



SocialMadeSimple®

HOW TO
**GENERATE LEADS
ON FACEBOOK
FOR YOUR LAWN
CARE BUSINESS**

www.socialmadesimple.com



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Overview

The beauty of using Facebook to advertise a lawn care business is the very ability **to generate sales leads effectively, sustainably, and affordably**. Lead generation ad campaigns make it possible for a user to become a lead without ever leaving Facebook. However, the secret to generating these leads in the green industry goes far beyond simply running the campaigns.

In this guide, we walk you through the steps to create a peak and off-peak season Facebook advertising strategy, and the importance of organic social media. We'll also share some real-world examples of how a current lawn care franchise is deploying these strategies today.



Peak Season Ad Strategy

Let's dive into where the magic happens. The peak season for your lawn care business is the perfect time to leverage Facebook's ad campaigns to generate leads!

Creating a lead generation campaign and putting it on **auto-pilot is not an option for a seasonal business**. It's important to monitor ad campaigns daily or hire an agency that can keep

track of trends specific to your market. Results of lead generation campaigns vary greatly **depending on seasonality, weather patterns, market, demographics, ad budgets, & competition for ad space.**

To create lead generation ads that drive the best results for your lawn care business, there are plenty of moving parts to consider.



Lead Generation Campaigns

First things first - What are lead generation ad campaigns?

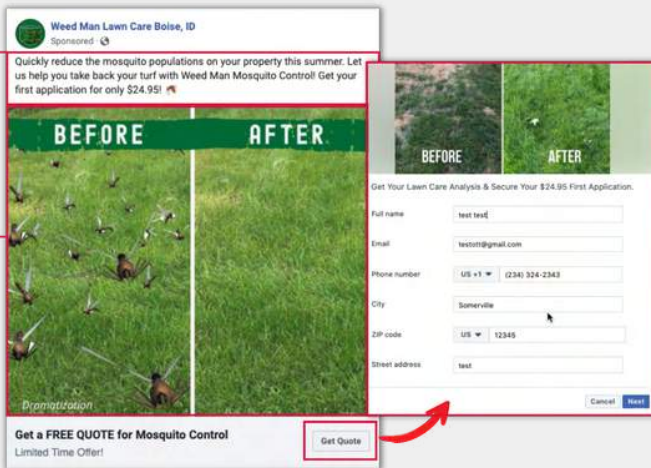
Facebook allows advertisers to create ads designed to generate leads - simple as that. Customer

leads, recruitment leads, you name it! The customizable forms linked to each ad create a seamless way to collect customer information on Facebook for your lawn care business.

Ad Copy
Promote a free quote or discount offer to attract users.

Ad Creative
Use vibrant imagery to creatively attract & engage users.

Lead Form
Customize to ask questions that drive the highest-qualified leads.



Weed Man Lawn Care Boise, ID
Sponsored

Quickly reduce the mosquito populations on your property this summer. Let us help you take back your turf with Weed Man Mosquito Control! Get your first application for only \$24.95!

BEFORE **AFTER**

Get Your Lawn Care Analysis & Secure Your \$24.95 First Application.

Full name:

Email:

Phone number:

City:

ZIP code:

Street address:

Get a FREE QUOTE for Mosquito Control
Limited Time Offer!

Get Quote

Lead Ad

Customized ads are shown to your target audience.



Lead Form

Information is automatically filled based on profile.



Confirmation

Once submitted, applicants can view your website.



Email

Receive 100% exclusive leads straight to your inbox.



Ad Budget

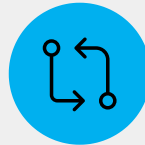
Try looking at lead generation campaigns as an “investment”. Put a **greater ad spend** behind your ads during the peak season to **acquire qualified leads that are ready to become immediate customers**. With your services

in demand, putting a higher budget behind your ads will get you in front of more people, beat your competition to it, and result in a low cost per lead. Trust us, the investment will pay off once the ads launch and leads start pouring in!

Take a look at some tips from the experts:



Capture the attention of potential customers by offering hard-to-resist incentives such as a **free quote or discount**.



To effectively turn your leads into customers, it's crucial that your **sales team follows up within 24 hours** of receiving the lead info.



Targeting: **Enter the ZIP Code of your lawn care business' service areas** to reach the most qualified audience.



Be sure the **desired action is 100% clear** through the ad copy, creative, and call to action button.



Off-Peak Season Ad Strategy

When you start to see a **cost per lead increase and the demand for your services decrease**, don't panic. Rather than focusing on lead generation, the off-season is the time of year to pivot your strategy to focus on **reaching as**

many people as possible with your ads.

As a part of your seasonal strategy, **reduce ad budgets and shift to a brand awareness objective** when sales begin to decrease.

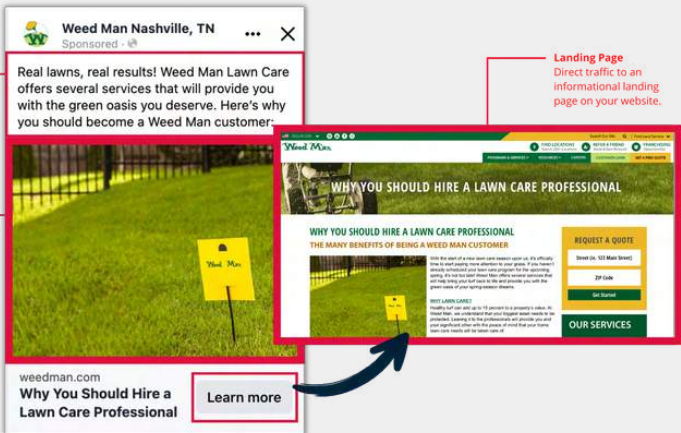


OFF-PEAK SEASON AD STRATEGY

Brand Awareness Campaigns

Typically, **brand awareness ads reach 15 people for every person reached by a lead generation ad. Brand awareness campaigns actually work together with lead generation campaigns.** When your local target audience is in

demand of your services, your lawn care brand will be the first one that comes to mind. Not only that, but you can also retarget that same audience that has already seen your brand, with your lead generation ads!



Ad Copy
Show off expertise & position yourself as a leader in the green industry.

Ad Creative
Use vibrant imagery to creatively attract & engage users.

Landing Page
Direct traffic to an informational landing page on your website.

weedman.com
Why You Should Hire a Lawn Care Professional
Learn more

Additional benefits to running brand awareness campaigns:

- ✓ Low Cost
- ✓ Stay Ahead of Local Competitors
- ✓ Decrease cost per lead during peak seasons

Ad Budget

Because the main goal of brand awareness campaigns isn't to drive tangible sales as we see with lead generation campaigns, **reducing the ad**

spend during the off-season (if your location has an off-season) is the key to **executing a cost-efficient seasonal advertising strategy.**

Take a look at some tips from the experts:



The more **engaging** your **ad copy and creative** are, the greater the chances of your audience remembering your ad!



Test **different ad formats**: Static image, video, and carousel.



Explore a **variety of ad placements** & leverage the ones that work best for your brand: Ex. Feeds, Stories, Facebook Messenger, etc.



Ad creative: Use **on-brand imagery/graphics** that showcase the best parts of your lawn care services and brand.

Organic Social Media Strategy

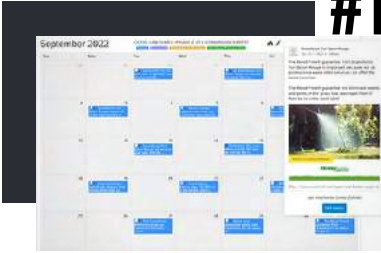
A paid social media advertising strategy can only get you so far without a stable organic social media presence. Ad campaigns generate leads on Facebook for lawn care businesses, but your organic Facebook presence gets those leads to **stay, engage, and**

become active customers. That's why you need a **healthy balance for a sustainable strategy!** Try viewing your social presence the same way as your website: a platform that potential customers visit to seek information and brand validation.



Foundational Best Practices:

#1



**Pro Tip: No more than two posts per day.*

Posting Frequency

Publish on-brand content posts at least **three times per week**. Avoid irritating your followers with an overflow of posts every day. Aim for a **consistent frequency** and slowly increase the volume if your audience is engaged.

#2

Ideas for Content Posts

Time to show off your skills! Explore different content ideas, see what performs the best, and build your content strategy around what resonates with your local audience. Here are some **content ideas that work well for lawn care brands**:



Client Testimonials



Discount Offers



Local Employees



Client Spotlights



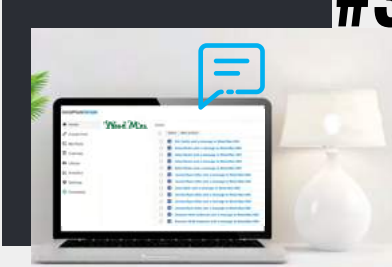
Educational Tips



Helpful Blog Posts

#3

Stay Alert for Messages

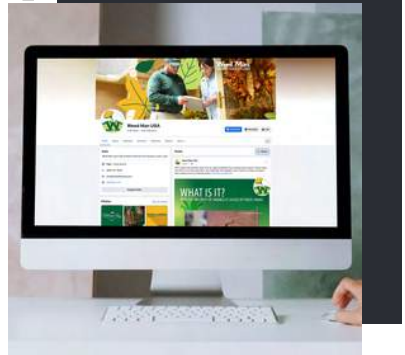


Posting content organically to your Facebook Page can lead to increased engagement. Once posts are published, it's important to **monitor all inbox messages, comments, and general engagements**. Promptly respond to both negative and positive engagements.

Introduce Your Brand

Never skip the basics! Make sure to introduce your lawn care business in the **About section** of your Facebook Page. **Make it as clear as possible what your business is all about** before the user keeps scrolling through your Page.

#4





Weed Man Case Study

The Weed Man logo, featuring the words "Weed Man" in a green, stylized, cursive font.

Now that you know what goes into a seasonal advertising strategy, take a look at how we utilize this methodology to generate leads on Facebook for the largest lawn care franchise in North America.

Weed Man Lawn Care's Social Media Team

Weed Man is the **#1 lawn care franchise in North America**, with 250+ locations across the U.S. & Canada. As Weed Man's **preferred social media vendor**, SocialMadeSimple executes a

Facebook advertising strategy that drives a consistent flow of qualified leads (**new customers & up-sells**) and **optimizes budgets and campaigns** based on seasonality across each location.

WEED MAN LAWN CARE CASE STUDY

Executing a Seasonal Ad Strategy

We execute a hyper-targeted seasonal Facebook advertising strategy unique to each location. As Weed Man's social media team, we **constantly monitor**

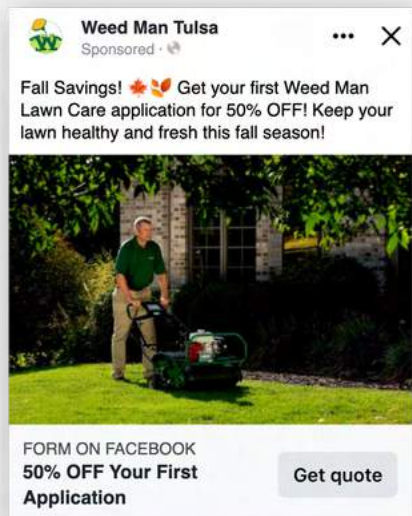
and optimize their ad campaigns and budgets based on a variety of local factors such as seasonality, weather patterns, market, and demographics.

Seasonal Facebook Ad Annual Performance

25K+ Leads Generated

\$33 Avg CPL (Full Season)

\$25 Avg CPL (Peak Season)



Takeaways

- Facebook ads can help **generate tangible lawn care leads.**
- **Optimize your ad objectives** for seasonality & local demand.
 - Lead generation during peak seasons
 - Brand awareness during off-seasons
- **Scale your ad budgets** to match seasonal business demands.
 - Increase ad spending during peak seasons
 - Decrease ad spending during off-seasons
- Improve your campaigns by **testing different offers, ad placements, & ad creative.**
- Post organic content to **drive customer engagement, retention, & brand loyalty.**



Who Are We?



SocialMadeSimple Does It All For You

SocialMadeSimple is a **franchise digital marketing agency** established in 2009. Since then, we've helped over 30,000 businesses achieve success online through **social marketing technology & a team of experts**. Facebook advertising is where we shine!

We become your very own social media team with a dedicated Client Success Manager, Digital Ads Specialists, & Content Specialists. Our team works together to strategize & craft social media campaigns that do one thing better than anyone else: **Drive results.**

Questions? Let's Talk



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Schedule a Call!

