

An aerial photograph of a well-maintained garden. A curved gravel path with circular stepping stones leads through a lush green lawn. To the left, there's a circular bed of yellow flowers. In the bottom left, a black wheelbarrow filled with soil and a green watering can sit on the path. The bottom of the image shows a stone-paved area and some flowering plants.

# Email Marketing Campaign Template for Landscapers

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Use these email templates to get more landscaping jobs, stay in touch with customers, and grow your business. Each one is easy to edit and ready to send.



# Welcome Email

**Subject Line:** Welcome to [Your Company] – Let's Get Your Outdoor Space in Shape

**Body:**

Hi [Customer Name],

Thanks for signing up with [Your Company]. We specialize in creating and maintaining beautiful, functional outdoor spaces. Whether you need regular lawn care, hardscape installation, or a full landscape redesign, we're here to help.

Here's what you can expect from us:

- Reliable, on-time service
- Professional, trained staff
- Competitive pricing with no hidden fees

Need help getting started? We offer free consultations.

**CTA:** Schedule Your Free Estimate → [Link]

**Sign-off:**

Talk soon,  
[Your Name]  
[Your Company]



# Seasonal Service Promotion

**Subject Line:** Book Your [Season] Lawn Service Before We Fill Up

**Body:**

Hi [Customer Name],

[Season] is the perfect time to [specific service: e.g., aerate your lawn, prep your beds, install irrigation]. Our schedule fills up fast this time of year, and we don't want you to miss out.

Book now to get:

- Preferred appointment slots
- [Optional: Seasonal discount or free add-on service]
- A yard that's ready for the season ahead

Spots are limited.

**CTA:** Book My [Season] Service → [Link]

**Sign-off:**

Thanks,  
[Your Company Team]




# Project Showcase / Social Proof


**Subject Line:** Real Results from Local Landscapes

**Body:**

Hi [Customer Name],

See what we've been working on in your area. These are real projects for clients who wanted better curb appeal, more usable space, and less yard work.

 [Short description of a featured project: e.g., "Transformed a patchy front lawn into a clean, low-maintenance xeriscape."]

 [Another: "Installed a paver patio and built-in fire pit for a backyard hangout zone."]

Want something similar for your property? We're ready to help.

**CTA:** View Project Gallery → [Link]

**Sign-off:**

The [Your Company] Team



# Service Reminder / Upsell

**Subject Line:** Don't Forget: It's Time for [Relevant Service]

**Body:**

Hi [Customer Name],

This is your friendly reminder—it's the right time for [specific service: e.g., mulch refresh, hedge trimming, irrigation checkup].

Regular upkeep keeps your yard looking great and prevents bigger (more expensive) problems later.

If you're already a customer, we can add it to your existing service plan.

**CTA:** Add to My Service → [Link]

**Sign-off:**

Thanks,  
[Your Company Team]



# Request for Review / Feedback

**Subject Line:** How Did We Do?

**Body:**

Hi [Customer Name],

We hope you're happy with the work we did on your property. If you have a minute, we'd appreciate it if you shared your experience with us—it helps us improve and helps others find reliable landscaping services.

You can leave a quick review here: [Review Link]  
Thanks again for choosing [Your Company]. We appreciate your business.

**CTA:** Leave a Review → [Link]

**Sign-off:**

Sincerely,  
[Your Name]  
Owner, [Your Company]



# Re-engagement / Win-Back Email

**Subject Line:** Still Thinking About a Yard Makeover?  
Let's Talk.

**Body:**

Hi [Customer Name],

It's been a while since we heard from you, and we'd love to reconnect. Whether you're still considering a landscaping project or just need routine maintenance, we're here to help.

If you've been waiting for the right time—this is it. We're offering [optional incentive: e.g., 10% off design services or first mow free].

**CTA:** Get My Quote → [Link]

**Sign-off:**

We're ready when you are,  
[Your Company Team]