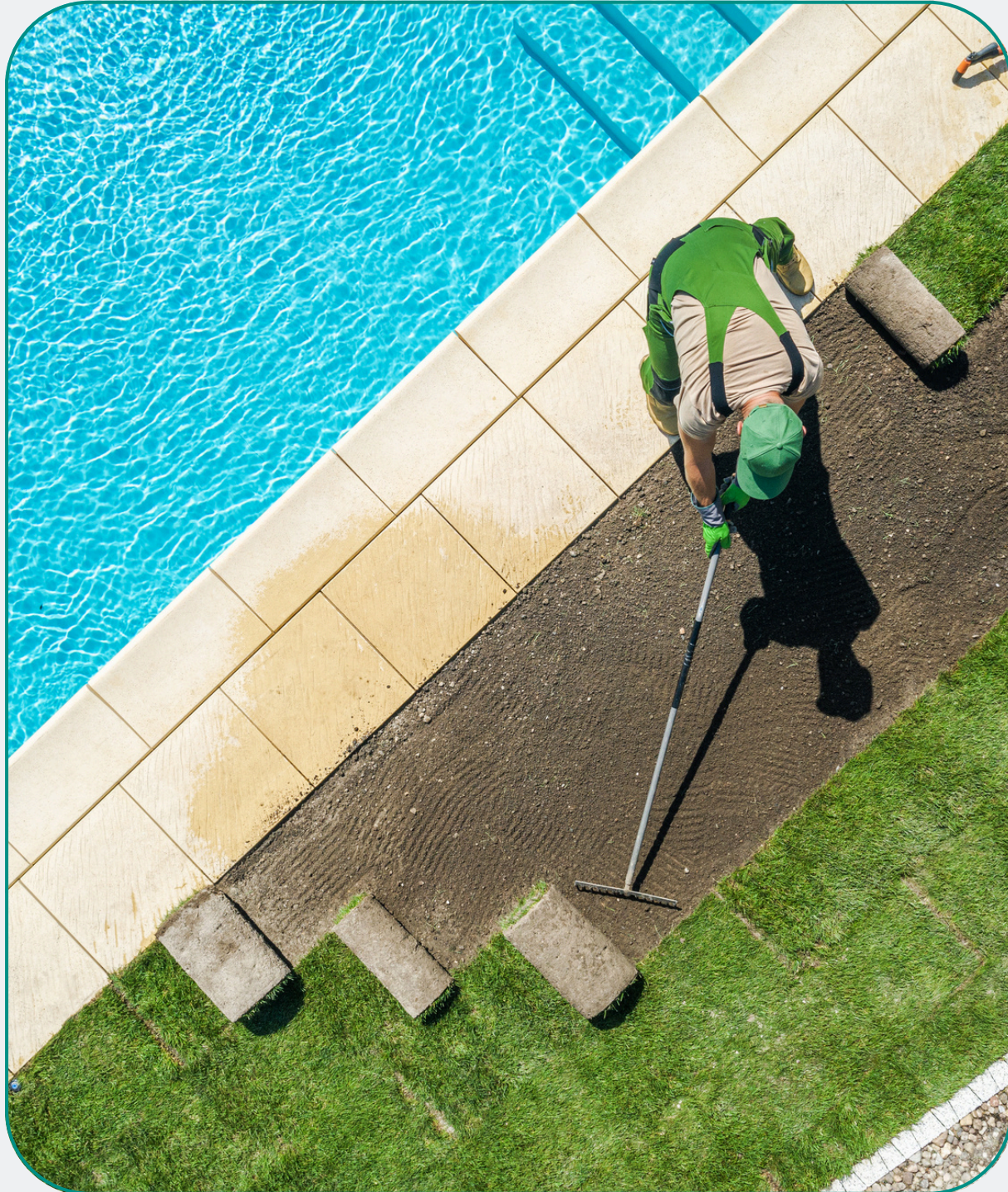


Marketing Agency Hiring Guide for Landscapers



Hiring a marketing agency can help your landscaping business grow faster, attract better clients, and stay ahead of local competitors.

But not all agencies understand the landscaping industry or how to generate real leads that turn into paying customers.

This guide will help you choose the right one.

Look for Industry Experience

An agency doesn't need to specialize only in landscaping, but they should know your market. Ask for examples of campaigns they've run for similar service businesses.

If they've helped hardscape contractors, irrigation companies, or outdoor design firms, that's a good sign.

Ask this:

- Have you worked with landscaping or home service businesses before?
- What kind of results did you get?

Demand Lead-Driven Results

Avoid agencies that only talk about brand awareness. Landscapers need phone calls, quote requests, and scheduled jobs. Make sure the agency focuses on lead generation.

Ask this:

- How do you measure success?
- Will I be able to track calls, form submissions, and bookings?

Review Their Local Marketing Strategy

Most landscaping businesses serve a specific area. Your agency needs to understand local SEO, Google Business Profiles, local ads, and how to dominate the map pack.

Ask this:

- How will you improve my visibility in my service area?
- Will you manage my Google Business Profile?

Check Their Paid Ads Experience

Paid ads can get fast results, but only if they're done right. Look for agencies with experience in Google Ads and Meta Ads for local service businesses.

Ask this:

- Have you run Google or Facebook ads for local contractors?
- What's your strategy for targeting and budget?

Ask About Website Optimization

If your website is slow, outdated, or hard to use on a phone, you're losing leads. A good agency will handle conversion-focused design, not just traffic.

Ask this:

- Will you help improve my website's speed and mobile usability?
- Do you test landing pages for better performance?

Insist on Clear Reporting

You should never guess what's working. Your agency should provide reports you can actually understand—without buzzwords.

Ask this:

- What kind of reports will I get and how often?
- Can I speak to someone if I have questions?

Understand the Contract Terms

Know what you're signing. Month-to-month contracts give you flexibility. Long-term commitments should come with performance guarantees.

Ask this:

- Is this month-to-month or a fixed-term contract?
- What's your cancellation policy?



The right marketing agency will treat your landscaping business like a growth partner, not a client on autopilot. Choose an agency that speaks your language, shows you where your money is going, and earns your trust through results.