

Lawn Care Marketing

Logic

" Market like a pro,
and grow "



THIS IS A Lawn Care Marketing Success book

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Intro:

Well if you are taking the time to read this, you are definitely in the right place to learn a few tips and tricks for your lawn care marketing plan. In early 2007 I began my online marketing life. First simply posting about art and tattoos. I had a fascination with art and I blogged about it as well. From there, I went on to help a local political candidate in Illinois in 2009 and with a lot of hard work Carmen won her race. I just kept getting more and more involved with local candidates and business and their online marketing needs. By 2013 I was running 20 blogs for myself and others and dabbling in more and more code and design. As time went on to the lawn care industry and I began quickly to find massive flaws when it came to the marketing companies.

Everyone wanted \$3000 to \$4000 a month but they did not offer quality or true effort. To be honest I saw what looked like more like graphics companies than actual marketing companies trying to upsell service after service. At 24 years old I had dived into lawn care marketing for my second time after being approached by a large family owned business. I was working for a multi national lawn care company, in total, we had 7 locations and were growing. I was 24 and had just taken over the second largest lawn care company in Canada's marketing department. As time went on and I built with the team we developed a ton of materials and content with a goal of increasing the company's sales by 50% and we did it that year. For my team and myself, this was amazing. I felt like I was on top of the world. The more educational content I produced, followed by proper SEO and social sharing started bringing us in hit after hit. I continued on to build up our sales efforts and as time went I have continued to move forward with my efforts!

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Chapter 1: The Concept

We all have a pre developed concept. Whether it's a business or a hobby, every person has a reason for looking at this book. Your concept is huge. Pre developed concepts are huge. Having a pre developed concept is always great but can definitely use to be tweaked. Our concepts are always in need of shaping and forming. If you can shape and form your pre developed concept, that leaves you the ability to shift the good and bad from your concept and build a perfect idea. Building your concepts is a necessity. From start to finish you must ensure your concept meets the necessary qualities to reach the peaks you wish for it to reach.

From the plan to the colors, mood, and emotion. Our concept is our base, with our base we have the ability to further our planning. If we per say have a blog about Softscape but only wish to reach an audience of male landscaping employees between the ages of 18 - 35 we would not want part of our concept to be covering topics relating to men preparing for retirement.. Yes I know that is an out there statement but it is being used in a seance to show a concept flaw. We always want to ensure our concept reachers are targeted viewers and customers.

Our customer and viewer base will be well planned and developed at this stage. It does not matter if you're a fan based blog, or a business looking to profit, you have to know whom your target market is. If you have no target and are all over the place you will not reach the goals of success. Social media and online business success are not achieved through hail mary passes, well at least not often, but rather through strategic planning and follow through. Your concept will be essential in the follow through of your plan.

Our concept should start very simple, a name, a mission, and an end goal. No this does not mean you have to end it in 2040, all I am saying is that you must simply have an end goal in mind for a period of time. Even if it is within say a 12 month period, as long as you have an end for the first goal you have something to work towards! Once you have a name a mission and a goal you are now on the path to lay out your target. Your target is what you will be aiming for through your whole journey. This is a journey, by the way, development is a journey, as is success.

Your concept is a base of everything, I hit on it so hard because it took me years to develop my first successful concept. I had a vague Idea, but the actual concept and passion I put into it gave me the fire to continue my journey. Once you have developed a concept your mind constantly wishes to tweak and change, you will know you are on

the path to success. We all have that fire, that want to succeed but very few of us gun for it with a fiery passion. Once you have come up with this and put it into planning you will know when it is what you are passionate about. No matter what this will lead you to success. This will be your sure fire way to ensure you do not give up on yourself. If we do not give up on ourselves we are almost guaranteed the ability to at least have a shot at the successful numbers we wish to reach.

A great example of this is A blogger by the name of John Chow. John blogs about how he makes money online. Believe it or not, he is listed as one of the top bloggers in the nation. His blog fiery and funny, and yes the man actually makes money online. He gets thousands of views doing so all the time. He makes a living doing it for some lucky reason. But it's not all luck, John found a market he fit into and went for it.

Below is a chart on how to base your concept follow the chart, and really think for a while. Once you have your mind set on what you are going to do we can move onto the next chapter of the book.

Meaning of Name:

Name: _____

Goal:

Target Market:

Social outlets:

Demographics:

The worksheet above will help you to know what you are about and who you are working to entertain or sell to. This will be your working base for the next few chapters. Success is much easier to reach once you have these things all built into your concept. Each of us choose to build differently but as long as your concept is strong you can build from here.

Chapter 2: Planning

Planning your lawn care marketing efforts is not just slam bam thank you and get going. This process takes time, research and good decisions. What are your goals? Where do you want to be in the next 6 or 12 months? These are things to take into consideration when you are developing your plan. You also need to think about brand awareness. Your company has a brand, your name is that brand and so is how you as a business owner or marketing manager portray your business.

Your business is an extension of you essentially and it represents you and the other people involved. You have to take pride in what you do and build on it to truly succeed in life! Planning with anything you do is important, but planning for your business marketing and success will lead you in the right direction. What do you want the end result to be? What are your goals? How much revenue can you generate and what do you have to spend to get there? These are all questions you must ask yourself and your partner or partners in the planning stage.

Sitting down and writing a marketing plan is essential. Having a content plan to go with it is a must too. Developing a base around what it is that you are trying to do will give you structure and foundation. Get a pen and paper sit down and write following the following structure.

Section 1: Executive Summary

Develop your executive summary. Who are you and what is your business about? What makes you stand out from the rest? Define your lawn care business and your goals.

Section 2: Target Customers

Who are the homeowners you are trying to reach? What is their income level? Where are they located? What attributes do they have?

(Sample) Homeowners 35 or older with an income of \$50,000 a year. Individuals who are homeowners but cannot find time to properly maintain the lawn.

Section 3: Unique Selling Proposition (USP)

What is your unique selling point? What makes your lawn care company stand out? TruGreen is known for "Live life outside". They are the largest company in the lawn

care industry and they have a slogan they are known for. Set your business apart in this section.

Section 4: Pricing & Positioning Strategy Start Editing here

Your pricing and positioning strategy must be aligned. For example, if you want your company to be known as the premier brand in your industry, having very low a price might stop a customer from buying your product.

In this section of your lawn care marketing plan, detail the positioning you want to have in the lawn care industry and how your pricing will support it.

Section 5: Your Specials

Specials are deals you offer to either a gain a new customer, or to get a current customer to purchase an upsell such as an aeration and seeding or even tree and shrub care. You can offer special that are seasonal and or based around holidays!

Section 6: Blog Development

Developing a company blog is essential for quite a few reasons! Social media and SEO are two of the most important reasons but over all, you need a way to communicate with your customers. If your blogging you can communicate and educate your customers. Develop a blog your web host or on something like wordpress. This will be where you post articles and videos.

Section 7: Online Marketing Strategy

Our online marketing strategy must be well planned out and down to the view and penny. When you are preparing to generate an online marketing the first step is to really do exactly that and plan. If you take the right amount of time to plan you will succeed.

First, what are the channels that you plan to market on? What is your total marketing budget? What are some past results or some study statistics you have seen on your targeted platforms? You need to answer all of these questions to know which direction you are going. No, I don't mean read this and go on about your day. Actually, read this take notes and follow our planning questions step by step and you will have a much greater shot at success.

Now once you are done with the planning section we are going to get a lot more in depth. We will cover what software you will need in the next chapter. Yes, I said software. Don't be scared by this there is a lot of free stuff out there that can be used as well as a lot of reasonable pricing.

Chapter 3: Do I need software?

This chapter touches on a tough topic for most business owners. To be honest I struggled with this for a very long time. A lot of modern marketing software can run 10's of thousands of dollars annually. As a business owner or manager, we usually want to keep our marketing and sales budget at around 15% - 20% of our annual net. This for a smaller company could be as little as \$5,000 or \$10,000 dollars. No, it's not the time to run and hide, you can still succeed at this with no problem. I always recommend you look at all options and choose what is best for you.

In today's world, we need a few basic tools to keep up with our efforts and grow without pains. You need to think about marketing and customer service. We have to cover each of these topics with one sort of software or another. We will go through this one by one and give you some tips and even good software to use!

1. Marketing

Ok so this whole book is on marketing but you still need software to market effectively. You have a lot of different options like scheduling software, analytics software, and even automated emailing and responding software! I would highly suggest that you use a software for analytics and automation at the least. There are some really great tools in this category. If you use one of the easier tools available such as HootSuite, you can create free landing pages, contact forms, while tracking analytics and auto responding. Or if you really have a budget that you can spend a little I would suggest checking out Hubspot, it is by far my favorite online marketing management system. I use this for everything. Marketing software will really help you to get your message across while still having time to maintain another task.

The use of marketing software in the lawn care industry has become more and more common. Marketing managers, sales managers, and company owners alike are finding these tools extremely useful. Imagine if you woke up on a Monday, you didn't sleep well and you had to go into the office at 5:30 am to get your blog post and social post done for the day. But by using marketing software you can sit and schedule a week's worth of work out when you have the time. Now take a step out of the old fashioned social posting and allow HootSuite or Hubspot help you plan for a month in advance or even 6 months in advance. Then you can get a few extra hrs of sleep or another task done with this time.

2. Customer Service:

I don't care if you think your phone system is enough, sometimes it's not, to be honest. Sometimes you need to multiple ways for a customer to contact you. Yes even if you only have 100 customers having software that can help is essential. Here and for this specific category, we can count on 2 things we should already have. First our email. Yes, our emails can help us with customer service. Simply setting up a positive upbeat autoresponder messages. I would also recommend doing the same on facebook as it will help your business greatly.

If you set up autoresponders and even live chat on your business site, you are showing customers you are willing to go the extra mile! If you keep this mentality you will surely succeed over time! Remember you are only as good as your customer base, and every new customer is new cash flow for you and your business so keep your eyes peeled, and fix any customer service issues you may have!

By choosing the proper software and utilizing their tools, you can define your business in a much better way! Having these tools in your hands and knowing how to properly make them work is important! Be sure you put forth the time to learn any software you use.

Chapter 4 Complex Social media:

Social media is a complex and interesting world. Knowing social media is like knowing which way the wind blows. Trends are interesting and always changing. Social media trends often get lost before you know it and switching up your flow to keep up with the tide is a task. I am a business minded person who eats, sleeps, and breathes social media. Honestly, I have made a great portion of my living via social media and I know it better than most. If there is a trend to keep up with I'm there and through this process, I learned exactly how to use social media as a tool to my advantage and there is a lot of work that goes into this step.

Social media is a complex organism. Learning social media and understanding the in's and out's. With social media, you can choose many different channels to success. I choose to use what I call the " Blitz It" method. With my method, I use as many social outlets as possible. I build each page with a similar look and build. Consistency is key. Having a consistent look and feel is important. If you have a look everyone is familiar with you are what is called in the marketing world branded. Branding your business, hobby, blog or whatever it may be you are building is huge! Branding what it is that you are working on will give you a name, the consistent look will give you a wholesome feel. Once you have this mastered it's time to start the content development portion of the work.

Your content, meaning a post, pictures, blog articles, anything on the internet you must have quality content. If you do not have top of the line content it will be very hard to succeed at whatever it is you want to succeed in. You need top of the line content. From the subject to the art work, everything in your content must be pristine, Top of the line content equals ensured viewer retention. Viewers are interested in content that they like, understand, and that is quality. If you can reach a viewer and retain them you have officially won. This is what we're all after. Whether you want them to buy something from you, or read something you have written, viewer retention equals success. As your viewer base grows, so will your advertisement money, or sales, or even sales leads. But first things first you have to get these people to pay attention to you. I can not tell you how many people create a concept and expect it to pop with poor content. This will fail you automatically. Your content has got to stand out as much as your concept. Take time developing your content. Even down to the wording, this can be crucial when developing content you wish to have social media success with.

Social Media is based on a really interesting thing called algorithms. An algorithm is basically a mathematical formula that social media companies use these algorithms to

assess your page activity and flow. They like to see consistency. So if you post say, three times on your page one day, 5 times the next, and fifteen the day after that is very inconsistent. You are better off to post three times a day for 6 weeks and see how that pattern works for your social media sites. By doing so you will have shown consistency for a long enough period of time that we can be sure the systems have read you as consistent, and your numbers will begin to rise. This pattern will show you over a period of time great results. I personally always try to build onto my pattern, I use a cool site called HootSuite and I change every 6 weeks adding more post into my plan. So say today until six weeks from now I was doing 3 posts a day. In six weeks I would sit down, re cap and rebuild that plan. I may now do 5 posts a day for six weeks and so on. This is a building process but it can surely help you build into the numbers you are attempting to reach.

Once you have a pattern, a design, and quality content the next big step is keeping up with your base. I have often used email list and admin on my social media pages to do these jobs. If you only receive a handful of messages a day, then there is no need for another admin as long as you are sure you can handle the flow of your pages, site, or blog. Once you begin to gain large amounts of followers I would suggest you pick up at least one other admin to help. This will ease the stresses you have on you managing one or multiple applications. It will also allow for prompt responses to questions and concerns.

An email list can also be extremely useful. Using a quality email list can ensure your clients, viewers, or customers see new things going on and also when you post. If you keep your viewers informed they tend to come back. As a blog reader or even a site customer, I like to know what's going on, what's new, and so on. Keeping up with your base is an essential step. If you do not you will loose them. I will say again consistency, consistency, consistency. I want to make sure I drill that in if you do not stay consistent you will fail no matter what. Once you fall off so will your followers. That is bad for you and business. You must keep things regular and people entertained. Doing so is a huge responsibility of anyone running social media platforms

Social media Spam is huge. I do not suggest getting yourself listed as a spammer. This can really affect your overall reach and effectiveness. If you want to reach a million people today, you're in the wrong place, you might as well quit reading this book. I am 100% against spam campaigns, they do not help anyone, and they make the job of social media people harder and harder every day. Spam or smear campaigns are for people who cannot get traction because their content is lacking. If you are spamming you are falling.

Do not host 20 events on Facebook a month to build onto your page. One I have no issue with, but 20. That is excessive and showing weakness as a business, blog, or site. It will also have your URL, or social page links marked as spam. This is a huge No, no you do not want. Once they have you flagged it is extremely hard to redeem yourself. Social site development, blog development, and even website development are fairly hard tasks. Yes, they do take time to complete. Following this book, you will be well on your way. But always remember that spam is not the answer.

Do you ever open your email to find that one annoying email letter you didn't sign up for? What do you do with it? You either put it directly in the trash bin or mark it as spam. No matter what you are spamming from spam is toxic to you as a business person. Spam has killed millions of blogs, sites, and amazing Facebook pages and groups. Forced ads often fail as well. Also buying likes, and views is a failing game. It's a short term leap but people are not blind. If you have 600,000 likes on a page and 2 comments per post, you're a fraud. We see this all the time. Hard work and honesty in this world get you a lot farther!

There are a ton of social media sites out there as well. From Facebook, Twitter, Mocospace, Meetme, Instagram, Pinterest, LinkedIn and hundreds of others. Each site offers different things, so be sure to check out all sites available. Some sites may offer things others do not. Each service is worth a look, the internet is complex but these sites are all useful tools. I would suggest using each tool to your advantage and seeing what works best for you personally. For each person, this may be different but well worth the shot!

As though it's not enough that Facebook has a million different tools, even creating proper ads and artwork can be a challenge. When developing proper ads and marketing pieces you have to think like your customer. If you don't you will fail and I can guarantee that. Our customer bases are so used to being drowned with less than quality content. You have to develop this content and turn it into the turnpike of your business. If you are not using your own channels for marketing, and not building a base you are letting yourself down,

Chapter 5 Breaking the ice

When you launch any sort of social media campaign you must break the ice. It is of the highest importance that you break the ice and ensure you are capable of reaching as many individuals as possible while being socially active. If you're horrible with communication, then you shouldn't even be to this point in the book. A lot of what you are doing here is playing a double persona here, not in a psychological way but more so in an effort to learn and understand the people, you are attempting to reach. If you want to break the ice, you must first have a goal and base that you are looking to meet. If you do not then your chances of failing are high. There is a list of things you must do to break the ice. I will take you step by step in this chapter to make sure you meet these expectations!

1. Development

Developing a social media platform is now day's much like designing a website. By setting up a solid and well planned out page you are much more likely to stand out than your competition. Developing your pages means fully filling out your business page or listing and ensuring it is fully functional. If you do this it will greatly increase your flow of traffic. Our traffic flows from other sources as well as ourselves building a few different steps into a combination of success. When you complete all of your online profiles correctly you can also increase your traffic by almost 30%.

2. Page post

Please always remember when posting on social media that this is not your website or a place to focus on selling. Yes, we all want to reach our market and sell our products, but we also must remember that our post must be meaningful and useful or we will fail. A lot of company's attempt to use their social media pages as a home for poorly made ad's. To be honest this isn't a sales platform whatsoever. Unless your ultimate goal is to push traffic away you must use your social media pages as just that. Be social, interact with followers. If you interact and provide your followers with great new content you can grow your base in a smooth and effective way. No this does not mean build the boat and they will come, you will have to market your pages and product to build your own base. If you use these pages appropriately they will help you grow your base and leads in no time at all.

3. Tapping Your Base

When working to tap your base, we will have generally assumed you have created and provided quality content for your viewers. By doing so you are developing an active following. If you can get them listening and opening messages you can and will succeed. Your base is derived by a group of like people that follow you do to something your content does for them. If you write about lawn care, they may be looking for a solution to an issue or a new product. If you're a musician, you may provide leisure time and comfort to a base. But no matter what it is that you are doing you are in need of getting your base of followers to participate when breaking the ice. Do you ever see pictures with 1000 or 2000 Shares on facebook or the image on IG with 5000 Likes? It is a daunting image in mosts minds until they themselves are capable of creating this type of following. Using the base you have you can create this level of success and much more through the proper use of social media marketing!

Each of these steps will help lead you into a proper formatting for your online life. By mastering each of these steps you will be capable of creating an online web. This web will all work towards one essential goal, more views and leads on your site! Using the breaking the Ice stage to truly add character and a sense of fullness to your social profiles will leave you feeling complete and also will give you a must higher traffic base due to properly managed and up kept profiles.

As you develop and get through the ice breaking stage you will come to find that once thought impossible goals become more and more simple to obtain. Persay today if you have 1000 followers, if you follow this plan and work through the pains you will have 5000 in 8 months. This is if you follow this plan and work it correctly. A lot of the development you are leading to is website traffic and from there email list and information! By creating an information generator, you are essentially opening the doors for more and more contact reach and business. By doing so you can essentially develop a new stream of revenue for your business, band, or whatever you are working towards.

Breaking The Ice Email Blast

Developing emails to break the ice can honestly be a pain. A lot of us are used to being straight to the point and very forward with our point. In an email, I always suggest using

a lead in email to then second that with clean and precise sales based email. By using this method you will be attempting to use the first email to offer something your customer does not have to lead them into later purchasing or subscribing to or using your service. This method has proven to have higher success rates than other methods. By giving your follower something you are almost saying in a sense " Here let me help you" or " Here let me teach you". This will resonate 10 times better than your followers that a straight to the point sales pitch! Below are 2 sample emails to show you exactly what we mean by this!

Sample A: Bad Email:

Dear John,

Today and only today you can get an aeration and seeding for \$399.00. Yep thats right only \$399.00! Click below and sign up now!!!

Thank You,
Joe Blow
111 Joe Blow St
(111) 111-1111

Sample B: Good Email:

Dear John,

As fall is near, we have a lot to think about. With a hot and dry summer our turf is currently very compacted. What this means is that your turf is not getting the proper root growth, and oxygen and water are not meeting the root system of your grass. By having an aeration on the lawn this fall you can add a ton of benefits to your lawn such as:

- . Promotes root growth
- . Allows oxygen into the soil
- . Allow water into soil
- .

(Learn More)

Get a Free Quote
(Click Here)

The second email provides instructional materials as well as educational materials for the readers! By following this email and clicking on the link you will gain more FREE information. Remember that word. FREE does not always mean discount or product give away. You can also give away useful content!

Chapter 6 Facebook and Facebook Ads:

So you have a company Facebook page? That's great! But that page honestly is valueless unless you know how to use it. Using Facebook ads can be a daunting task. Often you're unsure of what to do, or how to go about using the ads. There are a million how to guys on the market promising you the world. Let's be honest, it is not all that simple. People bring you in with the promise of .1 cent ads and expect you to jump loops. We know differently. We as a team have been very successful with social media. The Facebook advertising platform can be extremely challenging. Our plans and cycles are a bit extreme. We work at our goals relentlessly. But if you follow the quick plan below you will be greatly impacted for the better.

Use the analytics software built into your Facebook to learn a few things.

Optimal Online time.

2.) Age and Sex.

3.) Find your most recourse full information.

2. Develop content that will entertain the minds of your target market. I always build my content around my target market.

3. Use your ad settings. Set your target market. When you're setting you areas you want the ad to be seen. The more precise you are the better off you are.

4. Do not buy fans or followers on Facebook. Businesses assume they must have a lot of followers to sell on Facebook and that is not the case. To make a direct impact on your Facebook you must pay for ads and develop an organic following.

It doesn't matter if you are a business, musician, marketing person, or political candidate, growth always needs to be organic, and built through content and your brand.

Why can't I get responses on my business post?

When making a facebook post you have to think like the person you are selling to. Your post and backlinks have to be clever and precise. Delivering a message to a consumer

or even another business is already tricky enough online. We often build and develop ads that are all about our products all the time. If that is what you are doing, stop while you're ahead. Branding yourself and building on Facebook you must develop a proper plan that allows you to be real, and grow. I will not buy a product from someone who fills my notifications with their sales pitch. I would more than likely block them and stray away from those people. While building your base you should do attention catching post. Yes, you still should sponsor ads and work hard to build the reach of your post as well. Below is an ad I did recently that went very well.

By directly targeting your ads you are developing an easier way to speak with your base. If you want them to listen, you must take you 1 second of attention you will receive and make them bite. This will ensure that you have a better chance than most of your ad being viewed and or clicked. When developing an ad for a base of customers or past customers on facebook it is highly important that you know the who and what of what you are preparing these ads. Developing these ads is one thing, making them have any return, let alone maximum ROI is a whole different story.

To develop top of the line adds is a bit of a task. You must be able to build a plan and follow through with it as well. Learning your base is a daunting task but you can use Facebook and google analytics to help you get the job done. For instance, if your selling lawn care and your online base are 15-25 with an income level of \$20,000 a year, you are in the wrong place. You must develop a base of content that meets the needs of your customers. This is what will bring the best customers base.

Chapter 7 The Keyword:

Now we all have heard the big scary term SEO right? If not SEO stands for search engine optimization. Yes, that is a long one, but it basically means manipulating the search engine to list your website in better and or more placements. We all want our site, blog, or social media page to be seen more right? Well, guess what these keywords are one of the most important things to us. Keywords control the internet believe it or not. It really does not matter which field you are in Keywords control the ball field.

As a business owner, blogger, or social lite unless you're that one in a million, you must put forth the effort to get the results we all want. The business now days offers positions some paying well over \$100,000 a year for someone to do just that. A lot of people and business wish to be first on the internet. To be seen, called or sited first is huge. It takes more work and effort than most can understand. If you have ever taken a website to a top ranked spot you know exactly what I am talking about. I have worked thousands of hours over years to develop my rankings. This is not a joke, nor a laughing matter. Building a rank via Keywords is hard work!

Keyword tricks are available. You just have to first have the basics and then secondly know how to use them to help you succeed. Keywords or phrases are often descriptive words or title words. Keeping a clean and consistent system of keywords and phrases can definitely help make a difference. If you use precise keywords and phrases you can quickly and easily gain a website or blog traffic amount that you will be proud of sharing. My blog is currently receiving 23,000 hits a day. What you ask do I blog about? Music. Well, that is my hobby blog. I started it as a hobby and still only blog 3 days a week. I didn't spend thousands on marketing. I instead decided to do what I had learned over time. I watched hundreds of youtube videos, read others blogs and followed famous bloggers for years, then I put my own ideas into making this a reality. Keywords were a huge part of making my blog succeed. I learned that I could compete for KEYWORDS and I dove in. The thought that I myself could capture a certain word on the internet was intriguing to me. I found the use of key words amazing. Using nifty tricks can always help you advance your keyword search. One of the main tricks I use is keywording everything the same. I find a keyword that I wish to use, and then I use it on all of my tags. From basic keywords to keywords in my photos and when I am creating content. I have found that over a few week period If I over use one word and do so more than my competitors I can overcome any keyword domination. As long as what I am keywording is relevant and consistent I can own a word at this point.

One of the biggest questions we all must ask is what relevance does the keyword we are choosing hold to our website. If we use proper keywords, they will bring the right traffic our way. Using the wrong ones can also have an adverse effect. If you are not careful, a keyword can do as much damage as good. for instance say you are using a word such as photo lens, but what you're actually selling is a photo lens kit. You may lose a good sale, or 20. By describing what you are selling to a t will help you to sell more efficiently than using unnecessary keywords. I would much more likely recommend the following

```
<head>
<title>Baseball Gear </title>
<meta name="description" content="Top of the line baseball gear at as much as 50%
off, gloves, mits, hats, bats you name it we have it all at www.baseballgear.com">
<meta http-equiv="baseball gear" content="text/html; charset=UTF-8">
</head>
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Using the keyword properly can build you an arsenal of followers. Building and developing a team of followers is a hard to do thing, but keywords will help if done properly. Defining the content you are posting is a major plus. Developing 3 strong keywords that pack a punch and using them as a back up to quality content, and a strong social media presence can develop a great ability to gain mass traffic. Mass traffic can only be useful if you as the developer or social media giant know how to use it. Using the traffic gained from keywords is difficult but can be done if you take the time to learn what all you can do with it!

Keyword research can be done simply by using Google Adwords. Linking into Google Adsense can build you a key word plan. Google ranks keywords so you can see exactly how many people they hit and how they work. Using pre existing keywords that reach a lot of people is a great starting point. Building a list of essential Keywords is important for your success in Social Media. Using social media can be extremely hard unless you have the right keys,

As we develop our site, blogs, or social media pages we will come across harder and harder tasks. Some keywords may even be used in a hash tag on our social sites. Hash tagging a word can also be extremely useful. If you're a lawn care provider in Austin and you use the keywords Austin lawn care, the next time you post a photo hashtag it #austinelawncare. This will help viewers looking up that term to find you. A hashtag is

simply a keyword associated with something you have going on with your social media page. You can use a hashtag to describe something in your photo or as a keyword to link viewers to your site.

There are various sites you can use to find the most prominent keywords for your field. A way I like to use is the simple look it up and see what is reaches. Nothing fancy, I just log onto AdSense and see where my keywords are rated. If they are rated high enough, I then use them for my site. I have always found that a bit of simple research into what you are doing can pay off tremendously!

Keywords are easy to build on as long as the keywords you are using are solid. Once you have chosen the proper keywords we are capable of building off of them. Don't be angry if you have to beta test your keywords a few times! It's normal for up to 3 months of trials to get a proper keyword log. Using the beta testing capabilities we have can test multiple Keywords in 6-week increments. Allowing 6 weeks is usually a good amount of time to sync Keywords and see what type of traffic they are bringing.

Long Tail Keywords:

When using multiple words in one keyword such as (landscaping in Chicago) this is considered a long tail keyword. Developing these long tail keywords can take a bit of research. If you're a lawn care company in Denver and you want to dominate weed control in Denver, you want to know who else is competing with you. Once you have a grasp of who pops up under your keywords you can better plan for how you are going to use certain keywords to your benefit!

If we were to build a steady stream of revenue over time at little cost, this would be our online outlet. No this will not replace marketing, but it will help gain you a lot of traffic over time! If you think about long tail keywords as a special leads vault you will find yourself practicing the necessary steps in no time, and with consistency we will be developing a long term nest egg for your business. This month in July of 2015 I received 250 leads just from my long tail keywords. It took me a while to build up to that but I did and it works!

Chapter 8: Analytics

Keeping track of your performance is a must do for anyone in charge of sales and or marketing for a lawn care company. You have to know where you're doing well and where you are failing. If you don't keep track of this, well you're doing yourself and your business a disservice. You need to stay focused and on task making sure you look at the analytics daily, weekly, and monthly. You should track your views, likes, share, conversions and even form filled out. This will help you to know what works and what exactly is not working.

If you track your analytics for 6 weeks to start you will begin to see patterns. You can then use these patterns to build your marketing plan! Also, track your sales for the same 6 weeks so you can set attainable goals and have reasonable projections. These projections will be what you aim for in the next 30, 60 or 90 days.

Developing a plan and a tracker is essential. Whether you're keeping track yourself with an excel sheet, or you're using a software like Hubspot. Your tracking will be your best friend! This will be your center for everything you do from here on out. Having factual data to lean on when you need to make marketing decisions will either lead to your success or failure! If you know exactly what you are getting yourself into and what sort of outcome to expect You will have your pattern to follow and make better.

Where to start?

Develop tracking for all of your marketing needs. Use this tracker and ensure you maintain it and upkeep it on a daily basis for 90 days. After this period of time sit down and look over your results. From views to leads and dollar spend assess all of your marketing avenues. To ensure you have the proper information, you need to know what goes on the tracker.

What Should be on my tracker?

Your tracker should be broken down into categories. In these categories you will need to break down your marketing efforts into areas they fit. Such as Social media, Pay per lead site, adwords, and organic. It should list cost, cost per click, cost per interaction, cost for total reach and cost per lead.

Having all of this information on your tracker will allow you to see the proper statistics and figures you need to make an educated move with your marketing. Below we will show you an example marketing tracker! Please feel free to use it as you see fit for your business needs!

March 1st - March 15th

Social Media	CPL	CPC	CPR	ORG
FaceBook	\$16.34	\$.034	\$.012	NA
Twitter	\$22.12	\$.077	\$0.34	1200
IG	\$13.00	\$.012	\$0.07	3500
AdSense Ad's				
Video Ad's	\$31.00	\$.085	\$.017	1000
Local Ad's	\$44.00	\$.043	\$.011	1500
Multi City Ad's	\$53.00	\$.034	\$.015	1100

Having a template prepared when working on understanding the flow of your marketing is key. This will always be a guide and even after you become a great marketer for your business, from time to time you can fall back on this and re evaluate when necessary! Knowing you have that in your back pocket is always a great feeling! If you as a business owner, or even as an employee implement this it will pay off I promise.

Once you have a steady report on your analytics you can grow from there. If your budget is say \$15,000 this season and you want to make \$75,000 from your investment then this is a great way to start meeting those types of goals!

Why Content Matters in Analytics

There are a few essential things you need to know about analytics as well. As business owners we often feel that the high incoming numbers are great, but this is not always the case. There are quite a few things to think about when it comes to your business analytics and you must be prepared to overcome obstacles and develop quality content.

How does content affect my analytics?

Content is the single most important thing you can have for your online presence. If you have quality content you will always gain better and more solid traffic that is easier to track. If you work to provide views with content that is relevant and interesting to them, over time they will build trust and reputation with your brand. When this happens your online trends will change and even your Google page ranking will be positively affected.

If your not a designer and you don't have one in your inner circle reaching out to a professional is always a good idea. If you are good with design continually updating your content and providing more and more is essential.

End:

I know I am not always the most grammatically correct when writing so I hope you learned a bit of something anyway! After almost a year of on and off work I really hope you get some use out of this mini book!

