

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

IDS has supported U.S. Lawns corporate 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 even more in order 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 will bring in better quality leads for the entire year.



4,362%
increase in
social traffic



126%
increase in
direct traffic



51%
increase in
paid search
traffic



193%
increase
in website
form fills

IDS STRATEGY

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

ESTABLISHING A VOICE WITH ORGANIC CONTENT: IDS' new strategy focused on marketing with a greater purpose by highlighting U.S. Lawns' industry expertise. IDS created organic content for U.S. Lawns' corporate site that established them as an industry and franchise thought leader.

- Industry Updates
- Landscaping Resources
- Franchising Expertise
- Relevant Trends

IDS shifted the focus of U.S. Lawn's organic content toward authenticity and transparency, by creating posts such as "Employee Spotlights" that highlighted relatable business owners who benefited from the U.S. Lawns franchise experience.

KEYWORD OPPORTUNITIES: To bolster U.S. Lawn's SEO and SEM performance, IDS launched campaigns that spread out U.S. Lawns' overall exposure. IDS identified seasonal keyword opportunities, as well as non-industry keywords that proved to be effective. This new strategy focused on continuing to optimize and expand keywords and use search platforms outside of Google to reach an untapped audience.

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 to convert higher on both mobile and desktop. For the corporate site, IDS designed 21 new pages that aligned with the keyword expansion strategy to bring readers deeper into the site. Both sites were refreshed with new site architecture and content that aligns with U.S. Lawns' core values.

CONTINUED OPTIMIZATION AND INVOLVEMENT: To keep U.S. Lawns at the top of their industry in overall digital exposure, IDS performs additional SEO monitoring for any potential broken links and optimized metadata, based on U.S. Lawns' Google Analytics performance.

IDS's top priority is letting our clients know that **we are an extension of their team**. As a part of the U.S. Lawns team, IDS's focus for 2020 and beyond is to support their ongoing efforts with consistent communication with clear goals and objectives.

RESULTS

Results for the first quarter of IDS' revamp hold significant promise for the remainder of the year. The refurbished sites were completed at a fantastic pace. With greater alignment between website content and social posts, social traffic has increased drastically. Paid search is reaching new audiences and bringing in increased traffic compared to 2019. The first quarter of 2020 brought U.S. Lawns **an increase of 28 viable website prospects** compared to the first quarter of 2019. **U.S. Lawns also signed six deals** to surpass their previous goal of four. A fantastic milestone to start 2020 – U.S. Lawns and IDS look to continue this momentum.

"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 have proven success and experience working with established franchise brands to emerging franchises. Founded in 2012, we partner with over 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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