

How to Turn Go iLawn into a Marketing Machine

Cluster Marketing System



Use Go iLawn Property Intelligence to find and sell more profitable customers year after year.

by Go iLawn

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Any comments relating to the material contained in this document may be sent to:

Go iLawn

Email: sales@gisdynamics.com





Target Marketing Systems are built around your

Customer Cluster Strategy

Systematically acquiring customers of the same service type in close proximity to each other gives you powerful competitive advantages.



Pricing and Profit Advantage

- Closer jobs save you fuel and time.
- You can price competitively without sacrificing margin.
- You can increase profitability of each job.



Service Advantage

- Your people pass customer properties with more frequency.
- You can be more responsive.
- Your customers will see you more often.



Marketing Advantage

- Your brand is viewed more and more.
- Your trucks and people are always in the area.

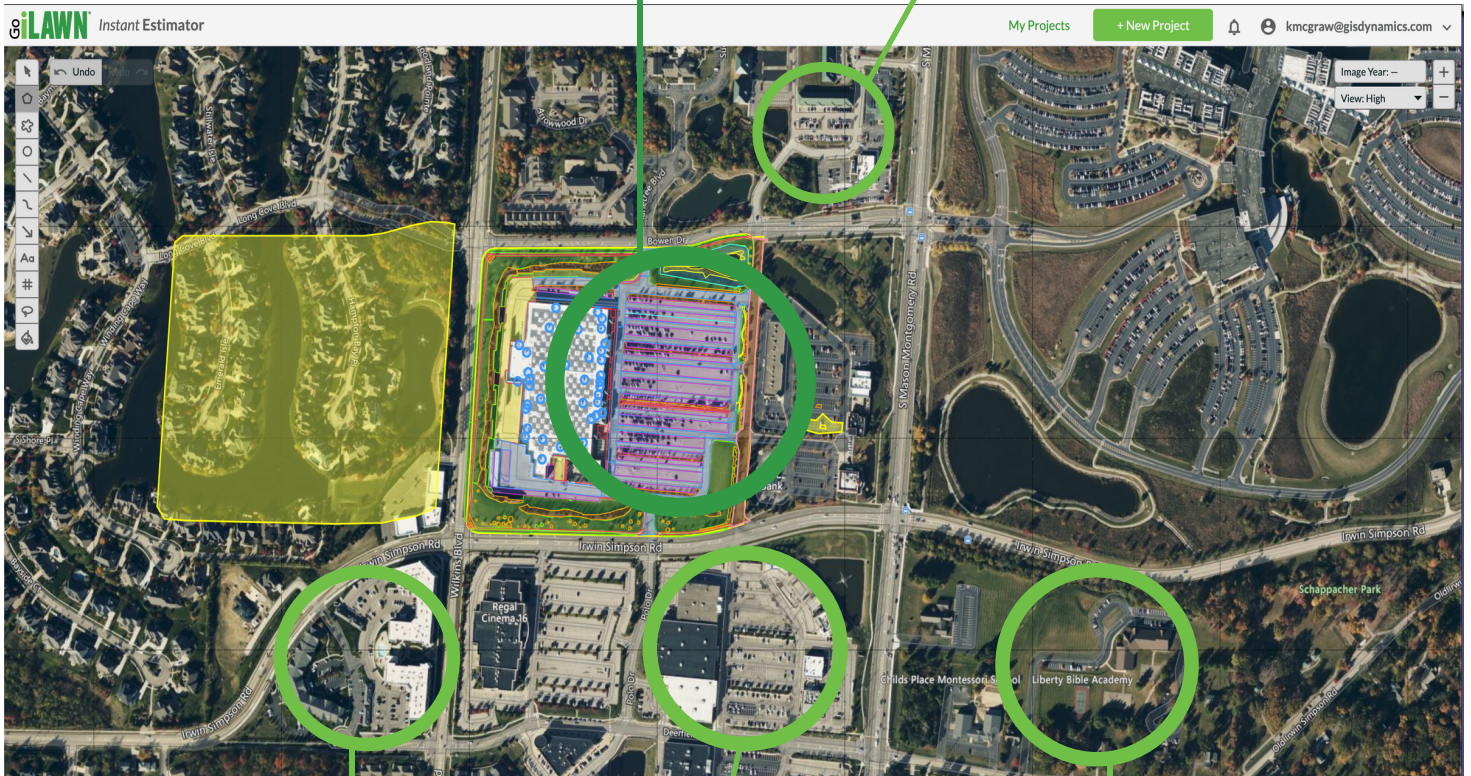
Clusters



Clusters in Go iLawn

Core Customer

Cluster Prospect



Cluster Prospect

Cluster Prospect

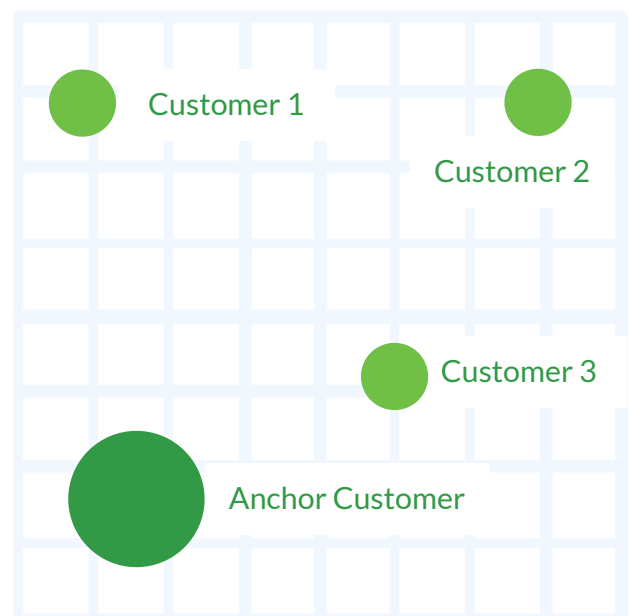
Cluster Prospect

Compare the Spread

Two companies. Same size, same market, same service offerings, same number of employees, same equipment. But very different profitability and success. Why?

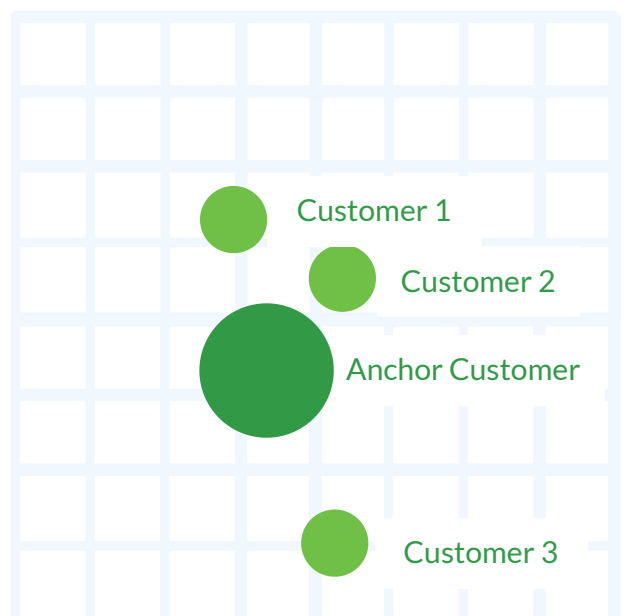
Company 1:

Customers spread out across the region.



Company 2:

Customers concentrated in one region.



Compare the Numbers

	Company 1	Company 2
Driving time between Customer 1 and Customer 2	30 minutes	3 minutes
Money spent paying crew of 4 (\$20/hour) to drive between Customer 1 and Customer 2	\$40	\$4
Money spent on driving from Customer 1 to Customer 2 over the course of one year of weekly visits	\$2080	\$208

What's the Difference?

With all other business aspects the same, how does customer spread impact the company? What's different?

Route Density

- More customers in one area means less driving time, letting Company 2 service more properties in the same amount of time.

Value Proposition

- Customers will drive past other customer properties, further showing Company 2 high quality service offerings.

Marketing Advantage

- Company 2 spends less money to acquire more customers.

Growth

- Company 2 serves more customers with fewer employees.

Operational Costs

- Company 2 spends less on gas and less paying their crews for driving time.

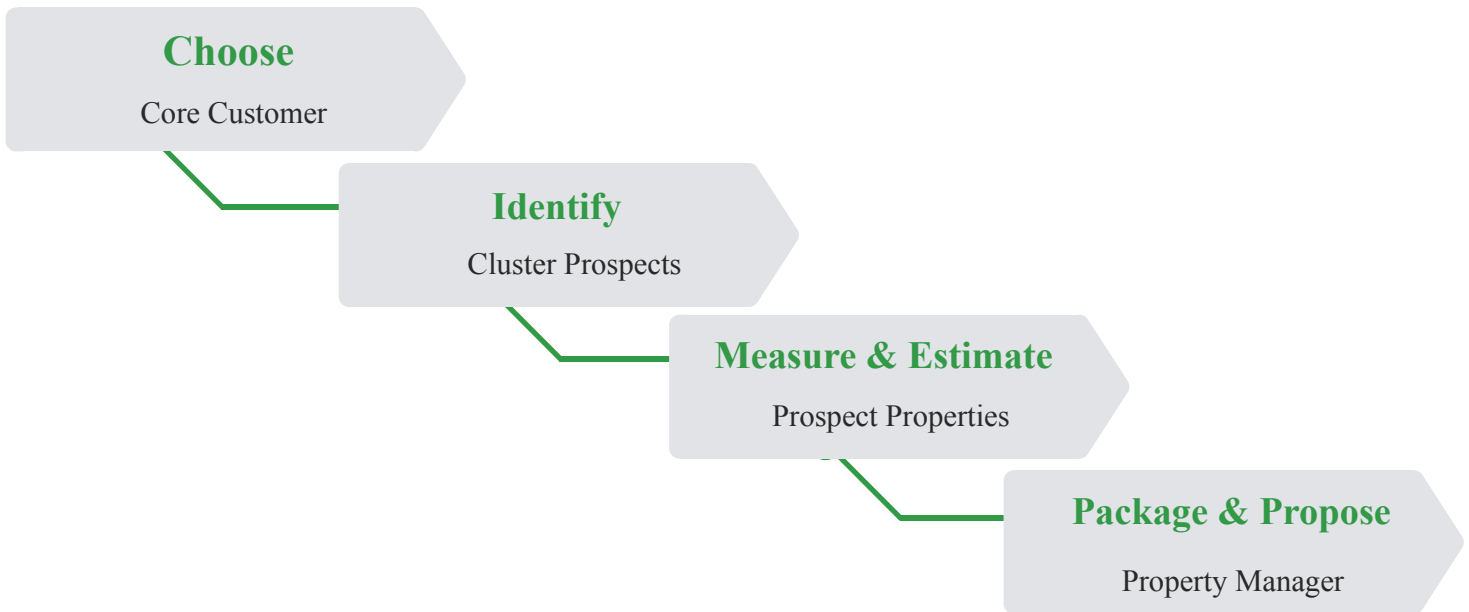
Profits

- Lower overhead costs and more customers serviced means Company 2 profits more.

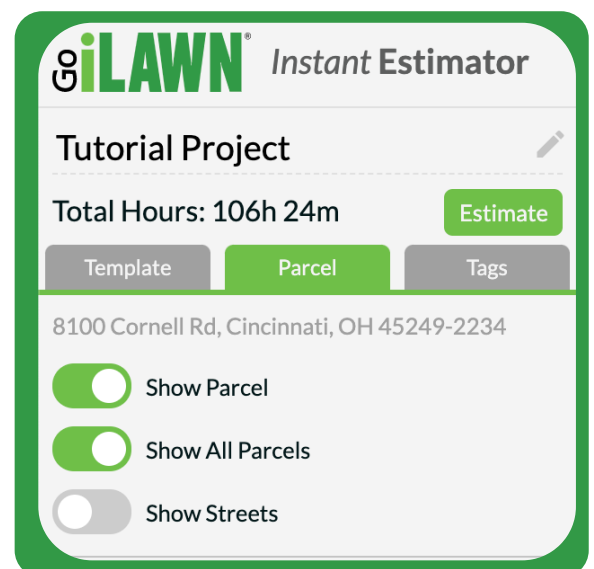
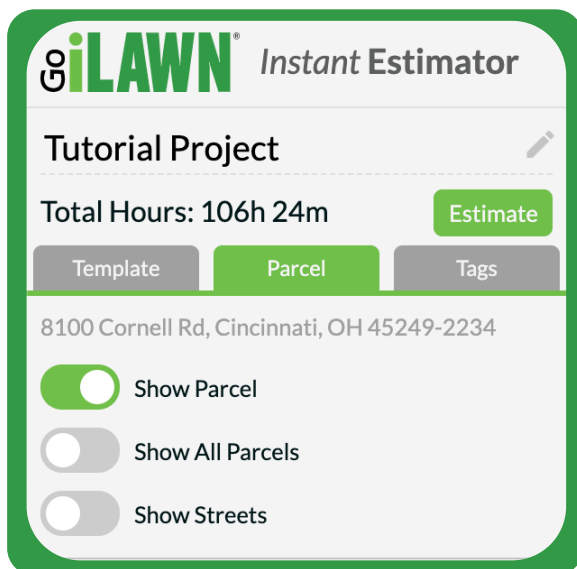
Quality and Customer Service

- Company 2 serves more clients faster than its competitor Company 1. With less wasted time, they get the jobs done better and impress their customers every time!

Go iLawn Cluster Marketing System



Go iLawn has an "All Parcel" tool to help you see the addresses of prospects near your core customer. Just start a new project with the prospect addresses and you'll be on the way to starting your Cluster Marketing System!



Step One

Choose Core Customer

Identifying the best customers to build a cluster marketing campaign around.

You will reference this customer to maximize the effectiveness of your marketing outreach.



Reputable Business

A company others are likely to admire.



Distinctive Property

People know the property and how it looks.



Long Service History

People know the tenant and their quality of service.



Willing to Provide a Reference

Provide testimonials or be a reference for prospects.



Step Two

Identify Cluster Prospects

Find ideal target prospect parcels close to your core customer.

1

Open Core Customer Map

Use Go iLawn's "Medium View" to pull back from the Core Customer Property.

2

Click on the "All Parcel" Tool

To identify prospect properties around your core customer.

3

Evaluate Prospect Parcels

Find the best surrounding properties based on size, mulch, condition, etc.

4

Make a Prospect List

Capture addresses of potential prospects.

Step Three

Measure and Estimate Prospect Properties

Use Go iLawn to measure and estimate prospect projects and organize them into a campaign.

1 Create a Campaign

- Create a tag for your Campaign (example: Cluster 1)
- Quickly create Prospect Projects from the addresses on your list.

the project.

Add tags to the Core Customer and Cluster Prospects

Step Three

Measure and Estimate Prospect Properties

Use Go iLawn to measure and estimate prospect projects and organize them into a campaign.

2

Measure and Estimate Prospects

- Measure and Estimate the properties in your Campaign.
- Prepare Proposal.
- Capture a High View image from Go iLawn that

Filter by your Cluster tag on the Project screen to see all Projects with that tag

The screenshot displays the Go iLawn Instant Estimator interface. On the left, a 'Tags' dropdown menu is set to 'cluster 1', with a green arrow pointing to it from the text box above. Below the dropdown are buttons for 'All', 'Customer', and 'Prospect', and a 'Cluster 1' tag with a count of 5. The main area is titled 'My Projects' and shows 'Filtered results: 5 Projects'. A 'Cluster 1' filter button is active. The project list includes:

- 876 Quailwoods Dr, Loveland, OH 45140-9334 (March 10th 2021, 11:34 am)
- 861 Quailwoods Dr, Loveland, OH 45140-9374 (March 10th 2021, 11:34 am)
- 870 Quailwoods Dr, Loveland, OH 45140-9334 (March 10th 2021, 11:33 am)
- Irrigation Map Demo, 860 Quailwoods Dr, Loveland, OH 45140-9334 (March 10th 2021, 11:32 am)
- 7870 E Kemper Rd, Cincinnati, OH 45249-1675 (May 4th 2020, 12:37 pm)

Each project card shows tags for 'Cluster 1', 'kmcgraw', 'Loveland', '45140', and 'Hamilton County'. The 'Customer?' checkbox is present for each project.

Step Four

Package and Propose



Identify Company and Contact

Go iLawn “All Parcel” tool will show the address. Pull it up in Google or search the county auditor's website to find out who owns the property and potential contact information.



Create an Introduction Letter

Introduce yourself and your proposal. Your letter can be emailed, mailed, or dropped off



Include Resources

Include your proposal, photo diagrams of the map you have measured, and any details.




Follow Up

Include in your letter your plan to follow up in x amount of days. Be sure to reach out on that date.



Cluster Marketing Campaign



Use The All Parcel Tool To Identify Prospects
Close To Your Core Customer

Send Target Marketing Message

Virtual Walkthrough

Sale

Create Your Own Cluster

Try it yourself!

Get your 14-Day Free Trial of Go iLawn today and create your first small cluster to see how it works.

We give you three test projects in your Trial - you could start your next marketing campaign without spending any money on a subscription.



Contact Us

▶ www.goilawn.com

▶ sales@gisdynamics.com

