

The background is a vibrant, stylized illustration of a tropical jungle. It features large, dark green monstera leaves with characteristic holes, interspersed with bright blue and yellow bird of paradise flowers. The overall color palette is rich and saturated, creating a lush, naturalistic feel.

SAMPLE LANDSCAPER MARKETING PLAN

02

MARKETING OBJECTIVES

We'll help you
define your
customized
marketing
objectives during
your strategic
consultation.



Objective 1

Generate a database of
interested people

Objective 2

Convert leads into jobs and
maintenance contracts

Objective 3

Retain clients for repeat
business



A vibrant, stylized illustration of a tropical jungle. The background is filled with various green leaves, including large Monstera leaves with characteristic holes and long, thin palm fronds. Two Bird of Paradise flowers are prominently featured, one in the upper left and one in the lower center. The flowers have bright orange and yellow petals with deep purple centers. The overall color palette is dominated by various shades of green, from light lime to deep forest green, with the bright colors of the flowers providing a focal point.

3x

Target increase in revenue this year

GENERATE PROSPECTS

TARGET AUDIENCE

Residential Homeowners

- Business to Consumer (B2C)
- Install & Maintenance

Residential Renters

- Business to Consumer (B2C)
- Maintenance Only

Commercial Property Managers

- Business to Business (B2B)
- Install & Maintenance

TARGET MESSAGING

Services

- Install
- Maintenance

Brand

- Personality
- Credentials

Features

- Online Booking & Subscriptions
- Online Bill Pay

TARGET MEDIUM

Owned

- Website
- Social Media

Earned

- Google Business Profile Reviews
- Yelp Reviews

Paid

- Local Services Ads
- Social Media

LEAD CAPTURING

Website Forms

- Completed Forms
- Abandoned Forms

Call Tracking

- Recorded Calls
- Missed Calls
- Abandoned Calls

Client Management System

- Automated Integrations

LEAD NURTURING

Automated Emails

- Follow-ups for Bookings
- Follow-ups for Non-booking

Automated SMS

- Follow-ups for Bookings
- Follow-ups for Non-booking

Retargeted Marketing

- Messaging for Form Abandonment
- Messaging for Site Visitors

SALES CONVERSION

Online Booking

- Qualifying Questions
- Sort Audiences
- Staff/Team Calendars

Sales Calls

- Custom Quotes
- Form Abandonment Follow Up
- Missed Calls Follow Up
- Abandoned Calls Follow Up

CONVERT LEADS

CUSTOMER EXPERIENCE

Professional

- Branded Shirts
- Branded Vehicles

Education

- Brochures
- Service Webpages

Online Payment

- One-time & Subscriptions
- Automatic Bill Pay

CUSTOMER RETENTION

Rebooking Reminders

- SMS
- Emails

Subscription Plans

- Service Packages
- 2-3 Package Levels

Customer Loyalty Discounts

- Promotional Codes
- Subscription Discounts

CUSTOMER REFERRALS

Referral Discounts

- Promotional Codes
- Referral Links

Review Requests

- SMS
- Email

Review Promotion

- Website
- Social Media

RETAIN CLIENTS

SAMPLE MARKETING TIMELINE

Q1

Research demographics of your target audience

Update messaging, packaging & brand style guide

Refresh website design & social media with new messaging & style

Q2

Continue optimization of lead capture with form & phone number tracking

Integrate lead capture systems with CRM software

Launch email & paid ad nurture campaigns

Q3

Build out more educational pages & social posts on services offered

Set up SMS & email rebooking reminders

Set up automated review requests from clients via SMS & email

Q4

Create customer loyalty discount campaigns

Create customer referral discount campaigns

Implement customer reviews into the target messaging across owned & paid media

06

SAMPLE QUARTERLY MARKETING PLAN

Month 1

Add phone number & email to website header& footer

Optimize Yelp & Google Business Profile

Create 5 content topics with 5-6 posts each and schedule on social media

Publish or refresh 8 webpages with search engine optimized content

Month 2

Add CTA buttons to hero of every page

Optimize Facebook Page & Apple Business Connect

Create 5 content topics with 5-6 posts each and schedule on social media

Publish or refresh 8 webpages with search engine optimized content

Month 3

Refresh Contact Us/Locations Pages

Optimize Houzz & Angi Profiles

Create 5 content topics with 5-6 posts each and schedule on social media

Publish or refresh 8 webpages with search engine optimized content



SAMPLE WEBSITE DESIGN PACKAGES

Starter Website

\$3,000 (\$1,000/mo)

- Up to 12 pages
- Custom Design
- SEO Content
- Technical SEO
- Local SEO Signals
- Proper HTML Structure
- Analytics Setup

Standard Website

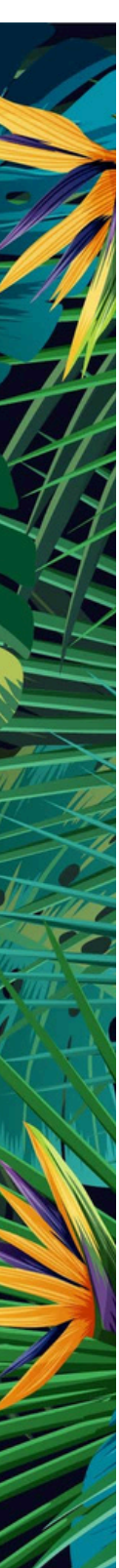
\$7,500 (\$2,500/mo)

- Up to 25 pages
- Custom Design
- SEO Content
- Technical SEO
- Local SEO Signals
- Proper HTML Structure
- Analytics Setup

Elite Website

\$25,000 (\$2,500/mo)

- Up to 100 pages
- Custom Design
- SEO Content
- Technical SEO
- Local SEO Signals
- Proper HTML Structure
- Analytics Setup



08

SAMPLE MARKETING PACKAGES

Starter Package

\$1,800/mo

- Strategic Consultation
- Quarterly Analysis & Marketing Plan
- Website Lead Capture Optimization
- Local Listing Management
- 15 Social Media Posts on 2 Profiles
- Monthly Reporting

Standard Package

\$2,800/mo

- Strategic Consultation
- Quarterly Analysis & Marketing Plan
- Website Lead Capture Optimization
- Local Listing Management
- 15 Social Media Posts on 3 Profiles
- 4 SEO Posts/Pages
- Technical SEO
- Monthly Reporting

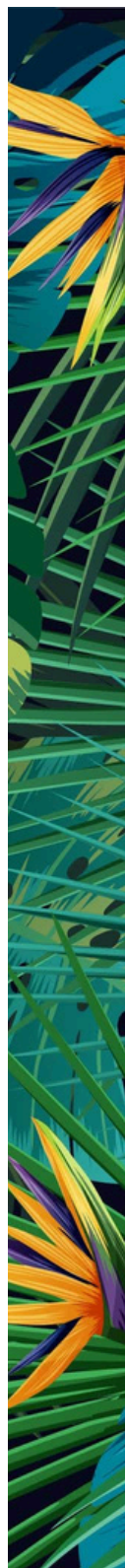
Elite Package

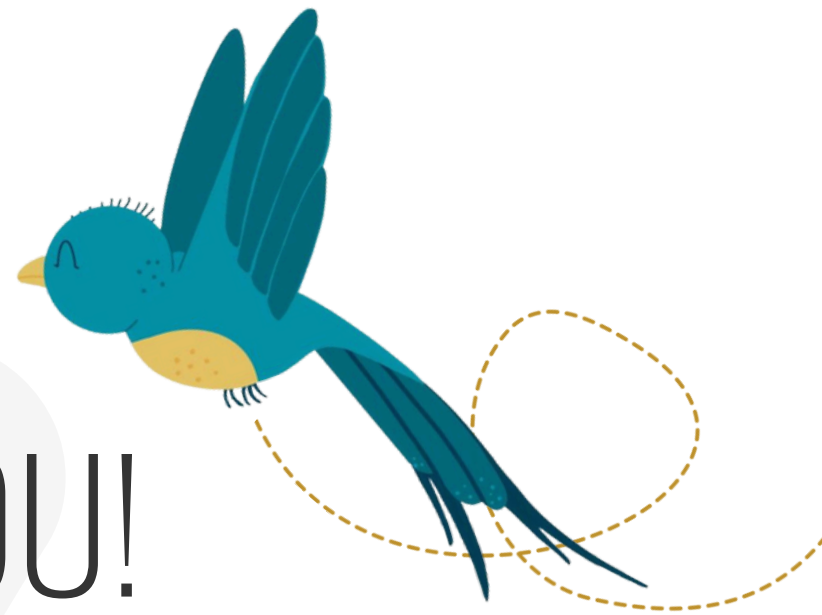
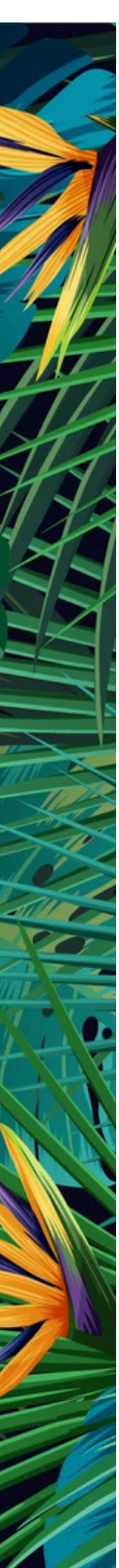
\$6,000/mo

- Strategic Consultation
- Quarterly Analysis & Marketing Plan
- Website Lead Capture Optimization
- Local Listing Management
- 30 Social Media Posts on 3 Profiles
- 8 SEO Posts/Pages
- Technical SEO
- Monthly Reporting

Add Ons

- Google or Social Media Advertising - 15% of ad spend (\$250/mo minimum fee)
- Email or SMS Automation - \$100 each





THANK YOU!

"Marketing without strategy is like a bird without wings."

DIRTY
MARKETING GROUP

Contact Us

@dirtymktg

dirtymktg.com

info@dirtymktg.com