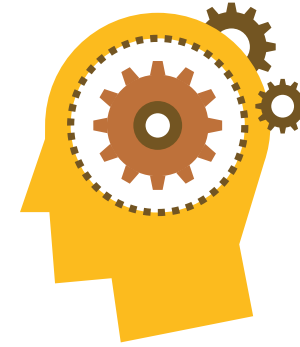How Do Customers
Buy Pest Control?

How Do Customers Buy Pest Control?

Thanks for downloading our Customer Buying Cycle & Messaging eBook! If you've downloaded this eBook, you are most likely working in the pest control, lawn care, hvac, plumbing, or other home service industry. Maybe you're the owner, maybe you're the manager, or maybe you're a really dedicated marketing employee trying to get ahead (way to go!)

Regardless of your title, most of what you do in the workplace all goes back to one thing - money. How much are you spending in expenses? Do you need to hire a new employee? Are you selling enough to cover the costs and make a profit?

You don't need to graduate with an MBA to know that in business you need to sell, sell sell! The more you sell, the more you make - it's as simple as that.

What are the major factors that increase sales? Your sales team? Your marketing efforts? People who need a product or service that you provide? It's likely that it's a combination of all three. Your sales and marketing team are working tirelessly to get information to the right customers at exactly the right time.

Our goal is to provide a framework on how your marketing team can create content based on each level of your customer buying cycle. By creating content that is engaging and relevant, your marketing team can help turn prospects into leads and leads into conversions.

Basic Buying Cycle

Here's a scenario we've all been in: You're in a store, and the overly helpful associate asks if you need any assistance. After politely saying no, they ask you again. And again. AND AGAIN.

That's a perfect example of how the wrong kind of messaging can be detrimental to building your business. It's natural to want to start your campaigns off by explaining every amazing thing that your company can offer. Often times, your messaging is either making the sale or breaking the sale. The wrong kind of messaging can seem pushy and annoying.

Don't be the overly helpful associate. Instead, truly understand your customer and where they are in the buying cycle. If someone is not ready to make a purchase, don't force them. Provide them with relevant information to help move them to the next level.

AWARENESS

EVENT

ATTRACTION

SALE

RETENTION
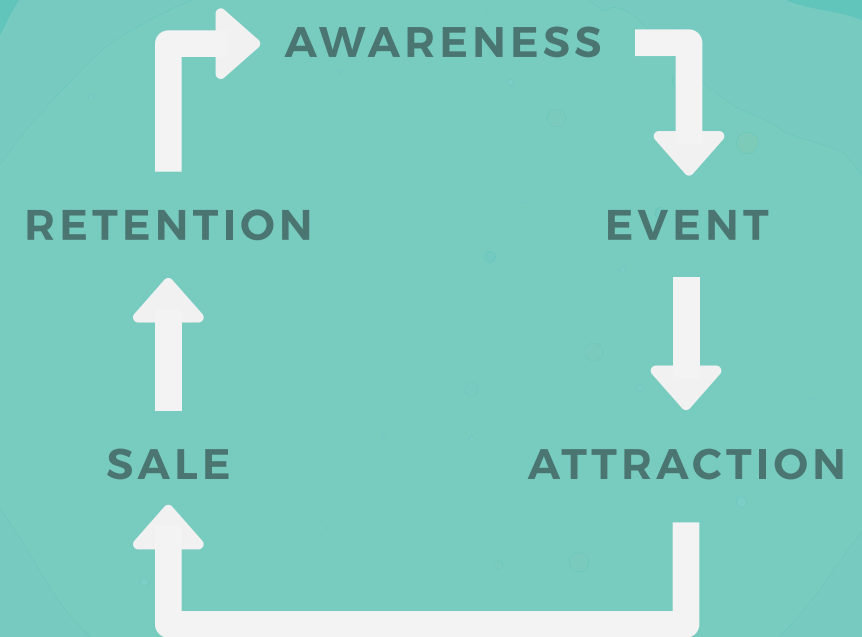
Throughout this eBook, we'll walk through the messaging that's appropriate for each phase so you won't scare off your customers for good.

Awareness

In the age of the Internet, Netflix binging, and movie theatres with recliners, we often take for granted how much modern technology plays a role in how we live our lives. With that said, you might be thinking...It's 2018, the internet isn't a new development, I have a website, I do the social media, people know how to find me.

Well, you may be right, and I hope you are.

However, wouldn't you agree that the **internet is constantly changing and there is always, newer, and more engaging content being created?**

As a business owner or marketing director, wouldn't it be nice if people just got in line to pay for your services? Maybe that would make your job easier? Maybe then you could take that vacation you've been dreaming of? Not to be the bearer of bad news, but it probably isn't going to work that way. In the home service industry, customers don't come to your office to buy your products and services because they pass by your office.

This is why awareness plays an essential role in the buying cycle your customers go through.

You may have already double checked with Dictionary.com on what the specific definition of awareness is, but at Coalmarch Productions, we define awareness as **the impression-based visibility in promoting the company.**

So, what's your impression-based visibility?

How do customers typically find you? What are the most common things customers typically look for when doing business with you? These are things that you find out when developing your buyer's persona.

So, how do you determine your impression-based visibility?

1. Each time someone sees your logo on a company vehicle, it's an impression.
2. Each time someone hears your ad on the radio, it's an impression.
3. Each time someone passes by your billboard, it's an impression.
4. Each time someone gets your coupon in the mail, it's an impression.
5. Each time someone sees your social media post, it's an impression.

We could keep going, but you get the point. Brand awareness is so much more than just making a customer aware of your name and logo. It's about building your brand as a trustworthy source, so that by the time someone does find cockroaches in their house or termites in their crawl space, they'll know who to call.

If you aren't doing all of those things, don't worry. Starting is always the hard part. Download our checklist of ways you can build brand awareness to help you stay organized.

Event

Alright, you're good to go! You've posted every day on social media, so now you just have to wait for the phone to start ringing, and the caravan of dump trucks full of money to arrive!

Now hold on, let's slow down for a minute. Just because there are a bunch of billboards with your name on it, does not guarantee the phone will ring, nor does it guarantee that people will know to look for you when they have a problem.

The question to consider when looking at the action steps consumers are making is what is the trigger? What are the most common problems your customers are having when they initially start looking for your service or company? Is it an infestation? Is it preventative care?

In order to truly understand your customers' triggers, you need to fully understand your customer. Developing a target market is Business 101. Let's take your target market one step further and create a buyer's persona. A buyer's persona is a semi-fictional character that represents everything about
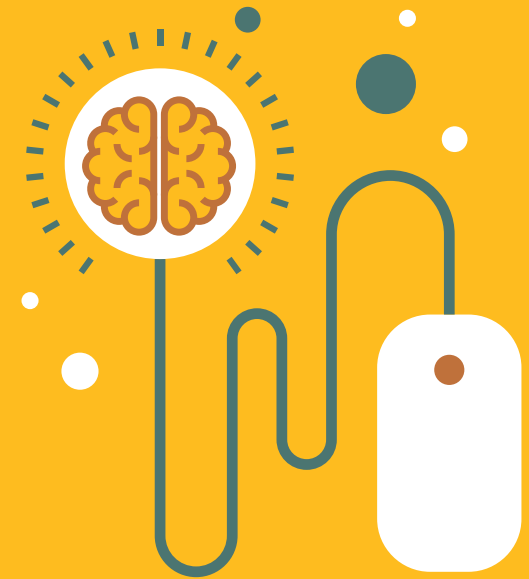
your target market. It's an incredibly useful tool to help your marketing team develop relevant content.

Creating a buyer's persona is easy. You have customers, right? Analyze your current customer base and find commonalities.

- How old are they?
- What's their median income?
- What were their purchasing decisions?
- What were they hesitant about?

The point of the buyer's persona is to create more effective and relevant messaging. You aren't going to have the same messaging for someone who is looking for a DIY solution and someone who is looking to buy from your company, are you? Don't limit yourself to only one buyer's persona. Most companies have 3-4 buyer's personas, which is narrow enough to create effective messaging but broad enough to capture all your potential buyers. Keep in mind that your buyer's persona is strictly to help your sales and marketing team do what they do best - bring in leads and close deals.

Need help creating a buyer's persona? Download our template here

The different reasons why someone would consult the Internet for solutions are infinite. So, never assume to know what your customers are searching for when they find you. The easiest way to find out information about your customer's purchasing decision is to ask your past and current customers. Not sure what to ask them? Download our survey template here.

So, what does a customer realizing they have a cockroach infestation or weeds that are out of control have to do with your marketing? If you are able to tailor your advertisements, website content, blog posts, and social media content to address that specific event that triggered an Internet search, you are more likely to drive relevant traffic to your website. In order to continue to drive relevant traffic to your website, your website must be maintained and updated frequently. It sounds like a full time job- because it is a full time job (our full time job).

All these things only increase the likelihood that a caravan of dump trucks full of money will finally pull up to your doorstep.

All this content can be overwhelming. You might be thinking, why am I putting so much time into creating content for people who may not ever become customers? First, never say never. They might not convert this month, or this year, but the more relevant content you create, the likelier you are to keep your brand at arms reach. When they or someone they might know need a service you provide, you'll be the first one they call. Stay organized and plan out your blogs and social media posts with an editorial calendar. Need a template? Download one here.
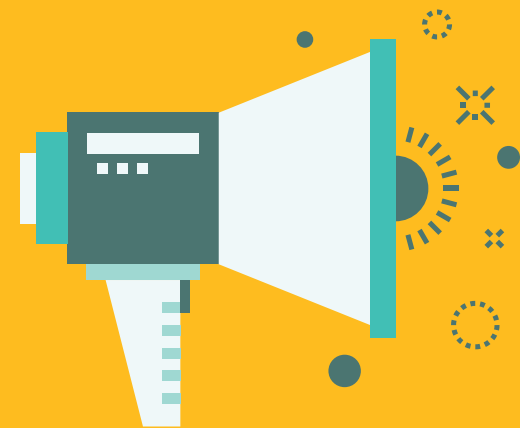
Attraction

As easy as technology makes things available to us, this trend similarly correlates to how picky consumers increasingly become. As a business owner, this is a constant obstacle in the way of your growing business.

How many times do people come to your site, or come to your Facebook page, or find you on a service company website, and never end up submitting a form, making that call, and hit that back button before you ever got a chance to really wow them? You do good work, you've built a company that you're proud of, you've got good reviews online, a happy customer base, and you know that, but do your customers?

Well the sad truth is, if you are getting website visitors who need your service and they aren't filling out a contact form, you had your chance, and you missed it. You might be thinking, it's not my fault - I can't control what people do. Yes and no. No, you can't force people to fill out a contact form, but you can set up your website so it's hard to resist. You can also create informative and engaging content to ensure that you're providing value to anyone who visits your website, whether they convert now or later.

There are a couple of areas to focus on when it comes to attracting people to your company:

- Search Engine Results
- Website

Let's start with breaking down the search engine results page (aka - SERP).

When your customers search **"pest control Raleigh NC"**, this is what the google search results page looks like:
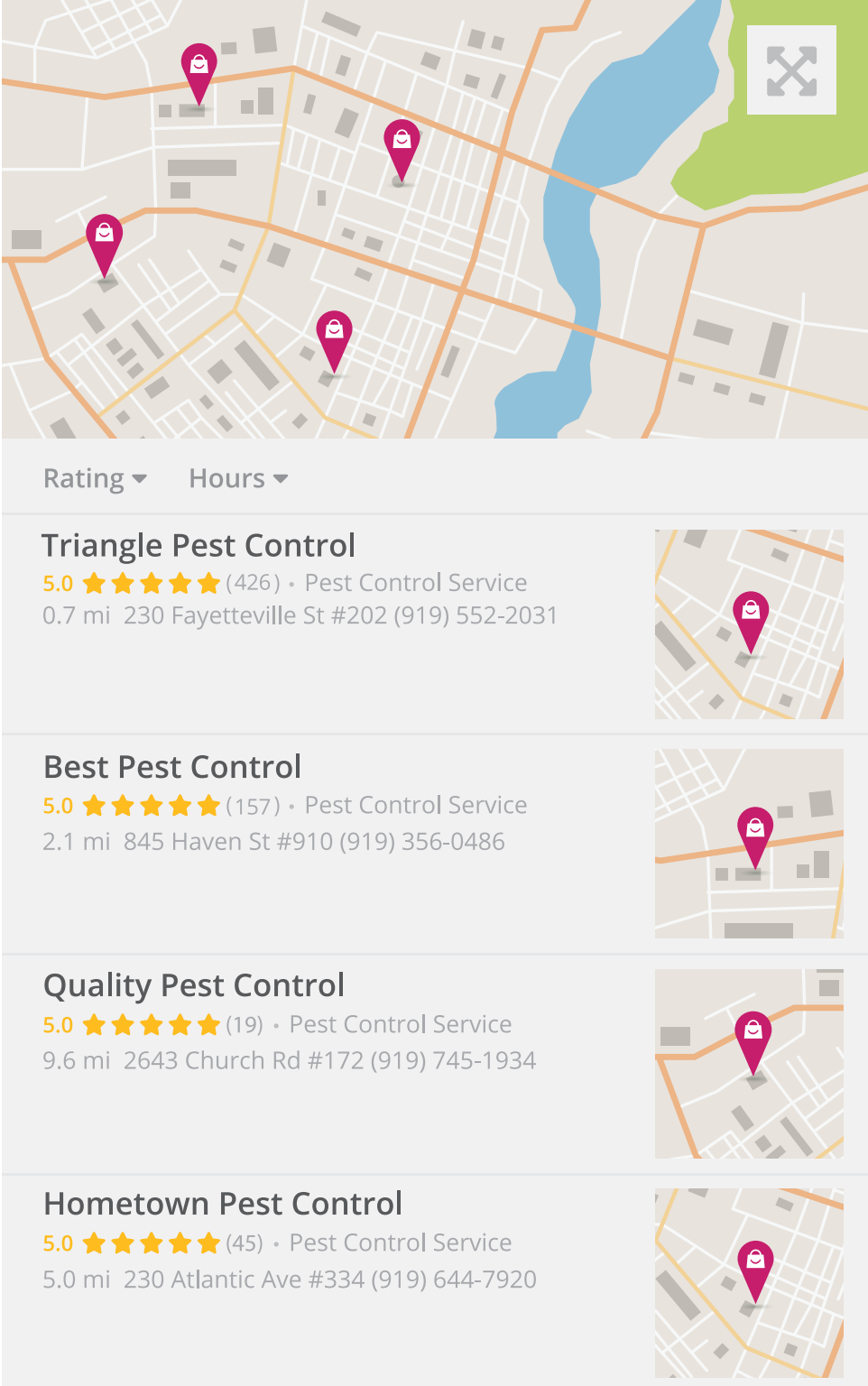
Let's break this down. These are your paid ads (you might know these as PPC). They appear at the very top of your search results right under the search box. We could write another entire eBook on paid ads, but for this eBook, it's important for you to realize that this is the first thing that people see. Putting in the right keywords is crucial for getting your ad to pull up. Of course, there's way more that goes in to it, so if you're interested in learning more about PPC, download our ebook. We'll walk you through everything you need to know.
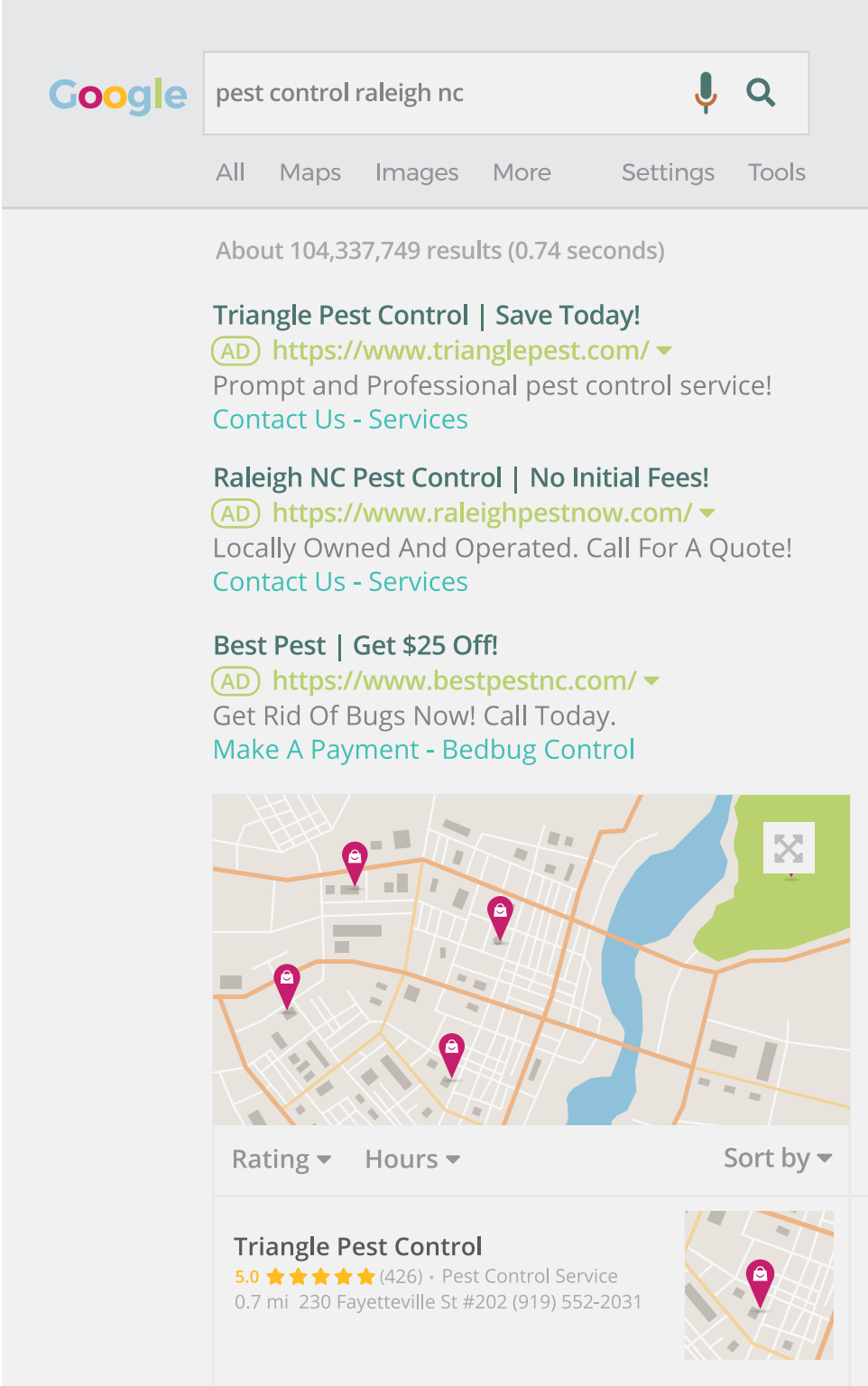
Right under that is the holy grail - the local pack. A recent study by BiznessAPPS shows that 44% of people clicked on a company in the local pack over anything else. ([BiznessAPPS](#)). So, how do you get there? **No one knows every answer to Google's complicated algorithms, but here's some good things to check for.**

1. A consistent company name/address/phone number
2. A mobile responsive site
3. Positive reviews
4. Appropriate keywords throughout your website
5. A location near the searcher (have supplemental content, such as a locations page on your website)
6. Keep in mind that you will only show up in the local pack if one of your offices is in the city of the search

Now that you know how to get your website to show in search results, let's focus on your actual website. Websites are a dime a dozen. I hate to break it to you, but if your website is hard to use, your customer will move right along.

Rating ▾   Hours ▾

Triangle Pest Control
5.0 ★★★★★ (426) • Pest Control Service
0.7 mi 230 Fayetteville St #202 (919) 552-2031

Best Pest Control
5.0 ★★★★★ (157) • Pest Control Service
2.1 mi 845 Haven St #910 (919) 356-0486

Quality Pest Control
5.0 ★★★★★ (19) • Pest Control Service
9.6 mi 2643 Church Rd #172 (919) 745-1934

Hometown Pest Control
5.0 ★★★★★ (45) • Pest Control Service
5.0 mi 230 Atlantic Ave #334 (919) 644-7920

We recently conducted a survey using customers of our current pest control clients to get a better understanding of their purchasing decisions in regards to their website. Here's what we found:

Fast service, positive reviews, and high ratings are most important to them when deciding which pest control company to go with.

Customers were more likely to choose a pest control company that had positive reviews, reliable content, and easy site navigation over those that did not.

Websites that had "100% Satisfaction Guaranteed" as a website header were the most appealing to potential customers.

These findings further enforce the fact that relevant content is a driving force in whether or not a lead turns into a conversion.

Conversion

By now, you might be thinking you've put in a lot of work in, and you're not seeing immediate results. While I know that the technology trend now is instant gratification (you can thank millennials for that), conversion doesn't always work that way. By setting multiple small conversion goals, you can easily keep track of how your website and marketing efforts perform.

Let's start by defining a conversion. Conversion means that your website visitor or lead performed a desired action. Maybe your goal was to get a newsletter sign up or an eBook download. Regardless of your goal, the way your website is laid out and the content you choose to use is instrumental in getting conversions.

In Donnie Shelton's book, *Grow! Inbound Marketing System*, he explains the concept of creating your website layout based on a sales funnel.

Every page on your website should have 5 things:

- ☐ Phone number
- ☐ Contact forms
- ☐ Clear customer benefits
- ☐ Relevant discounts
- ☐ Calls to action.

Let's analyze a services page from our sister company, **Triangle Pest Control.**

- One of the most common sales tactics is to address a roadblock before it happens. Knowing that a common obstacle with potential customers is money, the title of this page addresses and eases the mind of a potential customer.

- Customer reviews are clearly laid out on the page.
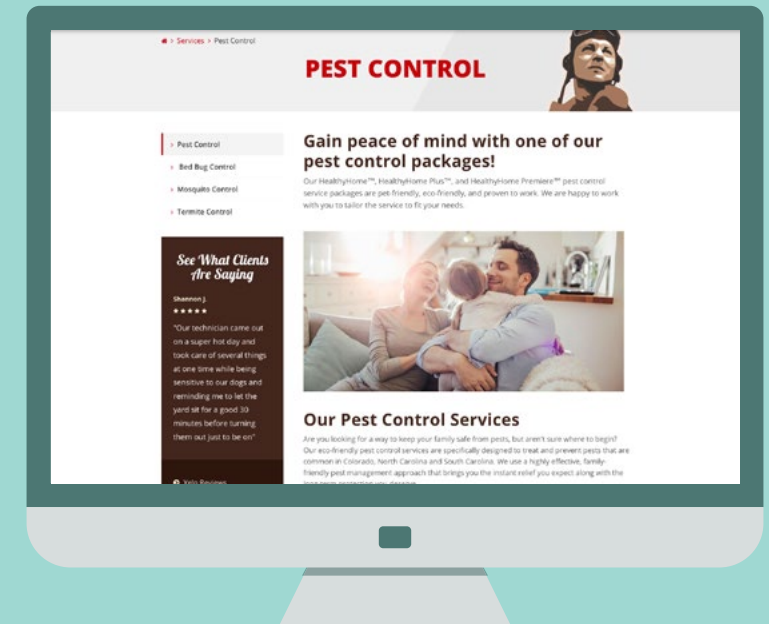
- Appropriate coupons are available and packages are clearly defined, so the customer knows exactly what they're getting.

- The content right beside the contact form explains exactly what sets Triangle Pest Control apart from other pest control companies.

We're not saying that all pages should look the same, but each page should follow a basic format and be laid out in a similar way. The purpose of laying your website out this way is to make it incredibly easy for your customer to understand what you do, how it is relevant to them, and how you can solve their problem.
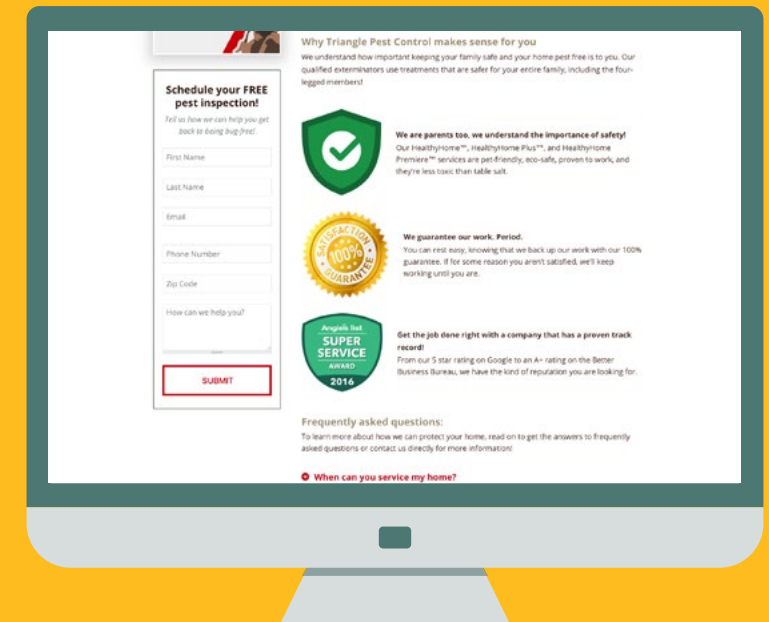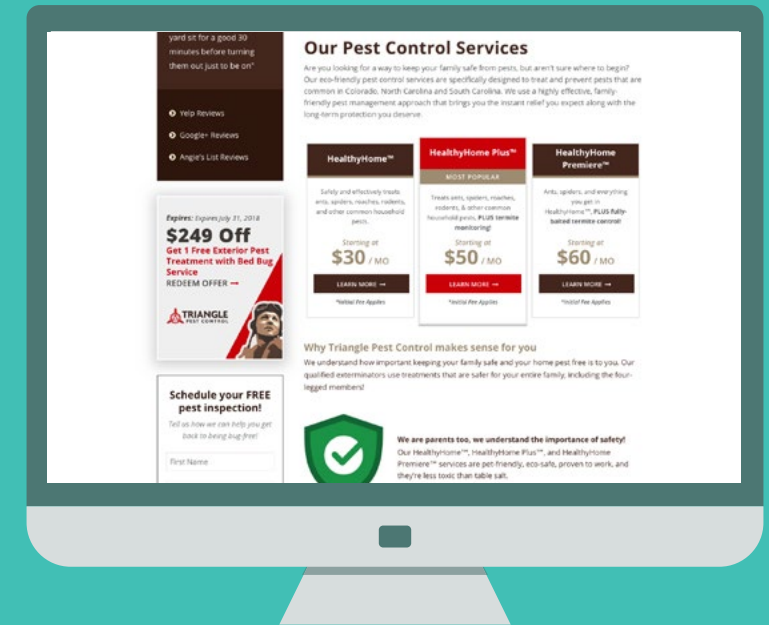
Retention

Okay, so you've made it this far. Time to call it a day, skip the last part, and go to sleep, right? You've been staring at your computer screen for 4 hours at least, and are starting to get a headache. If you stop now, will you even be able to sleep? How can you just forget about the dump trucks of money that could be on the way to your house?

You now have relevant content, a fluid website, and a new customer. But, what's the point in putting in all that effort if you don't take retention into consideration too? It's so important not to forget about the people who have already converted. They're your biggest fans, so utilize them! Never forget the power of watercooler talk. Referrals are a huge part of building your customer base. Maybe even offer a referral program or friends-of-friends discount.

In **Grow!**, we talk about the difference between customer service and customer experience. Everybody knows that having good customer service is important. We have faith that you, as a service business owner and human being understand why good customer service is expected.

Providing a good customer experience is an entirely different, and more important, ball game.

A good customer experience means having a positive outlook on the entire experience as a whole. Were your salespeople helpful and considerate? Was your website easy to navigate? Were your technicians responsive? Did the task get completed on time with 100% satisfaction, like you promised? All of these questions go into forming a positive (or negative) customer experience. Nowadays, businesses have to go above and beyond to ensure a positive customer experience, especially because reviews are such an important part of the purchasing decision.

Speaking of reviews...

According to Search Engine Land, **"90% of consumers read just 10 reviews or fewer before they feel like they can trust a company."** Your customers are stack ranking you against other pest control companies based on reviews from numerous websites, including Yelp, Angie's List, Facebook and Google.

- **How many reviews do you have?**
- **What's your star rating?**
- **How do these compare to your competitors?**

As stated in previous sections, reviews and testimonials that are put directly on your website increases the likelihood of turning a visitor into a conversion. At the very least, take your online reviews seriously. If you get a negative review, respond immediately. **Reviews are an honest interpretation of how your customers are perceiving your business.**

The last part of customer retention is appreciating your customer. They spent hard earned money on your product or service. Letting them know how much you appreciate it goes a long way. Sending thank you emails or even next appointment reminders are the icing on the cake to a great customer experience. Make it easy on yourself by utilizing marketing automation tools out there like MailChimp. Your CRM might even have automation capability so it never gets missed.

Conclusion

Thank you for reading our eBook on the **Customer Buying Cycle**. We hope that you found some valuable information to enhance your current content, website and marketing. Here at Coalmarch, we partner specifically with pest control, lawn care, HVAC, and plumbing companies to help them grow their business. Our marketing and lead generation platform, Sprowt, utilizes everything covered here in this eBook and more. We know that as a business owner, you're pulled in 10,000 different directions. Why try to tackle your marketing and website design if you can delegate that? By working with only home service companies, we've learned the ins and outs of the industry (being owned by a pest control company has it's benefits too).

We also understand that training is a huge part of enforcing what you've learned here. Luckily, we offer a training and management software, Forgely, that can help you streamline and automate your training, whether it's with your technicians, your marketing team or sales team.

Need help getting reviews? Requesting reviews from your customers can feel a little strange, but having reviews will either make or break your business. We have an easier solution - ReviewBoost. ReviewBoost sends a text message or an email to your customers requesting that they leave a review on whatever site you wish- Facebook, Google+, Angie's List, and more.

Don't forget to download our toolkit for extra resources from this eBook.

If you have any questions about anything we've gone over, please feel free to email us at contact@coalmarch.com.

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