

2025 Summer Sales Campaign Strategy

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Objectives

- Increase Sales.
- Get new customers.
- Retain existing customers.
- Grow brand awareness.

SWOT

Strengths

- Insist on SmartPest's competitive pricing as value for money in comparison to competitors .
- Illustrate the effectiveness of SmartPest in eradicating pests specific to each neighborhood.
- Inform of SmartPest quick response time.

SWOT

Weaknesses

- Get customer insights from past sales campaigns such as complaints to ensure the upcoming sales cycle resolves them
- Analyse previous marketing campaign outcomes, identify what limited sales conversions

SWOT

Opportunities

- Seasonal pest infestations; when SmartPest can accelerate both marketing and sales campaigns.
- Partnering with local realtors in Irvine to increase reach and drive sales.
- Attend community events, get a stand to create a better community engagement strategy with neighborhoods around Irvine

SWOT

Threats

- Who are SmartPest Competitors, and what strategies might they use to convert our loyal customers?
- Over-the-counter products pesticides that homeowners could be using instead of annual packages (Prevention/Guarantee/Expertise and Safety)

pre-sales strategy

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BRAND AWARENESS

- Better brand awareness earns trust and credibility for smartpest around Irvine
- Increasing brand awareness would likely lead to an increase in sales conversions

** This can be achieved through a marketing campaigns

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how/why you should consider marketing...

- Social media FB/TikTok
- Flyers
- Billboards/Posters
- Google Ads
- Ratings/Reviews on Yelp