



# Aptive Environmental - Unique Campaign Strategies

## Strategy 1: Industry Signal Alert Campaign

- **Target Audience:** Property managers, facility managers
- **Pain Point:** Pest issues hurting tenant satisfaction, compliance risk, or property reputation
- **Messaging Hook:** "Saw your open job posting for facility management—struggling with pest complaints?"
- **Outreach Channel:** LinkedIn DM (profile research first), Email follow-up, Phone call

## Strategy 2: Platform Upgrade Outreach

- **Target Audience:** Commercial customers on outdated or competitor platforms
- **Pain Point:** Old contracts, limited tech, slow response times
- **Messaging Hook:** "Is your pest control plan stuck in 2016? You can upgrade to tech-enabled, eco-safe service in a snap."
- **Outreach Channel:** Direct email, SMS, LinkedIn, Website chatbot sequence

## Strategy 3: AI Conversation Starter

- **Target Audience:** B2B decision makers researching pest control solutions
- **Pain Point:** Don't want to get stuck on a call; want information and proof fast
- **Messaging Hook:** "Type or talk with our AI—for instant answers on plans, pricing, and proof your problem gets solved."
- **Outreach Channel:** Site pop-up, opt-in chatbot, SMS invite, Email trigger

## Strategy 4: Community Review Challenge

- **Target Audience:** Local business owners, property managers
- **Pain Point:** Negative online reviews, fear of pests impacting reputation



- **Messaging Hook:** "We're the #1 rated team—show us your worst pest review, and we'll fix the issue and your reputation."
- **Outreach Channel:** Google review response, Email, Ringless voicemail

### **Strategy 5: Limited-Time "Green Proof" Trial**

- **Target Audience:** Facility managers, compliance leaders
- **Pain Point:** Need to meet green standards, worried about toxic chemicals
- **Messaging Hook:** "Try our eco-friendly pest control—free for one month. See the results, zero commitment."
- **Outreach Channel:** Direct mail, Email, LinkedIn, Trade event booth

### **Strategy 6: Leadership Event Sequence**

- **Target Audience:** Property management executives, association members
- **Pain Point:** Stress and uncertainty about pest issues ruining events, openings, inspections
- **Messaging Hook:** "Are you heading to the 'Building Safety Expo'? Let's meet to show you how to pass every inspection, pest-free."
- **Outreach Channel:** Event SMS, LinkedIn connect, Voicemail, Email invite

### **Strategy 7: "Fix a Pain Point" Video Outreach**

- **Target Audience:** Commercial managers with recent pest complaints
- **Pain Point:** Unresolved pest incidents, risk of recurrences
- **Messaging Hook:** "Short video: Here's how you avoid another pest episode, keep tenants happy, and get emergency help!"
- **Outreach Channel:** Personalized video email, SMS, LinkedIn message

### **Strategy 8: Social Proof Cold Call Network**

- **Target Audience:** Owners dealing with high churn or bad press about pests



- **Pain Point:** Fear of losing tenants/business
- **Messaging Hook:** "Over 125,000 5-star reviews—we fix pest problems others can't. Want proof?"
- **Outreach Channel:** Call, brief email, SMS follow-up

### **Strategy 9: Referral Champion Series**

- **Target Audience:** Existing customers with high referral potential
- **Pain Point:** Need assurance their referrals get premium treatment
- **Messaging Hook:** "Refer a manager, get VIP service for both—and \$100 if they book."
- **Outreach Channel:** Email, SMS, Web portal

### **Strategy 10: AI-Powered Quarterly Health Check**

- **Target Audience:** Multi-sites, corporate buildings
- **Pain Point:** No time for ongoing check-ins, fear of surprise infestations
- **Messaging Hook:** "Let our AI schedule your quarterly pest health check—no hassle, always on time, always protected."
- **Outreach Channel:** Automated email, Account manager SMS, Website dashboard