

**RealGreen**<sup>®</sup>  
by WORKWAVE<sup>®</sup>

# YOUR 2024 GREEN INDUSTRY MARKETING GUIDE



**COALMARCH**  
by WORKWAVE<sup>®</sup>

This marketing guide was brought to you in part by our partners at CoalMarch - marketing and sales solutions behind the fastest growing pest control and lawn care businesses. For more information, go to [CoalMarch.com](https://CoalMarch.com)



**As a lawn business owner,**

you know that your company's success depends on more than just your own industry expertise. To stay competitive, get more leads and grow your business, you need a solid marketing plan.

## **BUT WHERE DO YOU START?**

This ebook is designed to walk you through the process of creating a marketing strategy specifically for your lawn business. Each chapter will focus on a different aspect of the process, from defining your business goals to planning the right content for the right marketing channels. Use our interactive worksheets to jumpstart your creativity and unlock your best strategy, and then talk to our digital marketing experts to put it into action.





# Getting Started

Start by asking yourself a few important questions. This is where you'll consider what your business is about, who you want to reach and how you can reach them most effectively. Everything in your marketing plan should refer back to these core questions.

- ✔ Who are your ideal customers? (commercial or residential, etc.)
- ✔ What is their demographic profile? (age, income, location, etc.)
- ✔ What are their pain points and needs?
- ✔ What is your unique value proposition?
- ✔ What makes your field service company stand out from competitors?
- ✔ How can you communicate this unique value proposition to potential customers?





# WEBSITE:

Your website is like a 24/7 digital storefront for your business that showcases your services, expertise and credibility. A well-done and well-optimized website should generate leads and close sales by providing visitors with the information they're looking for no matter where they are on their customer journey. Your website should include basic information like your service offerings, pricing and contact information. It can also showcase your portfolio of work and highlight your unique value proposition – the thing that sets you apart from your competitors.

A website also works to help establish trust and credibility with potential customers by sharing customer reviews and testimonials, highlighting any professional associations or awards, showcasing your community involvement and generally providing a professional-looking presence that makes your brand stand out. By incorporating easy-to-find, easy-to-fill lead generation forms and strong calls-to-action throughout your site, you can capture visitor information and help transform leads into customers.

Overall, your website is a powerful marketing tool that can generate new leads, move customers further along their journey, close sales and help nurture long-lasting relationships.





# WEBSITE WORKSHEET

## OPTIMIZE YOUR WEBSITE

What do you want visitors to do on your website?  
(request a quote, book a service, learn more about your company)

How will you measure success?  
(website traffic, conversions, customer satisfaction)

## DEVELOP A CONTENT STRATEGY

What types of content will resonate with your target audience?  
(blog posts, case studies, videos)

What topics can you cover that showcase your expertise and solve your customers' pain points?

How will you optimize your content for search engines?

## PLAN YOUR WEBSITE'S STRUCTURE AND DESIGN

What pages will your website need?  
(homepage, services, about us, contact us)

How will you organize and prioritize the content on each page?

What design elements will communicate your brand and value proposition effectively?



# WEBSITE WORKSHEET

## CONSIDER USER EXPERIENCE

How can you make it easy for visitors to find what they're looking for on your website?

How can you make it simple for them to take the desired action? Do you want to incorporate any sort of lead generation elements like a sales chatbot?

What kind of information will they need to make an informed decision?

## CHOOSE YOUR MARKETING CHANNELS

How will you drive traffic to your website?  
(search engine optimization, social media, paid advertising)

What kind of messaging will you use to attract potential customers?

What channels will be most effective for reaching your target audience?

## SET A BUDGET AND TIMELINE

What resources will you need to create an effective website?

How much can you afford to spend on website development and marketing?

When do you want the website to be launched and operational?



# SOCIAL MEDIA:

Having and maintaining social media accounts is important for companies like yours – it's a great way to connect with customers on a personal level and build a stronger relationship with them. Social media platforms provide an opportunity to showcase your company's services and expertise, share industry-related news and information, and interact with customers by responding to their inquiries and feedback almost in real time. Additionally, social media can help increase brand awareness, drive website traffic and generate leads, making it a valuable tool for marketing and business growth.





# SOCIAL MEDIA WORKSHEET

## CHOOSE YOUR SOCIAL MEDIA PLATFORMS

Which social media platforms does your target audience use the most?

Which platforms align with your business goals and services?

(Facebook, Instagram, LinkedIn, Twitter/X, YouTube)

What type of content performs best on each platform?

(photos, videos, infographics, blog posts)

## SET YOUR SOCIAL MEDIA GOALS

What do you want to achieve with your social media presence?

(increase brand awareness, generate leads, engage with customers)

How will you measure success?

(number of followers, engagement rate, website traffic)

## DEVELOP YOUR CONTENT STRATEGY

What type of content will you create and share on social media?

(before-and-after photos, tips and advice, customer testimonials)

How often will you post?

(daily, weekly, monthly)

Who will create the content?

(in-house team, outsourced freelancer)

What is your brand voice and tone?

(friendly, professional, informative)



# SOCIAL MEDIA WORKSHEET

## PLAN YOUR SOCIAL MEDIA CALENDAR

Create a calendar for your social media posts, including the date, time, platform, and content type

Align your social media calendar with your business goals and upcoming events (holidays, promotions, new service launches)

## ENGAGE WITH YOUR AUDIENCE

Respond to comments and messages promptly

Use hashtags to increase your visibility and reach

Monitor your social media analytics to track engagement and adjust your strategy accordingly

## EVALUATE YOUR SOCIAL MEDIA PERFORMANCE

Review your social media analytics regularly to measure the success of your strategy

Identify what works and what doesn't, and adjust your strategy accordingly

Continuously refine your social media presence to better serve your target audience and achieve your business goals.



# EMAIL MARKETING:

Email marketing remains an essential part of any marketing strategy. Not only is it cost-effective, it's direct and personal, enabling you to connect with customers and potentials in a highly targeted way. If you've been sending the same-old, same-old emails for a while, now is the time to consider a refresh and explore your options – like automated tools that help you set up, compose and send email campaigns.





# EMAIL MARKETING WORKSHEET

## CHOOSE A PLATFORM

If you aren't already using a program to help you with email marketing, now is the time to seek one out. Look for something that offers "set-it-and-forget-it" functionality and use that automation to your advantage. A program that integrates with your CRM is ideal.

## PERSONALIZE COMMUNICATIONS

One of the main benefits of automated marketing is the ability to improve the customer experience. You can use customer data gathered from your CRM to send tailored emails, offers and other communications based on their actual behavior and preferences – delivering a more relevant and engaging experience.

## UPDATE YOUR HEADERS AND FOOTERS

Footers are still marketing space! Add links to your social channels, blog posts, customer portal, etc. Add a CTA to incentivize pre-pay and autopay.

Update branding, logos and colors if necessary.

## PERSONALIZE COMMUNICATIONS

By analyzing the data and behavior of your current customers, you can create a profile of your "ideal" customer and target your marketing accordingly. This not only helps in attracting likely new customers, but also in nurturing loyalty in your current customers by providing them with the right information at the right time.



# EMAIL MARKETING WORKSHEET

## PLAN YOUR CAMPAIGNS

Once you have the infrastructure in place, what kinds of email campaigns should you send? Depending on your business needs and your customer list, there are many different types to consider, including:

- ✓ **Cross-sell:** Promote related, supplementary or other services based on customer interest.
- ✓ **Upsell:** Encourage current customers to upgrade their level or service/package or buy a more expensive version.
- ✓ **Win-Back:** Re-engage and bring back canceled customers.
- ✓ **Review Generation:** Encourage customers to write reviews online.
- ✓ **One-Time:** Encourage customers who have only purchased one-time services to sign up for monthly/seasonal programs.
- ✓ **Lost Leads:** Re-engage with people who reached out but did not previously purchase.
- ✓ **Newsletters:** Promote your business' activities and build relationships.
- ✓ **Seasonal:** Promote your business's upcoming services that are only performed at certain times during the year.
- ✓ **Drip Campaign:** Targeted, automated, pre-scheduled emails sent over a designated period of time, designed to build engagement and guide recipients through a defined customer journey.
- ✓ **Lead Nurturing:** Interact with potential customers at different stages of the buying process.

# EMAIL MARKETING WORKSHEET

## HIRE AN EXPERT

Email marketing can feel like a full-time job in itself. Consider outsourcing to experts who know the best strategies, understand how to craft email content that encourages engagement, and can put everything into place for your business.

## NOTES



# DIGITAL DISPLAY ADVERTISING:

Digital display advertising helps businesses like yours reach a wider audience by increasing brand awareness and targeting specific demographics and interests. By focusing on specific audiences, you can create personalized ads that are more likely to resonate, resulting in higher engagement and conversion rates.

When it comes to digital display advertising for field service businesses, it's important to consider several factors to create an effective advertising strategy.



# DIGITAL DISPLAY ADVERTISING WORKSHEET

## SET YOUR GOALS

What do you want to achieve with digital display ads?

Do you want to increase brand awareness, drive more traffic to your website and generate more leads?

## CHOOSE YOUR PLATFORMS

Which platforms do your target audience use the most?

- Some common options include social media platforms (such as Facebook, Instagram, Twitter, and LinkedIn), search engines (such as Google and Bing), and ad networks like Google Ads.

What is your budget?

Which platforms will offer you the best value for your money?

## CREATE YOUR ADS

What message do you want to convey? Simple branding, offering a special package, highlighting a specific service, etc.

What type of creativity will your audience appreciate?

How can you make your ads stand out from your competitors' ads?



# DIGITAL DISPLAY ADVERTISING WORKSHEET

## OPTIMIZE YOUR CAMPAIGN

Monitor the performance of your ads regularly

Test different ad options and messaging to see what resonates best with your target audience

Refine your targeting parameters to improve effectiveness

## NOTES

# PAY PER CLICK ADVERTISING:

Pay-per-click (PPC) advertising is crucial for field service businesses to reach potential customers and drive traffic to their website. PPC allows businesses to bid on specific keywords that potential customers are searching for, making it easier for them to find your business. Google Ads and Bing Ads are the most popular PPC platforms, offering businesses the ability to target specific geographic locations and demographics. One important strategy for success in PPC advertising is to select the right keywords and create compelling ad copy that resonates with potential customers. Additionally, optimizing landing pages and monitoring performance data can help businesses adjust their PPC campaigns to achieve maximum ROI. With the right PPC strategy, field service businesses can attract new customers, increase sales and stay ahead of the competition.





# PAY PER CLICK ADVERTISING WORKSHEET

## DETERMINE YOUR BUDGET

How much money are you willing to spend?

Set a realistic budget that aligns with your overall marketing goals.

## CHOOSE YOUR PLATFORMS

Which pay-per-click platform(s) will you use? The most popular options are Google Ads and Bing Ads, but there are many other platforms available.

If you aren't already, run Local Service ads as a Google Guaranteed Business.

## SET YOUR GOALS

What do you want to achieve with your pay-per-click advertising?

- Increasing website traffic
- Generating leads
- Boosting sales

## SELECT YOUR KEYWORDS

What search terms do you want your ads to show up for? Use tools like Google's Keyword Planner to find relevant keywords with high search volumes and low competition.

# PAY PER CLICK ADVERTISING WORKSHEET

## WRITE YOUR AD COPY AND DESIGN YOUR ADS

Create compelling ad copy that highlights your unique value proposition and encourages potential customers to click.

Use a variety of new ad formats and features, including call campaigns and messaging straight from ads

## CREATE YOUR LANDING PAGES

Landing pages should align with your ad copy and make it easy for customers to take action like filling out a form or making a purchase.

## SET UP TRACKING AND ANALYTICS

Install tracking codes on your website to track clicks, conversions, and other metrics.

Use this data to optimize your pay-per-click campaigns over time.

## LAUNCH YOUR CAMPAIGNS

Set up your pay-per-click campaigns, including ad groups, targeting, and bidding strategies.

Monitor your campaigns regularly to ensure they are performing as expected.

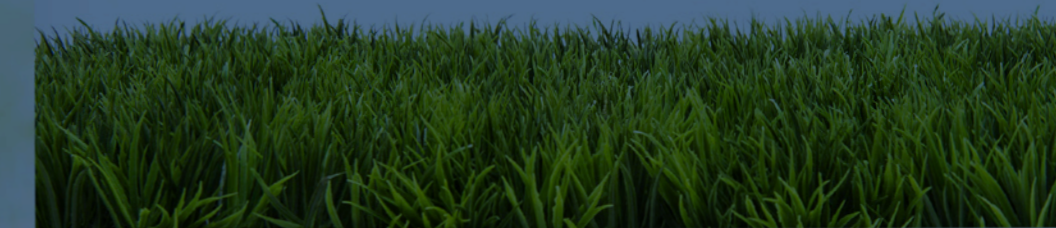


# PRINT MARKETING AND MATERIALS:

Print marketing is an important part of your business's marketing strategy, offering a tangible and physical representation of your company's brand and services – something potential customers can hold in their hands, keep around to look at later and even share with others. Print can be a very effective – and cost-effective – way to promote yourself.



**COMPLE**  
LAWN & LANDSCAPING



# PRINT MARKETING AND MATERIALS WORKSHEET

## DETERMINE YOUR TARGETS

Do you want to expand into new markets? Let neighbors of your current customers know about your services. Upsell to current customers?

You'll need a mailing list

## CONSIDER YOUR MATERIALS

What would work best for your audience? Postcards, flyers, letters, brochures, door hangers/leave-behinds?

## DESIGN YOUR PIECES

Printed pieces should match the overall look and feel of your online presence

Content should be short, to the point and easy to read with strong calls to action

Included trackable phone numbers, URLs and/or QR codes

Check your supplies of lawn posting and regulatory signs and order more if necessary



# REVIEWS:

Online reviews are critically important for your business. A recent study showed that 91% of customers rely on reviews when making their purchase decision. Positive reviews are social proof that your business is trustworthy and reliable, while negative reviews can steer potential customers away. Plus, reviews make it easier for you to get found online by providing a consistent pipeline of (hopefully) positive content that's constantly refreshing itself, helping your brand make its way to the top of search results. Here's what to consider when building your portfolio of reviews.



# REVIEWS WORKSHEET

## CLAIM AND OPTIMIZE YOUR BUSINESS LISTING ON MAJOR REVIEW SITES

Sign up for business listings on review sites such as Google My Business, Yelp, Facebook, and Angie's List

Fill out your business information completely, including your website, phone number and hours of operation

Add photos and videos of your business, services and team

## TRAIN YOUR TEAM TO ASK FOR REVIEWS

Explain to your team the importance of online reviews for your business

Train them on how to ask for reviews in a polite and professional manner

Encourage them to ask customers for reviews after completing a service

## SEND FOLLOW-UP EMAILS REQUESTING REVIEWS

After completing a service, send an email to the customer thanking them for their business and asking them to leave a review

Include links to your business listings on review sites and provide clear instructions on how to leave a review



# REVIEWS WORKSHEET

## DISPLAY YOUR REVIEWS ON YOUR WEBSITE AND SOCIAL MEDIA

Once you start receiving reviews, display them prominently on your website and social media pages

This will help build credibility and trust with potential customers

## RESPOND TO ALL REVIEWS, POSITIVE AND NEGATIVE

Respond to all reviews, whether positive or negative, in a professional and courteous manner

Address any concerns raised by negative reviews and thank customers for their positive feedback

## OFFER INCENTIVES FOR LEAVING REVIEWS

Consider offering incentives such as discounts or free services to customers who leave reviews

Make sure to follow the guidelines of review sites and disclose any incentives offered

# BRANDING:

Your company's brand image is extremely important. It's one of the main factors that will elevate you above your competitors and keep you top of mind when potential customers are looking for your services. Not only does a well-established brand establish trust, recognition and loyalty, but it can also increase customer retention and attract new employees.





# BRANDING WORKSHEET

## DEFINE YOUR BRAND IDENTITY

What's your mission statement?

Define your core values

Highlight your unique selling proposition

Determine your target audience

## FOCUS ON YOUR BRAND NAME AND LOGO

Your name should be easy to remember, spell and pronounce

Your logo should be visually appealing and reflect your brand's personality

## CREATE A BRAND VOICE

This is how you communicate with potential customers, including the tone and language you use

Develop a consistent voice that aligns with your brand image and resonates with your target audience

# BRANDING WORKSHEET

## CARRY YOUR BRANDING ACROSS ALL CHANNELS

Everything potential customers see should be consistent and should match up with your branding – not just your website, digital ads and social media presence, but truck logos, signage, uniforms, etc.

## CONSIDER YOUR BUDGET FOR BRANDING AND BRAND ADVERTISING

At least 10% of your ad spend should be for brand ad campaigns

## NOTES



# READY TO LEVEL UP YOUR LAWN MARKETING STRATEGY?

Contact one of our experts.

SCAN THE QR CODE TO GET STARTED



Call 800.422.7478 or visit [realgreen.com](https://realgreen.com)

