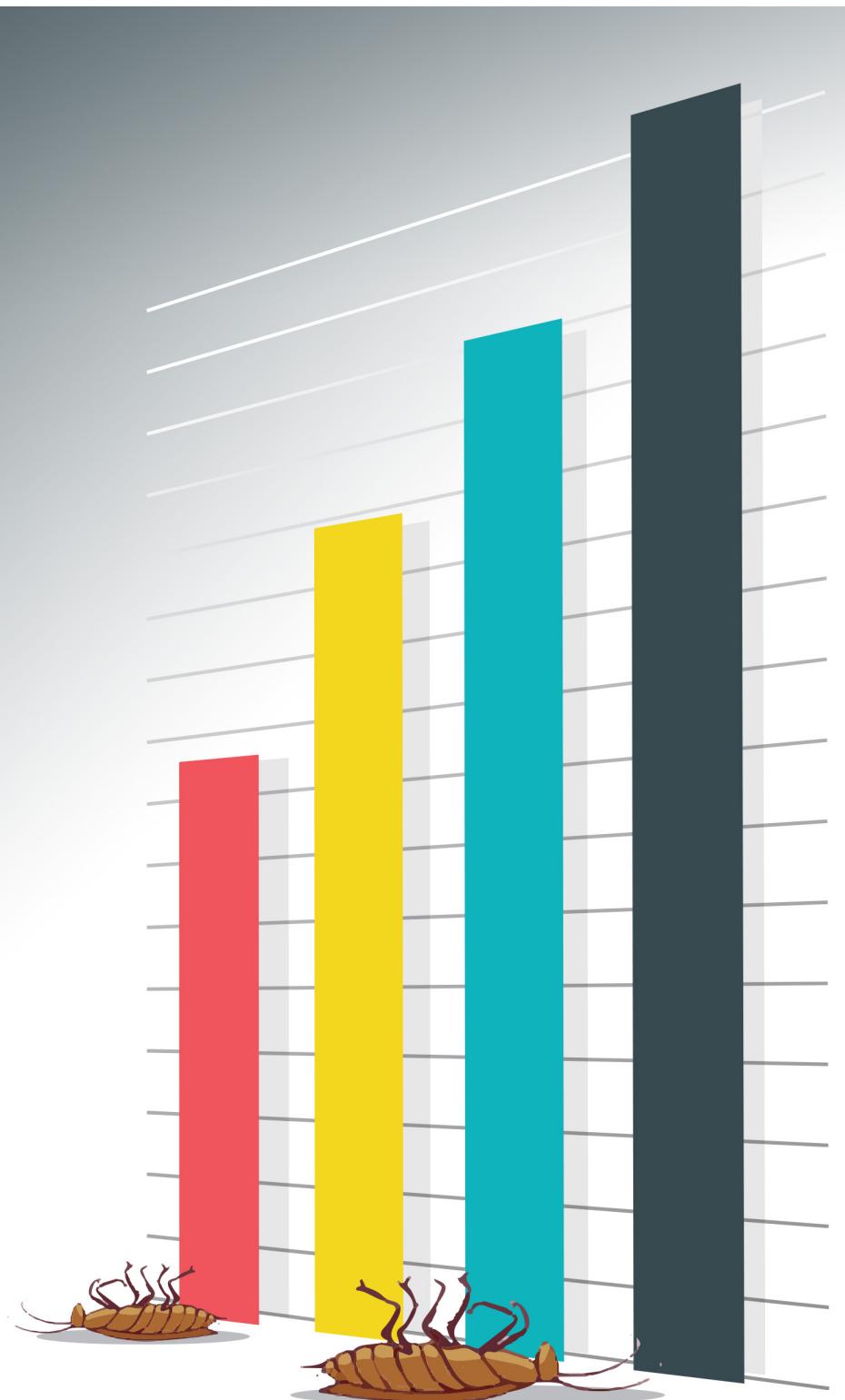


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7 TIPS TO IMPROVE YOUR PEST CONTROL BUSINESS

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1. Don't underrate your services.

The pest control industry is projected to have a market value of over \$28 billion by 2026. That means pest control businesses are in high demand and the value your services provide is probably worth more than you're charging. Inflation is a part of life, consumers are accustomed to rising prices — at gas stations, the grocery store, and everywhere else we go to get what we need. While we all want to please our customers, it doesn't make sense to keep holding off on price changes as your supplies, labor, and operational costs continue to increase.

By charging more for your services, your company narrative shifts to more of a quality proposition. Over time, this process helps guide your company towards providing even better service. This approach leads to better customer retention and higher margins.

2. Invest in team training.

IBISWorld's 2017 annual report on the pest control Industry identified 250 key success factors for all pest control businesses. In that report, it stated, "Companies that can provide effective technical training to staff will benefit greatly because their technicians are the main point of contact for customers and will determine renewal rates."

Each of your technicians and office staff should be attending regular, mandatory training meetings. It's essential to invest in these sessions and make sure they are well prepared and well presented. These meetings should be engaging, informative, and should empower your team with the knowledge to help them continue to improve and provide exceptional service to your customers.

3. Pest control automation drives growth.

Technology is changing the way business is done, and customers expect a seamless, modern, self-service experience that adapts to and accommodates their lifestyles — and they demand it every time.

Many pest control companies are still behind the times when it comes to implementing the latest technology to cut operational costs and improve efficiency. If you're still using paper-based systems for invoices, service records, and reminders, there is a huge opportunity for you to save money and improve the overall profitability of your company.



Studies show that millennials prefer digital forms of communication. If you want to keep these customers happy and loyal, it's necessary to incorporate software that gives them real-time access to their accounts and flexibility in how they communicate with you. Make sure that you have integrated software that allows you to set up automated SMS, email, and pre-recorded phone calls for reminders, collections, and other important channels of communication.

4. Create an optimized pest control website.

Your website is the first digital touchpoint of your business so it's important to create a strong online presence. Be sure your pest control business website interface and content leave a positive impression that drives traffic and results.

Here are some tips to do so:

- Focus your website content on the benefits of working with you.
- Stay consistently on-brand throughout your website design.
- Use the voice of your current customers to tell your story through testimonials and reviews.
- Incorporate effective call-to-actions (CTAs) to maximize conversions, like "Get Your Estimate," or "Call Us Now".

Remember you don't need just any CTA; you want a strong one that convinces people to act quickly before they lose interest. When you do it right, your pest control website will increase your conversion rates and put your business in front of more people.

5. Offer green solutions

There's no question in the fact that consumers are thinking green more than ever before. As the green trend continues to make its impact in the field services industry, pest control organizations (PCOs) are turning to provide green pest control solutions to consumers to meet the rising demands and expectations.

According to PCT's 2020 survey, 86% of respondents described customers in their market as very environmentally conscious. Therefore we recommend all PCOs to partner with the National Pest Management Association (NPMA) to become both QualityPro Certified and GreenPro Certified.

***Demand for
greener solutions
continues to
rise, and pest
management
companies should
be prepared to
deliver.***

Furthermore, the important list on IBISWorld's key success factors was the ability to accommodate environmental requirements. The report stated, "The ability to adopt and implement new technology in pest control is becoming increasingly important for success in the Industry.

Plus green technologies are an excellent investment for any company that wants to improve its operations, company forward-thinking, and reduce expenses.

6. Improve your local SEO.

Ever wonder how to rank high on Google when people are typing in "best pest control services near me"? It's called SEO (search engine optimization) and according to an online survey by PCT, **88% of customers** looking for pest control services use search engines over other channels. To show up for those searches, you need a fully optimized website (like we mentioned earlier, and SEO to convert that traffic into paying and returning customers).

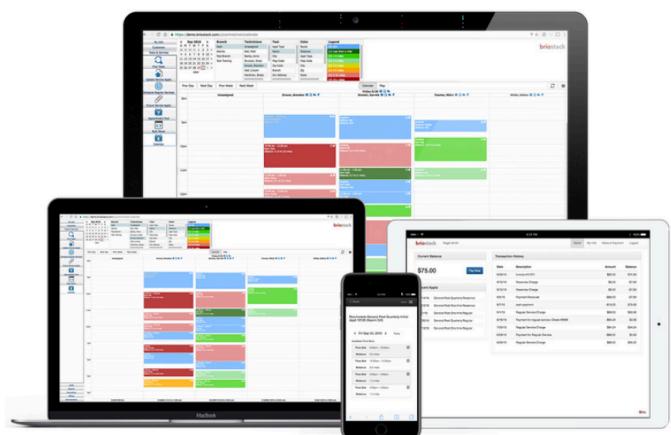
Note that Google has updated its algorithms in the last few years so it's important to stay focused on current SEO best practices in order to rank high for your industry keywords.

To do this, you need to have the following:

- A secure and fast loading website.
- A domain that has decent age and authority.
- Optimized on-page content like URLs, images, content, meta description, etc.
- Off-page SEO - this refers to actions taken outside of your own website.

7. The next steps...

Now that you know how to improve your pest control business, the next step is getting pest control software that allows you to add more customers, increase margins, and boost overall customer and employee retention.



Briostack is an all-in-one pest control software that can help your company work smarter and more efficiently. Our innovative solution was created by the top 100 pest control owners, made for the pest control industry in mind. Whether you are just getting started in the industry or looking to take your company to the next level – we can help you get there.

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