



# Marketing in a Digital Age

Using Social Media, Email Campaigns, and Consistent Branding to Reach New & Existing Clients



# Marketing Strategy

## 1. Branding:

- Used on external (to clients) and internal (to team) marketing
- Creates consistency

## 2. Voice:

- Unifies our website, newsletters, and social media
- Creates a relatable, personable image

## 3. Top-of-mind:

- We want people to think of us for big and small projects
- Easily recognizable trucks & team apparel with consistent branding

# Branding

- Interviewed staff and clients
- Audited all of our marketing
  - Printed materials
  - Social Media
  - Website
- Built a Brand Style Guide that outlines our brand
  - Colors
  - Fonts
  - Logo usage
- Maintains consistency

# Drost

## Welcome to the Drost Brand Style Guide.

This document defines the acceptable usage of the Drost visual brand identity, and consistency of that brand is crucial to building and maintaining a strong image. Our brand identity is the face and personality we present to our community, and it is just as important as the outstanding services we provide. All items, promotions, messages, and advertisements used for the Drost brand should follow the standards established within this document to ensure that our outward identity represents us properly. This guideline is not meant to inhibit, but to help improve the creative process. By following these guidelines, the materials you create will represent Drost cohesively to the world.

### Introduction

Our History .....	2
Mission Statement .....	3
Our Character .....	4

### Identity Elements

Our Logo .....	5
Logo Usage	
Clear Space & Size .....	6
Color .....	7
Alternative Logos .....	8
Logo Misuse .....	9-10
Typography .....	11

Colors .....	12
Photography .....	13
Tagline .....	14
<b>Advertising</b>	
Online Posts .....	15
Billboards .....	16

## Logo Usage

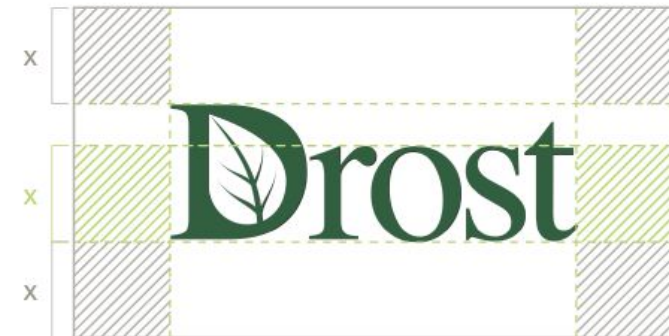
### Clear Space

All instances of the logo are to be placed in a size and position that appears clear and distinct. Proper clear space, free of any other text or images must be observed whenever the logo is displayed.

### Minimum Size

For legibility, our logos should not be used at a small scale that affects their legibility. In general, when using one of our logos at a small scale, the smaller that the logo needs to be displayed, the less complex a version should be used.

The horizontal and vertical logos should not be used at a size smaller than 1 inch in width.





# Drost

*does more*



- Design & Build
- Landscape Services
- Irrigation
- Tree Service
- Lighting & Audio
- Fertilization
- Enhancement
- Pool & Spa
- Snow Removal

DrostLandscape.com | (231) 348-2624

It's almost time to  
*jump in!*

# Drost

Let our team get your  
pool and spa ready  
for more summer

*fun!*

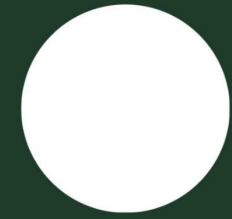


Spring Startup | Cleaning | Repairs | Winterization  
Call (231) 753-2987 for a free quote on your Pool & Spa Maintenance

## Consistency is key! Define your:

- Logo
- Brand Colors & Fonts
- Key graphics and phrases

# Drost



*Thank you for choosing*

# Drost

*for your landscape needs*

For 30 years, Drost has been turning landscape dreams into livable realities. With a knowledgeable Design & Build team and a wide range of Landscape Services to help you care for your property, Drost is committed to helping you make the most of your Northern Michigan summer.



Find us on the web at  
[www.DrostLandscape.com](http://www.DrostLandscape.com)  
and on Facebook and Instagram  
[@drostlandscape](https://www.facebook.com/drostlandscape)



# Drost

## The Brand Guide also outlines our history, mission, vision, values, and company character.

### Our Character

Being able to articulate and describe the Drost brand is an important consideration because it defines how we want to be perceived by our target audience. This is meant to be an honest reflection of who we are—not an idealized or glamorized depiction. How would our brand be described if it were a person who walked into the room? The following are the four words that we think reflect the Drost brand most accurately:

#### Professional

At Drost we take pride in the professional manner in which we do business. From our outward appearance of being orderly, presentable, and dignified experts in our field, to the intelligent and thoughtful specialists that we are—Drost is synonymous with professionalism.

#### Dependable

As members of the community for 30 years, Drost knows that dependability is an essential aspect of who we are, and why our customers return year after year. By continually being a reliable part of our community that's always there to deliver, we can ensure our success for years to come.

#### Passionate

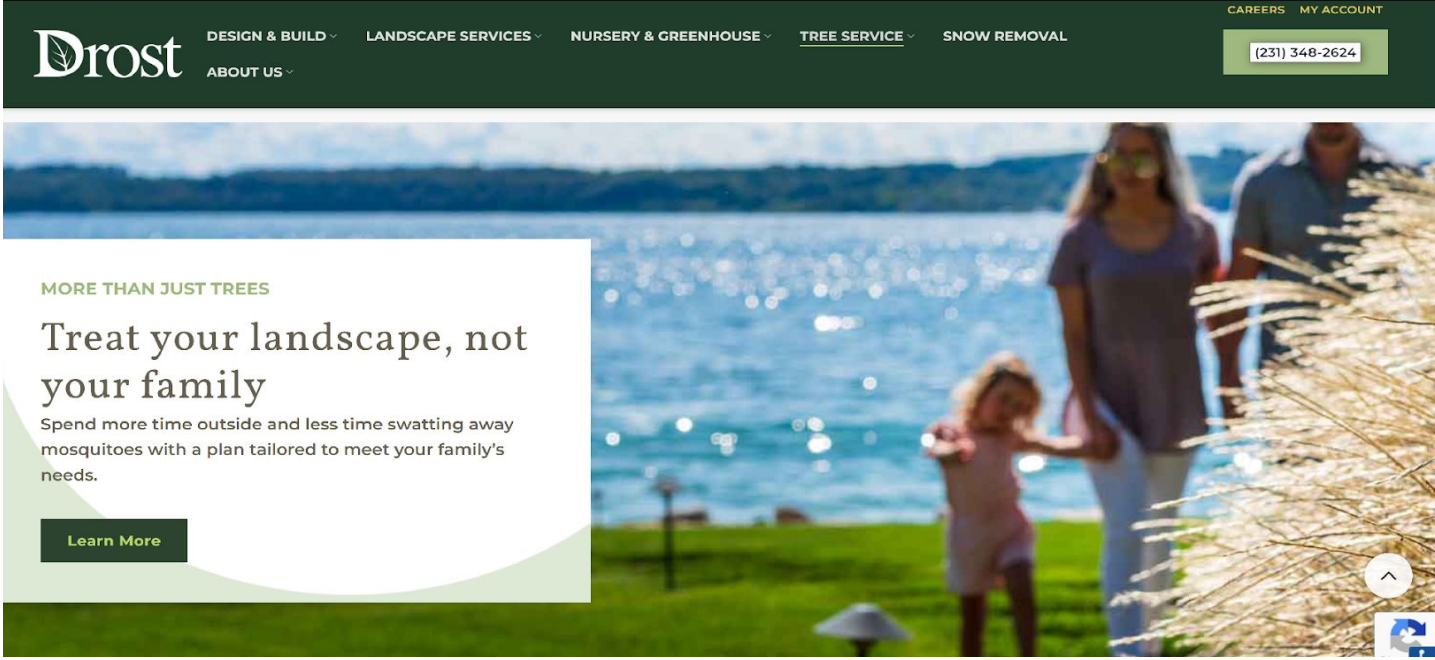
Being passionate professionals devoted to excellence has secured us as the name in landscape excellence in Northern Michigan. It's our love for providing personalized services to help our customers achieve their unique landscape dreams that separates us from the rest.

#### Loyal

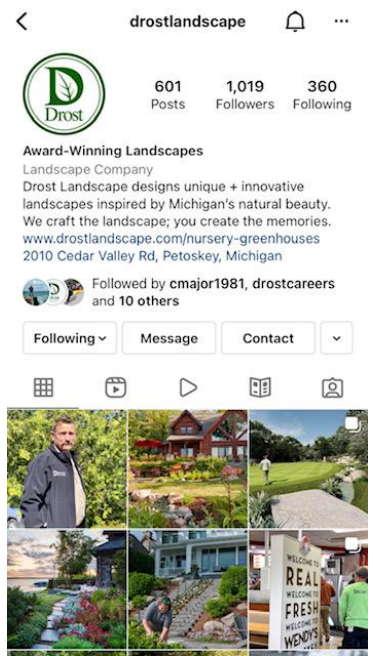
Drost is more than a business—we're a family, and proud to be a loyal part of the community we serve. From our outreach programs to our support of local organizations, Drost has a strong bond and deep roots in Northern Michigan and its people.

# Brand Voice

- Unifies our digital media
- It is professional, knowledgeable, and friendly
- Uses the pronouns “we,” “us,” and “our”



Garden paths offer a lot of room for different stylistic choices--from the materials used to create the path to the plantings used to separate it from the rest of the landscape, there's so much potential and possibility! This design incorporates perennials and annuals to create a full, lush planting that maintains bright colors and beautiful foliage all season long.





# Drost

## Top-of-mind

- Easily recognizable fleet
- Team members in logo apparel
- Community outreach and support create brand awareness
- Digital marketing highlights each service we offer





# Drost

## Website

- Features each service
- Lots of contact pages
- Consistent content

# Drost

[DESIGN & BUILD](#) ▾[LANDSCAPE SERVICES](#) ▾[TREE SERVICE](#) ▾[NURSERY & GREENHOUSE](#)[SNOW REMOVAL](#)[ABOUT US](#) ▾[CAREERS](#)[MY ACCOUNT](#)[\(231\) 348-2624](#)

### DESIGN & BUILD

## See What Drost Can Do For You

✕ Design & Build

*Turn your landscape dreams into livable realities.*

+ Retaining Walls & Driveways

+ Shoreline Protection

+ Patios & Walkways

+ Plant Installation

*learn more*



### LANDSCAPE SERVICES

## Your property, perfected.







## Social Media

- Keeps us top-of-mind for all kinds of projects
- Makes us more of a team personality, less of a corporate entity

Digital is the new word-of-mouth. Stay in the conversation.



Professional  
photo



Photo from  
manager



iPhone  
photo



# Drost

## Photo Editing

A few minutes  
can make a big  
difference!





# Drost Types of Social Media Posts

Static Photo Posts: A single image with a caption.

Carousel Posts: Multiple images with a single caption.

Reels: Short videos with plenty of potential.



22 likes

drostlandscape Happy Tuesday! On a scale of 1-10, with 1 being "meh" and 10 being "the coolest thing you've ever seen," how would you rate this scene? Let us know in a comment below!

There's a lot going on within this space--but there's also more to it than meets the eye. This water feature actually begins at the front of the home, but rather than running around it, it goes right underneath! A glass floor inside gives you a view of the water, and different bridge elements outside create plenty of places to cross the stream.

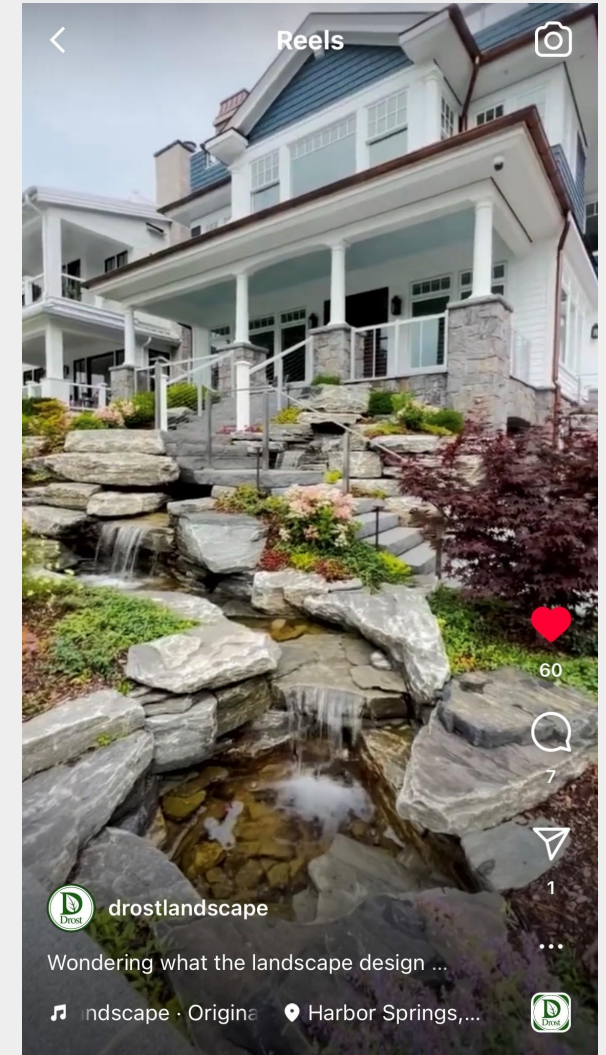


Liked by willow\_woman and 44 others

drostlandscape We made it to Friday and the end of our landscape tour! To finish it off, let's take a trip back in time to see some in-progress photos and where it all started.

It's incredible to get to the end of a project and remind ourselves what the "before" looked like. The transformations are always stunning and satisfying, especially when we remember all the challenges our team overcame along the way.

Do you have a landscape dream you'd like to turn into a livable reality? Whether you're looking for a full transformation or a smaller-scale enhancement, head to the link in our bio or contact us today to see what Drost can do for you!







# Drost

## Later


Sit down, shut up, and schedule your posts!




Calendar




Media




Conversations




Analytics




Linkin.bio





Creator & Brand Collabs (BETA)




Learning Center




Settings




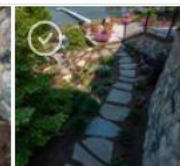

Upload Media


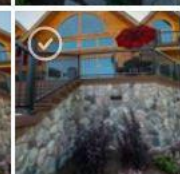






Create Text Post









Show Filters
















































Schedule to



drostland... Drost Lan... drostlands... drost-land...

Today < > January 2023

America/New... Week Month Draft

SUN	MON	TUE	WED	THU	FRI	SAT
1	2  6:55 Auto  9:00 Auto	3  9:00 Auto  9:02 Auto	4  9:30 Auto  9:33 Auto	5  9:00 Auto  9:01 Auto	6  9:00 Auto  9:55 Auto	7
8	9  7:27 Auto  9:00 Auto	10  8:01 Auto  9:00 Auto	11  8:04 Auto  9:03 Auto	12  9:01 Auto  9:02 Auto	13  9:02 Auto  9:55 Auto	14
15	16  9:00 Auto  9:00 Auto	17  9:00 Auto  9:00 Auto	18	19	20  12:00 Auto  12:00 Auto	21
22	23	24	25  12:00 Auto  12:00 Auto	26	27	28
29	30  9:00 Auto	31  12:00 Auto	1	2	3	4



## Client Newsletter

- Sent once a month to both local and seasonal clients
- Features three distinct sections in each issue

## The Soft Sell

- Highlights a specific service
- Generally a “repeat” service like fertilization, irrigation, etc.

## What's New?

- Introduces new services, managers, or special offers
- Feels like exclusive “behind the scenes” content

## Green Tip

- Seasonally appropriate landscaping advice
- Aimed at the DIY-ers but often includes a soft sell

# Drost

## Monthly Client Newsletter

- Consistent open rate of 55%
- Creates opportunities to promote without sounding promotional
- Invites our clients to get to know Drost as a resource, not just a business



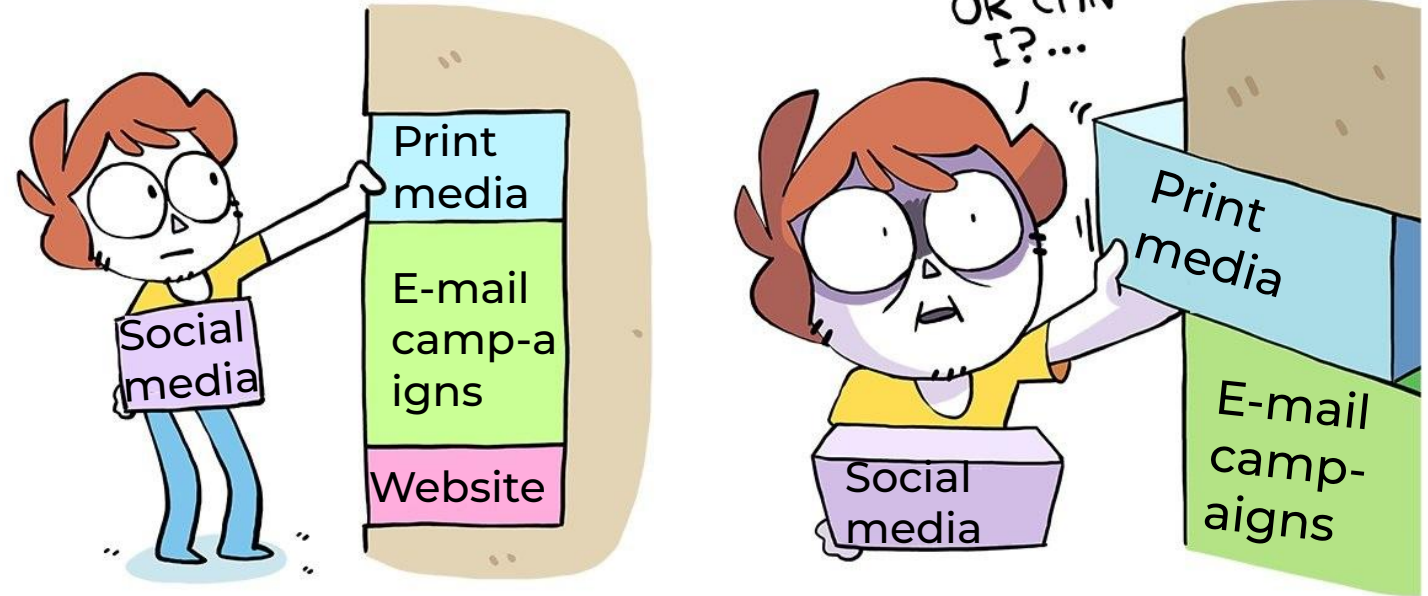
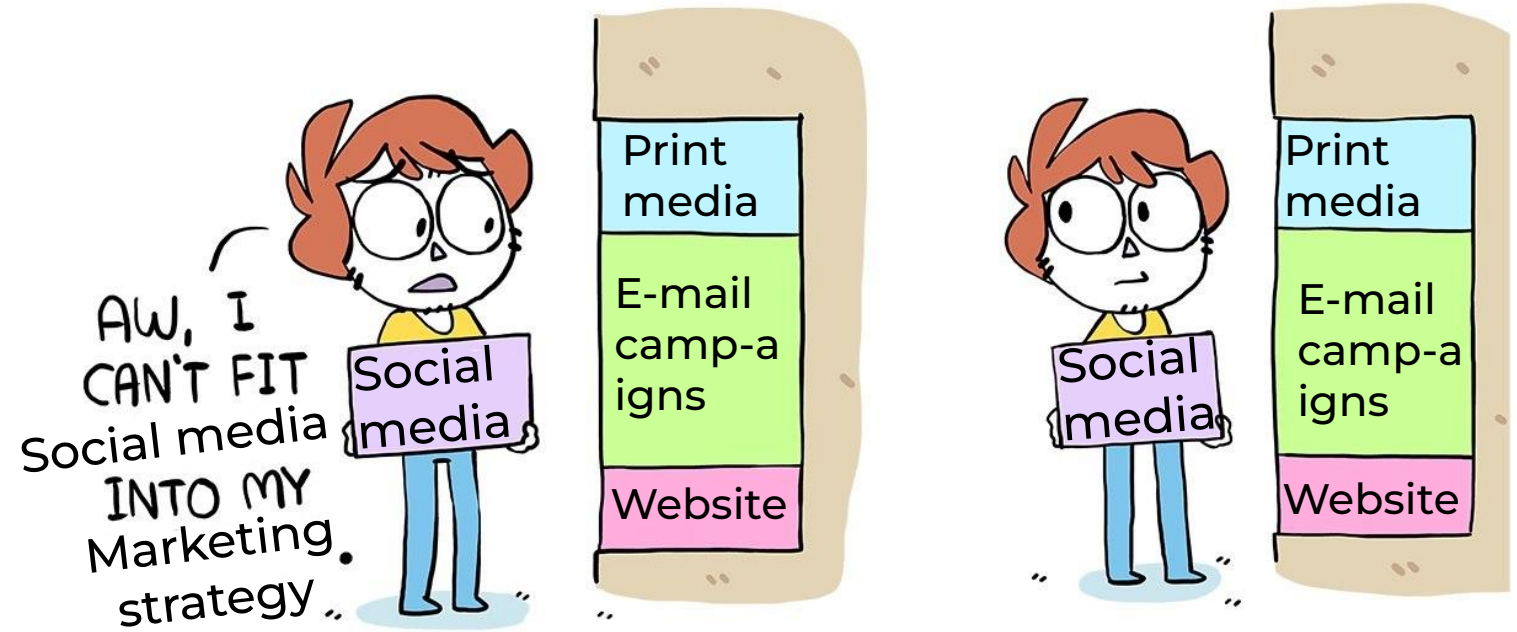
## Monthly Newsletter

Issue 24 | December 2022



# Build a Marketing Strategy

- Focus on your company's unique goals
- Use what fits
- Get rid of what doesn't





# How we got here

2019

Minimal social media presence

All marketing done by committee

Slow turnaround time, lots of revisions

2020

Began working on branding with another company

More consistent social media

Took an in-depth look at current clients

2021

Started client newsletter

Began website rebuild

Fired outside company

2022

Launched new website

KPI tracking of lead sources and sales cycle

Hired outside company for Search Engine Optimization





## Everything starts with setting clear goals

### Business Goals

- Grow New and Existing Clients
- Grow Team

### Marketing Goals

- More brand visibility
- More qualified leads

### Social Media Goals

- Increase reach
- Increase **local** followers

Start by defining your business goals, then find marketing goals and strategies that move those business goals forward.





# Social Media Lingo

Different analytics (measurables) on social media help you reach different business goals.

Impressions -  
total number of  
views your  
content gets

Reach – unique  
views your  
content gets

Engagement –  
likes,  
comments, and  
shares

Page views –  
how many  
people go back  
to your profile

Link clicks –  
could be links  
on your content  
or profile





# Tracking analytics

- Enables you to see patterns across time
- Helps you know what's working and what needs adjusting
- Bridges the gap between sales and marketing

Channel	Total Visits	MoM%	Unique Visits	MoM%	Posts Published	MoM%	Visits from Social	MoM%	Avg. Visit Duration	MoM%	Contact to Proposal	MoM%	Sold	MoM%
Website	1847	-22.46	1598	-24.01	0	-	104	-22.96	1:04	+42.38	7	-56.25	0	-100
Channel	Profile Interactions	MoM%	Website Clicks	MoM%	Posts Published	MoM%	Calls	MoM%	Directions	MoM%	Profile Views	MoM%	Searches	MoM%
Google	214	-6.14	108	+1.89	0	-	51	-37.8	55	+37.5	1409	-8.27	443	+3.02

Channel	Followers	MoM%	# of Posts Published	MoM %	Page Views	MoM%	Engagement	MoM%	Reach	MoM%	Video Views	MoM%
Instagram	+27	+58.82	23	+4.54	139	-18.23	2.25	+20.97	14909	+40.46	2760	+27.01
Facebook	+10	+150	22	-	1129	+124.9	-		3067	-1.16	-	
Pinterest	-		-				3.99	+3.37	62182	-37.89	-	
LinkedIn	+6	-45.45	1	-	32	+33.33	7.94	-19.72	87	-8.42	-	
YouTube	0	-	0	-			-		-		8	-975
Total	+43	+34.37	46	+2.22	1300	+86.78	14.18	-9.33	80253	-29.59	2768	+24.68



# Drost *does more*

## Lead Sources

- “How did you hear about us?” is your most powerful marketing question
- Knowing how clients/employees find you helps you know where your marketing is working—and where it isn't

A man with dark hair, wearing a dark sweater, is shown from the chest up. He is holding a black smartphone to his ear with his right hand. His facial expression is one of skepticism or questioning, with his eyebrows slightly furrowed and his mouth slightly open. The background is dark and out of focus, showing what appears to be a bookshelf with some books.

I don't know who you are or how  
you heard about my company

But I will ask you politely and  
track my lead sources.

# Lead Sources

- 2020: 55% of our leads came from existing clients & referrals
- In 2021: 70% of our leads came from existing clients & referrals
- In 2022: 80% of our leads came from existing clients & referrals





## Sales Cycle

Percentage of total sales from existing clients and referrals:

- 2020 – 65%
- 2021 – 80%
- 2022 – 86%



Existing clients already trust you and your work. You've already built a relationship. Cultivate it!



# Drost

## Budgeting

2020-2022

- Average marketing cost per lead: \$27.32
- Average marketing cost per sold project: \$43.21

I can't afford to do any good marketing--

Marketing doesn't have to be expensive to be successful!





- Marketing takes time, creativity, and effort
- Most people don't realize this
- Give yourself a pat on the back
- You deserve it!

Watching Sales get all the recognition after you put literal blood, sweat, and tears into your last marketing campaign



**Drost**



Drost  
*does more*

Questions