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Keep Your Customer Engaged — A comprehensive, content-driven e-communication strategy can provide long-lasting benefits.

By **Kimo Kong** • Contributor

Content-Driven eNewsletters

Keep Your Customers Engaged

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Pest management professionals (PMPs) face an uphill battle. Apartment complexes, homeowners, and businesses are looking to save money. And inspections and pest control services are on the chopping block.

Given this scenario, pest management business owners must keep their customers informed about the importance of controlling pest problems. They need to find new ways to showcase the value of their services. From personal health benefits to home safety issues, educating customers on current pest problems and the services needed to avoid their consequences can keep the phones ringing.

Proactive outreach helps build trust and loyalty. Clients welcome the information because it's educational and not another hard sales pitch. Topics such as preparing for winter infestations, eliminating bed bugs, and other tips for keeping a pest-free home are a few examples of the useful content that can be easily shared. Providing relevant and timely information positions a pest management provider as an objective community ally and expert resource. As a result, recipients of the information are compelled to call upon the services of the pest management business.

Fortunately for PMPs, advances in e-communication programs make it both quick and easy to send professionally written, educational content to customers. And, the content

can be shared through customers' preferred channels. Sent routinely as e-newsletters rich with interesting and informative content, this communication more effectively engages customers than generic email blasts. As customers become conditioned to expect this type of valuable information, they soon anticipate receiving each issue of the e-newsletter.

Additionally, the e-newsletter format provides pest management business owners the opportunity to include timely promotional offers, coupons, and lively video presentations. With several messages and multiple calls to action, content-driven e-newsletters cast a wide net for potential sales.

E-newsletter programs also offer analytical features, which make them useful marketing solutions. Analytic reports give clear insight into customer interests by tracking open rates, click-throughs, and page views. For pest management business owners, analytics help track and refine campaigns to maximize return on investment. With this information, they can follow which recipients have turned into sales leads, which have redeemed coupons, or how many appointments have been scheduled due to distribution of the e-newsletter.

A comprehensive, content-driven e-communication strategy can provide long-lasting benefits. E-newsletters build customer loyalty and create incremental sales opportunities. It is one of the most effective ways for PMPs to strengthen their brands and secure life-long customers. **PMP**

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A focused, comprehensive content-driven e-communication strategy can provide PMPs with long-lasting benefits.