

2022

 **ServiceTitan[®]**
Marketing Pro



**Market like
a pro.**

"Math before marketing."

- Marcia Barnes

Do The Math. It's Worth It.



Template: Happy New Year



JANUARY

2022

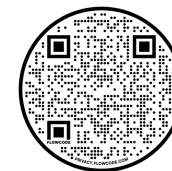
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	New Year's Day 1
Happy New Year for Cats Day 2	3	National Trivia Day 4	5	National Cuddle Up Day 6	7	8
9	National Cut Your Energy Costs Day 10	11	12	13	Dress Up Your Pet Day 14	15
16	Martin Luther King, Jr. Day 17	18	19	Get To Know Your Customers Day 20	21	22
23	24	25	National Spouses Day 26	27	28	29
30	31	1	2	3	4	5

Marketing tips

- New Year, New Savings! Continue this campaign throughout January!
- Get rid of the clunker campaign—push replacements every month. Create product handouts for techs and sales to use.
- Automate a campaign for existing clients with service due every 6 weeks

Holidays to remember

National Bath Safety Month
National Blood Donor Month

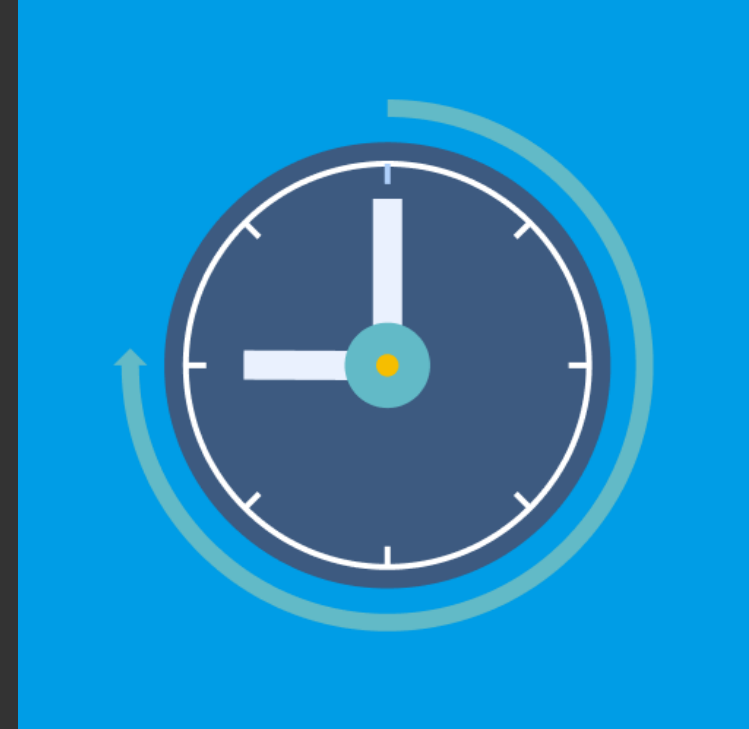


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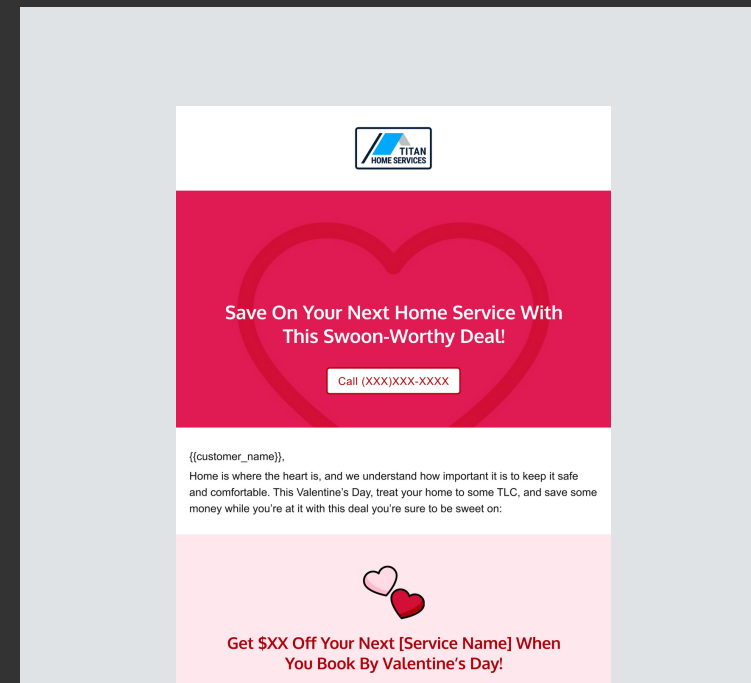
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"DIG Deep:
get deliberate
get inspired
get going."

- Brene Brown
#ItsGoTime



Template: Valentine's Day



FEBRUARY

2022

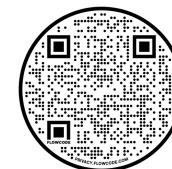
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	Groundhog Day 2	3	4	5
6	Schedule Superbowl Campaign "Don't Sideline Service" Before the Superbowl 7	8	9	National Home Warranty Day 10	11	Chinese New Year 12
Super Bowl 2022 13	Valentines Day 14	15	16	National Random Acts of Kindness Day 17	18	19
20	President's Day 21	22	23	24	25	26
27	28	1	2	3	4	5

Marketing tips

- Take a moment to schedule out holiday campaigns as part of a newsletter series to nurture existing customers and members.
- February Flash Sales. What add-on product are you selling or want to sell the most? Look at your data!

Holidays to remember

Black History Month
National Heart Month



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" Daring is not saying, 'I'm willing to risk failure.' Daring is saying, 'I know I will fail and I'm still all in.'"

- Brene Brown
#FailForward



Template: Spring Energy
Efficient Upgrades



MARCH

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	Fat Tuesday, Mardi Gras 1	World Teen Mental Wellness Day 2	3	National Employee Appreciation Day 4	5
6	7	International Women's Day 8	9	10	World Plumbing Day 11	National Working Moms Day 12
Daylight Savings 13	Pi Day 14	15	16	St. Patrick's Day 17	18	19
First Day Of Spring 20	21	United Nations: World Water Day 22	23	24	25	26
27	28	29	30	31	1	2

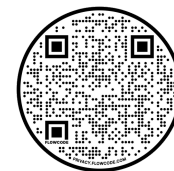
Marketing tips

- Automate at least 6 email campaigns, and layer them throughout the funnel. Try re-marketing, direct mail, PPC, or social. Be sure to geo-fence them.
- It's Clean Air Month & National Electric Safety Month. Launch your Spring Campaigns and don't forget to run a Spring Special!

March Pro tips

Your reputation management is about speed to lead and follow-up. Create a process, and refine it regularly with added automation.

March is also Women's History Month!

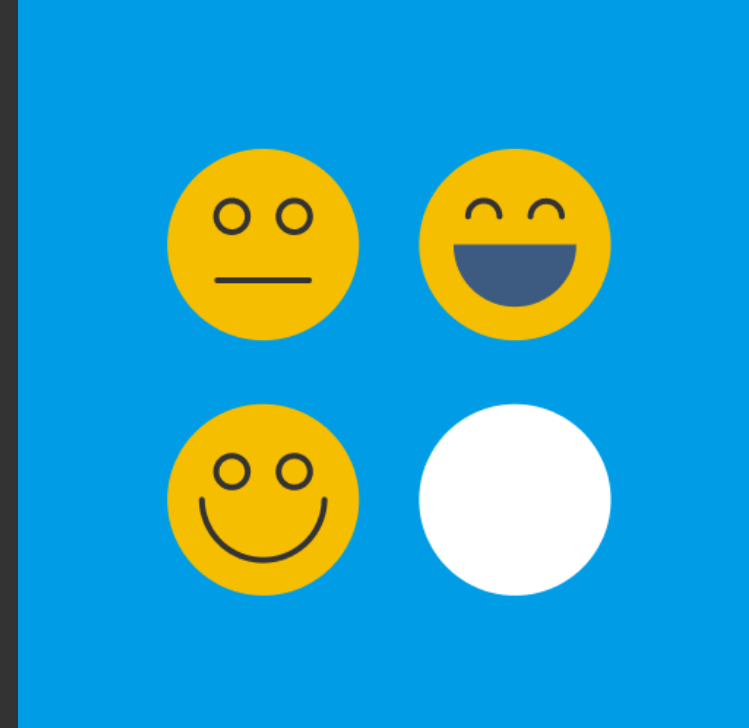


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"Be where the world is going."

- Beth Comstock



Template: Membership Service Due Campaign

A promotional flyer for Titan Home Services. The background is a textured, light brown color. In the top left, a black box contains the text "Member Exclusive!". Below this, the word "BOOK" is written in large, bold, black letters, followed by "[A SERVICE NAME]" in smaller black letters. Below that, "AND GET" is written in large, bold, black letters, followed by "[INSERT OFFER]" in smaller black letters. At the bottom left, it says "Offer Expires XX/XX/XXXX". On the right side, a hand is pointing its index finger towards a circular stamp that says "Member Only Offer" around the perimeter. Below the hand is a QR code with the text "Scan to Schedule" and "QR Placeholder" next to it. At the bottom, a red banner contains the Titan Home Services logo, the website "www.titanhomeservices.com", and the phone number "CALL 800-000-0000".

APRIL

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	April Fool's Day 1	2
3	4	World Health Day 5	6	National No Housework Day 7	8	9
10	National Pet Day 11	12	13	14	15	16
17	18	19	National Look-Alike Day 20	21	Earth Day 22	National Take Your Kid to Work Day 23
24	25	26	27	28	29	30

Marketing tips

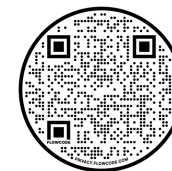
- Slow Month? Drive your brand—participate in community activities to increase visibility.
- Continue the Spring Special on replacements, and create urgency with "limited-time extension" messaging.
- What's your best channel? YOUR brand! How do I brand? Start with your internal culture and create a common service language, then take it to the streets!

April Pro tips

Do you have billboards? Graffiti them!

Make sure every new campaign has a new tracking number.

April is also National Stress Awareness Month.



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"Learn how to sell to the individual's modality:

- Visual: 38% of people
- Auditory: 28% of people
- Kinesthetic: 34% of people"

- People Buy From People



Template: Mosquito Season Service Due




Dear {{customer_name}},

Spring is here! That means it's time to get your home ready for the warmer season ahead. It's also a perfect time to start mosquito-proofing your outdoor space, so you and your family stay protected from these flying nuisances.

For all your mosquito prevention needs, {{company_name}} has you covered. We can help you take your yards and patios back with effective child and pet-friendly treatments that keep your family safe from mosquitoes and the

MAY

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
1	2	World Asthma Day	 National Skilled Trades Day	Cinco de Mayo	5	6	7	
8	Mother's Day	9	10	11	National Receptionists' Day	12	13	14
15	National Do Something Good for Your Neighbor Day	16	17	18	19	20	National Pizza Party Day	21
22	23	24	25	26	27	28		
29	Memorial Day	30	31	1	2	3	4	

Marketing tips

Old School Acquisition Tips:

- Purchase phone numbers of contractors no longer in business.
- Purchase the phone number of someone going out of business. (Consult your lawyer on both in case any weird "you owe us money" messages come in from old vendors.

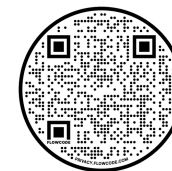
Consumer Behavior Shift In Progress:

- UPDATE: Notice the marketing shift- people are traveling and confused! They will want to come home to comfort! (see templates)
- Get ahead of inflation with price increases and partnership negotiations add more value!

May Pro tips

Time to say goodbye to spring with an END of spring sale! Start creating your summer special now, too. (You can use add-on replacements or full equipment replacements)

Celebrate Asian Pacific American Heritage Month!



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Marketing math: Variance: (new-old)/old

- You're Welcome

Template: Hydro Jet Reminder



Don't Get Blindsided By A Clog— Schedule Your Regular Hydro-Jetting

Dear {{customer_name}},

Are your pipes as clean as they could be? If you're not regularly flushing your pipes, you're not getting all the gunk out. Buildup in your pipes can't always be cleared with traditional methods, as it can get pushed to the sides and be left behind.

[Schedule Now](#)



JUNE

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
29	30	31	1	National Leave The Office Early Day 2	3	National Donut Day 4	
5	Time to schedule for Father's Day 6	7	8	9	10	11	
Women Veterans Day 12		U. S. Army Birthday 13	14	15	Clean Air Day 16	17	18
Plan ahead for 4th of July and Canada Day, schedule your campaigns 19	Father's Day 20	Summer Solstice 21	22	23	24	Take Your Dog to Work Day 25	
Juneteenth 19							
26	27	28	29	30	1	2	

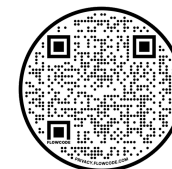
Marketing tips

- Recruit, recruit, recruit! Can you take your message to email, direct mail, or OTT? The power is your people—showcase your team for voice-overs and video, and don't forget to have them sign a media release form upon hire. OWN all of your assets and get a ton of B-roll!
- TikTok, Youtube shorts, Youtube, video is where it is at. You can even start a local podcast and bring local business on (Joshua Crouch's idea)
- Demand might be happening and we might be moving the call board all around, if not we should be always dispatching and booking based on need then profit. Serve your purpose first then good things will come!

June Pro tips

Here comes summer! Sit down and look at all your numbers to see if you need to reforecast for the year!

Don't forget that June is also Pride Month!

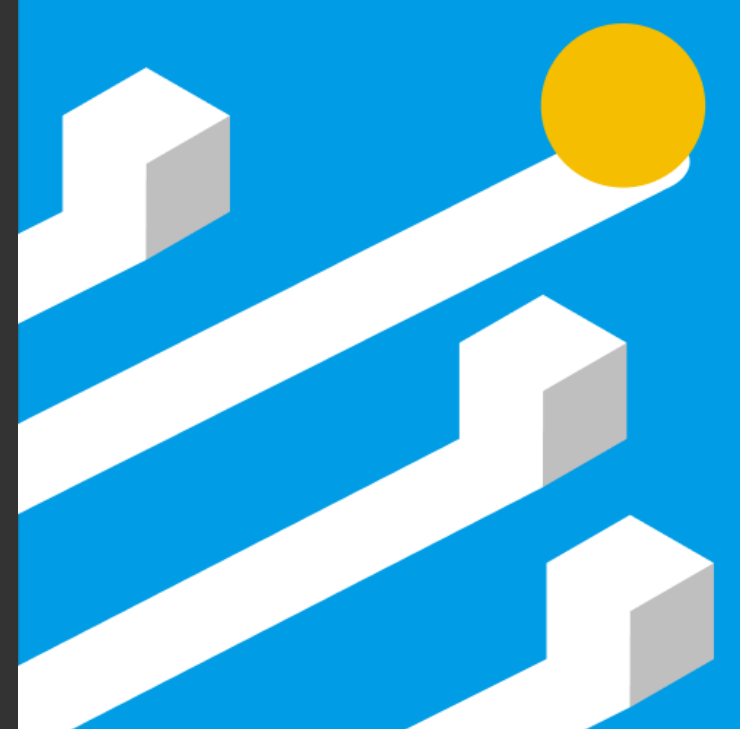


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"If you always do what you've always done, you'll always get what you've always got."

- Henry Ford



Template:
Fourth of July Newsletter



JULY

2022

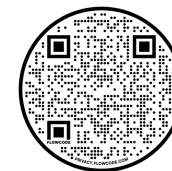
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
26	27	28	29	30	Canada Day (Canada)	1	2	
3	Independence Day	4	5	6	7	8	9	
10	11	12	13	Bastille Day	14	National Pet Fire Safety Day	15	16
17	18	19	National Hot Dog Day	20	21	22	23	
24	25	26	27	28	29	International Day of Friendship	30	
31	1	2	3	4	5	6		

Marketing tips

- Time to measure your existing customers vs. membership or recurring service. Do you have capacity for more customers? Are you holding too many calls for demand?
- Have you signed up for a community event?
- Set a goal to take one FREE Google Class to learn how search is forever changing!

July Pro tip

Swag it up! Demand calls can be high for some trades. Have a remarkable leave-behind that's picture-worthy! Time for a social contest, perhaps?



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4 ways to achieve effective listening:

- Focus
- Establish rapport
- Paraphrase what was heard
- Listen for the whole message



Template: Change Filters – Wildfires

The email template features the Titan Home Services logo in the top left corner and a placeholder for a campaign phone number in the top right. The main header image shows a wildfire with the text "Stop Wildfire Smoke From Harming Your Indoor Air Quality" and a "Call To Learn More" button. The body text is personalized with a customer name and provides information about the impact of wildfire smoke and the importance of checking and changing air filters. A "Why It Matters" section is partially visible at the bottom.

TITAN HOME SERVICES {{campaign_phone_number}}

Stop Wildfire Smoke From Harming Your Indoor Air Quality

[Call To Learn More](#)

Dear {{customer_name}},

Wildfire season can have a devastating impact on many communities. But even if you don't live in an evacuation zone, your indoor air quality can still suffer from the effects of traveling wildfire smoke, potentially causing respiratory issues for you and your family.

Check Your Air Filters

One easy way to maintain good indoor air quality is to check your air filters more often than you would regularly and replace them if they're dirty.

Not all air filters are the same, and some might not need to be changed as often, but it's still important to check them at least [X] per [week/month] to make sure they don't have excessive buildup from outdoor smoke.

Why It Matters

- Having clean air filters helps keep pollutants, pathogens and allergens out of your home.

AUGUST

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 U.S. Coast Guard Birthday	5	6
7	8 World Cat Day	9 National Women's Day	10	11	12	13
14	15 National Relaxation Day	16	17	18	19	20
21 World Entrepreneurs' Day World Senior Citizen's Day	22	23	24	25	26 National Toilet Paper Day National Dog Day	27
28	29	30	31	1	2	3

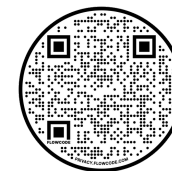
Marketing tips

- Extend and end your summer sale—lead with financing.
- Natural disasters happen. Be sure to prepare your customers and your team!

August Pro tips

National Toilet Paper Day can be a month-long campaign for any trade.

Have fun and deliver a remarkable experience, every call, every time.



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Suggestions for starting a book club:

- Purple Cow: Seth Godin
- Traction: Gino Wickman
- The Gifts of Imperfection: Brené Brown
- Think and Grow Rich: Napoleon Hill



Template: Fall BOGO – Service and Inspection

The image shows an email marketing template for Titan Home Services. At the top left is the Titan Home Services logo. The main content area has a dark blue background on the left and a photo of a golden retriever puppy sitting in a pile of autumn leaves on the right. The text on the dark blue background reads: "Fall Bogo Special", "[Service] and [Service] For Only", "\$XX", and a button that says "Book Now XXX-XXX-XXXX". Below the main content area, there is a white section with a personalized greeting: "Dear {{customer_name}},". This is followed by a paragraph of text explaining the offer: "With fall on the horizon, now is the ideal time to get needed service, so you're ready for cooler temperatures come winter. Regular service and maintenance means you spend less money on utility bills and future repairs or emergency service down the road, as well as getting more efficiency and reliability out of your [Equipment Name].". At the bottom, there is a dark blue section with the text "Two Services For The Price Of One!" on the left and "To help you get a head start, here's an exclusive offer for our email subscribers: From now until [DATE], when you get a [Service], we'll throw in [Service] at no additional cost—that's two services for the price of one!" on the right.

SEPTEMBER

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5 Labor Day	6	7	8	9	10
National Day of Service and Remembrance 11	National Boss/Employee Exchange Day 12	Hug Your Boss Day 13	14	15	16	National Tradesmen Day 17
18	19	20	World Gratitude Day 21	It's Fall, Ya'!!! 22	23	24
National Daughter's Day 25	26	27	28	29	30	1

Marketing tips

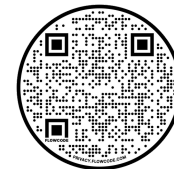
- Take a moment and listen to calls or look at job types to see which keywords or strategies are working or where there are improvement opportunities. Have a retrospective every month.
- Launch your fall special!

September Pro tips

Schedule your Labor Day campaign early, and don't forget to celebrate your team this month! #TradesShowUp

It's National Preparedness Month. Educate your customers and build trust in your brand.

Celebrate Hispanic Heritage Month (September 15 - October 15).



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Givers gain, period.



Template:
Breast Cancer Awareness Month

An email template for Breast Cancer Awareness Month. At the top right is the Titan Home Services logo. Below it is a pink banner with the text "THINK PINK" in large white letters and "FOR BREAST CANCER AWARENESS MONTH" in smaller white letters. A pink ribbon graphic is visible in the background of the banner. Below the banner is the main body of the email, which includes a salutation, a paragraph of text, a paragraph about community support, and a closing statement.

Dear {{customer_name}},

Despite the year bringing about many changes to our way of life, what's not changing is our focus on our community, our neighbors, and our families as well as yours.

Serving and giving back to our community is a top priority for our team at {{company_name}}. In support of Breast Cancer Awareness Month, we're offering our loyal customers a XX discount on a [Service/Replacement] and donating the profits from these services to [Breast Cancer Charity Name].

Together We Fight, Together We Win.

Our team is aware of the impact this disease has on the lives of those going through it, as well as their families. We want to help because we believe in

OCTOBER

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	25	26	27	28	29	30 International Coffee Day Pumpkin Spice Day
1						
2	3	National Taco Day	4	Walk to School Day	5	6
					World Smile Day	7
8						
9	World Mental Health Day Indigenous Peoples' Day Columbus Day	10	11	12	U.S. Navy Birthday	13
						14
15						
16	National Boss's Day	17	18	19	20	21
						22
23	24	25	26	27	28	29
30	Halloween	31	1	2	3	4
						5

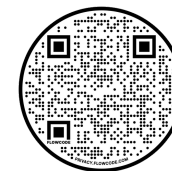
Marketing tips

- Make sure to respond to both your positive and negative reviews to show potential customers your company is engaged and cares.
- Track employees who receive positive reviews and reward them. Gift cards are a great way to generate excitement about delivering excellent customer service.

October Pro tips

October is Breast Cancer Awareness Month and National Disability Employment Awareness Month.

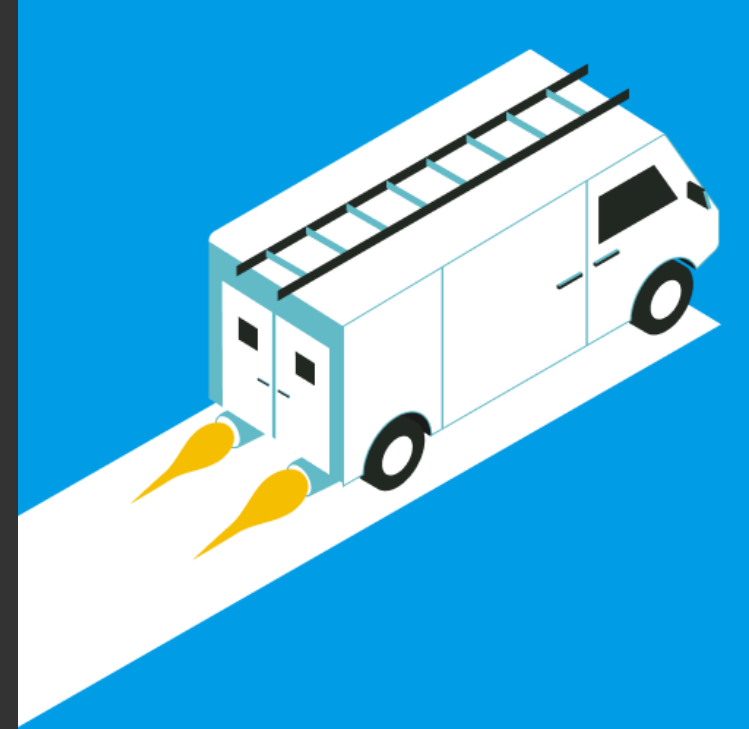
Plan ahead for how you will nurture and reward customers for the upcoming holidays.



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**There are
infinite
possibilities.
What are you
waiting for?**



Template: Thanksgiving



NOVEMBER

2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	Day of the Dead (starts) 1	Day of the Dead (ends) 2	3	4	5
National Nachos Day Daylight Saving Time Ends 6	7	Tongue Twister Day 8	9	10	Veteran's Day 11	12
13	World Diabetes Day 14	15	16	World Prematurity Day 17	18	World Toilet Day 19
20	21	22	23	Thanksgiving 24	Black Friday Brown Friday 25	26
27	Cyber Monday 28	Giving Tuesday 29	30	1	2	3

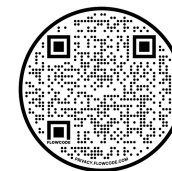
Marketing tips

- It's time to party! Schedule a team event, and create an internal committee.
- Give back and volunteer as a team—this is part of your brand as a culture.

November Pro tips

Review your marketing campaign performance and identify wasted spend and marketing opportunities for next year.

Celebrate National Native American Heritage Month!



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**Celebrate your
wins. You're
worth it and
you're doing it.**



Template: Christmas Card



DECEMBER

2022

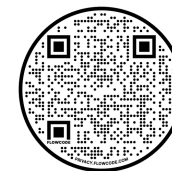
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	Special Education Day 2	National Roof Over Your Head Day 3
4	Walt Disney Day 5	6	7	8	9	National Salesperson Day 10
11	12	13	14	15	16	Ugly Christmas Sweater Day 17
Hanukkah begins 18	19	20	Winter Solstice 21	22	Festus 23	Christmas Eve 24
Christmas 25	Kwanzaa Begins 26	27	28	29	30	New Year's Eve 31

Marketing tips

- 12 Days of {Your Business Name} X-mas—run a contest!
- Schedule campaigns for next year. Start planning now, and iterate as new things come about.

December Pro tip

Review the past year and see where you can save time with automation. Don't leave money on the table and follow up on every opportunity.



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