

# Landscaping Marketing Playbook

A Comprehensive Guide by Optymizer

# Seasonal Lead Gen Calendar

## Marketing Guide for Landscaping Businesses

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### ■ Seasonal Marketing Timeline (12-Month Strategy)

#### Spring (March-May) - Peak Season Prep

##### Start Marketing: January-February

- [ ] **\*\*Lawn care programs\*\*** - Pre-season sign-ups (20% discount)
- [ ] **\*\*Mulch installation\*\*** - Order by March 1st for discount
- [ ] **\*\*Spring cleanup\*\*** - Book before April rush
- [ ] **\*\*Sod installation\*\*** - Before summer heat
- [ ] **\*\*Irrigation startup\*\*** - Test and repair early

#### Summer (June-August) - Maintenance Focus

##### Campaigns:

- [ ] **\*\*Weekly mowing contracts\*\*** - Lock in for season
- [ ] **\*\*Drought-resistant plantings\*\*** - Water conservation angle
- [ ] **\*\*Outdoor lighting\*\*** - Extend outdoor living
- [ ] **\*\*Patio/hardscape\*\*** - Summer entertaining
- [ ] **\*\*Pest/weed control\*\*** - Maintain lawn health

#### Fall (September-November) - Recurring Revenue

##### Start Marketing: August

- [ ] **\*\*Fall cleanup\*\*** - Leaf removal packages
- [ ] **\*\*Aeration + overseeding\*\*** - Healthier lawn next year
- [ ] **\*\*Winterization\*\*** - Irrigation blowout
- [ ] **\*\*Landscape bed prep\*\*** - Mulch, pruning
- [ ] **\*\*Snow removal contracts\*\*** - Lock in before first snow

## Winter (December-February) - Commercial Focus

### Strategies:

- [ ] **\*\*Snow removal\*\*** - Emergency response + contracts
- [ ] **\*\*Christmas lighting\*\*** - Install November, remove January
- [ ] **\*\*Winter landscaping design\*\*** - Plan for spring
- [ ] **\*\*Commercial contracts\*\*** - Bid on next year's work

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## ■ Commercial vs. Residential Strategy

### Residential (Seasonal, Relationship-Based)

- [ ] **\*\*Facebook ads\*\*** targeting homeowners 35-65
- [ ] **\*\*Yard sign marketing\*\*** (ask permission on every job)
- [ ] **\*\*Neighborhood flyers\*\*** after completing project
- [ ] **\*\*Referral program\*\*** - \$50 off for each referral

### Commercial (Recurring, Contract-Based)

- [ ] **\*\*Property management outreach\*\*** - Email + LinkedIn
- [ ] **\*\*HOA presentations\*\*** - Attend board meetings
- [ ] **\*\*Multi-year contracts\*\*** - Predictable revenue
- [ ] **\*\*Winter services\*\*** - Snow removal adds 40% annual revenue

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## ■ Before/After Visual Marketing

### Instagram Strategy (Daily Posts)

- [ ] **\*\*Monday:\*\*** Before/After transformation
- [ ] **\*\*Wednesday:\*\*** Team in action (builds trust)
- [ ] **\*\*Friday:\*\*** "This Week's Projects" carousel

- [ ] **Weekend:** Client testimonial + project photo

## Facebook Ads Creative

- [ ] **"Overgrown to Gorgeous"** 15-second timelapse video
- [ ] **Seasonal offers** - "Book Spring Cleanup by Feb 15th - Save 20%"
- [ ] **Problem/solution** format - "Tired of mowing? We've got you covered"

## Website Gallery

- [ ] **Minimum 50 before/after photos** organized by service
- [ ] **Video walk-throughs** of completed projects
- [ ] **Client testimonials** with project photos

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## ■ Service Bundling (Increase Average Job Value)

### Residential Packages

#### Basic Package - \$1,200/season

- 20 weekly mowings (April-Sept)
- Spring cleanup
- Fall cleanup

#### Premium Package - \$2,400/season

- Everything in Basic
- Mulch (2x per year)
- Pruning/trimming
- Fertilization (4x)

#### Luxury Package - \$4,500/season

- Everything in Premium
- Landscape bed maintenance
- Seasonal color planting

- Pest control

## **Add-On Services (Upsell During Estimate)**

- [ ] **Mulch refresh** (\$300-800)
- [ ] **Tree/shrub pruning** (\$150-500)
- [ ] **Garden bed installation** (\$800-2,000)
- [ ] **Irrigation system** (\$2,500-5,000)

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## **Review Generation Strategy**

### **On-Site Review Request**

- [ ] **Text customer** 1 hour after job completion
- [ ] **Include before/after photo** (they'll want to share)
- [ ] **Google review link** + "We'd love your feedback"
- [ ] **Incentive:** Enter monthly \$100 gift card drawing

### **Social Proof Display**

- [ ] **Reviews on website** homepage (testimonials section)
- [ ] **Google rating badge** in email signature
- [ ] **"As featured on"** - Angi, HomeAdvisor, Thumbtack logos
- [ ] **Goal:** 10+ reviews monthly

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## **Quote Process Optimization**

### **Speed to Lead (Respond Within 1 Hour)**

- [ ] **Call immediately** when inquiry comes in
- [ ] **Text if no answer:** "Got your request, available tomorrow at 2pm?"
- [ ] **Email quote template** ready to send

- [ ] **\*\*Free estimate\*\*** within 48 hours (or lose to competitor)

## **On-Site Estimate Strategy**

- [ ] **\*\*Bring tablet\*\*** with portfolio photos
- [ ] **\*\*Take measurements + photos\*\*** (shows professionalism)
- [ ] **\*\*Offer 3 package options\*\*** (Good, Better, Best)
- [ ] **\*\*"Sign today" discount\*\*** (5% off if contract signed on-site)
- [ ] **\*\*Email quote within 24 hours\*\*** if they don't sign

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## **■ Financing Options (Close More \$5K+ Jobs)**

### **Payment Plans**

- [ ] **\*\*0% financing\*\*** for 12 months (via Wisetack, GreenSky)
- [ ] **\*\*"As low as \$X/month"\*\*\*** in ads
- [ ] **\*\*Calculator on website\*\*** (converts 30% more leads)
- [ ] **\*\*Pre-qualification\*\*** during estimate (instant approval)

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## **■ Metrics That Matter**

### **Track Monthly**

- **\*\*Cost per lead\*\*** (target: \$40-80)
- **\*\*Estimate-to-close rate\*\*** (goal: 35%+)
- **\*\*Average job value\*\*** (aim: \$1,500+)
- **\*\*Customer retention\*\*** (yearly contracts: 75%+)

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## **■ Quick Wins (Implement This Week)**

1. **\*\*Post 5 before/after photos\*\*** to Instagram
2. **\*\*Set up seasonal email\*\*** to past customers
3. **\*\*Add online estimate request\*\*** form to website
4. **\*\*Film 60-second project timelapse\*\*** video
5. **\*\*Order yard signs\*\*** with QR code to booking page

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**This calendar is used by 145+ thriving landscaping companies.**

**Ready to grow year-round revenue?**

**Free Strategy Call:** [optimizer.com/contact](https://optimizer.com/contact)

**More Resources:** [optimizer.com/industries/landscaping](https://optimizer.com/industries/landscaping)

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