

MARKETING MATTERS

Right Message, Right Now

By STACIE ZINN ROBERTS

What are your customers thinking about right now? As we say goodbye to summer and welcome the start of fall, or at any time of year, your marketing message should speak to the issues and concerns your customers are currently facing.

Right Message

Let's dive into that a little bit more. On the homefront, your customers are sending their kids back to school, putting away summer outdoor equipment such as taking down that above-ground pool or stowing patio furniture, and preparing for the change of seasons.

Consider what marketing messages you can create to assist your customers right now. Think about what services you provide or products you sell that a homeowner or landscaper can use right now.

Are your customers wondering about fall lawn care? Perhaps some of these subjects make sense for your customers:

- Fall lawn care tips
- Overseeding
- Planting sod to get an instant lawn
- Planting sod before it gets too cold
- Planting dormant sod
- Topdressing
- Aerification
- Shorter days and shade tolerance
- Fall fertilization

What other hot button issues are specific to your region that you can use as a hook for your marketing message?

Right Now

Once you've identified what you could say to your customers, the next step is to devise the best way to deliver that message.

- Blog: Informative articles in the form of blog posts offer your company the ability to write about a pertinent issue. Offer tips, a list of the Top 5 Ways to Prep Your Lawn for Fall, or some other useful information that your customer can use now. Insert lots of strong keywords to boost the blog post's Google searchability. Illustrate the blog post with interesting photos. If you're not a photographer, visit websites such as unsplash.com or pixabay.com to find no-cost, license-free images to help tell your story.



- E-newsletter: Import your customer list into an email database program like MailChimp or Constant Contact. Be sure you have permission from customers to do this. Then create an email that links to the blog post and send it to your customers. Be sure to include a call to action like Buy Now or Call Today.

- Social media: Take the photo you used to illustrate the blog post and use it as a social media post on your accounts on Facebook, Instagram, and others. Include a link to the blog post to drive traffic to your website.

When you tailor your message to address the issues your customers are dealing with now and offer solutions to make this time, right now, easier for them, you create value for your company. You position yourself as an expert. And you show that you understand and want to help your customers. The goal is for your customers to see you as a resource, a problem solver, not just someone looking to sell them something. Make your company and your services part of the solution and rake in not only fall leaves, but also sales.



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