

The 4 Vital Parts of Your Marketing Plan



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When you hear the word "marketing," what do you think of? That it's your sales team's problem? Or, that it's a boring topic and one that you don't need to know or worry about?



According to Business Dictionary, www.businessdictionary.com, marketing is "the management process through which goods and services move from concept to the customer."

And you, as the business owner, should want to know how your marketing director plans your company's yearly marketing campaign.

If you don't have a marketing professional on staff, never fear. Here are the four components of a solid marketing management process that you need to know:

- 1. Product:** Your product would be your lawn care or landscape business. What services do you offer? How do you stand out from the other green businesses in your city or region?
- 2. Price:** How much do your services cost? Do you offer them in standard packages? Which services are part of your standard package and what services are considered a la carte?
- 3. Place:** How will you bring these services to your customers? It's pretty obvious that you'll drive to their homes and businesses to provide lawn care or landscape services. But will a licensed technician go to each job to oversee the crew's work on your clients' properties?
- 4. Promotional strategy:** How will you let your prospects know about your services? Will you do it through door hangers, press releases, a blog or through an email blast? How will you use inbound marketing-otherwise known as

using marketing techniques through social media platforms-to draw in strangers, and hopefully, convert them into paying customers?

As you can see, there's a lot more to marketing than just letting your sales team do their thing. You need to be the captain of your company's marketing ship where you know what your ideal clients need and want, as well as how your company will solve their problems better than your competition.

How are you commandeering your company's marketing ship?

Next month's blog will focus on how hiring a marketing professional can help you with your business's development. Stay tuned!

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