

# Digital Marketing Strategy for a Landscaping Business

---

## 1. Core Positioning

- **Target Customers:** Homeowners, real estate agents, property managers, HOAs, and small businesses.
- **Services Offered:** Lawn care, hardscaping, garden design, sprinkler systems, seasonal clean-ups, commercial landscaping.
- **Unique Value Propositions:**
  - Free on-site consultations
  - Before & after mockups
  - Eco-friendly options
  - Maintenance plans
  - Emergency storm clean-up

---

## 2. High-Converting Website

- Mobile-first, fast-loading design
- Click-to-call and “Request a Free Quote” buttons
- Clear service categories with photos
- Portfolio with before/after images
- Testimonials + badges (Google, Yelp, BBB)
- Blog section for lawn tips, seasonal prep guides

---

### **3. Local SEO Strategy**

- Google Business Profile (GBP) fully optimized
- Listings on Yelp, Angi, Houzz, Thumbtack, Nextdoor
- Local keywords like:
  - “landscaping in [city]”
  - “yard clean-up [city]”
  - “commercial lawn care [zip code]”
- Location-specific landing pages for each city or neighborhood served

---

### **4. Paid Ads Strategy**

#### **Google Ads (Search)**

- Campaigns by service (e.g., lawn care, sprinkler install, retaining walls)
- Geo-target specific zip codes and high-income neighborhoods
- Use call extensions + form tracking

#### **Facebook & Instagram Ads**

- “Free Consultation” promos with beautiful yard imagery
- Carousel ads of before/after jobs
- Retarget visitors who landed on service pages

---

### **5. Content & Social Media Strategy**

- Platforms: Facebook, Instagram, YouTube Shorts, Pinterest

- Weekly Posts:
  - Landscaping tips
  - Timelapse transformations
  - Seasonal maintenance reminders
  - Employee spotlights
- Monthly video content:
  - “5 Tips for a Healthy Lawn”
  - “Best plants for low-maintenance yards”
  - Drone footage of completed landscapes

---

## 6. Email & SMS Marketing

- Email campaigns:
  - Seasonal tips
  - Service reminders (e.g., “Fall clean-up time!”)
  - Promotions or loyalty discounts
- SMS:
  - Quote confirmations
  - Appointment reminders
  - Flash deals for slow weeks

---

## 7. Reputation Building

- Use NiceJob, Podium, or Google Forms to request reviews after every job
- Automate review request follow-ups via email/SMS
- Promote 5-star reviews in ads, social, and website

---

## 8. Tracking & Reporting

- Google Analytics 4 + Tag Manager
- Call tracking (e.g., CallRail)
- Track:
  - Form submissions
  - Phone calls
  - Traffic by channel (ads, SEO, social)

# Step-by-Step Implementation Guide for Landscaping Business Marketing

---

## PHASE 1: Foundation & Setup (Weeks 1–4)

### 1. Business & Market Clarity

- Identify top 5 services and service areas
- Define target audience segments
- Gather licenses, insurance docs, and testimonials

### 2. Website Optimization

- Create or update:
  - Homepage with clear CTA
  - Service pages (e.g., "Sprinkler Installation")
  - Gallery page
  - Testimonials section
- Add contact form, click-to-call, and booking tool
- Install Google Analytics 4 + Google Tag Manager

---

## **PHASE 2: Local SEO + GBP Optimization (Month 2)**

### **3. Google Business Profile**

- Complete profile with categories, hours, service area
- Add 10+ project photos
- Post weekly updates (seasonal offers, tips, projects)
- Generate 1–2 new reviews weekly

### **4. Local Directory Listings**

- Submit NAP (Name, Address, Phone) to:
  - Yelp, Angi, Nextdoor, Thumbtack, BBB
- Use BrightLocal or Whitespark for citation management

### **5. Blog & SEO Content**

- Post 2 articles per month:
  - "Spring Lawn Prep Tips"

- “Best Drought-Resistant Plants for [City]”

---

## **PHASE 3: Launch Paid Ads (Month 3)**

### **6. Google Ads**

- Campaigns by service
- Use local ad extensions + call-only ads for emergencies
- Track leads by form + call

### **7. Meta (Facebook/Instagram) Ads**

- Create 2–3 ad creatives:
  - “Before & After” carousel
  - “Free Consultation” video
- Target homeowners in selected zip codes

---

## **PHASE 4: Social Media & Email (Month 4–5)**

### **8. Social Media Setup**

- Facebook, Instagram, Pinterest, YouTube Shorts
- 3–4 posts per week (use Canva + Buffer for scheduling)
- Monthly customer story or transformation

### **9. Email & SMS Launch**

- Set up Mailchimp or ActiveCampaign
- Build:

- Welcome series
- Monthly newsletter
- Seasonal service reminders
- Integrate with booking platform for SMS reminders

---

## **PHASE 5: Scale & Optimize (Month 6+)**

### **10. Review Management & Referral System**

- Automate review requests
- Launch referral program:
  - “Refer a neighbor = \$50 off next service”
- Feature customer shoutouts on social

### **11. Monthly Review & Adjustment**

- Check:
  - Cost per lead from ads
  - Top-performing services
  - GBP engagement and reviews
- Adjust campaigns and content to match seasonality

---

## **Recommended Tools**

Need	Tools
Website & Hosting	Wix, WordPress, GoHighLevel

SEO & Listings	BrightLocal, Semrush, Whitespark
Ads & Retargeting	Google Ads, Meta Ads, CallRail
Social Media Tools	Canva, Buffer, Meta Suite
Email & SMS	Mailchimp, Twilio, GoHighLevel
Review Generation	Podium, NiceJob, Google Review Link
CRM & Scheduling	Jobber, Housecall Pro, ServiceTitan