

# MARKETING 101:

## YOUR INTERACTIVE CHECKLIST

There's never a wrong time to start thinking about marketing your lawn business. There's a lot to consider, and marketing is a year-round necessity! We're here to help with this interactive checklist. Use these ideas as a springboard to help keep everything in check through the busy season and beyond.

\*Brought to you in part by our partners at Coalmatch – marketing and sales solutions behind the fastest growing lawn businesses. For more information, go to [Coalmatch.com](https://Coalmatch.com)



### WEBSITE

- ☐ Refresh your content to ensure it's up-to-date and reflects your current services and contact information
- ☐ Ensure your content is search engine optimized (SEO) and has the correct metadata
- ☐ Content should also marry user intent with keyword optimization to bring in the most qualified leads
- ☐ Effective calls to action should direct visitors to responsive web forms, click-to-call buttons or chat/messaging functions



### PRINT MARKETING & MATERIALS

- ☐ Check your supply of lawn posting and regulatory signs, and order more if necessary
- ☐ If you're going to send neighborhood or new owner postcards or letters to the areas you service, now's the time
- ☐ Refresh and stock up on door hangers, flyers and leave-behinds – make sure you have what you need so you're not stuck later in the season



### EMAIL MARKETING

- ☐ Segment your email list based on criteria like demographics for personalized messaging and improved engagement
- ☐ Create visually appealing, mobile-friendly emails with compelling content and clear calls-to-action for more effective messaging
- ☐ Implement automated campaigns and personalize emails using recipients' names and past interactions to nurture leads efficiently
- ☐ Analyze email metrics regularly, conduct A/B testing and optimize your strategy based on data insights for continual improvement

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## SOCIAL MEDIA

- ☐ Make sure your social media pages all have the most up-to-date information
- ☐ Update cover photos and profile information to reflect your current branding
- ☐ Share behind-the-scenes snapshots of your team, successful customer stories and photos of completed jobs and any community engagement/involvements your company has
- ☐ Encourage happy customers to share their stories and photos on your pages



## DIGITAL DISPLAY ADS

- ☐ Determine the key demographics of your target customers: age, gender, median income, etc.
- ☐ Ads should be bold, simple, easy to read; think of display ads like mini, digital billboards
- ☐ Each ad should have a clear call to action/obvious button to click



## PAY PER CLICK

- ☐ If you aren't already, run Local Service ads as a Google Guaranteed Business
- ☐ Use a variety of new ad formats and features, including call campaigns and messaging straight from ads
- ☐ PPC ads should send visitors to your website or a dedicated landing page – do you have those in place and ready?



## REVIEWS

- ☐ Encourage happy customers to leave Google reviews of your business – good customer reviews are essential
- ☐ Make sure that your company's information is up-to-date and consistent across sites like HomeAdvisor, Yelp, Nextdoor, etc.
- ☐ Highlight quotes from good reviews as testimonials on your website and social
- ☐ Consider a review-generation tool like [ReviewBot](#)

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## BRANDING

- ☐ At least 10% of your marketing budget should be devoted to brand awareness campaigns
- ☐ Create brand guidelines and follow them – everything potential customers see from truck logos to uniforms should be consistent to your brand image
- ☐ Consider your key customer demographics with branding – choose branding strategies that will appeal to them



## CUSTOMER PROFILE

- ☐ Are you marketing to the right people? Performing a customer profile can help
- ☐ Coalmarch will analyze data on your existing customers to create a snapshot of your ideal customer
- ☐ Use this knowledge to hyper-target your marketing and make sure you're reaching the potential customers most likely to hire you



## RECRUITING & HIRING

- ☐ Attract qualified job candidates using the same methods you use to market to customers
- ☐ Make sure you are telling your company story with a compelling employer brand and hiring website
- ☐ Evaluate your job descriptions – Are they accurate? Do they need updating or rewriting?
- ☐ Get your job listings in front of as many people as possible by sharing them on your website, online job boards and social media

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