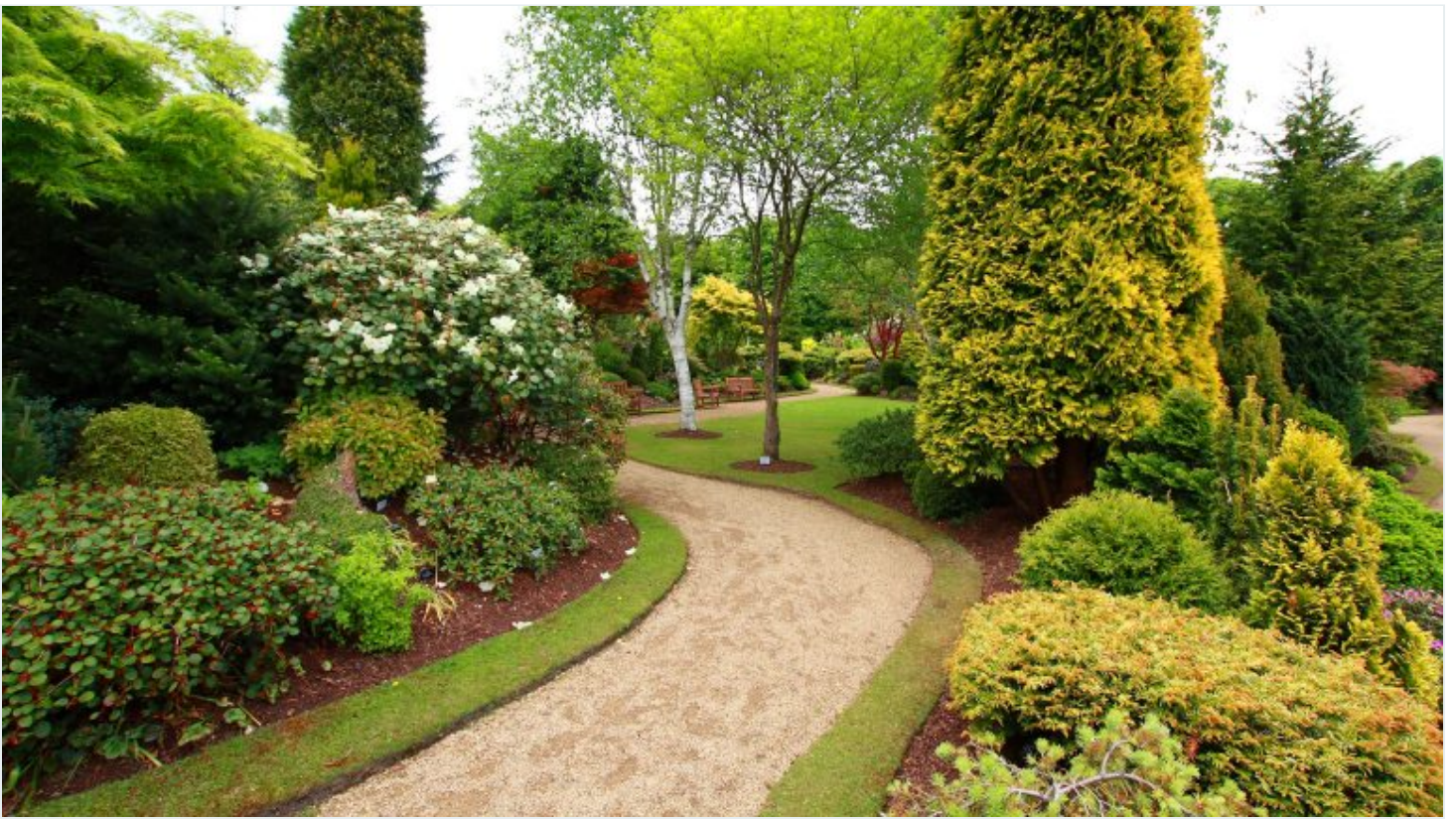


Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

happens to be nearly opposite of yours. How can you focus your marketing and lead generation efforts during your busiest time of the year to gain new clients?

Becky Livingston • Sep. 19, 2017



Like accountants, landscapers have a busy season and a not-so-busy season, which happens to be nearly opposite of yours. How can you focus your marketing and lead generation efforts during your busiest time of the year to gain new clients? Here are some strategies.

Host an employee classification seminar in January, before you get too busy and after their busy season. Share tips on how to correctly classify employees to help them avoid misclassification payroll mistakes and potential fines for the upcoming season.

In addition, you could feature a multi-part workshop series focusing on landscapers’

Hello. It looks like you’re using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- Employment taxes;
- Information about tax returns (prep and status);
- Tax requirements and changes in regulation;
- Independent contractor responsibilities;
- Quarterly estimated tax payments;
- Tips about increasing business efficiencies, especially in retail;
- Links to videos or podcast tips that address common pain points; and
- New services your firm is offering.

Apps that landscapers can download for free offering QuickBooks tips, a tax payments calendar, easy document uploads for receipts and tax documents, and business management tips could be a winner. Consider partnering with another provider to offer document scanning and PDF conversion. Here is a list of the top [2017 Mobile Scanning Apps from PC Magazine](#).

Video is more popular with men than women, according to [FortuneLords](#), YouTube viewers within the U.S, are 38 percent female and 62 percent male. Informative, yet funny, videos are often more well-received than information-only videos. Interviews are also easy videos to create. Invite an existing landscaping client to share his/her highs and lows and how your firm helped them to grow. A simple and free way to create a video is to use Keynote slides that you can affix a voice-over easily.

Promotional items that landscapers, their retail staff, and or field staff can use on a daily basis is a great way to keep your brand top of mind. Consider items like bottle openers, USB hubs, calendars, bandanas, t-shirts, baseball caps, clipboards, and more. Promotional items can be pricy. Be sure to review your budget before purchasing.

Phone numbers that are easy for landscapers to remember, like 1-800-Turf-CPA or 1-

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

If you have a website and are located in an area with a high English-as-a-second-language population, consider adding a language translation element to the site. It's an easy plugin install for WordPress site, but may be harder for more traditional site builds. You can find a list of the best [2017 plugins from WinningWP](#).

These nine ideas should be enough to plant a seed for growth with landscaping clients. Which will you plant and nurture?

Accounting • Small Business

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved