

Post Card Marketing



This is one of those ways that PestaRoo can boost your sales and make you money. It is based on the careful printing of mailing labels for sending pre-printed postcards. The most reliable way to grow any business is to provides additional services to customers you already have.

Finding Prospects in Your Data

Lets say you want to build your flea control business with a new product you want to share with a set of your customers. Lets also assume you have already printed or purchased an attractive postcard or flier that describes your new service. All you need is a carefully selected set of customers to print labels for. First, we need to strategically think through who we want to market to. In this example, let's use anyone who has ever hired us for flea control, and also anyone who has needed general pest control. We will find all those work orders, and then connect to the associated customers and print the labels. From Home Page, click on Choose Work Order to get us into the Work Order area. Next, change the layout to Work Order Data Entry by selecting it from the drop-down list of lay- outs just above the flip book. Since you are still in Find Mode, you can now pick the service type for 'Flea Control' (or whatever) and press Enter to find those records for flea control. To broaden your search to include General Pest Control, repeat the first steps. But instead of pressing Enter to perform the find, type Control-N (Command-N on Macs). This makes an additional find request where you can select General Pest Control in the Service Type. Now, when your press the Enter key, you will find all the records for Flea Control and General Pest Control. Cool. So far we have found all Work Orders for what we have done in the past for two specific service types. This found set almost certainly contains duplicate customers, so next we need to translate these WOs this into a unique set of Customers that we can print labels from. PestaRoo makes this easy. At the

bottom of the layout for WO Data Entry there is a button called "Find all Related Customers". Click it.

This same approach can be used from Invoice Data Entry: Find the records you want based on Locality, Service, Amount of Charge, Technician, or any other parameter. Then click the button called "Find all Related Customers".

Whether you start in WOs or Invoices this will take you to those unique customers represented in your found WOs. You will land in Customer Tight List. Where you have several printing and exporting options.

Printing Options

There are several ways to print or get an output:

- [Print Found as 5160](#)

This script will sort and print labels for all the customers in the found set. Put 5160 labels in your printer and click the button. Option: If you hold down the 'Shift' while clicking you can print on the actual postcards without using labels.

- [Print Found as List](#)

This prints a tight list of the names in your found set on standard 8.5 X 11 paper. Perhaps you might want to use this to keep track of who you mailed postcards to on a specific date.

- [Export as Excel](#)

Clicking this button creates an Excel spreadsheet on your desktop based on the records in your found set. Names and full addresses will be exported. You might use this to drive a Word-

based merge print session

Building Sales

This is a function you should use on a very regular basis. Successful companies send out some cards nearly every single week. If you want to build your business, you need to inform your customers of your other services. And sending targeted post cards is about the simplest way to do this. Use this function every few weeks, and your business will grow!

Examples and Ideas

- Target users of an existing service with an offer on another service.
- Focus mailing to all customers at a single zip code where you would like to boost the business so as to make travel to that area more cost-effective.
- Target the customers served by an existing technician to introduce a new technician.
- Target all invoices of a specific service where the Amount of Charge is over \$100
- Target all Work Orders during the spring, and send them an offer for a PreSched service where you provide service every quarter.
- Find all Invoices where date of last service is more than 18 months ago. Send them a “We want you back card” and offer.
- Find all the Invoices for work done in the current Month, but for last year. Send them reminder cards. This technique alone is a very effective business builder.

Summary

From WO Data Entry or Invoice Data Entry you can easily find groups of records that could be useful in marketing. For example, everyone in a single town or set of towns. Then click the button to ‘Find All Related Customers’, and then print them. Voilà, you are ready to boost your business.