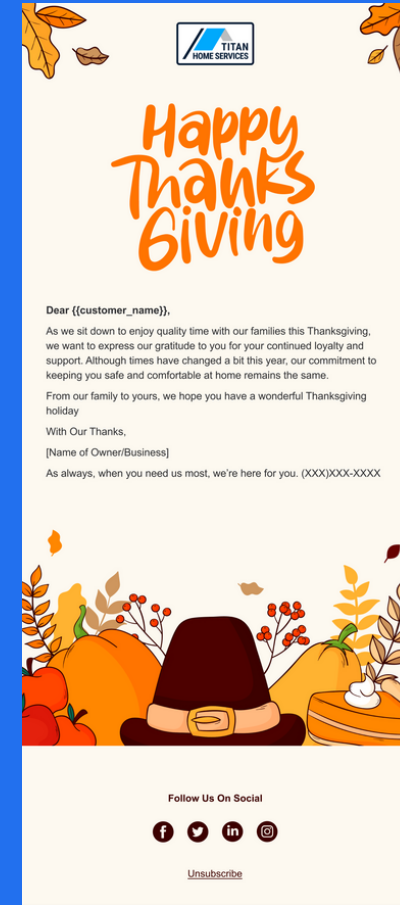
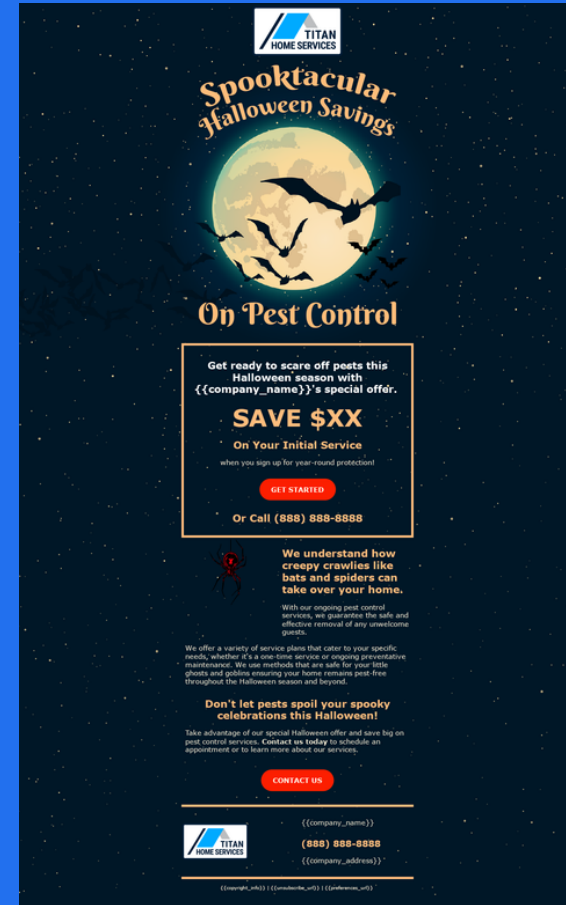
CALL TODAY TO SCHEDULE XXX-XXX-XXXX

Template intent

These templates are made for you to create a consistent marketing strategy to speak to your existing customers. The goal is to stay ahead of the demand and be consistent in how we nurture our relationships with already engaged customers.

Audience build idea

These are great to market to your existing customer base as a part of a newsletter sequence. This will help them prepare and keep your business top of mind when the wild weather happens.



Holiday Pack

It's okay to have a little fun with your marketing!

Template intent

Your technician, Larry, just completed a job for Mrs. Smith a couple of days ago from your service business unit. You want to spread a little holiday cheer, so you send an email wishing her Happy Holidays after completing the service! This gives Mrs. Smith a little breathing room between invoice emails and marketing emails.

Audience build idea

- Inclusion
- Customer Type: Residential
- Invoice Business Unit: Those that hold service calls
- Job Completion Date: Between 1 and 2 days ago
- Exclusion
- Invoice Business Unit: All that don't hold service calls

FULL MARKETING CAMPAIGN
Patio Design - Visit Our Showroom



FULL MARKETING CAMPAIGN
HVAC - Filter Subscription Offer



FULL MARKETING CAMPAIGN
Carpet Cleaning Upsell



Brand Kits
Integrated Marketing Campaigns



Marketing Pro



Marketing **Pro**

Learn From The Pros!


Join Us At The Marketing For The Trades Summits

REGISTER NOW >



Live Webinar

Feed the funnel:
6 ways to improve lead
quality for higher ROI



Dylan Kessler

Podcast

Ryan Chute
Partner at Wizard of Ads



Toolbox for the Trades

EP 135

Live Webinar



Let's set up Marketing Pro
ads together!



Johnny Wenzel

Podcast

Brianna Skiffington &
Amanda Triolo
Chief Product Officer at
AdLeverage &
CEO at Grasshopper Heating
& Cooling



Toolbox for the Trades

EP 125