



CHAMPIA
REAL ESTATE INSPECTIONS

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CHAMPIA NEWSLETTER

Don't go through life, grow through life. - Eric Butterworth

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— Grow Your Business.

Here are a few ideas of ways you can grow your business this season.

#1 Create a sign-up form or lead generation landing page to build your list online.

Turning website visitors into contacts through a website sign up form is an impactful way to create a great first impression with interested subscribers to take action on your campaign! But why stop at just your website? A lead generation landing page will give you a link to a sign-up form that you can use across several communications. Add it to your email signature, share it on social media, and spread the word!

#2 Sync contacts fast by integrating with Shopify, Donor Perfect or your other tech.

Leverage the tools and resources you're already using. Connect your tech so it can do the work for you and automatically import new contacts as they engage with your brand. Create automated series to follow up with customers such as abandoned cart emails or special offers.

#3 Create a new list segment of your most engaged contacts.

Getting the right message to the right audience is crucial. Try creating a segment to understand and get to know your contact list better, particularly your most engaged members who keep coming back for more! Try out some new subject lines with a segment of folks who haven't opened your last 5 emails, or thank a segment of your most engaged audience members by emailing them a special promotional offer.

#4 Grow your contact list through social media using lead generation landing pages and lead ads.

Did you know that you can easily grow your contact list with the help of social media? Connect your Facebook account to your Constant Contact account, link your lead generation landing page right to your Facebook page and run targeted ads to grow your list with an integrated sign-up form.

#5 Convert prospective contacts with incentives tied to email sign ups.

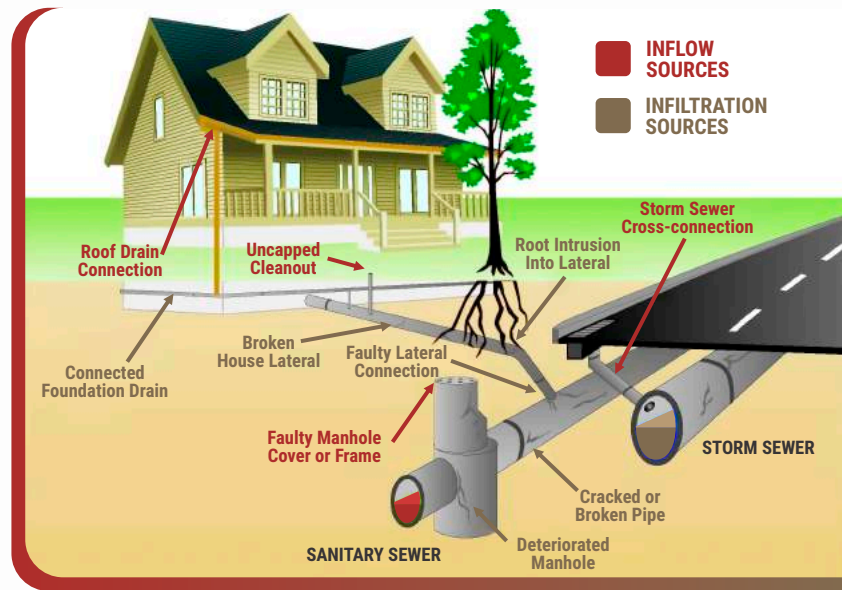
Sweeten the pot for prospective contacts by providing an incentive, such as a free e-book or discount code, when they sign up to your email list. Clearly state the benefits of signing up and what they can expect in the future. With regular communication, you'll build a relationship with your audience.

Building your business requires a Growth Mindset



INTELLIGENCE CAN
BE DEVELOPED

Signs that your home needs a sewer scope evaluation.



If you notice these things around your home, it means you need to have your sewer system inspected. It may be time to replace those pipes!

- ✓ Water backing up in sinks or drains
- ✓ Spotting Insects like cockroaches Often, signaling to broken pipes
- ✓ Foul sewer odor coming from your house
- ✓ Leaking pipes
- ✓ Stains on walls or around flooring pointing to leaky pipes

SEWER|GARD

Remember that every sewer scope inspection comes with a **125-day warranty**