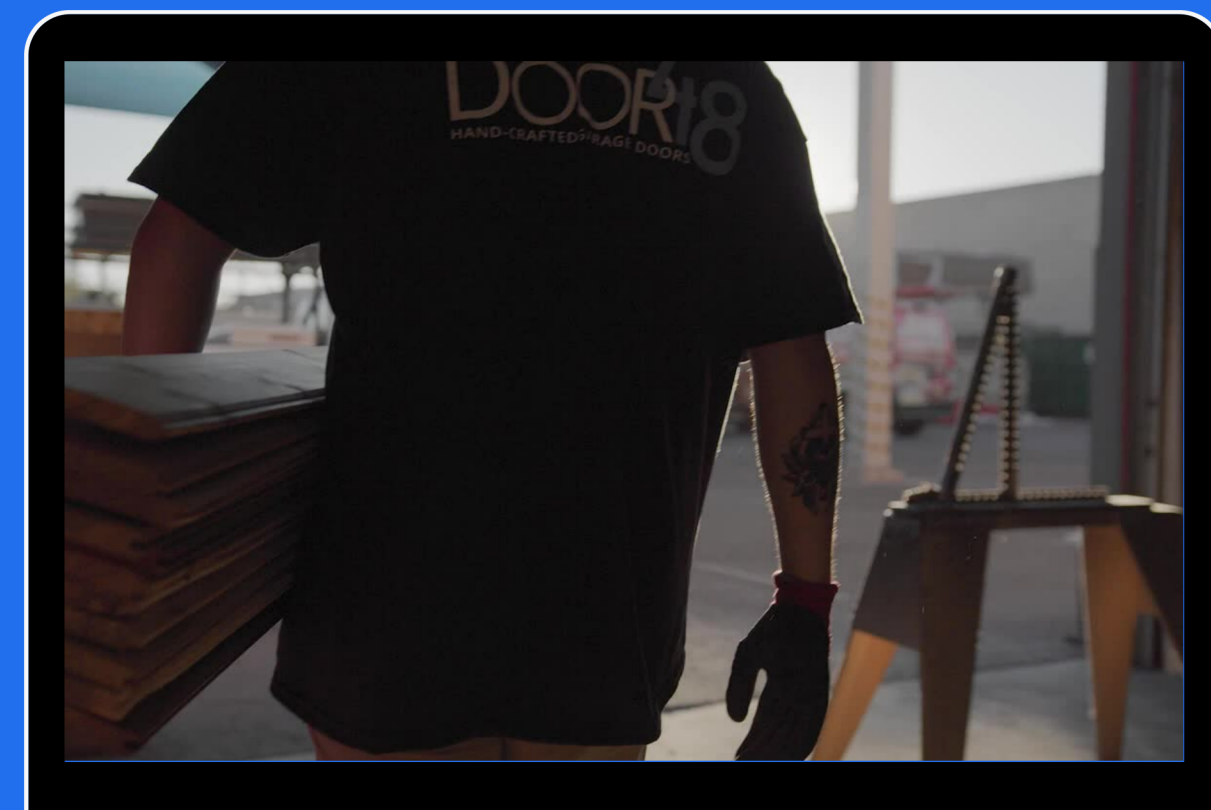




Marketing Just Got Personal

ServiceTitan MarketingPro 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

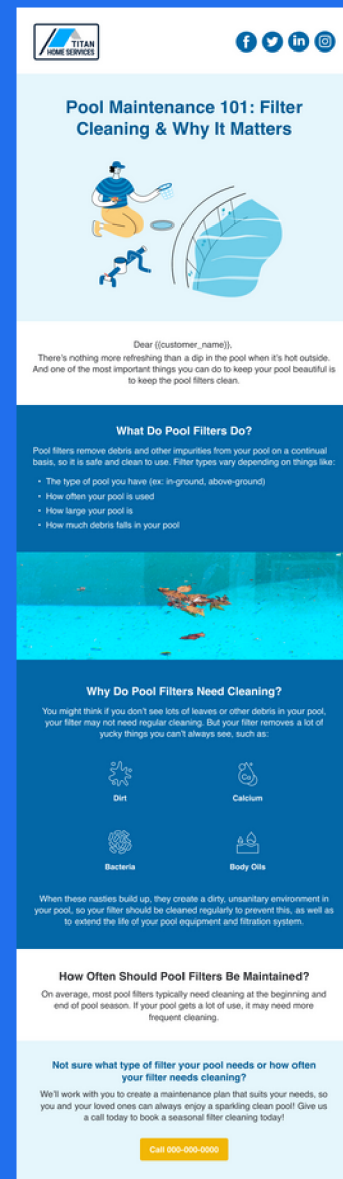
Template intent

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





Subscription Services

Taking the trades to E-Commerce

Template intent

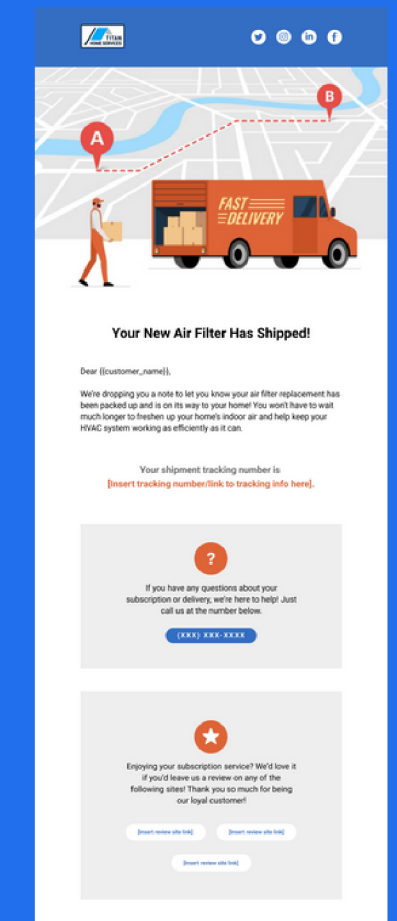
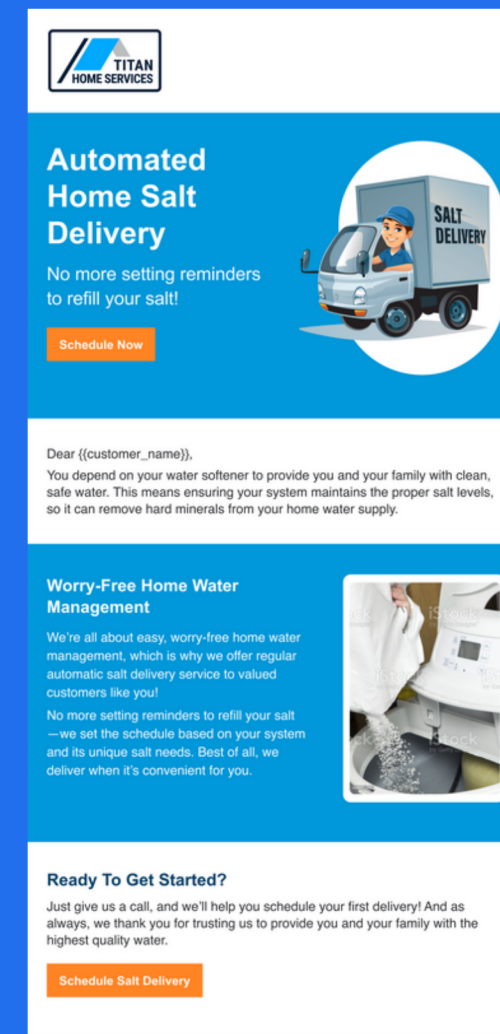
These templates will help you enter the world of e-commerce with recurring services to help generate recurring revenue and add additional value to the customer experience.


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](#)







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

Title Goes Here

Description of offering goes here




image placeholder

Title Goes Here

Description of offering goes here




image placeholder

Title Goes Here

Description of offering goes here




image placeholder

Title 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

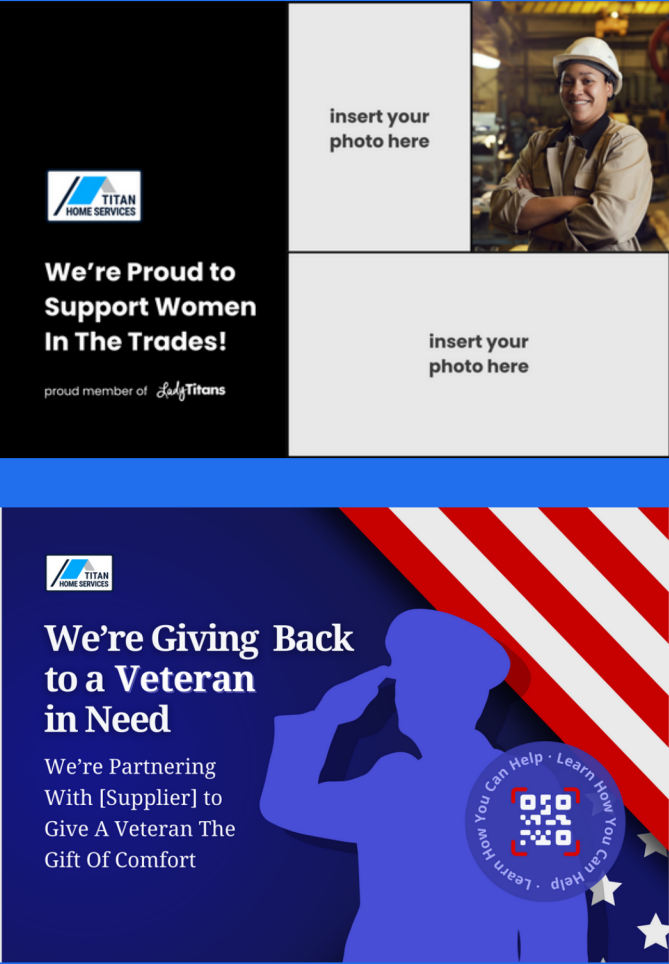
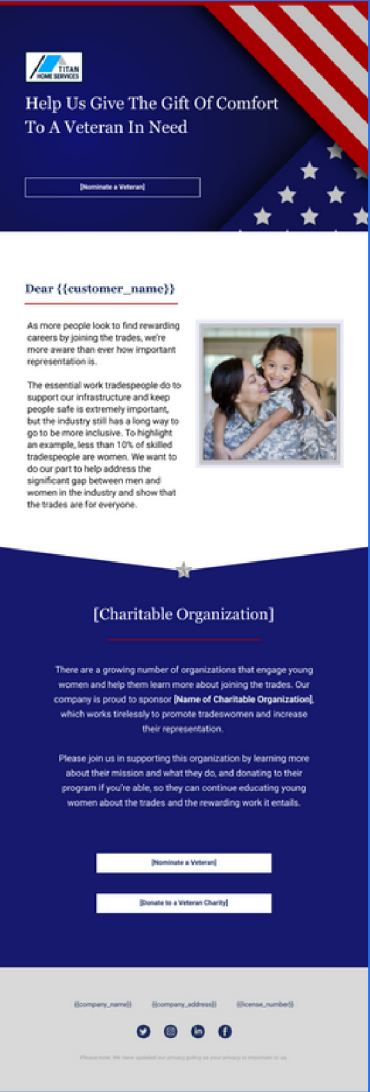
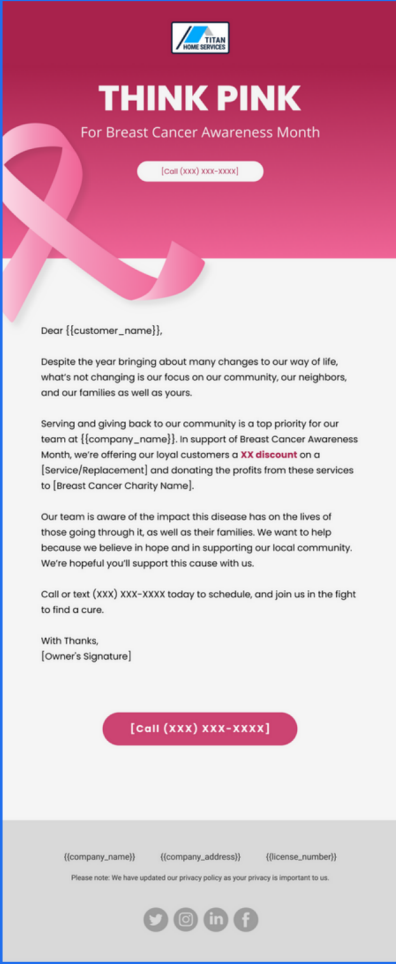
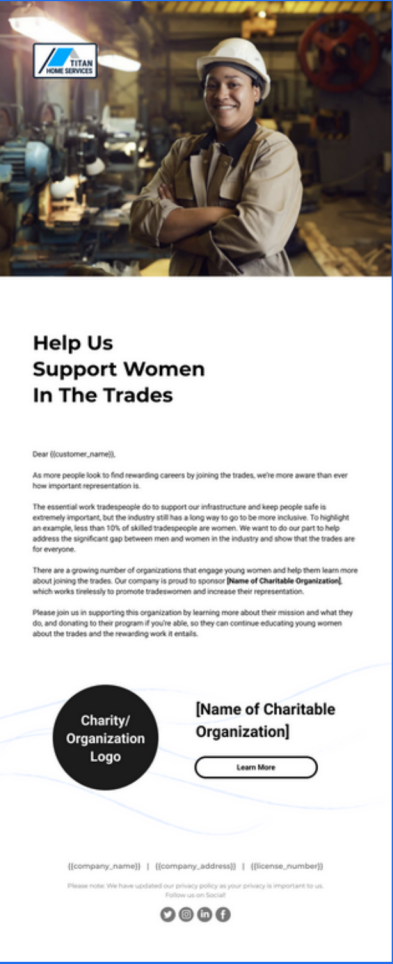
Aligning your brand to higher efficiency standards

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.



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.



Whacky Weather

business operations

Template intent

We often speak as the trades as being whether 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.



Preparing For Weather

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 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.



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 safer!


XXX-XXX-XXXX

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

f t i

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

[[consent_desc_v0]]



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]]

f t i

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



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:

- GUTTERS**
Clear your gutters & downspouts—clogs prevent torrential rains 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 areas vulnerable to leaks.
- OUTDOOR OBJECTS**
Secure objects such as patio furniture, potted plants or kids toys, as they 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. 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 safer!

Call XXX-XXX-XXXX

f t i

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

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

A Flood Can Be Devastating

Prepare Your Home Now. Call us now today!

Call XXX-XXX-XXXX

Dear {{customer_name}},

While we hope you never have to experience a flood, they can occur in the region. Environmental circumstances, a flood can severely impact your home and safety, so we have some tips to help you prepare and lower potential damage:

Call XXX-XXX-XXXX

- Protect Your Basement**
Waterproof your basement if you have one.
- Install Pumps**
Waterproof 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.
- Protect Your Basement**
Waterproof your basement if you have one.
- \$XX off [Insert Product Or Service Here]**
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 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 safer!

Call XXX-XXX-XXXX

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

Please note: We have updated our privacy policy 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.

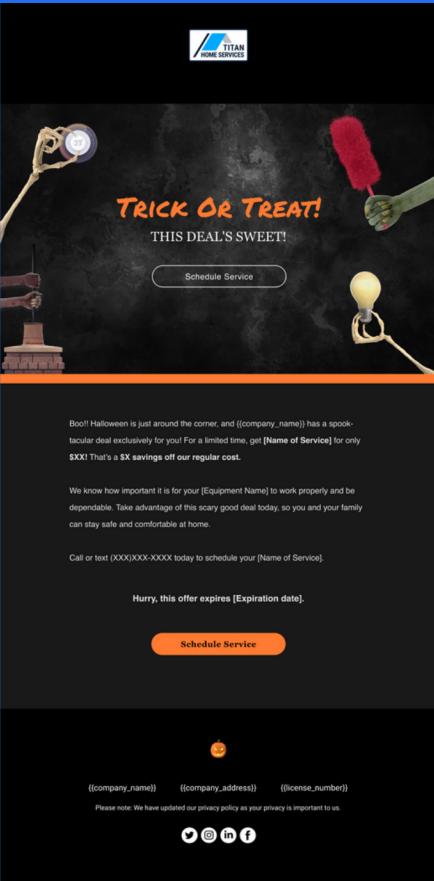
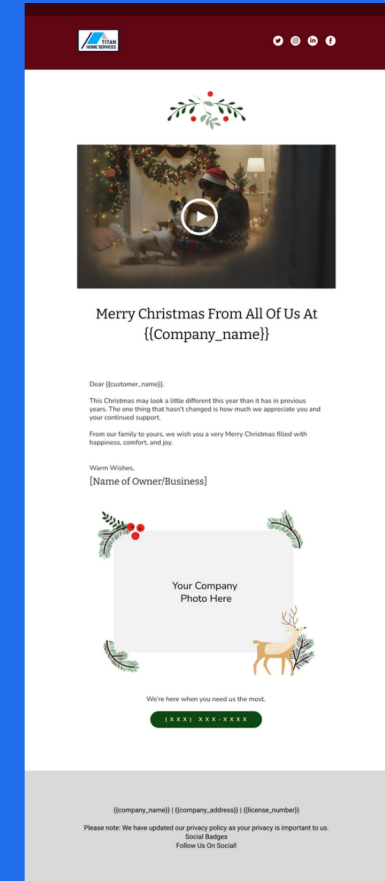
TITAN HOME SERVICES
www.titanhomeservices.com

800-000-000



How Ready Are You In The Event Of A Flood?

CALL TODAY TO SCHEDULE XXX-XXX-XXXX



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

ServiceTitan[®]
MARKETING PRO

FULL MARKETING CAMPAIGN

HVAC - Filter Subscription Offer

ServiceTitan[®]
MARKETING PRO

FULL MARKETING CAMPAIGN

Carpet Cleaning Upsell

ServiceTitan[®]
MARKETING PRO

Brand Kits

Integrated Marketing Campaigns





Marketing Pro Workshops!

Let Our Product Managers Teach You How To Use The Product!

