

Marketing Plan | Sample

Small business marketing activities can build connection and community so that you can attract new customers and keep existing customers coming back.

Business Foundations



Greg's Native Landscaping

Our Vision

Greg's Native Landscaping creates and maintains beautiful native gardens and landscapes that exceed our clients' expectations and enhance the environment. Our vision is to have the market share of native landscaping business in the Perth region, with continued scope to expand.

Our competitors

Landscaping businesses can be divided into two types - residential and commercial. Within the residential market, there are two competitors: landscaping companies and gardening services. Landscaping companies will generally be handling jobs within our range, however they are not focusing solely on native vegetation, which is our key point of difference. The other competitor is a gardening service. Within this region, the competition is not overwhelming and often lacks basic quality and professionalism. Their fees may be significantly lower than ours, but they likely lack expertise in native vegetation.

Our Customers

Our customers are typically environmentally-conscious homeowners in and around Perth, Western Australia.

Our customers care about the environment, and want to support and protect native ecosystems and biodiversity.

Our customers are professional and time-poor, and are therefore too busy to do any landscaping or gardening themselves, but want a stylish outdoor area where they can relax and entertain.

Their median income is at least \$100- \$150k per annum – enough disposable income to design and create a native garden and pay for any ongoing maintenance.

Marketing Plan | Sample

Product



Greg's Native Landscaping has particular expertise in native vegetation - and native Australian plants are our passion!

We have a wealth of horticultural knowledge that enables us to provide landscaping solutions for our clients.

We offer a full range of services, including landscape design, native plant supply, construction and maintenance.

Premises



Greg's Native Landscaping operates in and around the Perth region. We work on-site at our customers' residences.

Prior to commencing a job, we conduct site visits to meet our clients face-to-face, and to ensure we have a clear picture of the space we will be working with so we can provide an accurate quote.

We can also be reached by email and telephone, should our clients have any queries.

Our website will have a full schedule of our services.

Pricing



Our pricing is dependent on the size and complexity of the project, as well as the quantity of plants and materials required. Landscaping projects typically range from \$4,500 for small gardens to over \$50,000 for large-scale projects, such as new homes with no existing landscaping. The cost of labour for a standard landscaping project is around \$50 per hour and does not include plants and materials.

Costs will include:

- Landscape design (can range from \$500 - \$10,000+ depending on the complexity of the project)
- Materials (such as paving stones, concrete, beams, installations, reticulation systems, etc.)
- Labour

Promotion



We will promote our business through the following channels:

- Website outlining our services, examples of our work and testimonials from other clients
- Monthly blog posts
- Advertising in the local paper
- Social media – Instagram, Facebook and LinkedIn
- Printing marketing collateral, such as brochures, capability statement, magnets and business cards
- Joining the local Chamber of Commerce to attend networking events
- Branded vehicles and uniforms
- Signage outside houses we are working on, or for display at local nurseries

Marketing Plan | Sample

Use all of this to put together your marketing plan below:

SMART goals



- Increase revenue by 15% each year
- Develop relationships with three new nurseries that supply native vegetation
- Increase promotion of the business by 200%
- Increase the number of quotes we are conducting by 25%
- Landscape 20 more gardens over the next year

Marketing Activities



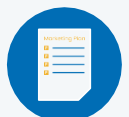
- Develop website
- Write a monthly blog post
- Weekly newspaper advertising
- Social media posts
- Distribute hard copy marketing collateral
 - Notice boards
 - Letter drop
 - Nurseries
- Design and print branded material – decals for vehicles, uniforms, hats, etc.
- Attend Chamber of Commerce networking events

Budget



Our marketing budget will comprise approximately 5% of our annual revenue. This will cover our website design and maintenance, social media advertising, vehicle branding, print collateral and uniforms

Your timeline



- Website to go live - by end quarter
- Monthly blog posts – last Tuesday of every month
- Weekly newspaper advertising – submit each Thursday
- Social media posts - every three days (Mon/Wed/Fri)
- Distribute hard-copy marketing collateral – every quarter (Jan/April/July/Oct)
- Design and print branded collateral – decals for vehicles, uniforms, hats, etc. by end quarter
- Attend Chamber of Commerce networking events – first Friday of every month