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Email Template Library

for Pest Control Companies

12 Pre-Written Emails You Can Customize and Send Today

What's Included

Welcome Series (3 emails) — Onboard new customers and build the relationship
Seasonal Campaigns (4 emails) — Spring, summer, fall, and winter promotions
Service Anniversary (1 email) — Automated reminder at 12 months
Reactivation Campaign (3 emails) — Win back dormant customers
Bonus: Referral Request (1 email) — Turn happy customers into referral sources

How to Use These Templates

1. Copy the email template into your email platform (MailChimp, Constant Contact, etc.)
2. Replace all [BRACKETED TEXT] with your specific information
3. Adjust the tone and offers to match your brand
4. Set up automation triggers (for welcome series, anniversary, and reactivation)
5. Schedule seasonal emails to send automatically each year

WELCOME SERIES

3 emails sent over the first 10 days after someone becomes a customer

Email 1: Welcome Email #1: Thank You & What to Expect

WHEN TO SEND: Send immediately after service

SUBJECT LINE:

Welcome to [COMPANY NAME] – Here's What to Expect

EMAIL BODY:

Hi [FIRST NAME],

Thank you for choosing [COMPANY NAME] for your pest control needs! We're honored to serve you and protect your home.

Here's what you can expect from us:

Your service today: [TECHNICIAN NAME] treated your home for [PEST TYPE]. You may see some increased pest activity over the next 24-48 hours as the treatment takes effect – this is completely normal.

What happens next: [DESCRIBE FOLLOW-UP TIMELINE OR RECURRING SERVICE SCHEDULE]

How to reach us: If you have any questions or concerns, we're here to help.
• Phone: [PHONE NUMBER]
• Email: [EMAIL ADDRESS]
• Emergency line: [IF APPLICABLE]

One more thing: Know someone who could use our services? Refer a friend and you'll both receive [REFERRAL OFFER – e.g., $25 off your next service].

Thank you again for trusting us with your home. We look forward to keeping it pest-free!

Warm regards,

[YOUR NAME]
[COMPANY NAME]
[PHONE NUMBER]

PRO TIP: *This email sets the tone for your entire relationship. Keep it warm and helpful, not salesy.*

Email 2: Welcome Email #2: Review Request

WHEN TO SEND: Send 3 days after initial service

SUBJECT LINE:

How Did We Do, [FIRST NAME]?

EMAIL BODY:

Hi [FIRST NAME],

It's been about a week since your service with [COMPANY NAME], and we'd love to hear how things are going!

Your feedback helps us in two important ways:
1. It helps us improve our service
2. It helps other homeowners find reliable pest control

If you have 60 seconds, would you mind leaving us a quick review?

[LEAVE A GOOGLE REVIEW – BUTTON/LINK]

Not satisfied? Please let us know directly by replying to this email. We want to make it right.

As a thank you for your time, here's a special offer: Refer a friend to [COMPANY NAME] and you'll BOTH receive [OFFER – e.g., $50 off your next service].

Simply have them mention your name when they call, or share this link: [REFERRAL LINK]

Thank you for being a [COMPANY NAME] customer. We truly appreciate your trust.

Gratefully,

[YOUR NAME]
[COMPANY NAME]
[PHONE NUMBER]

PRO TIP: *Timing is crucial. 7 days gives them time to see results but is soon enough that the experience is fresh.*

Email 3: Welcome Email #3: Helpful Tips

WHEN TO SEND: Send 7 days after initial service

SUBJECT LINE:

Quick Tips to Keep Your Home Pest-Free

EMAIL BODY:

Hi [FIRST NAME],

We hope your recent service with [COMPANY NAME] is already making a difference!

To help maximize your treatment and prevent future pest problems, here are a few simple tips:

In the kitchen:
• Store food in airtight containers
• Clean up crumbs and spills immediately
• Take out trash regularly and use sealed bins

Around your home:
• Fix any leaky pipes or faucets (pests love moisture)
• Seal cracks around windows and doors
• Keep firewood at least 20 feet from your home

In your yard:
• Trim bushes and trees away from your house
• Remove standing water from gutters and planters
• Keep your lawn mowed and debris-free

These small steps make a big difference between treatments!

Have questions about what we found during your service? Just reply to this email or call us at [PHONE NUMBER]. We're always happy to help.

Best,

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Position yourself as the helpful expert. This builds trust and shows you care beyond the transaction.*

SEASONAL CAMPAIGNS

4 emails scheduled to send automatically each year based on the calendar

Email 4: Spring Email: Ant & Termite Season

WHEN TO SEND: Send March 1st

SUBJECT LINE:

Spring Pest Season Is Here – Is Your Home Protected?

EMAIL BODY:

Hi [FIRST NAME],

Spring is here, and so are the pests!

As temperatures warm up, ants and termites become extremely active. In fact, spring is when most termite colonies swarm to establish new nests – often inside homes just like yours.

Warning signs to watch for:
• Small piles of wood shavings or sawdust
• Mud tubes along your foundation
• Discarded wings near windows or doors
• Ant trails in your kitchen or bathroom

The good news? Prevention is much easier (and cheaper) than treatment.

Schedule your spring inspection now and get ahead of pest season.

[SCHEDULE MY INSPECTION – BUTTON/LINK]

Or call us directly at [PHONE NUMBER].

As a valued customer, you'll receive [OFFER – e.g., 15% off your spring service when you book by March 15th].

Don't wait until you have a problem. Let's keep your home pest-free this spring!

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Create urgency around the season. Include a time-limited offer to encourage immediate action.*

Email 5: Summer Email: Mosquito & Outdoor Pests

WHEN TO SEND: Send May 15th

SUBJECT LINE:

Mosquito Season Is Here – Reclaim Your Backyard

EMAIL BODY:

Hi [FIRST NAME],

Summer is supposed to be for backyard barbecues, not battling mosquitoes!

Unfortunately, [YOUR AREA] is prime mosquito territory, and they're not just annoying – they can carry diseases that affect your family and pets.

This summer, take back your outdoor space.

Our mosquito control service:
• Targets breeding areas around your property
• Creates a protective barrier that lasts [TIMEFRAME]

• Reduces mosquito populations by up to 90%
• Is safe for kids, pets, and plants

Plus, we'll treat for other summer pests like:
• Wasps and hornets
• Ticks and fleas
• Fire ants
• Spiders

Special summer offer: Book your mosquito treatment by [DATE] and receive [OFFER – e.g., a free follow-up treatment or $50 off].

[SCHEDULE MY TREATMENT – BUTTON/LINK]

Call us at [PHONE NUMBER] to schedule.

Here's to a bite-free summer!

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Focus on the lifestyle benefit – enjoying their outdoor space – not just pest elimination.*

Email 6: Fall Email: Rodent Prevention

WHEN TO SEND: Send September 15th

SUBJECT LINE:

Rodents Are Looking for Winter Shelter – Don't Let It Be Your Home

EMAIL BODY:

Hi [FIRST NAME],

As temperatures drop, mice and rats start looking for one thing: a warm place to spend the winter.

Unfortunately, your home is exactly what they're looking for.

Here's the reality:
• A mouse can squeeze through a hole the size of a dime
• Rodents can chew through wood, plastic, and even some metals
• A single pair of mice can produce 200+ offspring in just 4 months
• They contaminate food and spread diseases

The best time to prevent a rodent problem is BEFORE they move in.

Our fall rodent prevention service includes:
• Full inspection of your home's exterior
• Sealing of entry points and gaps
• Treatment of current activity (if any)
• Recommendations for ongoing prevention

Fall prevention special: Schedule by [DATE] and receive [OFFER – e.g., 20% off rodent exclusion services].

[SCHEDULE MY INSPECTION – BUTTON/LINK]

Or call [PHONE NUMBER] to book.

Don't share your home with unwanted guests this winter!

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Fall is critical for rodent messaging. Emphasize prevention before the problem starts.*

Email 7: Winter Email: Year-Round Protection

WHEN TO SEND: Send December 1st

SUBJECT LINE:

Think Pests Take the Winter Off? Think Again.

EMAIL BODY:

Hi [FIRST NAME],

Many people assume pest control is only needed in warmer months. But here's what's actually happening in winter:

Rodents: Already inside your walls, staying warm and multiplying

Cockroaches: Thriving in your kitchen and bathroom where it's warm and moist

Spiders: Hiding in basements, garages, and storage areas

Termites: Still eating away at your home's structure 24/7, 365 days a year

Bed bugs: Don't care what season it is – they're active year-round

Winter is actually the perfect time for pest control because:
• Pests are concentrated indoors (easier to treat)
• You can address problems before spring breeding season
• We have more scheduling flexibility for your convenience

Schedule your winter inspection and start the new year pest-free.

[SCHEDULE NOW – BUTTON/LINK]

Holiday special: Book before [DATE] and receive [OFFER – e.g., $25 off your service or a free termite inspection].

Questions? Call us at [PHONE NUMBER].

Wishing you a pest-free holiday season!

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Combat the misconception that pest control is seasonal. Educate while creating urgency.*

SERVICE ANNIVERSARY

Automated email triggered by the date of their last service

Email 8: Service Anniversary: 12-Month Reminder

WHEN TO SEND: Send exactly 12 months after their last service

SUBJECT LINE:

It's Been a Year, [FIRST NAME] – Time for Your Annual Inspection

EMAIL BODY:

Hi [FIRST NAME],

Can you believe it's been a year since we last serviced your home?

Time flies! But unfortunately, so do pests. And over 12 months, a lot can change:
• New entry points may have developed
• Pest populations have gone through multiple breeding cycles
• Environmental conditions around your home have shifted

That's why annual inspections are so important. They help us:
✓ Catch problems early (before they become expensive)
✓ Update your treatment plan based on current conditions
✓ Keep your home protected year-round

Schedule your annual inspection today and enjoy peace of mind for another year.

[SCHEDULE MY INSPECTION – BUTTON/LINK]

Or call us at [PHONE NUMBER].

Annual customer appreciation offer: As a thank you for your continued trust, we're offering [OFFER – e.g., 15% off your annual service or a free add-on treatment].

We'd love to see you again and make sure your home stays pest-free!

Best regards,

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *This email recovers revenue from customers who would otherwise forget to rebook. Automate it based on last service date.*

REACTIVATION CAMPAIGN

3 emails over 21 days to win back dormant customers

Email 9: Reactivation Email #1: We Miss You

WHEN TO SEND: Send when customer has been inactive for 12+ months

SUBJECT LINE:

We Miss You, [FIRST NAME]! Here's 20% Off to Welcome You Back

EMAIL BODY:

Hi [FIRST NAME],

It's been a while since we've seen you, and we wanted to check in!

At [COMPANY NAME], we value every customer – and we noticed it's been over a year since your last service.

We'd love to have you back.

To make it easy, we're offering you an exclusive returning customer discount:

20% OFF your next service

Just use code WELCOMEBACK when you schedule, or mention this email when you call.

[SCHEDULE NOW & SAVE 20% – BUTTON/LINK]

Or call [PHONE NUMBER] and mention code WELCOMEBACK.

This offer expires on [DATE – 14 days from send].

We hope to see you soon!

Warm regards,

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Lead with value, not guilt. Make the offer compelling and time-limited.*

Email 10: Reactivation Email #2: Educational Reminder

WHEN TO SEND: Send 7 days after Reactivation Email #1

SUBJECT LINE:

The Hidden Cost of Waiting on Pest Control

EMAIL BODY:

Hi [FIRST NAME],

We wanted to share something important with you.

Many homeowners don't realize that small pest problems become BIG pest problems faster than you'd think:

Termites: Can cause $3,000+ in damage before you even notice them. By the time you see signs, they've often been eating away at your home for years.

Rodents: A single pair of mice can produce 200 offspring in just 4 months. What starts as "I saw one mouse" quickly becomes an infestation.

Bed bugs: Multiply rapidly and are extremely difficult to eliminate once established. Early treatment is 3-4x more effective than waiting.

Cockroaches: For every one you see, there are dozens hiding in your walls. They spread bacteria and can trigger allergies and asthma.

The bottom line: Prevention is always cheaper than treatment.

One of our recent customers, [FIRST NAME/ANONYMOUS], shared their experience:

"I waited too long to call about a small ant problem. By the time I did, they had spread throughout my kitchen and bathroom. I wish I had called [COMPANY NAME] sooner – the treatment ended up costing twice what it would have if I'd acted right away."

Don't let a small problem become a big one.

Your 20% discount is still available – but it expires on [DATE].

[SCHEDULE NOW – BUTTON/LINK]

[YOUR NAME]
[COMPANY NAME]
[PHONE NUMBER]

PRO TIP: *Educate without fear-mongering. Use real examples and testimonials to build credibility.*

Email 11: Reactivation Email #3: Last Chance

WHEN TO SEND: Send 14 days after Reactivation Email #2 (21 days after Email #1)

SUBJECT LINE:

Last Chance: Your 20% Discount Expires Tomorrow

EMAIL BODY:

Hi [FIRST NAME],

This is a friendly reminder that your exclusive 20% returning customer discount expires tomorrow.

We'd hate for you to miss out!

Here's what you get when you schedule:
✓ 20% off your service (code: WELCOMEBACK)
✓ Thorough inspection of your home
✓ Customized treatment plan
✓ Our satisfaction guarantee

[CLAIM MY DISCOUNT NOW – BUTTON/LINK]

Or call [PHONE NUMBER] and mention code WELCOMEBACK.

Offer expires: [DATE] at midnight

After this, the discount goes away and we'll stop bugging you (pun intended!). But we truly hope you'll give us another chance to serve you.

If there's a reason you haven't scheduled – whether it's timing, budget, or something else – just reply to this email. We're happy to work with you.

Hope to hear from you!

[YOUR NAME]
[COMPANY NAME]

PRO TIP: *Create urgency but stay friendly. The 'we'll stop bugging you' line acknowledges you've sent multiple emails.*

BONUS: REFERRAL REQUEST

Turn satisfied customers into your best source of new business

Email 12: BONUS: Referral Request Email

WHEN TO SEND: Send after a positive review or successful service completion

SUBJECT LINE:

Know Someone Who Needs Pest Control? You'll Both Save $50!

EMAIL BODY:

Hi [FIRST NAME],

Thank you for being such a great customer! We truly appreciate your trust in [COMPANY NAME].

We have a small favor to ask...

Do you know anyone who's dealing with a pest problem? A neighbor, friend, family member, or coworker?

If so, we'd love to help them – and thank YOU for the introduction.

Here's how our referral program works:

1. Share our info with someone who needs pest control
2. They mention YOUR name when they schedule
3. After their service, you BOTH receive $50 off

It's that simple!

You can share this link directly: [REFERRAL LINK]

Or just have them call [PHONE NUMBER] and mention your name.

There's no limit to how many people you can refer. Help 5 friends? That's $250 in savings for you!

Thank you again for being part of the [COMPANY NAME] family. We're grateful for customers like you.

Best,

[YOUR NAME]
[COMPANY NAME]

P.S. – Already have someone in mind? Reply to this email with their name and we'll reach out directly (with your permission, of course).

PRO TIP: *Referrals are your highest-quality leads. Make the process simple and the reward clear.*

Quick Reference: Email Automation Setup

Sequence	Trigger	Emails & Timing
Welcome Series	New customer added	Email 1: Immediately Email 2: Day 3 Email 3: Day 7
Seasonal	Calendar date	Spring: March 1 Summer: May 15 Fall: Sept 15 Winter: Dec 1
Anniversary	12 months since last service	Single email on anniversary date
Reactivation	12+ months inactive	Email 1: Day 1 Email 2: Day 7 Email 3: Day 21

Need Help Setting Up Your Email Marketing?

Book a free strategy call at **marketingthatactuallyworks.ai**

We'll help you set up these sequences, configure automation, and get your first emails sending this week.

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