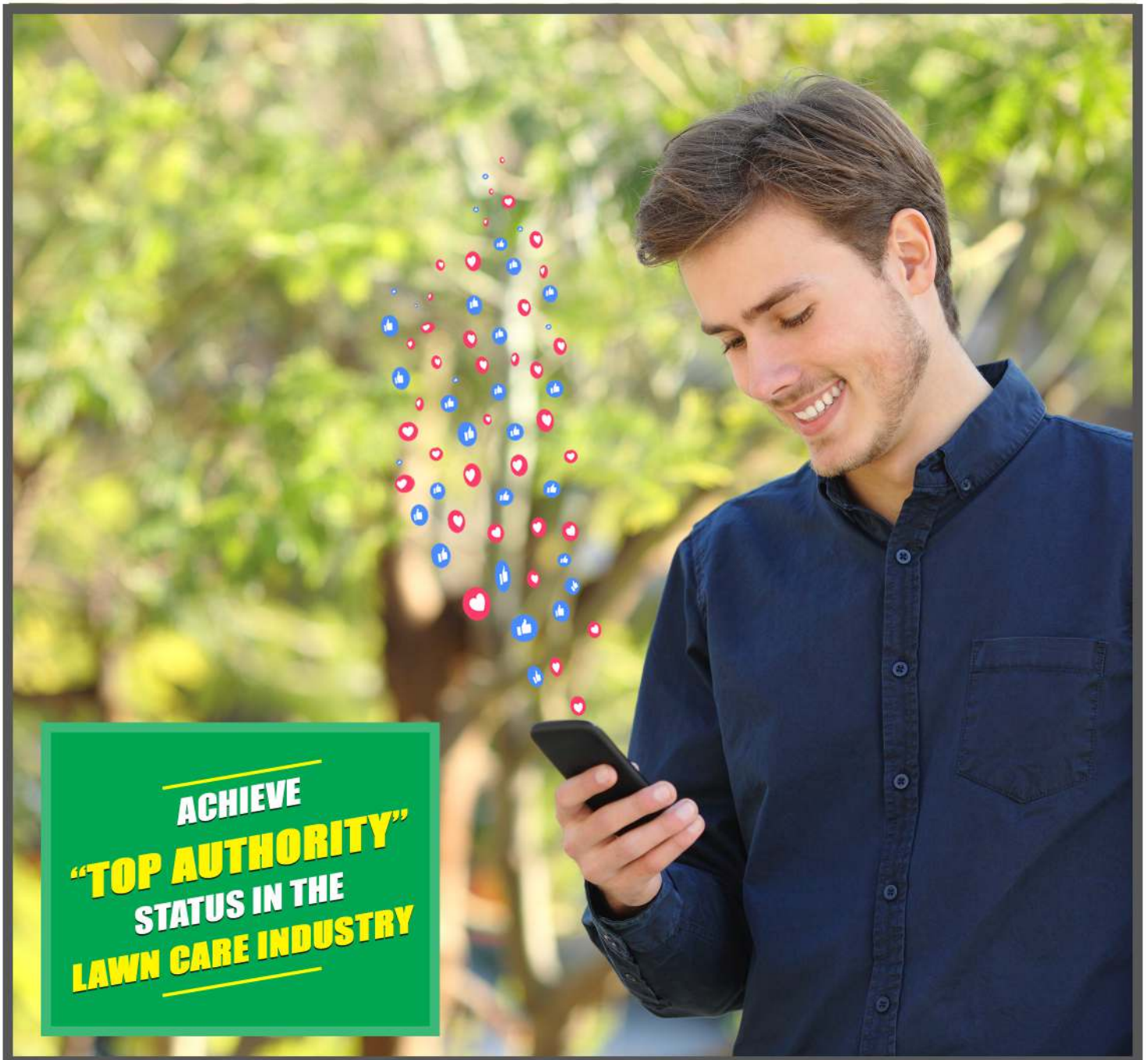


SOCIAL MEDIA

POST IDEAS FOR LAWN CARE

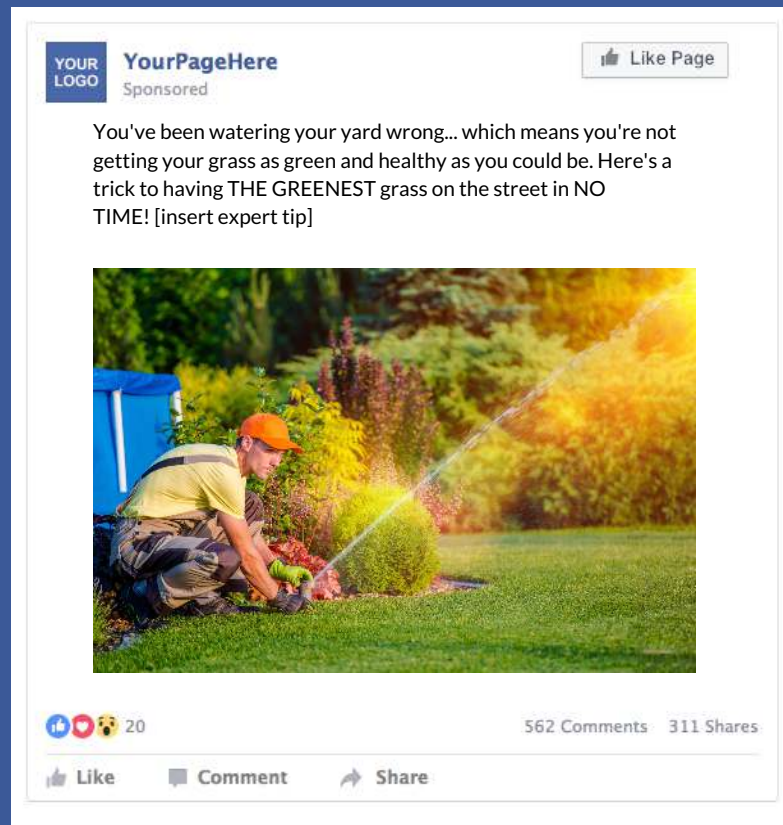


ACHIEVE
"TOP AUTHORITY"
STATUS IN THE
LAWN CARE INDUSTRY

Valuable Content

Providing your leads and clients with valuable content helps your lawn care business achieve “top authority” status in the industry.

1. You've been watering your yard wrong... which means you're not getting your grass as green and healthy as you could be. Here's a trick to having THE GREENEST grass on the street in NO TIME!
[insert expert tip]



Visual: [insert pic from a recent, great-looking job]

Valuable Content

2. Ever wondered how lawn care businesses keep the weeds out?
[insert expert tip]

Visual: [insert pic from a recent, great-looking job]

3. Are you sick and tired of dead grass? Check out THIS! [insert expert tip]

Visual: [insert pic from a recent, great-looking job]

4. Have you ever been curious how us lawn care specialists make your grass so thick?! Try THIS. [insert expert tip]

Visual: [insert pic from a recent, great-looking job]

5. Broken sprinkler heads are THE WORST. Check this out... [insert expert tip]

Visual: [insert pic from a recent, great-looking job]

6. Here's how you freshen up your lawn in a cinch! [insert expert tip]

Visual: [insert pic from a recent, great-looking job]

7. Quit hiring mediocre lawn care specialists for your lawn. Here's why [insert lawn care co. name] is different.

Visual: [insert pic from a recent, great-looking job]

8. Ever wondered how we lawn care specialists get the weeds out so fast? Here's the secret! [insert expert tip]

Visual: [insert pic from a recent, great-looking job]

Be a "Personal" Business

In order to stand out, give your leads and clients a humanistic element that puts the names with the faces of your lawn care business.



Visual: [insert pic of a team member doing an awesome job recently]

10. Hey, my name is [insert your first name]. I've been servicing lawns for [insert time]. I started my business in [insert year]. My goal is to [insert goal]. I service lawns, because [insert reason]!

Be A "Lovable" Business

Showing your leads and clients why your happiest clients love you is a great way to convert more leads to sales and upsell existing clients!



Visual: [insert pic of your biggest fan]

11. Check out our #1 fan! [insert name] [insert why they're your #1 fan]

Visual: [insert pic of your happy client]

12. "[insert customer testimonial that's benefit-driven]" - [insert name]

Visual: [insert pic of your happy client]

Be A "Different" Business

In order to stand apart from your competitors, tell your leads and clients why you're different by explaining your purpose and passions for lawn care servicing.



Visual: **[insert pic of your team in action]**

Be A "Different" Business

Educate your leads and clients by telling them the benefits of signing up or upgrading to your services. Present problems they don't know they have, and solve them.



Visual: [insert pic of recent, great-looking jobs]

15. Studies have shown a nice lawn increases the value on your family's home investment. Let us help you increase your family's investment.

Visual: [insert pic of your team in action]

Be A "Different" Business

16. "Fertilizer does no good in a heap, but a little spread around works miracles all over." - Richard Brinsley Sheridan (Irish Playwright) | Let us work miracles with your lawn through proper fertilization.

Visual: [\[insert pic from a recent, great-looking job\]](#)

Life Hacks

Make your lawn care business useful and interesting to your leads and clients by providing them with life hacks that will help and intrigue them.



Visual: [insert pic of your amazing family at it's finest]

18. Get inside access to the best, most affordable yard tools we lawn care specialists LIVE BY. [insert top 5 favs]

Visual: [insert pic of your team using the fantastic products]

Life Hacks

19. We lawn care specialists work... like a lot. This is our #1 secret to keeping healthy and energized. [insert expert tip]

Visual: [insert pic of one of your team's awesome families at its finest]

20. These are our top 3 favorite tools we couldn't live without! [insert top 3 tools]

Visual: [insert pic of your team using these cool tools]

21. These popular products just don't work... and they're probably in your garage. [insert 5 worst products]

Visual: [insert pic of your team trying to use these "not-so-cool" tools]



Benefits

In order to raise your retention rates and grow your lawn care business, you need to upsell your clients. Let your clients know what they're missing out on, and list the benefits of upgrading their services.



Visual: [insert pic from a recent, great-looking job]

23. You're busy juggling the kids around. You shouldn't have to take care of the lawn too. Upgrade your package TODAY. You deserve it.

Visual: [insert before and after pics from a recent, great-looking job]

Benefits

24. A nice lawn is a necessity. Not a privilege. You work hard. And you deserve to have it without doing MORE work. Treat yourself by upgrading to one of our exclusive deals.

Visual: [insert before and after pics from a recent, great-looking job]

25. Have you upgraded yet? We're offering new, exclusive, budget-friendly plans, because we care about your lawn.

Visual: [insert client's family pic from a recent, great-looking job]

26. Are you tired of mowing the lawn? Tired of fertilizing it? It's time for an upgrade. Ask us about our packages, and let us help you, right now!

Visual: [insert before and after pics from a recent, great-looking job]

Benefits

27. After a long day, when you come home from work - you still have to parent. But you don't have to take care of your lawn. Let us help you take up the slack this week. Upgrade your package NOW.

Visual: [insert before and after pics from a recent, great-looking job]

28. Wouldn't it be nice to come back to a CONSISTENTLY, bright green, thick, healthy lawn that feels like a part of your home? So, let's make it happen... today. You're due for an upgrade!

Visual: [insert before and after pics from a recent, great-looking job]

Sales

If you want to grow your lawn care business, you're going to have to create incentives for leads to convert and clients to upgrade. Running exclusive deals and sales that reward them for engaging with you on social media can help.



Visual: [insert pic from a recent, great-looking job]

29. FLASH SALE! Upgraded packages are [blank]% off. Get your lawn EVEN MORE spectacular, TODAY!

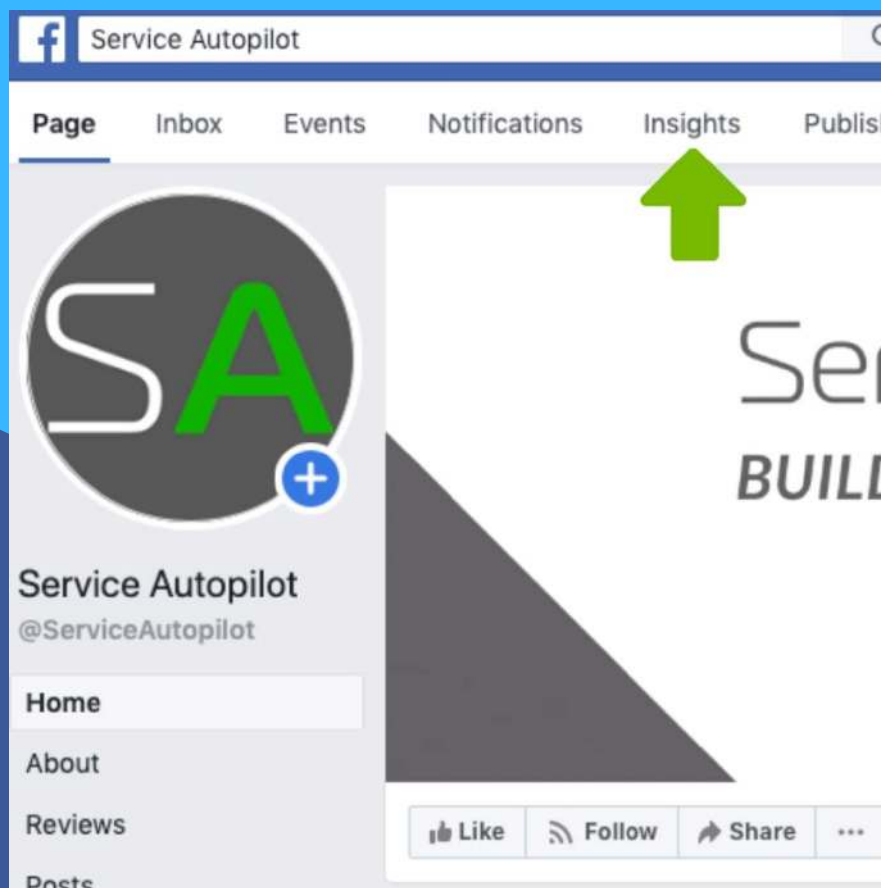
Visual: [insert before and after pics from a recent, great-looking job]

Pro Tip!

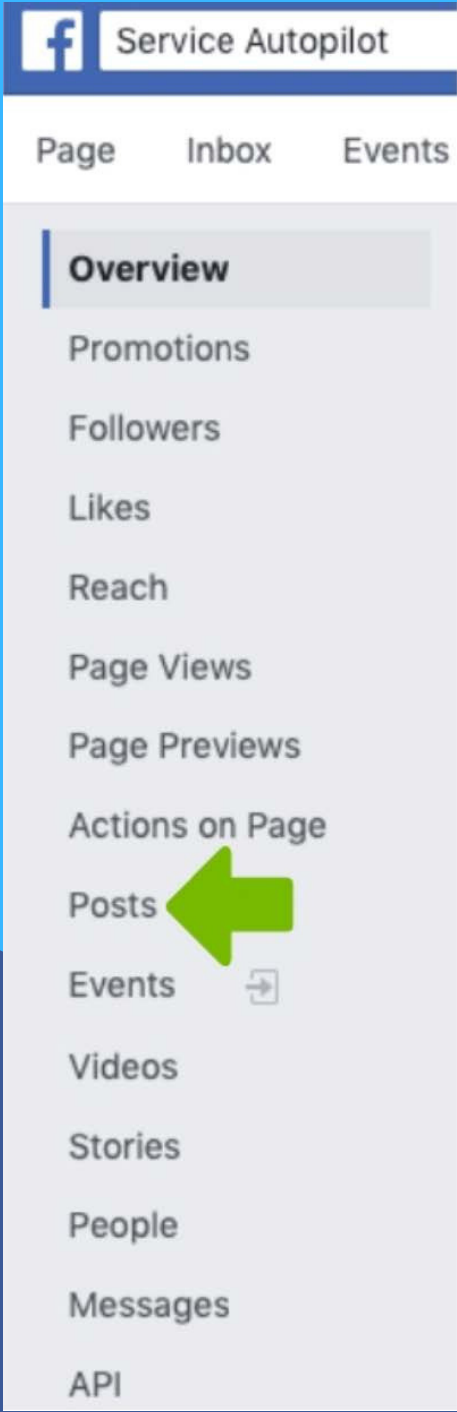
In order to find out when you should post on social media, take a look at Facebook Insights. Your posts will do so much better, if you release them when your audience is online.

Here's how to find it:

Step 1: Click "Insights"



Step 2: Click "Post"



How would you like to **achieve your wildest dreams** for your Lawn Care Business?

Service Autopilot will do just that and so much more...
all while simultaneously saving time and money!

When you become a member, you'll:

- **Schedule** your employees more efficiently
- Automate your **invoices**
- Use **forms** to sell **EVEN MORE** work directly from your website
- Pay attention to the smallest of details through **To-Do** and **Call Tracking**
- **Track** the **products** you use
- Get **detailed reports** and job costs on your services, clients, advertising campaigns and more



You'll have the option of tracking your teams through our mobile app. This tool alone can immediately **save** your business **money** (and make your life easier).

By far, the ultimate time and money-saver is automations.

Our automations will allow you to put your everyday tasks (i.e. texts, emails, and invoices) on autopilot. Seriously, **it pays for itself.**

Even better?

They're **100%** customizable... you can even create your own!

**Check out our website for a tour
of Service Autopilot OR call our Sales
Team at (972) 728-4040 to find out
more today!**

HEAVY MONTHLY POSTING SCHEDULE

01	02	03	04	05	06	07
Sales / Upgrade		Valuable Content		Personable Content		Engagment Starter
08	09	10	11	12	13	14
Life Hack		Valuable Content		Quote/ Testimonial		Sales / Upgrade
15	16	17	18	19	Introduce Entire Team (exchange post for family intro if a solo op)	21
	Sales / Upgrade		Valuable Content			
22	23	24	25	26	27	28
	Life Hack		Valuable Content		Introduce a Team Member	
29	30	31				
Sales / Upgrade		Valuable Content				

Please Note: *Based on your lawn care business' needs, pick a light or heavy schedule.*

LIGHT MONTHLY POSTING SCHEDULE

01	02	03	04	05	06	07
	Valuable Content		Sales / Upgrade			
08	09	10	Introduce Entire Team (exchange post for family intro if a solo op)	12	13	14
	Valuable Content					
15	16	17	18	19	20	21
		Valuable Content		Quote/ Testimonial		
22	23	24	25	26	27	28
		Valuable Content		Sales / Upgrade		
29	30	31				
	Valuable Content					

Please Note: *Based on your lawn care business' needs, pick a light or heavy schedule.*