

Landscape Contractor Marketing Strategy Checklist

As a professional contractor, you know it's important to have a high-performing marketing program, both to capture new business and to maintain revenue from existing clients. But is your program performing at its best?

Here's a simple checklist of the most important marketing actions to have ready for spring. Are you prepared?

Your Website – Essential contact point for new and current customers

- Is your website mobile responsive? (does it pass Google's mobile site requirements?)
- Is your website secure (SSL Certificate)?
- Does your website fully explain and "sell" all of your company's services?
- Does your website demonstrate your unique value?
- Do you have high-quality images on your site, including images showing how you create excellent results?
- Does your website build your credibility?
- Do you have a page on your site where you share your background, story, passion, and personality?
- Has your site been optimized for search engines (SEO) to target your specific keywords?
- Are you regularly publishing unique content (blog posts or articles) that demonstrates your expertise?
- Does your website have project profiles or reference lists to show how you partner with clients?
- Do you have a method to schedule an project consultation on your website?
- Do you have a brief video that introduces your company and services?

Google My Business Profile and Google Reviews

- Is your Google profile up-to-date and complete (photos, services, hours, etc.)?
- Are you contacting clients systematically to gather new positive Google reviews?

On-Line Advertising – *Drives searchers to your website*

- Was your GoogleAdWords program set-up by someone deeply familiar with your business and your industry? (Are the keywords, negative keywords and other aspects finely tuned to maximize results and minimize costs?)
- Are you making effective use of all forms of web ads, including retargeting and social ads as needed to deliver more leads?

Staying in Touch – *Communicating with current and prospective customers*

- Do you send monthly marketing emails that remind clients the many services you offer and that you're taking on new business?
- Are you regularly adding new clients to your email list?
- Do you proactively ask all your clients for referrals (introductions to their friends and neighbors to generate new business) at least twice per year?

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Social Media – *Great for staying in-touch with current customers*

Do you have professionally optimized and active free social profiles on Facebook, LinkedIn, and Houzz for your business?

Do your free social profiles include custom cover images and strong calls to action?

Are you using Facebook ads (paid service) to target new potential clients?

Measuring Your Results

Are you generating an adequate number of leads to keep your installation and service (maintenance) teams busy even in the slower times?

Are you generating hot or warm leads from the right kinds of buyers (motivated to buy, not shopping price)?

Do you measure how your marketing investments are performing?

What is your ratio of leads to closed sales?

Are you meeting your revenue and profit goals?

Have Questions?

Connect with Jeff Carowitz at 760-532-7034 or Jeff@StrategicForceMarketing.com He has been helping contractors in our industry grow profitably for over 30 years, in all market conditions.

He's open to your questions and can suggest additional resources appropriate to your business.