

# Lawnline Marketing Insights

## SMS Delivers Simplicity, Efficiency, & Revenue

Your customers want simplicity and speed. As a business owner, you want more revenue and more efficiency. SMS, or text messaging, is technology that any lawn care or landscaping company can utilize to meet their customers' demands, become more efficient, and increase revenue - all at the same time. Some of the most popular ways to implement SMS into your business include communications, upsell marketing, automated lead responses, and feedback/review building, to name a few. Let's look a little deeper at these most impactful uses.

### 1. Communications

Using SMS tools online, you can deliver messages directly to the phones of your leads and customers through desktop computers. This enables you to receive quick replies, handle multiple conversations at once, receive photos and videos, have a log of communications, and more. This method of communication also makes it simple for your customers and is the most preferred method of contact for many.

### 2. Upsell Marketing

SMS is the most effective method of upselling and maximizing your customers' Lifetime Value (LTV). In fact, using SMS to upsell your customers will generate 235% more quote requests compared to email upselling, according to Lawnline Marketing's data.

An example of an effective upselling campaign would be marketing fertilization and weed control services to your lawn maintenance accounts. SMS messages are always read by the recipient. When combined with automation tools, your customers can simply click a link or respond "Yes" for a quote.

At Lawnline Marketing, we see an average of 13% of your recipients will request a quote when using SMS to upsell. These quotes will also have a very high closing rate. It is recommended to send personalized messages to segments of your customer list once per month.

### 3. Automated Lead Responses

Tons of leads are generated through your website forms, social media, and more. When these Internet-based leads come in, a prompt response is critical. With SMS technology, you can automatically send a response to request additional qualifying information, photos, or even schedule a site visit.

Newer technology takes it a step further and enables you to automatically generate a call to your office staff, read off the lead details, and press a button to call the lead. Talk about an instant response!

### 4. Feedback/Review Building

Online SMS tools offer the solution when it comes to feedback and online reviews. You can automatically send a text message to your customers shortly after service to ask about their experience. Using rating systems enables automation to deliver an online review link to happy customers or ask for more detailed feedback if something was unsatisfactory.

Besides avoiding bad reviews, SMS can generate consistent good reviews. This turns into a stronger reputation, higher closing rates, and more new leads by improving your search engine optimization (SEO).

## Getting Started With SMS

It's best to hire a professional to implement SMS into your business. Digital marketing agencies and automation companies are best suited as they have the tools to implement custom workflows, automations, and connect multiple systems such as your CRM. If you would like to self-implement SMS, there are numerous online tools and guides you can use as resources.

*Tony Ricketts is a lawn care and landscaping marketing expert. He has worked as a marketing professional since 2007 and exclusively for lawn and landscape companies since 2016. Tony is the Founder & CEO of Lawnline Marketing and regularly speaks at industry events educating the green industry on SEO, content creation, paid advertising, social media, automation, and more.*