



Landscaping Marketing Strategy

(Residential vs Commercial)



Target Audience Overview

Residential

- Homeowners
- Focused on curb appeal, outdoor living, personal aesthetics
- Emotion-driven decisions
- Often smaller, recurring jobs (weekly, seasonal)

Commercial

- Property managers, HOAs, developers, business owners
- Prioritize reliability, contracts, budget adherence
- Logic-driven decisions
- Larger-scale projects and long-term contracts

Messaging Strategy

Residential

- Emphasize beauty, enjoyment, and pride of ownership
- Focus on transformations: before & after images
- Use emotional hooks: “Imagine coming home to this”
- Offer promotions or package deals (e.g., seasonal bundles)

Commercial

- Highlight efficiency, consistency, and ROI
- Speak in terms of liability, safety, and professional image
- Include terms like “licensed,” “insured,” “compliance,” “contract management”
- Focus on case studies, past performance, and testimonials from property managers

Marketing Channels

Residential

- Facebook & Instagram Ads
- Google Local Services Ads
- Nextdoor and neighborhood forums
- Door hangers, yard signs, and direct mail
- Online reviews (Google, Yelp) – heavily emphasized

Commercial

- LinkedIn outreach
- Industry-specific directories (e.g., BOMA, CRE associations)
- Cold email campaigns
- Networking at chamber of commerce events
- Trade shows and RFP bidding platforms

Website and Content

Residential

- Image galleries with strong visual impact
- Clear calls to action (Free Estimate, Book Now)
- Blog posts about seasonal lawn care tips
- Instant quote calculators (optional but helpful)
- Easy mobile navigation

Commercial

- Detailed services page with scope & capabilities
- Portfolio of completed commercial jobs
- Downloadable capabilities statement or brochure
- Certifications, insurance details, and industry affiliations
- Testimonials from corporate/HOA clients

Sales Approach

Residential

- Fast response time – call, text, or form
- In-person estimate or video consult within 24–48 hrs
- Build trust with friendly, professional communication
- Upsell: maintenance plans, hardscape add-ons

Commercial

- Initial outreach followed by formal proposal
- RFP response templates
- Multiple stakeholder involvement – tailor messaging
- Long-term relationship focus
- Emphasize consistency, availability, and issue resolution process

Retention Tactics

Residential

- Loyalty discounts or referral rewards
- Email newsletters with seasonal reminders
- Satisfaction surveys with optional review links
- Birthday/holiday service discounts

Commercial

- Quarterly reviews and check-ins
- Dedicated account manager or single point of contact
- Priority scheduling for snow, storm, or emergency response
- Performance reports tied to KPIs

Pricing & Packages

Residential

- Transparent pricing or tiered packages
- Promote affordability and value
- Flexibility to add-on services without contracts

Commercial

- Custom quotes based on property specs
- Annual contracts with clear SLAs
- Structured payment terms and billing cycles

Branding Focus

Residential

- Friendly, local, community-oriented
- Visual identity that speaks to beauty and trust
- "Family-owned," "neighborhood favorite," "customer-first"

Commercial

- Professional, clean, and reliable
- Corporate image with uniforms, branded trucks, and contracts
- "Trusted by [well-known clients]" credibility

The background of the slide is a vibrant, sunlit garden. In the foreground, there's a flower bed with green foliage and small purple flowers. A well-maintained green lawn stretches towards the background, where a dense line of tall, leafy trees stands against a clear sky. The scene is bright and natural, suggesting a peaceful outdoor environment.

Marketing to residential and commercial landscaping clients isn't about choosing one over the other. It's about knowing how to speak to each.

Use emotion, beauty, and ease for homeowners.

Use results, reliability, and professionalism for businesses.

Match your message to the mindset, and your marketing will do the heavy lifting.