



BUSINESS
MANAGEMENT
SOFTWARE

4 MUST-HAVE MARKETING TIPS

INTRODUCTORY TIPS TO HELP LEADS FLOW INTO SALES

How to use marketing to boost
sales for your landscape company



CHAPTER 1

WHAT MAKES YOU STICK OUT?

It doesn't cut it anymore to say your company provides "good work at a fair price." Marketing your landscape company requires an inward thinking of what you bring to the table that others don't. Why would someone want to call on your services when the other person provides "good work at a fair price + more"?

DETERMINE PRECISELY WHY YOUR CUSTOMERS PARTICULARLY PURCHASE FROM YOU, HOW THEY DISCOVERED YOU, WHAT MAKES THEM STAY WITH YOU, AND WHY THEY REFER BUSINESS TO YOU.

Those are what you need to take advantage of to convey how your business is unique. As an example, LMN customers have the ability to offer live tracking and reports to their customers through the use of Jobsite Watch™. This is a great marketing tool. If you're advertising Jobsite Watch™ to your customers, especially property managers, it's something unique you can offer that the competition may not.

Once you find your unique selling point, lean into that strength while developing all of your marketing (website, social media, ads, graphics). Ideally, what makes you stick out should drive sales for your business. Take this opportunity to strengthen and expand your unique selling point so that you keep heads and shoulders above the rest.



CHAPTER 2

BRANDING

It may sound silly to take the time to consider the color scheme for your fleet of trucks, but consistent branding is essential for recognition, which further leads to driving sales. Branding is the identity of your company, spanning from the color of your crew's uniform, the tone you take when making social media posts, or even how you name and package your services. These choices are all very important as potential customers see your crew on a site or recognize your trucks as they drive from the yard to the worksite. Image is everything.

Similar to the saying "dress for the job you want." Dress up your company for the success you're after. A clean website shows that you take pride and care about your image. Renaming services go a long way too, so consider renaming weekly visits as "The Weekly Trim" or something similar. A strong brand also plays well to owning a strong unique selling point.



CHAPTER 3

BUILD YOUR SOCIAL MEDIA EMPIRE

SOCIAL MEDIA IS TOUGH. THERE'S A CERTAIN RUSH FROM GAINING THAT NEW LIKE OR FOLLOWER TO YOUR ACCOUNT, BUT IT'S OFTEN DISHEARTENING WHEN THINGS AREN'T MOVING AS QUICKLY IN THE DIGITAL SPACE.

Social channels are an extension of yours and your company's voice, so consider your Facebook or Instagram accounts as a catalog or portfolio. You show what you want the public to see, and that is high quality service and authenticity. Just make sure to start a business account if you decide to incorporate social media into your company. Business accounts offer insights and analytics in your posts rather than the no frills personal account.

Being a landscaper, you can snap many visuals of your projects or even in progress shots. This is important to not only show off your behind the scenes work but to show your customers the results you deliver. Being busy, it may sound like way too much to post that often. However, snapping a photo and posting with a click of a button can take a short amount of time as well as be very effective for the growth of your business. LMN's Customer Portal has Jobsite that also allows crews to snap photos of past job sites that businesses can use in their account to show customers. It's just another tool to prove to customers your quality of work!

*An effective way to reach new customers and bring in more business is by **using Instagram to promote promos and giveaways**. For example, you could encourage your followers to tag their friends in the comments in order to win something like a free mow and trim. This can help new people find your account and follow your business.*





CHAPTER 4

REFER & SAVE

Referrals can be a great source of new customers so why not provide a bit of incentive for your current customers by implementing a referral program to help generate more business? Be creative in your offerings and have some fun with this. It could be a few dollars off their next cut if they refer one new customer, and then incremental after that or maybe even a discount on one of your other services so you can upsell your other offerings.

Check out our LMN blogs or podcast, Landscape Disruptors, for more inspiring content to help your landscape business grow!