

# Landscape Leadership Expands to Offer Full Spectrum of Agency Services



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With more potential customers online than ever before, it's important for green industry businesses to be where they are and talk to them like people, not prospects, according to Chris Heiler, founder and president of Landscape Leadership.

With that in mind, Heiler has shifted the focus of his business from simply consulting to providing full agency inbound marketing services, unveiling a newly redesigned website and more robust menu of services for his clients beginning in July 2012.

"I wanted to move past just consulting with green industry companies and get down to doing the actual work for them," Heiler said. "A lot of businesses understand the value of blogging, social media and SEO now, but they're tired of just hearing 'experts' speak about it. They need a partner to do the work for them because they don't have the internal resources to execute an impactful inbound marketing program on their own."

Inbound marketing-in direct contrast to traditional outbound tactics like direct mail, advertising, cold-calling and sales fliers-uses social media, search marketing (SEO) and content marketing, which is more effective because people are actually searching for what your business offers instead of you pushing your message into a consumers face without their permission.

Landscape Leadership's services include SEO services, editorial content planning, blogging, email marketing, community management, real-time reputation management and related company training. As part of the launch, Landscape Leadership is offering a free Inbound Marketing Assessment to evaluate businesses' current websites and inbound marketing efforts. Green industry companies can learn how they compare to their competitors and how to make better decisions with their marketing budgets.