



# Marketing to Reach Today's New Homeowners



# **You need to be marketing your business today in 3 specific ways to Adapt to the Digital Age.**

- 1.) Constant Transparency
- 2.) Socially Responsive
- 3.) Consistent Branding

**But....why change what you are  
currently doing?**



# MILLENNIALS

## COMING OF AGE

One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the ways we buy and sell, forcing companies to examine how they do business for decades to come.

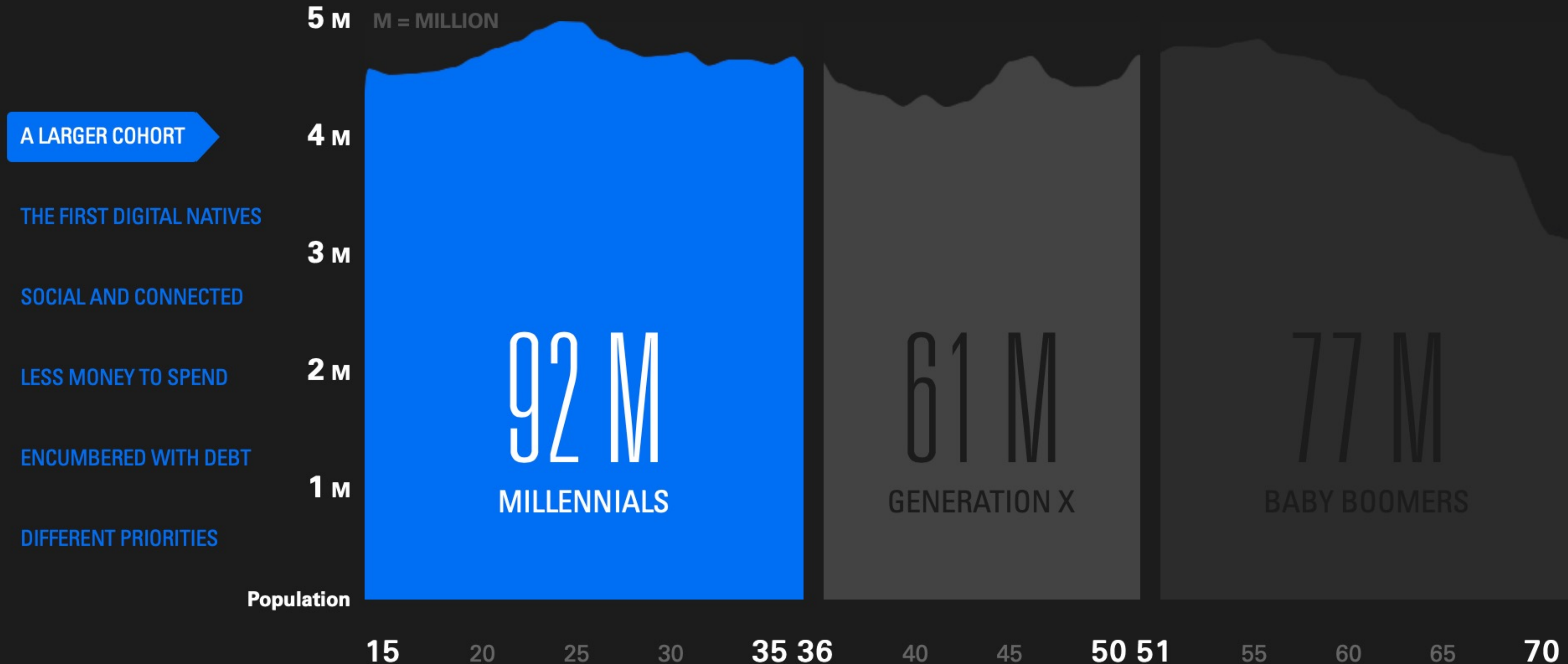
<https://www.goldmansachs.com/insights/archive/millennials/>





## A LARGER COHORT

The Millennial generation is the biggest in US history—even bigger than the Baby Boom.





## SOCIAL AND CONNECTED

The online world - and social media in particular - have given the Millennials a platform to reach the world.



**Millennials**



A LARGER COHORT

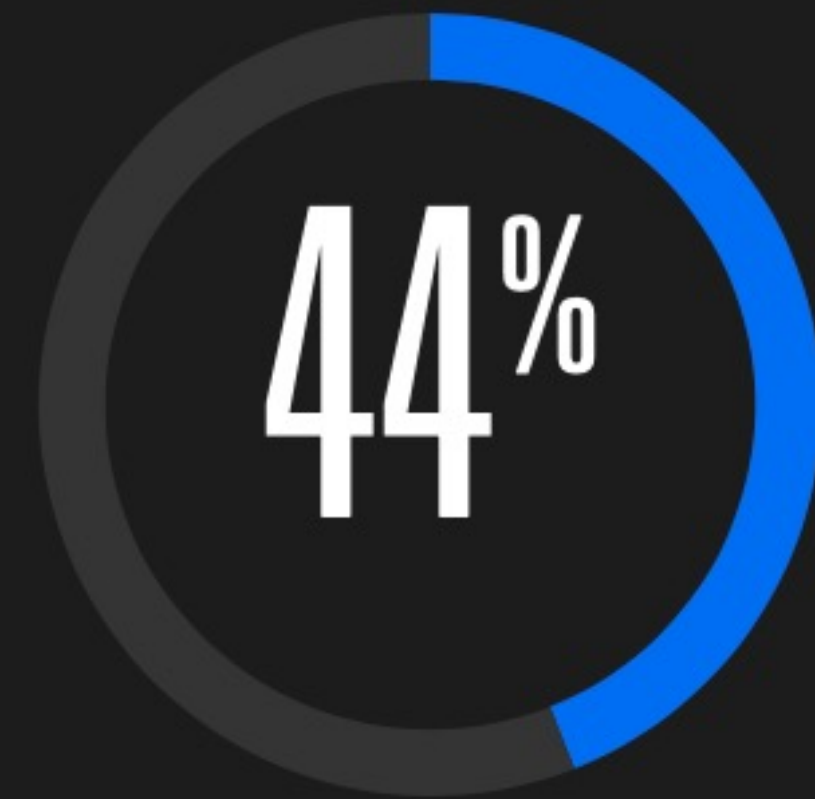
THE FIRST DIGITAL NATIVES

SOCIAL AND CONNECTED

LESS MONEY TO SPEND

ENCUMBERED WITH DEBT

DIFFERENT PRIORITIES



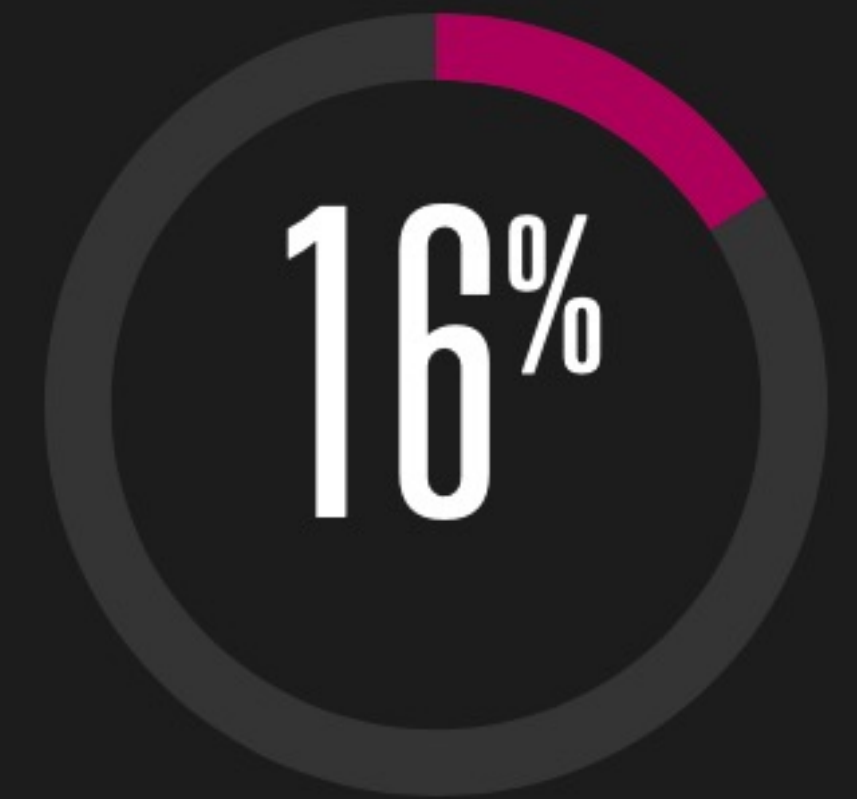
**Text Messaging**



**Social Media**



**Instant Messaging**



**Blogging**

**"After searching online, how do you communicate with others about a service, product, or a brand?"**

Source: Prosper Insights & Analytics for the Media Behavior and Influence Study



# Housing

As Millennials enter their peak home-buying years, their reluctance to enter the housing market could change. The cohort's sheer size, plus its desire to settle down in the future, could lead to a surge in home sales.

PEAK HOME-BUYING YEARS

25<sub>y/o</sub> → 45<sub>y/o</sub>

Source: Goldman Sachs Global Investment Research





# **Advertising Best Practices**

Yellowpages (Phonebook) ads

Newspaper ads

Business cards pinned up at local businesses

Restaurant placemats

Word-of-mouth

Billboards (Still a viable option)

TV (Still viable but pricey)

Radio

**This was how we reached the baby boomer generation,  
before the internet and cell phones.**



# 1. Constant Transparency







pump that septic



All Images Shopping Videos Maps More

Tools

About 35,900,000 results (0.89 seconds)

Ads · Shop pump that septic

Motobomba Gasolina 4T ...  
€199.99  
Maquinariadeja...  
Free shipping  
By Google

Bomba de construcción ...  
€308.01  
Farmitoo.com  
Free shipping  
By Google

Vevor Bomba Triturador ...  
€121.99  
vevor.es  
Free shipping  
By Google

Wiltec - Triturador ...  
€119.49  
ManoMano.es  
Free shipping  
★★★★★ (1k+)  
By Feed Price

Bomba de aguas sucias Einhell ...  
€85.45  
Planeta ...  
Free shipping  
★★★★★ (1k+)  
By Google

Your business on Google

821 views this month

Edit profile Promote Customers

View message

A customer is waiting for your response

Get custom email

Set up business email @your-business.com with Google Workspace

3 new reviews

Read the latest feedback from your customers

Cr

Le yo



Pump That Septic

Website Directions Saved

4.2 ★★★★★ 19 Google reviews · Septic system service

10+ reviews from the web · Open

You manage this Business Profile

REQUEST A QUOTE

A 1-min walk from Dig-It Excavating, Inc.

Address: 62055 M-62, Cassopolis, MI 49031, United States

Hours: Open 24 hours

Phone: +1 269-445-7777

Edit your business information

Add missing information

Add appointment link

Know this place? Share the latest info

Send to your phone

Send

Reviews from the web

4.8/5 Facebook · 23 votes

Reviews

Get more reviews

Add a photo

- M "Both people I talked to were very kind!" ★★★★★
- L "I said that's not what I was quoted to do the work." ★★★★★
- A "He parking in the road rather than backing up m driveway which I appreciated." ★★★★★

View all Google reviews

Pump That Septic on Google

Add update



Onsite and ready to serve you with truck#110. "Prompt. Professional. Always..."

May 12, 2020

Book



Septic inspections and a sprinkling of snow! Get the facts on a septic system before yo...

Jan 13, 2020

Learn more

Profiles




Facebook



Instagram





 Pump That Septic is in Richland, Michigan.  
January 21 at 8:46 PM · 🌐

Accessing the septic tank through the deck! ✅👷🇺🇸 #pumppinit #pumpthatseptic #septicinspection #septicpros #ridgidcamera #seesnake #scope #undergroundeyes #vactruck @digitexcavating



 Pump That Septic is in Niles, Michigan.  
January 26 at 4:45 PM · 🌐

You know it's chilly when the ice starts to form on top of the septic tank in the time it takes you to pull three hoses...🥶🥶🥶👷🇺🇸 #pumppinit #pumpthatseptic #septictanks #crustbuster #cold @digitexcavating



 Pump That Septic is in Niles, Michigan.  
January 27 at 9:49 PM · 🌐

Knocking out a couple drain cleaning jobs for some clients! ✅👷🇺🇸 #pumppinit #pumpthatseptic #septicsservice #draincleaning #flexshaft #reppinridgid @ridgidtools @the\_ridgid\_rep @digitexcavating








Clogged and Slow Drains? Call Pump That Septic

366 views • Dec 4, 2019

11 DISLIKE SHARE SAVE ...

 **Pump That Septic**  
796 subscribers

Based in Southwest Michigan, Pump That Septic offers professional residential and commercial septic service. Visit us online at [pumpthatseptic.com](http://pumpthatseptic.com)

DOWNLOAD AS: ▼ SUBSCRIBED





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pumphthatseptic

Message

1,930 posts

2,275 followers


1,029 following

Pump That Septic


Complete septic service. SW Michigan. Septic pumping, drain rooting & jetting, video camera & septic inspections, drainfield restoration, ATU

[www.pumphthatseptic.com](http://www.pumphthatseptic.com)


Followed by rherreragalimany, j\_flick, noah\_brumels9 +10 more




Sludgeha...



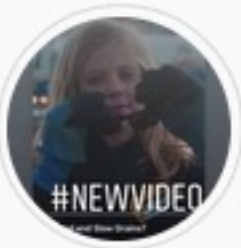
Septic Myt...



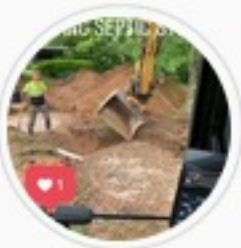
Inspections




New Vac T...



Clogged D...



#engcon



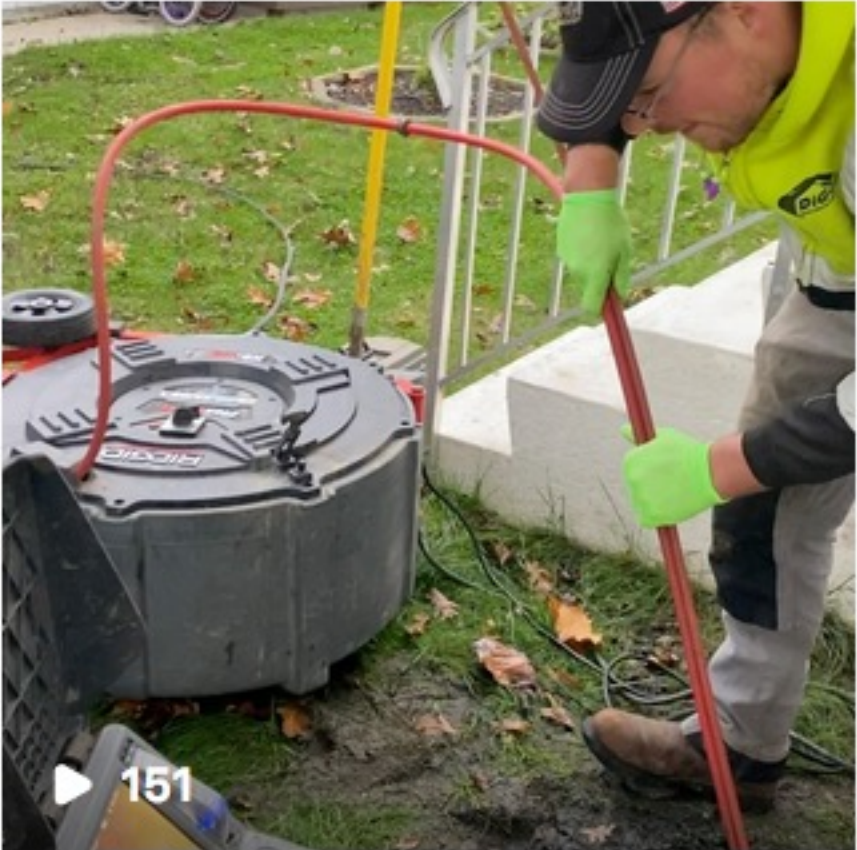
PSA for Ki...

POSTS

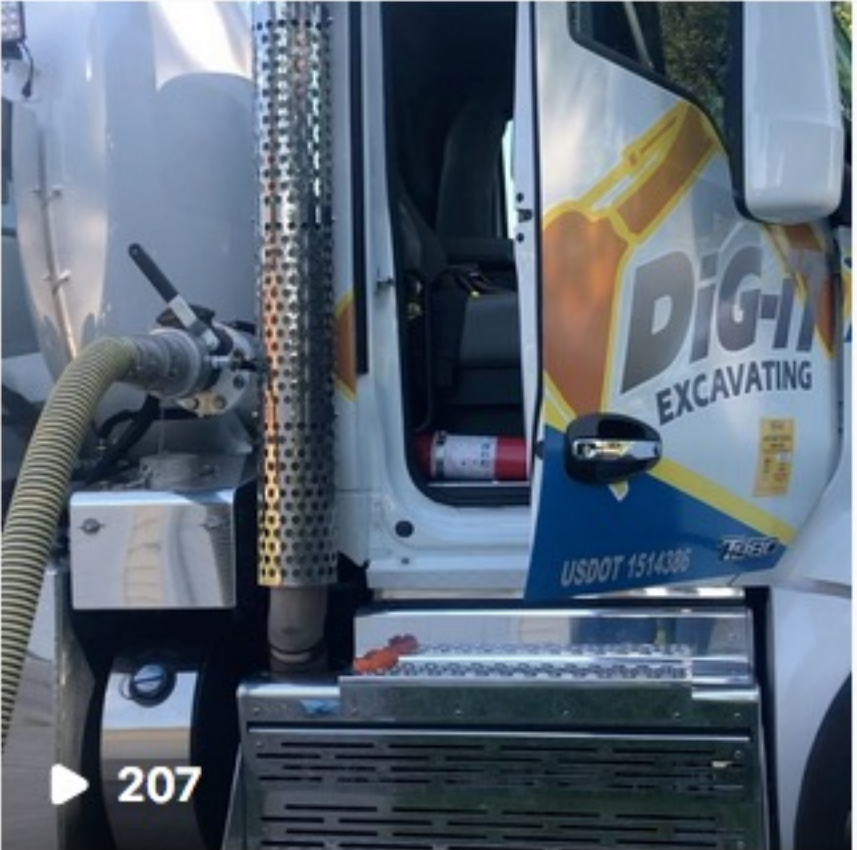
REELS

VIDEOS

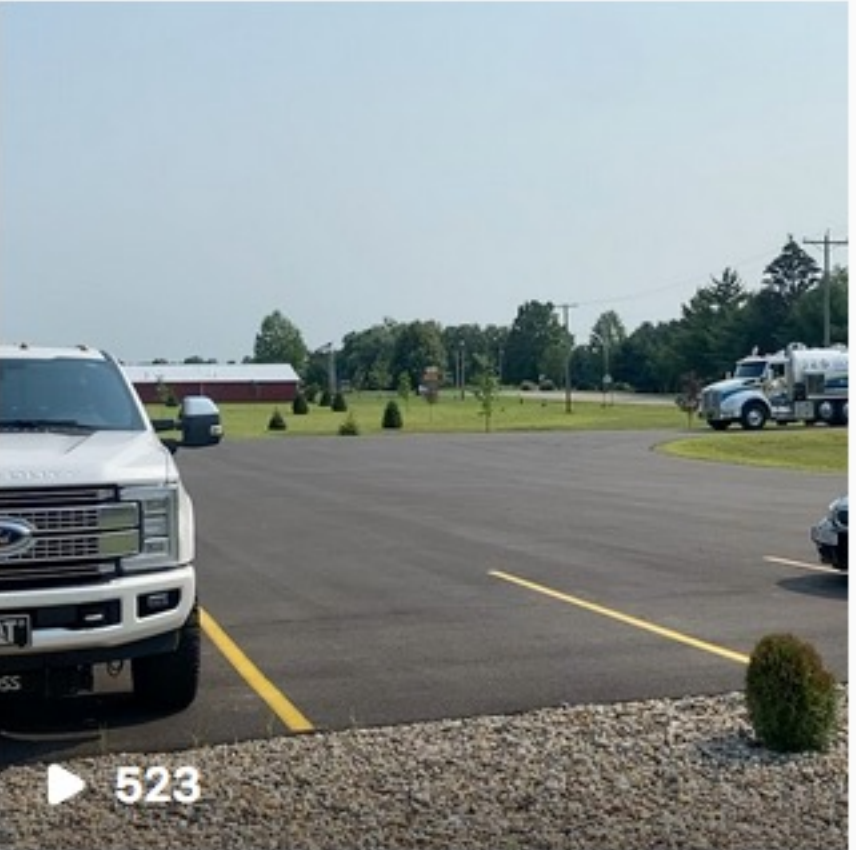
TAGGED



151



207



523

Instagram

Search

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Profile



pumphthatseptic • Following

St. Joseph County



pumphthatseptic

Locating and cleaning out a root intrusion and a main sewer line utilizing the Ridgid Camera along with the flex shaft chain slinger! 🇺🇸 #pumpunit #pumphthatseptic #k9-306 #flexshaft #draincleaning #seesnake @digitexcavating

16w

151 views

OCTOBER 12, 2021

Add a comment...

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pumphthatseptic • Following

Berrien Springs, Michigan



pumphthatseptic

"How do you feel about septic tank 12 feet in the ground?!" 🇺🇸 #pumpunit #pumphthatseptic #septic service #septic tanks #crustbuster #tanks cleaned right #pumpevery3years #septicpros @digitexcavating

45w

573 views

MARCH 23, 2021

Add a comment...

Post





## 2. Socially Responsive









## Pump That Septic

62055 M-62, Cassopolis, MI, United States

[Get more reviews](#)

4.2 ★★★★★ 19 reviews ?

People often mention

All

responsiveness 9

quality 8

value 8

punctuality 7

job 5

Sort by

Most relevant

Newest

Highest

Lowest



**Sonya Leppelmeier**

2 reviews

★★★★★ 6 months ago

**Positive:** Professionalism, Punctuality, Quality, Responsiveness, Value

Excellent! I called to get my septic pumped as our drains were clogged. They came within 24 hours to pump it. When that did not help unclog the drains, they came right away with a second truck to unclog the drain. The young men were ... [More](#)



**Response from the owner** 6 months ago

Thanks for the review Sonya!



**Tracy E Haynes** ★ recommends Pump That Septic. ...

May 15, 2021 · 🌐

We had an emergency situation where our toilets were not discharging and backing up into the tubs and shower. We called many companies and they were the only ones to fit us in. I normally plan this out so I was shocked at how hard it is to get someone. Thank You for being there in our moment of need.

1 Comment



**Dervin Witmer**

Thank you for the kind words Tracy E Haynes, we were glad to be able to fit you in!

Like Reply 37w



Comment as Pump That Septic



## Pump That Septic

62055 M-62, Cassopolis, MI, United States

[Get more reviews](#)

4.2 ★★★★★ 19 reviews ?



**Lucas Hayes**

5 reviews

★★★★★ 6 months ago

**Critical:** Professionalism, Value

I got a quote from them to do a job. The quote was for \$301 to pump the septic and \$50 to locate the septic head and dig it up and cover it back up when the job was finished. \$351 plus tax total. After the job was finished. I pulled in the ... [More](#)



**Response from the owner** 6 months ago

Hi Lucas,

Thanks for your business!

Here are a couple pointers:

1.) We start with basic pricing for minimum sized tanks with verbal quotes over the phone. They are non-binding and if the work scope changes when we are on the job, there will be different charges. (Your tank was a 1500 gallon. Every tank when overfull runs 200-300 gallons over the capacity rating.)

2.) If a tank lid is broken during removal it is because of the age of the tank or corroded concrete. (I actually sent you a picture of roots growing though the cracked lid showing the lid was broken for years.) We do not replace for free additional parts that are broken or need repaired when we service a tank. We offered to replace the lid for \$50 and you declined. (A car mechanic will not replace broken wheel stubs or any other parts if they brake while servicing a car.)

Thanks again!







### 3. Consistent Branding







Consistent vehicle designs



Walk around







# The inspection professionals trust

**REAL ESTATE SEPTIC INSPECTION**

- ✓ Septic tanks cleaned
- ✓ Septic tank condition and size documented
- ✓ System inspected with underground camera
- ✓ Blockage, breaks, or standing water visualized
- ✓ Detailed report presented

## SCHEDULE INSPECTION

[pumthatseptic.com](http://pumthatseptic.com) or 269.445.7777



Facebook post



Uniforms

# The septic inspection professionals trust



Comprehensive septic inspection for real estate transactions, REALTORS®, homeowners and commercial applications is the focus of the report. State of the art video cameras inspect the drain pipes and drainage areas which provides reliable data for the final PDF drawing of system components and conditions found.

A clean bill of health is awarded for the system, or problems will be specified for repair and recommendations given based on actual conditions found in the drain field through this camera scope technology.

[pumthatseptic.com/realestate](http://pumthatseptic.com/realestate)



## Pricing sheet

### Septic Inspection Pricing Sheet:

1000 gallon septic tank cleaning  
(Over 1000 gallons - an additional \$0.16 per gallon)

- Cass/Van Buren **\$261.00\***
- North Van Buren/Berrien County **\$301.00\***
- Kalamazoo County **\$301.00\***

Dig up fee \$50.00  
Camera Inspection and PDF report \$150.00

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### Well Inspections

- Mechanical and Water Quality Test \$250.00

\*Winter rates may apply during snow season

### Schedule Inspection

[pumthatseptic.com/realestate](http://pumthatseptic.com/realestate)  
or call 269.445.7777



## TV screens

## Outdoor board



**REAL ESTATE SEPTIC INSPECTION**

### Inspection includes

- ✓ Septic tanks cleaned
- ✓ Septic tank condition and size documented
- ✓ System inspected with underground camera
- ✓ Blockage, breaks, or standing water visualized
- ✓ Detailed report presented





# Q&A

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@PumpThatSeptic

