

This guide provides practical marketing tips for landscaping professionals with businesses of all sizes.



Know Your Customer

Trying to be everything to everyone stretches you and your marketing dollar. A narrower audience will give you a stronger return on your investment (be it money, time and/or effort). Defining your ideal customer is essential to any marketing plan.

- Identify your ideal audience.
- Understand their pains, needs, and preferences.
- Learn where they consume information.
- Determine their preferred communication methods.

Action Item: Create a customer persona for your ideal client.



Have a Marketing Plan

You don't need a lengthy strategy document; a simple marketing plan will get you towards your goals faster! What's the point of putting your energy into activities that might not move the needle in your business? Don't throw spaghetti at the wall in the hope it sticks!

- Set clear goals for your marketing efforts.
- Create a simple, one-page strategy.
- Focus on achievable objectives.

Action Item: Write down 3-5 marketing goals for the next 6 months.



Invest in Core Content

You want your audience to get to know, like, and trust you, so be sure to share content that is of value to your ideal customers. You want your social content to be the handshake that brings them into your orbit and onto your email list if you have one.

- Develop a "mothership" piece of content (e.g., blog post, podcast, email newsletter).
- Repurpose this content across different platforms, including social media.
- Balance your content. 80% should entertain, educate, or inspire; 20% should promote your products or services.

Action Item: Brainstorm ideas for a core content piece that showcases your expertise.



High-Quality Visual Content

We're walking around with cameras in our pockets. Some capture incredible-quality photos and videos, and some, not so much.

- Use your smartphone camera effectively.
- Always clean your camera lens before shooting.
- Capture the beauty of your landscaping projects, and share the journey. People love watching transitions from start to finish.
- A quick internet search will help you optimise the camera on your mobile device and give you tips on capturing content.

Action Item: Create a shot list of 10 must-have photos and videos for your next project.



Build on Owned Platforms

Your website, blog, podcast, or email list is yours. Your social media accounts are not. Rules constantly change, accounts get hacked, and platforms can change or disappear. Use social media to broadcast your content, not be the sole online home for it.

- Develop and maintain a website. Many easy-to-use, affordable hosting platforms and website templates are available.
- Build an email list. Email is approximately 40 times more effective at reaching your audience than a social media post.
- Don't rely solely on social media platforms to house your online presence. What will you do if your account is lost?
- Outsource what you don't have the time or expertise to do to a professional.

Action Item: Audit your current online presence and identify areas for improvement.

