

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
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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
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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
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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
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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
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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
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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
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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]”
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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
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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
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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
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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