



Marketing Strategy – Lawn Care 2017

Executive Summary

Lawn care across the front range of Colorado has become a commodity. Each year, the competition continues to increase – making it more and more difficult to not only retain existing customers, but gain new ones. Customer loyalty is no longer a part of the equation. Many customers simply want a green, weed-free lawn, while paying a reasonable price.

While Swingle’s pricing structure has always been traditionally higher than the competition, by creating customer qualifiers we hope to only market to those households who fit the Swingle customer makeup. Additionally, we’ll increase our frequency of direct mail and other advertising pieces in order to be in front of the customer more often. With a series of offers and through A/B testing, we hope to find a mix that works best for this demographic.

Target Customers

As stated in the Denver Brandworks market research report done in 2016, Swingle’s current residential customer mix is comprised of people averaging 60 years of age, with a median household income of \$124,000, the majority are married (67%), live in a house 29 years old with a median home value of \$372,000.

In the Denver Brandworks report, we also clarified the top reasons people decide to use a professional lawn or tree care company rather than doing it themselves. Those reasons include: customer’s lack of knowledge to get desired results, want a great looking property but hassle/stress free, and simply to free up their time. These reasons may seem obvious, but it is important to identify and understand the “people problems” we solve for our customers.

Therefore, we will establish qualifiers for our customers of age 50+, household incomes of \$115,000+, having lived in their current home for 5+ years, with home values of \$350,000+.

Unique Selling Proposition (USP)

In 2017, Swingle will celebrate its 70th year serving residents and businesses across the Colorado front range.



With over 40 certified arborists on staff, more than any other Colorado company, we are recognized as a leader in tree services, as well as lawn care and landscaping. In short, **we're the company you can trust to care for and maintain your property as if it were our own.** Some additional competitive advantages include:

- Over 150 field crews serving the Front Range out of three offices (Denver, Firestone, Fort Collins)
- The only Colorado company who employs a world-renowned plant pathologist
- 100% Satisfaction Guarantee – Our promise that all work will be done correctly and to complete satisfaction
- OSHA compliant
- Accredited by the Tree Care Industry Association (TCIA)
- BBB accredited
- Angie's List Super Service Award

Pricing and Positioning Strategy

The lawn care promotions for 2017 are as follows:

\$29.50 first service (up to 10,000 square feet). Our competitors have been using this strategy repeatedly for years, and this change helps put us in the game. We will run this promotion simultaneously with help from one of our partners – Denver Zoo – offering a family pack of zoo tickets in lieu of the \$29.50 first service. We will run this A/B testing for one month and then measure the results through unique tracking phone numbers and landing pages.

While these offers are compelling, they do not prevent us from being the highest priced service across the Front Range. Therefore, if the two above offers do not resonate with customers based on our above qualifiers, we will introduce a new offer – 20% off a lawn care program. This offer proved very successful last year and will be reinstated if the above offers are not producing results.

While Swingle has always considered themselves a more “premium” service for our tree care and holiday lighting divisions, we understand that lawn care is a commodity and therefore we must be competitive in this fiercely competitive marketplace.



Distribution Plan

By utilizing a combination of print, digital and social channels, we'll be able to capture customers (new and existing) through various communication mediums. That includes:

- Five postcard mailings (utilizing the above qualifiers)
 - March – 2 drops; April – 2 drops; early May – 1 drop
 - Mailing to 75,000 new and existing residential customers throughout the Front Range
- Facebook offers to match monthly promotions
 - Push contests for free aerations and Denver Zoo tickets
- Bi-weekly e-blasts to recommended lawn care customers
 - Driving them to our new online order form for lawn care
- Push lawn care specific blogs in our monthly e-news
- Run full page ads in N2 Community Publications, Denver Life, HomeMag and Fort Collins Garden Club Magazine
- Dedicated PPC campaigns
- Bolster SEO efforts for all lawn care related pages on our website
- Neighborhood butterflying initiatives
- Referral program for existing customers