

SOCIAL MEDIA

*90 DAYS OF SUMMER
2021 POST IDEAS FOR LAWN CARE*



ACHIEVE "TOP
AUTHORITY"
STATUS IN THE
LAWN CARE
INDUSTRY

ServiceAutopilot™

JUNE

LAWN CARE FB ADS SCHEDULE

TUESDAY 1ST

Did you know you should water your lawn early in the morning before 10 AM? This is typically the part of the day with the lowest wind and temperatures, so you'll end up using less water.

WEDNESDAY 2ND

Meet [name], our new employee of month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations in this awesome accomplishment! [insert employee pic]

THURSDAY 3RD

Did you know watering your lawn in the evening or at night is actually one of the WORST times to water your lawn? This is because it leaves your lawn wet overnight, which leaves your grass more susceptible to diseases. The best time to water your lawn is early in the morning before 10 AM.

FRIDAY 4TH

Let's show some appreciation for our amazing lawn care professionals! Comment below some great experiences you've had and tell us what it made your experience so special!

SATURDAY 5TH

Pro tip! Water your lawn 3 times per week for 20 minutes before 10 AM. Since your lawn only needs about 1 inch of water every week (by rain or irrigation), this should provide the perfect amount of water for your lawn.

SUNDAY 6TH

Did you know that water your lawn every day is actually a BAD thing? When you water your lawn every day, you're giving it a shallow root system. Shallow root systems dry out quickly and make your grass weak. You want a deep root system, which doesn't dry out quickly and strengthens your grass. Plus, it'll use less water! Your lawn only needs about 1 inch of water every week (by rain or irrigation). To grow the best possible grass, water your lawn before 10 AM at 3 times per week in 20 minute increments.

MONDAY 7TH

Does it feel like no matter what you do, your grass is ALWAYS dry? At [lawn care co name], we offer soil testing for just \$XX! This will tell us the exact unique needs of your lawn, so we can get it looking beautifully green in no time! Call us at XXX-XXX-XXXX to get yours scheduled now!

TUESDAY 8TH

Did you know that mowing with dull blades actually TEARS your grass and makes it more susceptible to diseases? At [lawn co name], we sharpen our mower blades weekly and use the best quality equipment to protect your lawn and keep it looking beautifully green. Call XXX-XXX-XXXX today or visit our website to schedule a FREE estimate! [insert link]

WEDNESDAY 9TH

What are some of the MOST important things that matter to you when choosing a lawn care company? Why did you choose [lawn care co name]? Comment below!

THURSDAY 10TH

Does your lawn have GAPS and feel THIN? Over seeding is the solution! Starting at just \$XX, we can get your lawn looking thick and luscious in no time at all. Give us a call at XXX-XXX-XXXX to schedule yours today!

FRIDAY 11TH

Did you know that the soil nutrients your grass needs often get washed away with rain and irrigation - leaving your grass starving for nutrients? This is why it's ESSENTIAL to fertilize during the growing season. Call us at XXX-XXX-XXXX to get your grass growing green NOW!

SATURDAY 12TH

Your weeds are STEALING from your grass. Weeds deprive your grass of the essential water, sunlight, and nutrients it needs to survive... until eventually your lawn is overrun with weeds (not grass). Call us at XXX-XXX-XXXX and ask us about the weed control services we offer!

SUNDAY 13TH

6 steps to getting AND keeping a beautiful, thick, green lawn: 1. Test your soil to find out exactly what your lawn needs - no more guesswork! 2. Over seed to get the perfectly thick lawn. 3. Give your grass the nutrients it needs with fertilization. 4. Use proper lawn watering practices. 5. Stop tearing your grass and get your lawn mowed with sharpened blades. 6. Kick your weeds out with proper weed control practices. Call us at XXX-XXX-XXXX to get your lawn green and beautiful NOW!

MONDAY 14TH

What's your favorite recurring maintenance service that we provide?

TUESDAY 15TH

[lawn care co name] is the most-trusted in [your city] for lawn care services! We're bonded and insured. We have [X] star reviews. Plus, ALL of our work comes with 100% satisfaction guarantee. Call XXX-XXX-XXXX today or visit our website to schedule a FREE estimate! [insert link]

WEDNESDAY 16TH

Did you know that you AND your friend will get 10% OFF your next service for EACH successful referral you bring our way? [insert referral landing page link]

THURSDAY 17TH

Pro tip! Water your grass between 4 AM and 10 AM for 20 minutes, 3 times a week with 2 days in between to grow beautifully green grass with a strong and deep root system.

FRIDAY 18TH

What are some of your biggest concerns about your lawn? Comment below!

SATURDAY 19TH | Juneteenth

It's Juneteenth! Click on the link below to celebrate equality with a charitable cause. [insert link to local equality charity - like Big Brothers Big Sisters]

SUNDAY 20TH | Father's Day

Happy Father's Day! Tag some of your favorite dads below to take advantage of our special Father's Day gift to you! Click the link below to find out more. [insert link]

MONDAY 21ST

What's your favorite type of grass and why? Comment below!

TUESDAY 22ND

Fun fact! In addition to growing a beautiful lawn, watering your lawn between 4 AM and 10 AM for 20 minutes, 3 times a week saves water too! This is because it's usually the coolest part of the day with the lowest winds, which means your water doesn't evaporate as quickly - allowing for your grass to absorb more water.

WEDNESDAY 23RD

Did you know you can save 30% of water just by using the right grass seed? Call XXX-XXX-XXXX and ask us about the best grass seeds for conserving water!

THURSDAY 24TH

Here's 3 ways to know when it's time to water your grass: 1. When you step on it, and it doesn't spring back up. 2. When it's curling, your grass is stressed and needs water. 3. When your grass starts to lose its green color.

FRIDAY 25TH

Did you know that we accept credit cards and can initiate autopay for you so you don't have to miss a lawn care service? Call XXX-XXX-XXXX to find out more!

SATURDAY 26TH

Is your lawn getting the right amount of water? Use any of these 3 methods to find out! 1. Put multiple water gauges, tuna or cat food cans around your lawn and run your sprinklers for about 20 minutes to see how much water you get. Depending on your grass and soil type, you should aim for about 1/2 inch to 1 inch. 2. Install a rain gauge so that you know how much to water (if at all) on the weeks it rains. Your lawn should only need about 1 inch to 1.5 inches of water each week. 3. Use an irrigation system with built-in sensors that tracks how much water your lawn needs based on rainfall, temperature, and soil type.

SUNDAY 27TH

Fun fact! Did you know that a healthy lawn soil is made up of about 45-50% of minerals? THIS is essential for growing a beautifully green lawn. Call us at XXX-XXX-XXXX to start getting your lawn looking great TODAY!

MONDAY 28TH

What's your favorite irrigation system for watering your lawn? Comment below!

TUESDAY 29TH

Pro tip! Get your sprinkler system audited every few years. This will ensure that as your landscape grows, no trees or bushes are blocking your sprinkler heads.

WEDNESDAY 30TH

How much money has your new HVAC unit saved you? Comment below!

JULY

LAWN CARE FB ADS SCHEDULE

THURSDAY 1ST

Fun fact! In addition to growing a beautiful lawn, watering your lawn between 4 AM and 10 AM for 20 minutes, 3 times a week saves water too! This is because it's usually the coolest part of the day with the lowest winds, which means your water doesn't evaporate as quickly - allowing for your grass to absorb more water.

FRIDAY 2ND

Meet [name], our new employee of month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations in this awesome accomplishment! [insert employee pic]

SATURDAY 3RD

Have you heard about our lawn care membership plans? This is KEY in protecting your green lawn. Plus, we have affordable membership plans starting at just \$XX a month. Call XXX-XXX-XXXX or visit our website to schedule yours now! [insert link]

SUNDAY 4TH | Independence Day

From everyone here at [lawn care co name], Happy 4th of July! As an extra special gift to you, we've added some exclusive Independence Day specials. Call XXX-XXX-XXXX or visit our website to find out what's in store for you! [insert link]

MONDAY 5TH

Pro tip! Water your grass between 4 AM and 10 AM for 20 minutes, 3 times a week with 2 days in between to grow beautifully green grass with a strong and deep root system.

TUESDAY 6TH

Let's show some appreciation for our amazing lawn care professionals! Comment below some great experiences you've had and tell us what it made your experience so special!

WEDNESDAY 7TH

Stay tuned! Next Tuesday 7/14, we'll be offering an exclusive Summer Sweepstakes Giveaway to one lucky person at XX:XX XM XST. To apply for the giveaway, simply go to our page and wait for the post for instructions.

THURSDAY 8TH

Did you know that you AND your friend will get 10% OFF your next service for EACH successful referral you bring our way? [insert referral landing page link]

FRIDAY 9TH

You can save up to 30% of water by switching to a drought-resistant grass seed! Call us at XXX-XXX-XXXX and ask about our water-conserving fertilization services now!

SATURDAY 10TH

Did you know that we accept credit cards and can initiate autopay for you so you don't have to miss a lawn care service? Comment below if you're interested!

SUNDAY 11TH

What are some of your favorite water sprinkler systems? Why do you love it? Comment below!

MONDAY 12TH

[insert testimonial] Thanks [first name] for your kind words and honest review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! Appointments are filling up fast! [insert link]

TUESDAY 13TH

Don't forget to tune into our page TOMORROW at XX:XX XM XST to apply for our Summer Sweepstakes Giveaway that's going to one special person!

WEDNESDAY 14TH

THE SUMMER SWEEPSTAKES GIVEAWAY IS HERE!!! We're offering a FREE [insert gift]! To apply, simply post a picture on your profile of your green lawn (don't forget to change your privacy settings for this), tag us in it, and comment "done" on this post. We'll be choosing ONE special person at random. Exclusions apply, the gift is nontransferable and you can only apply once per household. Current clients only! THIS GIVEAWAY ENDS AT XX:XX XM XST. [insert additional exclusions/rules]

THURSDAY 15TH

Did you know that in addition to mowing and edging, we also offer fertilization and weed control services? Call XXX-XXX-XXXX or visit our website to book yours today! [insert link]

FRIDAY 16TH

Pro tip! Sometimes sprinkler systems don't push out water too quickly. The next time your water starts running into the street, turn your water off, wait about 20 minutes to give your soil a chance to absorb the water, and then turn it back on.

SATURDAY 17TH

Did you know that during a drought your grass should actually be longer to provide the roots with shade? Planting drought-resistant grass is also important too. Call us at XXX-XXX-XXXX today to schedule your lawn maintenance today!

SUNDAY 18TH

Don't miss out on this awesome opportunity to save money on your next service! For every successful referral you send our way, you AND your friend will get 10% OFF your next service! [insert referral landing page link]

MONDAY 19TH

What are some of the MOST important things that matter to you when choosing a lawn care company? Why did you choose [lawn care co name]? Comment below!

TUESDAY 20TH

[insert testimonial] Thanks [first name] for your review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! Appointments are filling up fast! [insert link]

WEDNESDAY 21TH

Stop overwatering your grass! Water your grass between 4 AM and 10 AM for 20 minutes, 3 times a week with 2 days in between to grow beautifully green grass with a strong and deep root system.

THURSDAY 22TH

Did you know that we accept credit cards and can initiate autopay for you so you don't have to miss a lawn care service? Comment below if you're interested!

FRIDAY 23TH

Here's 3 ways to know when it's time to water your grass: 1. When you step on it, and it doesn't spring back up. 2. When it's curling, your grass is stressed and needs water. 3. When your grass starts to lose its green color.

SATURDAY 24TH

Is your lawn getting the right amount of water? Use any of these 3 methods to find out! 1. Put multiple water gauges, tuna or cat food cans around your lawn and run your sprinklers for about 20 minutes to see how much water you get. Depending on your grass and soil type, you should aim for about 1/2 inch to 1 inch. 2. Install a rain gauge so that you know how much to water (if at all) on the weeks it rains. Your lawn should only need about 1 inch to 1.5 inches of water each week. 3. Use an irrigation system with built-in sensors that tracks how much water your lawn needs based on rainfall, temperature, and soil type.

SUNDAY 25TH

We'd like to say a quick THANK YOU to our amazing team at [lawn care co name] for all the fantastic work you do every day! [insert signup link] [insert screenshots/graphics of reviews]

MONDAY 26TH

Want a chance to SAVE MONEY on your next service? For every successful referral you send our way, you AND your friend will get 10% OFF your next service! [insert referral landing page link]

TUESDAY 27TH

[lawn care co name] is the most-trusted in [your city] for lawn care services! We're bonded and insured. We have [X] star reviews. Plus, ALL of our work comes with 100% satisfaction guarantee. Call XXX-XXX-XXXX today or visit our website to schedule a FREE estimate! [insert link]

WEDNESDAY 28TH

6 steps to getting AND keeping a beautiful, thick, green lawn: 1. Test your soil to find out exactly what your lawn needs - no more guesswork! 2. Over seed to get the perfectly thick lawn. 3. Give your grass the nutrients it needs with fertilization. 4. Use proper lawn watering practices. 5. Stop tearing your grass and get your lawn mowed with sharpened blades. 6. Kick your weeds out with proper weed control practices. Call us at XXX-XXX-XXXX to get your lawn green and beautiful NOW!

THURSDAY 29TH

What are some of your biggest concerns about your lawn? Comment below!

FRIDAY 30TH

Does your lawn have GAPS and feel THIN? Over seeding is the solution! Starting at just \$XX, we can get your lawn looking thick and luscious in no time at all. Give us a call at XXX-XXX-XXXX to schedule yours today!

SATURDAY 31TH

[insert testimonial] Thanks [first name] for your kind words and honest review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! [insert link]

AUGUST

LAWN CARE FB ADS SCHEDULE

SUNDAY 1ST

We're now taking reservations for aeration and fertilization! Appointments are booking up fast! Prepare your lawn for the fall and winter BEFORE we get the first frost of the year. This is the best way to protect it and keep it looking green. Call XXX-XXX-XXXX now!

MONDAY 2ND

Meet [name], our new employee of month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations in this awesome accomplishment! [insert employee pic]

TUESDAY 3RD

Fun fact! Did you know mosquitos breed when the temperature is about 50 degrees Fahrenheit? Before the weather fall hits and the weather cools down, check for any places where stagnant water can collect - garden beds, flower pots, and any other place where there's signs of pooling. This keeps the mosquitos from breeding in your yard and causing issues next year.

WEDNESDAY 4TH

Let's show some appreciation for our amazing lawn care professionals! Comment below some great experiences you've had and tell us what it made your experience so special!

THURSDAY 5TH

We're now scheduling appointments for fall and winter prep services! Appointments are booking fast! Call XXX-XXX-XXXX to get yours scheduled in advance today!

FRIDAY 6TH

Did you know that you AND your friend will get 10% OFF your next service for EACH successful referral you bring our way? [insert referral landing page link]

SATURDAY 7TH

Did you know that we offer multiple winter and fall services to protect your lawn throughout the cooler months? Call XXX-XXX-XXXX to find out more!

SUNDAY 8TH

Fun fact! The type of grass you have impacts how you winterize your lawn. This is why it's important to let the professionals take care of it for you. We'll assess your lawn and come up with a lawn maintenance plan that's best for YOU. Call us at XXX-XXX-XXXX to save your appointment now!

MONDAY 9TH

Did you know that we accept credit cards and can initiate autopay for you so you don't have to miss a lawn care service? Call XXX-XXX-XXXX to find out more!

TUESDAY 10TH

We're now taking reservations for lawn winterization! Call XXX-XXX-XXXX to find out more and reserve your spot. But hurry! We have a limited amount of appointments and we're filling up fast.

WEDNESDAY 11TH

[insert testimonial] Call XXX-XXX-XXXX or visit our website to book your appointment today! Appointments are filling up fast! [insert link]

THURSDAY 12TH

What are some of the MOST important things that matter to you when choosing a lawn care company? Why did you choose [lawn care co name]? Comment below!

FRIDAY 13TH

Did you know that the cooler fall and winter weather changes how you should water your lawn? As a client at [lawn care co name], you'll get maintenance recommendations for watering and more from your lawn care professional tailored to meet your lawn's needs and maximize your services.

SATURDAY 14TH

What are some of your biggest concerns about your lawn? Comment below!

SUNDAY 15TH

At [lawn care co name] ALL our lawn care professionals are the best in class with clean background checks, and they're bonded and insured. We also offer 100% satisfaction guarantee. Call XXX-XXX-XXXX or visit our website to schedule your lawn care services today! [insert link]

MONDAY 16TH

We're now taking reservations for aeration and fertilization! Appointments are booking up fast! Prepare your lawn for the fall and winter BEFORE we get the first frost of the year. This is the best way to protect it and keep it looking green. Call XXX-XXX-XXXX now!

TUESDAY 17TH

Here's why YOU should choose [lawn care co name]: affordable payment options, locally owned and operated, 100% satisfaction guaranteed, and experienced + insured lawn care professionals. Call XXX-XXX-XXXX or visit our website to book your appointment now! [insert link]

WEDNESDAY 18TH

Don't miss out! You AND your friend will get 10% OFF your next service for EACH successful referral you bring our way!!! [insert referral landing page link]

THURSDAY 19TH

Did you know that we offer [insert 5-7 main services]? Call XXX-XXX-XXXX or visit our website to schedule yours today. Don't forget to ask about our auto-payment options! [insert link]

FRIDAY 20TH

We offer a wide variety of fall and winter lawn maintenance services [insert 5-7 main fall and winter services]. Call XXX-XXX-XXXX or visit our website to schedule yours today. Don't forget to ask about our auto-payment options! [insert link]

SATURDAY 21TH

[insert testimonial] Thanks [first name] for your honest review! [insert link]

SUNDAY 22TH

We're now taking reservations for lawn winterization! Call XXX-XXX-XXXX to find out more and reserve your spot. But hurry! We have a limited amount of appointments and we're filling up fast.

MONDAY 23TH

[lawn care co name] is the most-trusted in [your city] for lawn care services! We're bonded and insured. We have [X] star reviews. Plus, ALL of our work comes with 100% satisfaction guarantee. Call XXX-XXX-XXXX today or visit our website to schedule a FREE estimate! [insert link]

TUESDAY 24TH

Fun fact! The fall leaves covering your grass increase the risk of disease and suffocation of your grass. Call XXX-XXX-XXXX today and ask us about our many fall and winter lawn maintenance services!

WEDNESDAY 25TH

Did you know that fall aeration and fertilization is one of the best ways to ensure your lawn has a beautiful spring? Call XXX-XXX-XXXX to reserve your spot for lawn winterization now!

THURSDAY 26TH

SAVINGS ALERT: Get 10% OFF your next service for every successful referral you send to us! And as another special thank you, we'll give your referred friend 10% OFF their first service too. [insert link]

FRIDAY 27TH

[insert testimonial] Thanks [first name] for your kind review! [insert link]

SATURDAY 28TH

Have you taken advantage of our end-of-the-summer deal? Before fall starts, take advantage of temporary low rate of \$XX for mowing and \$XX for fertilization and weed control until [insert date]. Call XXX-XXX-XXXX or visit our website to book now before our appointments fill up! [insert link]

SUNDAY 29TH

[lawn care co name] started in [founding year] when [founder name] [insert reason/story of founding]. At [lawn care co name], we pride ourselves on providing ALL of our clients the best possible service and experience. Call XXX-XXX-XXXX or visit our website to book your appointment today! [insert link]

MONDAY 30TH

To protect your grass, it's important to winterize your lawn BEFORE the first freeze. Call XXX-XXX-XXXX to reserve your appointment now!

TUESDAY 31TH

Now offering [insert 5-7 main services]. Call XXX-XXX-XXXX or visit our website to schedule yours now! Appointments are filling up fast! [insert link]
