

OPPORTUNITY: U.S. Lawns is a landscape maintenance mainstay. Founded in Orlando, Florida, in 1986, the brand boasts over 250 locations in nearly all 50 U.S. states.

IDS has supported U.S. Lawns' corporate and franchise development marketing efforts with dynamic digital marketing campaigns since 2017. In 2020, U.S. Lawns asked IDS to help ramp up their franchise development programs as a strategic way to start the new year at a full sprint. Their goal: to hit a benchmark of four franchise sales in the first quarter and develop a digital marketing strategy that would bring in better-quality leads for the entire year.

IDS STRATEGY

Franchise development marketing and digital marketing are continually evolving. IDS is a leader in developing effective end-to-end digital marketing programs to improve the quantity and quality of franchise leads. For U.S. Lawns, we came up with the following game plan:

KEY PERFORMANCE INDICATORS: Account Manager Katie Knapp worked closely with U.S. Lawns' David Wells, Sr. Director of Franchise Recruiting, to create personas and identify the characteristics of investors who would make ideal franchisees.

VETERANS: U.S. Lawns wanted to recruit more veterans as franchisees but weren't having much luck getting their attention. We used SEO and SEM strategies to create more marketing directed towards this group, including a magnet landing page.

GEOTARGETING: While not everyone is interested in starting a landscaping business per se, entrepreneurs in specific regions are interested in starting related businesses. We wanted to do more to highlight the wide range of regional services U.S. Lawns franchisees had to offer. For example, we used geotargeting in combination with specific keywords to highlight U.S. Lawns as a snow and ice management business in New York.

FACEBOOK ADS: Facebook is one of the most effective advertising platforms because it allows businesses to connect with their audience. Our goal for boosting U.S. Lawns' Facebook presence was lead conversion. Our strategy was to drive people to lead magnet pages based on geography and other criteria. Leads generated this way are plentiful and of a higher quality.

WEBSITE REFRESH: IDS gave U.S. Lawns a new and improved digital look by revamping their corporate and franchise development websites. Both sites were optimized, converting higher on both mobile and desktop devices. Both sites were refreshed with new site architecture and content, aligning with U.S. Lawns' core values.

WEEKLY ANALYSIS: We analyze U.S. Lawns performance on a weekly basis. It helps us to determine where leads are generated so we can expand target areas. It also helps us to refine our strategy, getting them higher-quality leads.

ADAPTABILITY: Katie continued to work closely with David after COVID-19 disrupted the economy. They came up with a game plan to keep their franchise leads coming in, and make real-time adjustments when necessary. As a result, U.S. Lawns Franchise has fared remarkably well through the pandemic.

RESULTS

- Average of 32 leads per week (2020) vs. 20 leads per week (2019)
- No drop in leads after COVID-19
- With greater alignment between website content and social posts, social traffic has increased drastically – it's **up 165%** compared to 2019.
- Organic and paid searches are reaching new audiences and producing increased traffic – they're up **51% and 37%** respectively, compared to 2019.
- An increase of **28 viable website prospects** in the first quarter of 2020 compared to the first quarter of 2019.
- U.S. Lawns also **signed six deals** in the first quarter to surpass their previous goal of four, and that momentum has continued throughout the rest of the year

YEAR-OVER-YEAR LEADS ARE UP ACROSS THE BOARD



"We work with IDS because they are a company that, first and foremost, delivers results. Secondly, they actually care. So when we formed a relationship with IDS, they took the time to get to know our brand, understand our goals, and what was important to us. Then they executed a strategy to make sure that we reached and achieved the goals that we were looking for, but did it in the U.S. Lawns way."

BRANDON MOXAM,
V.P. of Marketing
– U.S. Lawns, Inc.

About IDS: Our team of expert content and digital marketers has proven success and experience working with established franchise brands to emerging franchises. Founded in 2012, we partner with 50+ franchises both domestically and internationally. Let IDS help you attract and convert franchise buyers and local customers to amplify your brand!

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