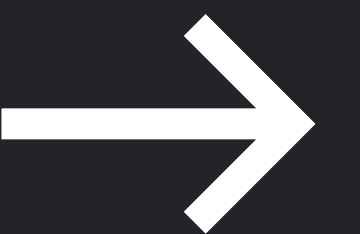




Marketing **Pro**

# Fall Seasonal Marketing Playbook

Strategies for success

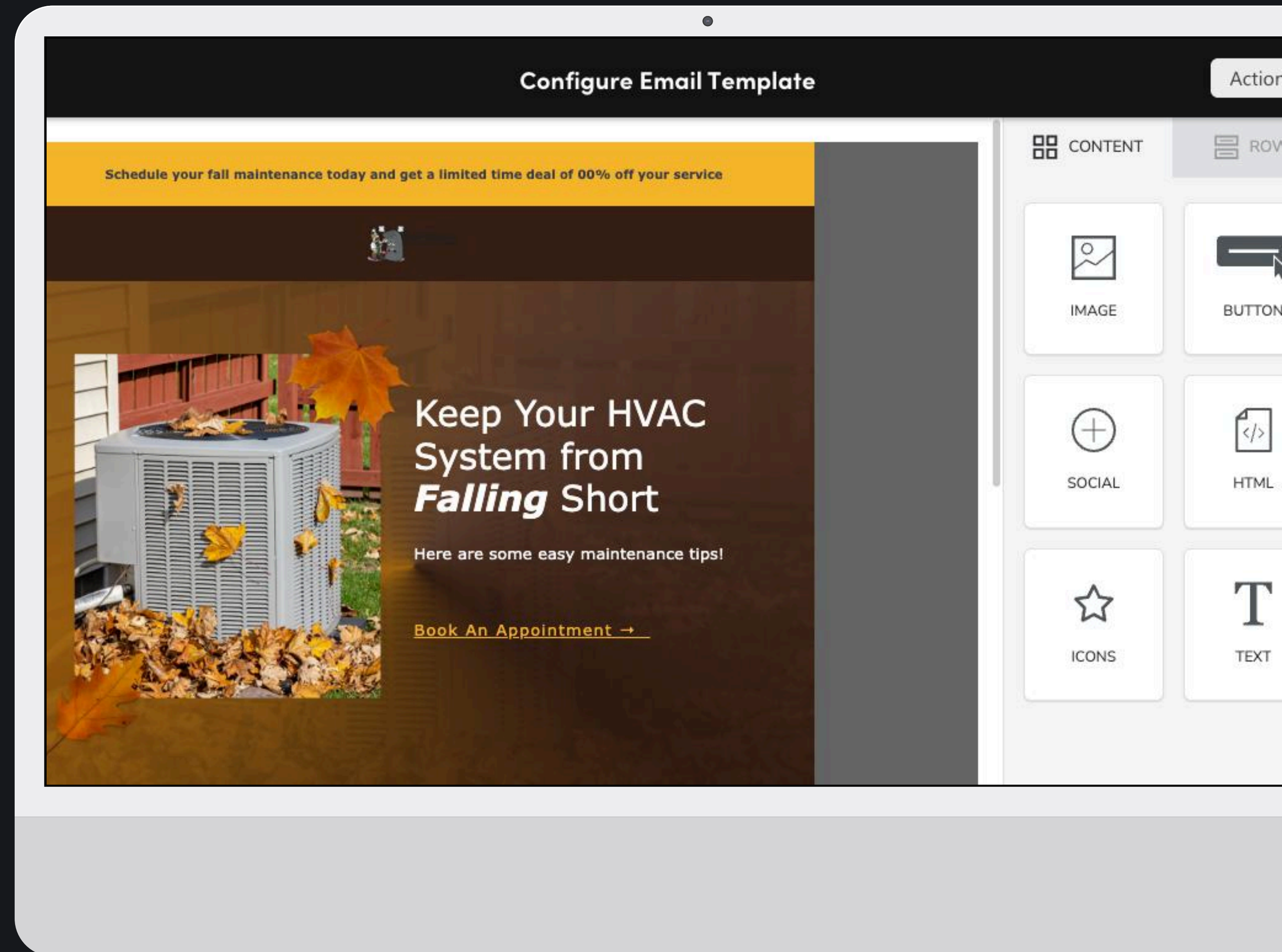


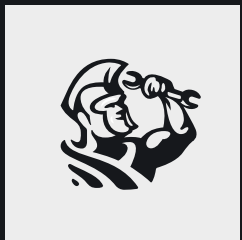


Marketing **Pro**

# Ready, Set, Personalize: The Marketing Revolution

ServiceTitan Marketing Pro transforms customer engagement with precision-targeted campaigns powered by your client data. Deliver personalized journeys that strengthen relationships, drive loyalty, and grow your business — all while saving time with AI-optimized creative tools.





Marketing **Pro**

# Maintenance Reminders

## Stay ahead of demand

Keep your customers proactive, not reactive. Regular maintenance reminders help you stay top of mind, build trust, and prevent costly system breakdowns.

By reaching out before issues arise, you position your business as a reliable partner that keeps systems running efficiently all year long. These campaigns not only drive repeat business but also strengthen long-term customer relationships.



## Template Intent

Identify customers whose services are due or overdue (e.g., no job completed within 6 months).



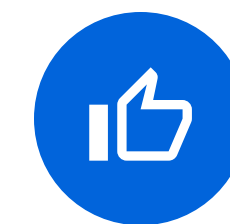
## Personalize Outreach

Use GenAI templates to customize reminders with names, service history, and relevant offers.



## Boost Engagement

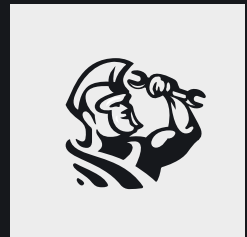
Include these customers in your client newsletter to maintain consistent communication.



## Save Time

Streamline your creative process with automated, ready-to-use templates.





Marketing Pro

# Turn Maintenance Strategy Into Action

Now that you've set up your maintenance reminder strategy, it's time to put it into motion. Seasonal campaigns like Veteran's Day, Black Friday, and Winter Readiness help you keep that momentum going — turning proactive outreach into real customer engagement.

These plug-and-play templates are built to drive bookings, boost retention, and showcase your brand as the go-to home service expert.

We pause with gratitude and pride to honor the **courage, sacrifice, and service of our nation's heroes.**

At **{{company\_name}}**, we believe the best way to say *thank you* is by serving those who have served — by helping you care for your home with the same dedication and excellence you've shown our country.

**Veteran's Day Thank-You Offers:**

In appreciation of your service, we're proud to offer exclusive benefits to veterans and active-duty military:

**Save XX%**

Get special savings on any service booked by **Nov. 15th.**

**FREE Inspection**

Keep your home safe, efficient, and worry-free.

**Priority Scheduling**

You served first — now we'll serve you with priority care.

[Claim My Veterans Day Offer](#)

\*Offers valid for veterans and active-duty military. Terms and conditions apply.

**Your Home Deserves Comfort, Pride, and Care**

Whether it's a quick repair or a complete system tune-up, our trusted team is here to help you keep your home

**TITAN HOME SERVICES**

**Don't Let Your Pool Fall Victim To Winter!**



**Book My Fall Inspection**

**TITAN HOME SERVICES**

**BLACK FRIDAY Super Sale**



Hi **{{customer\_first\_name}}**,

**Black Friday is here — and so are the best deals of the year!**

For a limited time, save up to **XX%** on select home services. Whether it's fixing that pesky issue, tackling overdue maintenance, or starting a dream project, now's the time to do it for less.

[Call {{campaign\\_phone\\_number}}](#)

With **{{company\_year\_established}}** years of trusted service and fully licensed pros, your home is in expert hands.

**But hurry! These savings disappear at midnight on November 27th!**

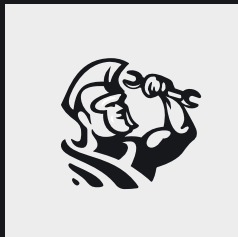
 **Book in minutes online**

[{{campaign\\_phone\\_number}}](#)

 **Get Holiday-Ready**

Get your home holiday-ready and stress-free!





Marketing Pro

# Maintenance Awareness

## Boosting your brand's efficiency standards

Stay top of mind and prevent downtime with timely maintenance reminders that keep systems running smoothly and customers engaged.

### Leverage Smart Segmentation →

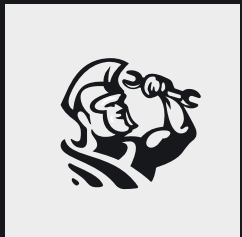
Use data-driven insights to reach customers with relevant, timely service offers that increase response rates.

### Strengthen Customer Loyalty →

Deliver value year-round with helpful seasonal updates that remind customers your team is always there to help.







Marketing Pro



# Simple Recurring Revenue

## Boosting your brand's efficiency standards

Stay top of mind and prevent downtime with timely maintenance reminders that keep systems running smoothly and customers engaged.

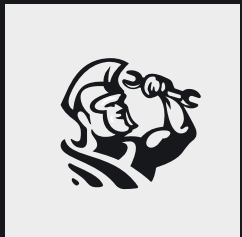
## Spot Repeat Opportunities →

Use job history and customer behavior to identify clients ready for recurring services, tune-ups, or memberships.

## Reward Loyalty →

Encourage repeat business with referral rewards, member perks, and personalized renewal reminders.





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# HVAC Refrigerant Phase Out

Guide customers through industry changes

Educate customers on refrigerant phase-outs, explaining why upgrades matter and how your team makes compliance simple and affordable.

## Target Existing Clients



Focus on customers with older systems who may be affected by upcoming regulation changes.

## Highlight Expertise



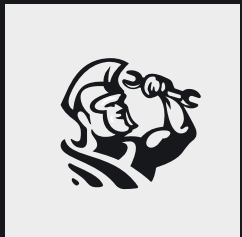
Emphasize your knowledge, sustainability focus, and readiness to guide homeowners through the transition.

Keep Your **Air Clean** and Your HVAC Running Smoothly With Our Filter Subscription!



ame}},  
ng for ways to make your  
t's why we've redesigned  
easier for you to maintain  
performance.





Marketing Pro



# Electrical Safety & Maintenance

Protect your home, prevent hazards, and ensure safe power.

Your electrical system needs regular care to stay safe and efficient.  
Routine maintenance prevents hazards and keeps power running smoothly.

## Stay Ahead of Risks



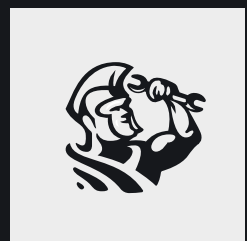
Book seasonal inspections to catch issues early, avoid costly emergencies, and ensure your home meets the latest safety standards.

## Enhance Efficiency



Ask about energy-saving upgrades like LED lighting, surge protection, and smart home solutions that keep your home powered and protected.





Marketing **Pro**

# Social Impact

The differentiator through support and cause marketing

Show customers you care beyond service with templates that highlight community impact and local partnerships.

## Engage Your Community →

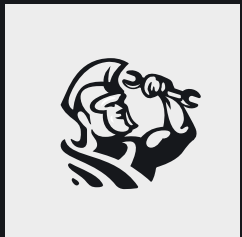
Spotlight charitable causes, veteran appreciation, and awareness campaigns that show your business stands for more than service—it stands for impact.

## Build Trust Through Education →

Share updates on system changes, energy efficiency, or sustainability to position your team as knowledgeable and community-focused experts.







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# Residential Pest Control

## Boost seasonal bookings with proactive campaigns

Fall's the perfect time to promote pest prevention. Educate customers, build trust, and turn one-time jobs into recurring plans.

### Target Seasonal Demand



Use job history to identify customers likely to need pest control before colder weather sets in. Promote early booking incentives to fill schedules faster.

### Reinforce Expertise



Share educational content that showcases your team's expertise, inspection process, and safety-first approach to build trust and encourage repeat service.





Marketing Pro

# Holiday Campaigns

Add a little cheer and personality to your marketing!

Celebrate the season with templates that share appreciation, promote offers, and keep your brand engaging.

## Target Audience



Include residential customers with recent service calls.

Exclude commercial accounts without recent activity.

## Reinforce Expertise



Use these during major holidays to add warmth and personality — without over-promoting your services.







Marketing **Pro**

# Thank you!

# Let's do this!

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Contact us

**MarketingPro@servicetitan.com**

Book a demo

