



# Marketing Material Package

Air Quality and Mold Detection Survey System

## Table of Contents:

|  |           |
|--|-----------|
| <b>The Marketing Material Package</b>                | <b>2</b>  |
| <b>Selling and Marketing</b>                         | <b>2</b>  |
| Marketing Strategies                                 | 2         |
| Suggested Pricing for the Air Quality Survey Service | 3         |
| Compared Service Pricing                             | 4         |
| Advertising Methods                                  | 5         |
| <b>Help with Marketing the Air Quality Service</b>   | <b>6</b>  |
| Benefits and Drawbacks of the Survey System          | 6         |
| Eye Catching Information to Include in Advertising   | 7         |
| <b>Advertising Material from Digital Environment</b> | <b>7</b>  |
| Website Advertisement and Banners                    | 7         |
| Consumer Flier - Handout                             | 8         |
| Social Media Ads                                     | 8         |
| <b>Image Package - What is Included?</b>             | <b>9</b>  |
| <b>Documentation Package - What is Included?</b>     | <b>10</b> |



## The Marketing Material Package

Digital Environment has created this marketing and material package to assist all of our users in marketing, advertising and selling the air quality and mold detection survey to their customers. We have compiled a variety of information, suggestions and samples for users to utilize in their own marketing, website and social media accounts. Please feel free to use or copy anything from this package.

- Marketing Information
- FREE Advertising Material and Images from Us!
- Image Package
- Document Package

## Selling and Marketing

This section will outline the different marketing strategies, advertising methods and pricing of the Air Quality and Mold Detection Survey. This information has been made as a collaborative effort from Digital Environment and a group of our actively successful users.

### Marketing Strategies

Different marketing strategies for selling the air quality survey to customers are outlined below. These strategies are some of the successful ways that users have been selling to their customers.

#### 1) Include in your Home Inspection Package

- a) Instead of offering the air quality survey as an additional service. Include this service in your standard home inspection package and slightly increase your price.
- b) Include this service without a price increase and stand out as a more superior inspection over your competitors.

#### 2) Additional Service

- a) Most Home Inspection companies offer a variety of additional services to their home inspections. The air quality and mold detection survey can be listed as one of these additional services. We suggest setting the survey price based on the number of rooms the customers want to be surveyed in their property.



### 3) Upsell during your Home Inspection

- a) If your customer was not aware you offered the air quality and mold detection survey as a service, you can take the opportunity while at the property to add this to your inspection.
- b) The survey can be completely set up from your mobile device and usually takes under 30 minutes to complete. (5 Rooms)
- c) If your customer did not add the survey as an additional service during their initial home inspection booking, offer it to them while you're at the property at a discounted price.

### 4) Sell as a Precursor Survey to Lab Sampling

- a) If you already offer lab sampling to your customers, but lose the service due to the price. Offer your customers the Survey at a less expensive price. This will give you and the homeowner an idea of what rooms would require lab sampling.
- b) If the surveyed rooms report readings in unsafe levels, this now gives you the opportunity to upsell the customer to have lab sampling done in the specific rooms.

### 5) A Tool to Justify or Confirm a Suspicion

- a) Some of our users simply use the Pocket particle AQI 2.0 Sensor as a tool. They use it to confirm their suspicions for the presence of mold and or poor air quality. This simply gives them and the customer confirmation to any suspicious areas in a property.

## Suggested Pricing for the Air Quality Survey Service

We have compiled collective information from our current users and market research for pricing the air quality and mold detection survey service. We have included a section that highlights the average market sale price of other air quality and mold systems. All values have been broken down as a minimum, average and maximum and are all based in US Dollars (USD).

### 1) Survey Sale Price

- a) Standard Survey - 5 Total Rooms (4 Inside and 1 Exterior)
  - i) Time to Complete 20 Minutes
  - ii) Minimum \$100.00
  - iii) **Average \$150.00**
  - iv) Maximum \$200.00



- b) Each Additional Room
  - i) Time to Complete 5 Minutes
  - ii) Minimum \$15.00
  - iii) **Average \$25.00**
  - iv) Maximum \$50.00

## 2) Total Home Survey Sale Price

- a) Property Size up to 1500 sq.ft
  - i) Time to Complete 30 Minutes
  - ii) Minimum \$150.00
  - iii) **Average \$200.00**
  - iv) Maximum \$250.00
- b) Each Additional 500 sq.ft
  - i) Time to Complete 10 Minutes
  - ii) Minimum \$25.00
  - iii) **Average \$35.00**
  - iv) Maximum \$50.00

## Compared Service Pricing

The information below highlights some pricing for other air quality and lab testing services. Potential customers are less likely to purchase these services up front due to how expensive they are. Offering your customers an Air Quality and Mold Detection Survey will give them an indication if these services are even necessary. If some rooms or areas within a room report high parameter levels, you then have the opportunity to upsell your customer services similar to the ones below.

### 1) Other Air Quality and Mold Service Prices

- a) Air Quality Swab Sampling from a Lab (3 Rooms)
  - i) Time to Complete 40 Minutes
  - ii) Minimum \$300.00
  - iii) Average \$400.00
  - iv) Maximum \$500.00
- b) VOC Sampling - Air pumps, canisters, air-o-cells, tapes or traps (3 Rooms)
  - i) Time to Complete 40 Minutes
  - ii) Minimum \$200.00
  - iii) Average \$300.00
  - iv) Maximum \$400.00

- c) Full Property Air Quality Inspection from Indoor Air Quality Companies
  - i) Time to Complete 120 Minutes
  - ii) Minimum \$700.00
  - iii) Average \$1100.00
  - iv) Maximum \$1500.00

## Advertising Methods

There is a great deal of methods to advertise that your business now offers an Air Quality and Mold Detection Survey. Below we have compiled a list of suggestions of where to effectively advertise the new service to your current and potential new customers.

### 1) Social Media Outlets

- a) Facebook
- b) Instagram
- c) LinkedIn
- d) Twitter

### 2) Company Website

- a) Update the services offered on your website
- b) Add banner ads
- c) Add service descriptions and benefits

### 3) Email Campaign Platforms / Programs

- a) Mailchimp
- b) AWeber
- c) GetResponses

### 4) Other Advertising Methods

- a) Association Memberships (ASHI, InterNACHI, FABI, EIA, IAQA, etc.)
- b) Direct Cold Calling
- c) Local Mailers
- d) Trade Shows, Conferences or Seminars
- e) Television commercials or Radio Ads
- f) Podcasts or YouTube Videos

### 5) Referrals

- a) Customer referrals
- b) Word-of-mouth
- c) Family and friends

## Help with Marketing the Air Quality Service

This section has some useful information to assist you in creating your own custom advertising, offering the Air Quality and Mold Detection Survey service to customers.

### Benefits and Drawbacks of the Survey System

#### Benefits:

- Air quality readings include Particulate Matter 2.5 and 10, Carbon Dioxide and Total Volatile Organic Compounds
  - PM2.5, PM10, CO2 and TVOC
- Less expensive solution to offer customers compared to lab sampling
- Easier sell to customers
- Less time is required to perform the survey compared to taking air samples for labs
- Ability to survey the entire property on the same day
- Pinpoint any issues within a room down to 3 feet
- Reports are available while at the customers property INSTANTLY!
- Explain the report results to the customer right away
- NO special training, certifications or credentials required according to the EPA
- NO after hours data entry, report creation or shipping
- NO sensor calibration cost or requirement
- NO consumable items required (air traps, canisters, tapes, cells, batteries, etc.)
- Equipment is rechargeable, wireless, lightweight and small

#### Drawbacks:

- The Survey DOES NOT Speciate what the particulates (PM) are
  - Lab testing is required for this
- The Survey DOES NOT Speciate what the volatile organic compounds (VOC) are
  - Lab testing is required for this
- A mobile device is required to perform the survey
  - Any phone or tablet
  - Works on both iOS and Android devices
- Surveying is NOT the same as an assessments, sampling or lab testing



## Eye Catching Information to Include in Advertising

We have compiled most of the main, eye-catching benefits from the survey to immediately sell your customers on.

- Less expensive compared to lab sampling
- Less time is required to perform the survey
- Ability to survey the entire property on the same day
- Pinpoint any issues within a room down to 3 feet
- Reports are available Immediately

## Advertising Material from Digital Environment

Digital Environment has taken the liberty to create a variety of advertising information. All of our air quality and mold detection survey system users are free to use all of the documentation and images that are included with the Marketing Material Package. If you are looking for a specific image or document that you cannot find within your support documents or online please reach out to [support@digienv.com](mailto:support@digienv.com) and let us know what you need.

## Website Advertisement and Banners

Updating your company website to include the newly offered service, pricing and customer benefits is the most cost effective way to advertise. We have created a variety of banner advertisements that you're free to use as you like.

A few examples of the website banner ads are below:



**Now Offering  
An Air Quality &  
Mold Detection  
Survey**

**Use This Whole House Survey To Identify:**

- Indoor Air Quality Health Risks
- Indoor Airborne Particulate Matter
- Volatile Organic Compounds (VOCs)
- CO2 Build Up
- Issue Areas Within A Room

Less Expensive Than Lab Sampling

Immediate Results Available







***\* Located in the Image Package Folder***

## Consumer Flier - Handout

A single page flier or handout has been created to hand to any potential homeowners interested in having the air quality in their home surveyed. The handout has information regarding statistics related to indoor air quality and also highlights the benefits of having an Air Quality and Mold Detection Survey completed. The handout page has been created in a Microsoft Word document format so you can easily add your company logo and contact information at the bottom.

***\* Located in the Document Package Folder***

## Social Media Ads

We have created and included a single ad set of 4 images that can be used as a carousel type advertisement on your social media platforms.

Some suggested possible ad set headlines or captions are:

- 1) Dangerous Airborne Particulate Matter Can Lurk In Your Home. Avoid The Health Risks With An Air Quality & Mold Detection Survey.
- 2) Dangerous Airborne Particulate Matter Can Lurk In Your Home. Protect your health and your family With A Whole House Survey.
- 3) Protect your health and your family from the dangers of airborne particulate matter.
- 4) Protect your loved ones from the dangers of airborne particulate matter.
- 5) Now Offering: Air Quality & Mold Detection Survey

***\* Located in the Image Package Folder***



## Image Package - What is Included?

The Image package will include all of the following images in a variety of file types. Please feel free to use all of the images included in this package for any means of advertising. All images will be available in the highest resolution JPG format.

- 1) Website Banner Ads**
  - a) Variety of different layouts
- 2) Social Media Ads**
  - a) 1 Ad set of 4 total images
- 3) Digital Environment Logos**
  - a) Vertical Logo
  - b) Horizontal Logo
  - c) Circle Logo
  - d) Icon (Leaf)
  - e) Powered by Digital Environment
- 4) Product\_Sensor**
  - a) Packaged Sensor
  - b) PP2.0-Sensor
  - c) PP2.0-Name\_White
  - d) PP2.0-Name\_Black
  - e) PP2.0-Tag\_Variety
- 5) Survey System**
  - a) Air Quality and Mold Detection Survey-Name\_Variety
- 6) Miscellaneous Images**
  - a) Phone and Sensor
  - b) Phone Application 1
  - c) Phone Application 2
  - d) PM Size 1
  - e) PM Size 2



## Documentation Package - What is Included?

The documentation package will include all of the following in a ready to share PDF format. Please feel free to use, handout, post or upload any to all of the documents included in this package.

- 1) Consumer Flier.DOC (customizable to your company)
- 2) Indoor Air Quality Causes and Health Effects.PDF
- 3) AQI Table.PDF
- 4) Sample Survey Report.PDF
- 5) Digital Environment Color Codes and Font Information.PDF
- 6) Digital Environment Social Media Links.PDF (for reference)

***\*Please see all of the files that have been included with this Marketing Material Package\****

