

TRENCHLESS TECHNOLOGY PRESENTATION

Presented By:

In-Line Renewal Solutions

Jack Manuel

Strategic Business Advisor/Business Dev.

Nassco - BDSI



Marketing and Lead Generation



MARKETING IDEAS:

- **Sub-Contract Services**
 - To other drain cleaners/plumbers including hydro jetting, camera inspection, smoke testing, etc. Anything that leads to lining work!
- **Homeowner Association**
 - Condos, Apartments
- **Property Management Companies**
 - Low downtime, less tenant disruption
- **High-rise and Multi-level building complexes**



MARKETING IDEAS:

- **Commercial:**
- Restaurants, bars, strip malls, fast food locations, rotted pipe from soda/beer – Low downtime
- Hospitals, medical facilities, surgery centers doctors' offices.
- **Industrial:**
Power Plants, factories, and refineries, (extended shutdowns, costly



MARKETING IDEAS:

- **Local Real Estate Companies**
 - Due to inspection regulations and pre-home sales. It is a quicker way to reduce issues/time with the sale
- **Industry-related Trade Shows**
 - Property manager association trade shows
- **Home & Garden Shows**



MARKETING IDEAS:

- **Local Media**
 - TV Stations will often feature products on morning shows
 - Newspapers, and home magazine press about an interesting repair on a historic building
- **Your own website**
 - The best place to start promoting and educating
- **Social Media**
 - LinkedIn, Facebook, Twitter, Instagram and YouTube videos.



MARKETING AND LEAD GENERATION:

- **Your Digital Foundation (Where Most Contractors Lose Money)**
 - Website • SEO • Google Business Profile (aka free leads)
- **Paid Growth That Scales (Without Wasting Budget)**
 - PPC • Retargeting
- **Staying Visible Where Trust Is Built**
 - Social Media • Literature • Referrals & Partnerships

Marketing & Lead Generation

Get More Calls & Customers with the Right Strategy!

Your Digital Foundation

(Where Most Contractors Lose Money)

Website • SEO • Google Business Profile (aka free leads)



Free Leads

- ✓ Mobile-Friendly, Built to Convert
- ✓ Rank for 24/7 Service Near Me
- ✓ #1 Local Reputation

Paid Growth That Scales

PPC • Retargeting

✓ **PPC • Retargeting**



Scalable Paid Ads

- ✓ Target High-Intent Leads
- ✓ Retarget with Low Costs

Staying Visible Where Trust is Built

Social Media • Literature • Referrals & Partnerships

✓ **Social Media • Literature**

✓ **Referrals & Partnerships**



Stay Top of Mind

- ✓ Regular Social Media Posts
- ✓ Leave-Behind Flyers & Cards
- ✓ Build Local Partnerships

Layer All Three for MAXIMUM LEADS!



1. Website: Built to Convert, Not Just Exist

- One clear goal: turn traffic into calls
- Mobile-first, fast load, click-to-call, service-area clarity
- Dedicated pages for each core service (drain, sewer, trenchless) Trust signals above the fold: reviews, licenses, photos, guarantees

2. SEO: Capture Demand That Already Exists

- Optimize for “near me” + service + city searches
- Focus on service + location pages, not blog spam
- Track calls and forms — rankings without leads are meaningless

3. Google Business Profile (GBP): Your #1 Local Asset

- Consistent posting (jobs, photos, updates)
- Reviews are fuel: ask after every job, respond to all
- Services, service areas, and categories fully filled out
- GBP often drives more calls than your website

Your Digital Foundation
(Where Most Contractors Lose Money)

1. Website: Built to Convert, Not Just Exist
Turn Traffic into Calls

2. SEO: Capture Demand That Already Exists
Get Found in “Near Me” Searches

3. Google Business Profile: Your #1 Local Asset
Dominate the Local Pack

FAST PLUMBING
24/7 SERVICE
CALL NOW! 555-123-4567

“Plumber Near Me” + City Pages

✓ Service + Location Optimization
✓ Track Calls & Leads

✓ Mobile-Friendly & Fast
✓ Clear Service Pages: Drain • Sewer • Trenchless
✓ Trust Signals: Reviews ✓ Licensed ✓ Guaranteed

✓ Post Updates & Photos
✓ Get More Reviews
✓ Fully Filled Out Profile

Stop Losing Money — Fix Your Foundation First!



1. PPC: Buy Demand, Don't "Hope" for It

- Google Search + Local Services Ads (LSA) for high-intent leads
- Focus on **emergency + high-margin services first**
- Track calls, booked jobs, and revenue — not clicks

2. Retargeting: The Cheapest Leads You'll Ever Get

- 90% of visitors don't convert on the first visit
- Retarget website visitors on Facebook & Google
- Reinforce trust: reviews, before/after photos, guarantees

3. Simple Rule of Thumb

- SEO = long-term equity
- PPC = immediate volume
- Retargeting = efficiency multiplier

Paid Growth That Scales

PPC • Retargeting

1. PPC: Buy Demand, Don't "Hope" for It

- ✓ Google Search & Local Services Ads
- ✓ Focus: Emergency & High-Margin Services First

2. Retargeting: The Cheapest Leads You'll Ever Get

- Don't Convert? Retarget Website Visitors
- Facebook & Google Display Ads
- Reinforce Trust: Reviews, Before/After, Guarantees

Simple Rule of Thumb

- ⌚ SEO = Long-Term Equity
- 💰 PPC = Immediate Volume
- 🎯 Retargeting = Efficiency Multiplier

If Calls = Revenue, Ads Shouldn't Be an Expense!

1. Social Media: Familiarity Beats Virality

- Goal isn't likes — it's **being recognized when someone needs you**
- Job photos, short videos, before/after, crew highlights
- Educational + proof-based content works best for contractors

2. Physical & Digital Literature Still Works

- Leave-behind flyers, door hangers, one-page service sheets
- QR codes to reviews or service pages
- Especially effective for trenchless and inspection services

3. Strategic Referral Partners

- Real estate agents, home inspectors, property managers, plumbers
- Provide value first: co-branded guides, fast response, priority service
- One strong partner can outperform thousands in ad spend

Staying Visible Where Trust Is Built

Social Media • Literature • Referrals & Partnerships

Social Media: Familiarity Beats Virality

- Be recognized when needed
- Job photos & short videos
- Educational content 💡



Physical & Digital Literature Still Works

- Leave-Behind Flyers
- Door Hangers & Service Sheets
- QR Codes to Reviews



Strategic Referral Partners

- Realtors & Home Inspectors
- Property Managers & Plumbers
- Co-Branded Guides





Trenchless Video Examples:

LR3 Example: <https://vimeo.com/766974376?fl=pl&fe=sh>

LightRay Demo: https://youtu.be/d8mCaGBzPhs?si=V_EltPWrc1Di8g4D

Picote: <https://youtu.be/8nuf8LlWxfk?si=70oXVPqhpRv-4Svw>

Inversion Example: <https://vimeo.com/766971908?fl=pl&fe=sh>

