

LAWN CARE SOCIAL MEDIA BUNDLE

Social Media Post Ideas For Lawn Care

SA



ServiceAutopilotTM
by xplor



Valuable Content

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

1.

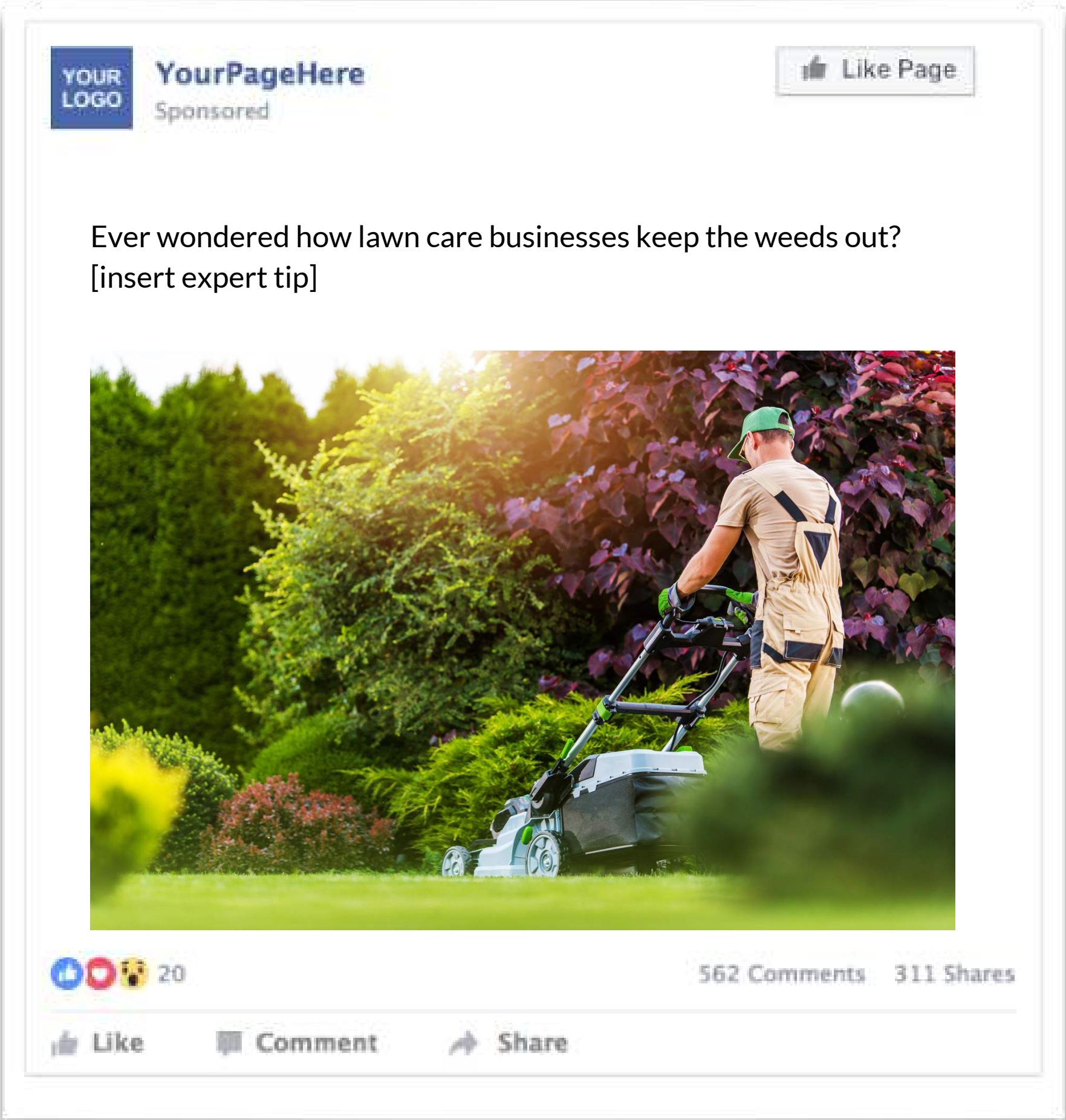


Visual: [insert pic from a recent, great-looking job]

Valuable Content

CONT.

2.



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

Valuable Content

CONT.

3.



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

Valuable Content

CONT.


4.

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



20

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

Valuable Content

CONT.

5.

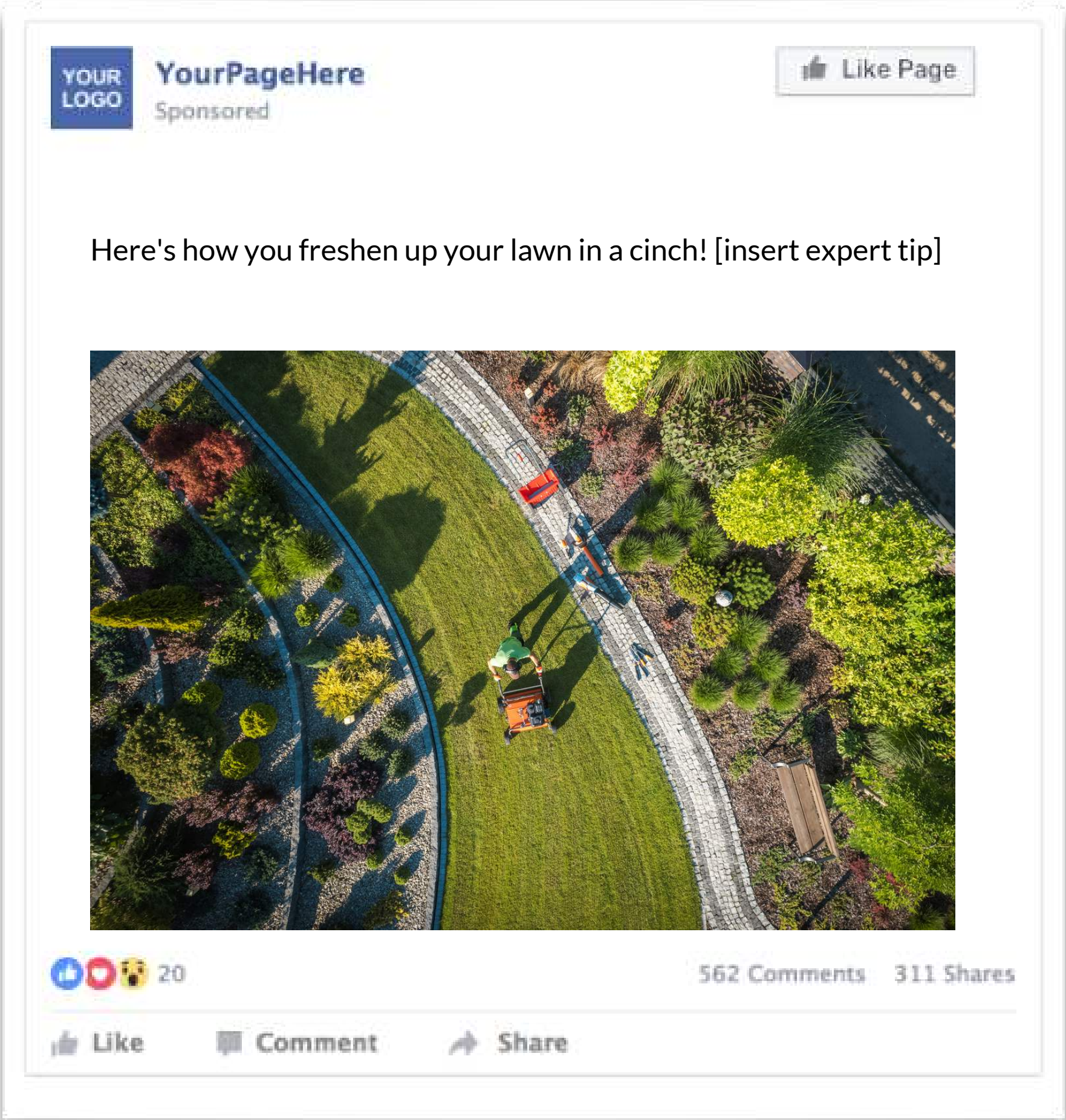


Visual: [insert pic from a recent, great-looking job]

Valuable Content

CONT.

6.

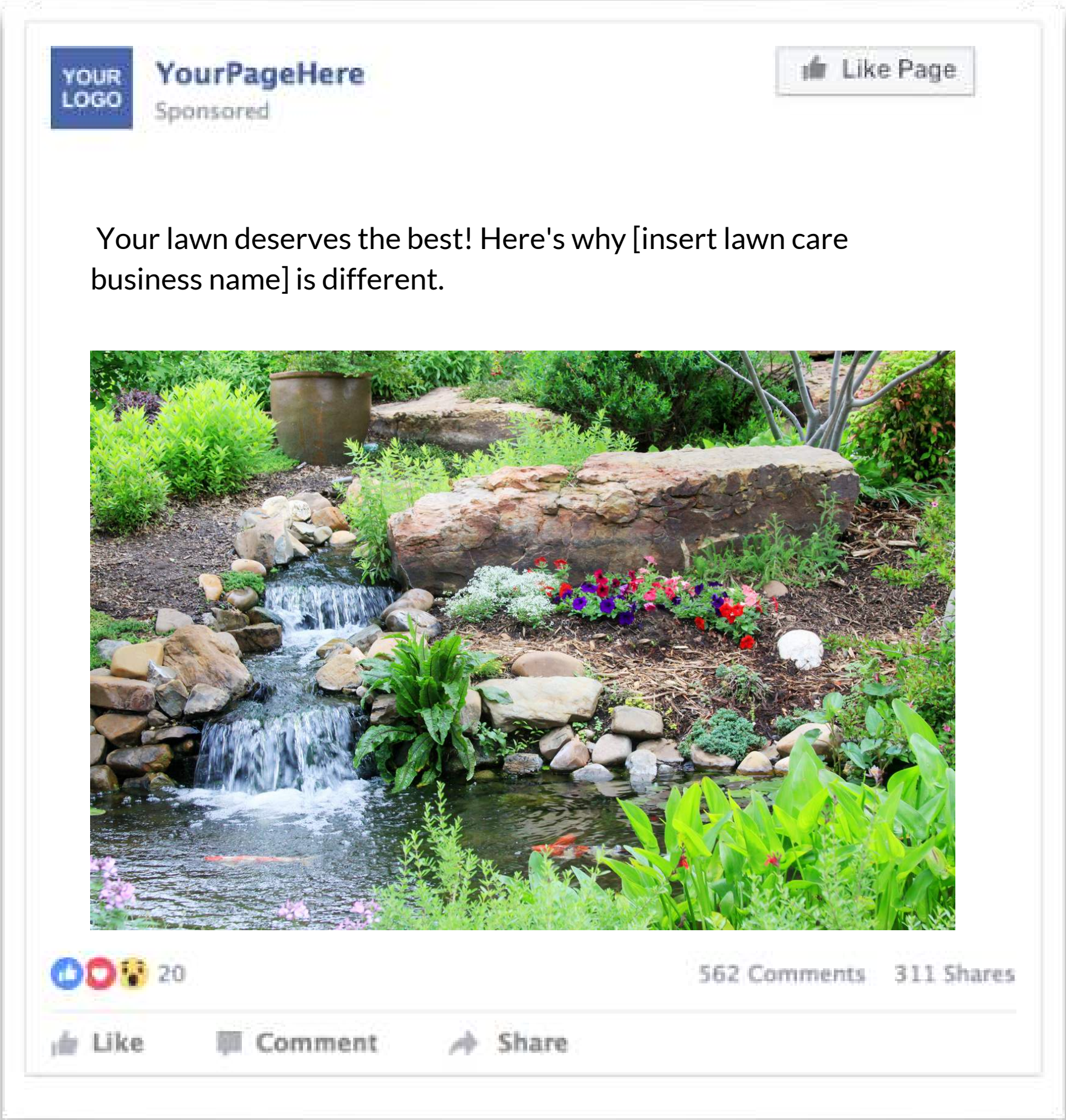


Visual: [insert pic from a recent, great-looking job]

Valuable Content

CONT.

7.

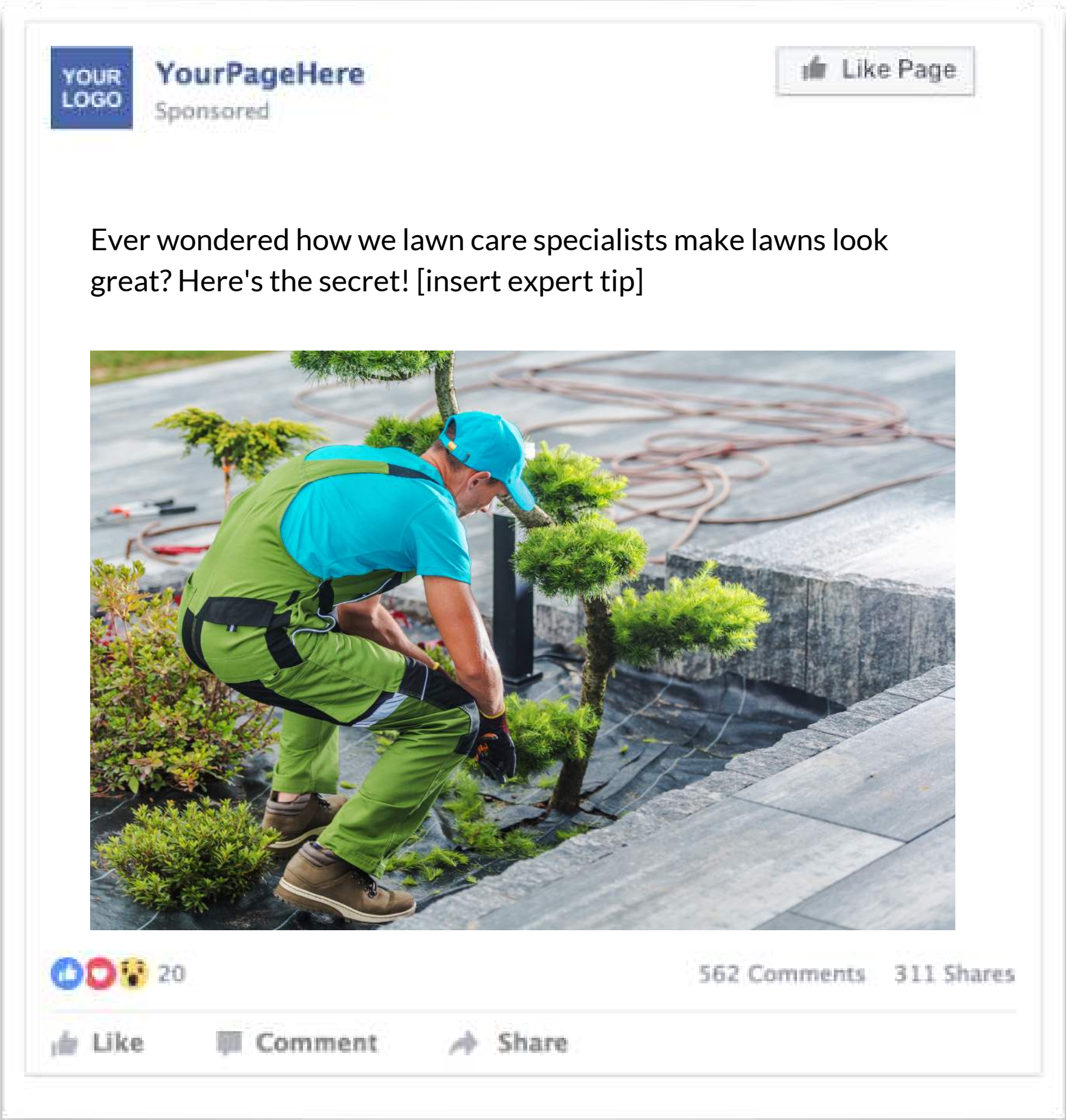


Visual: [insert pic from a recent, great-looking job]

Valuable Content

CONT.

8.

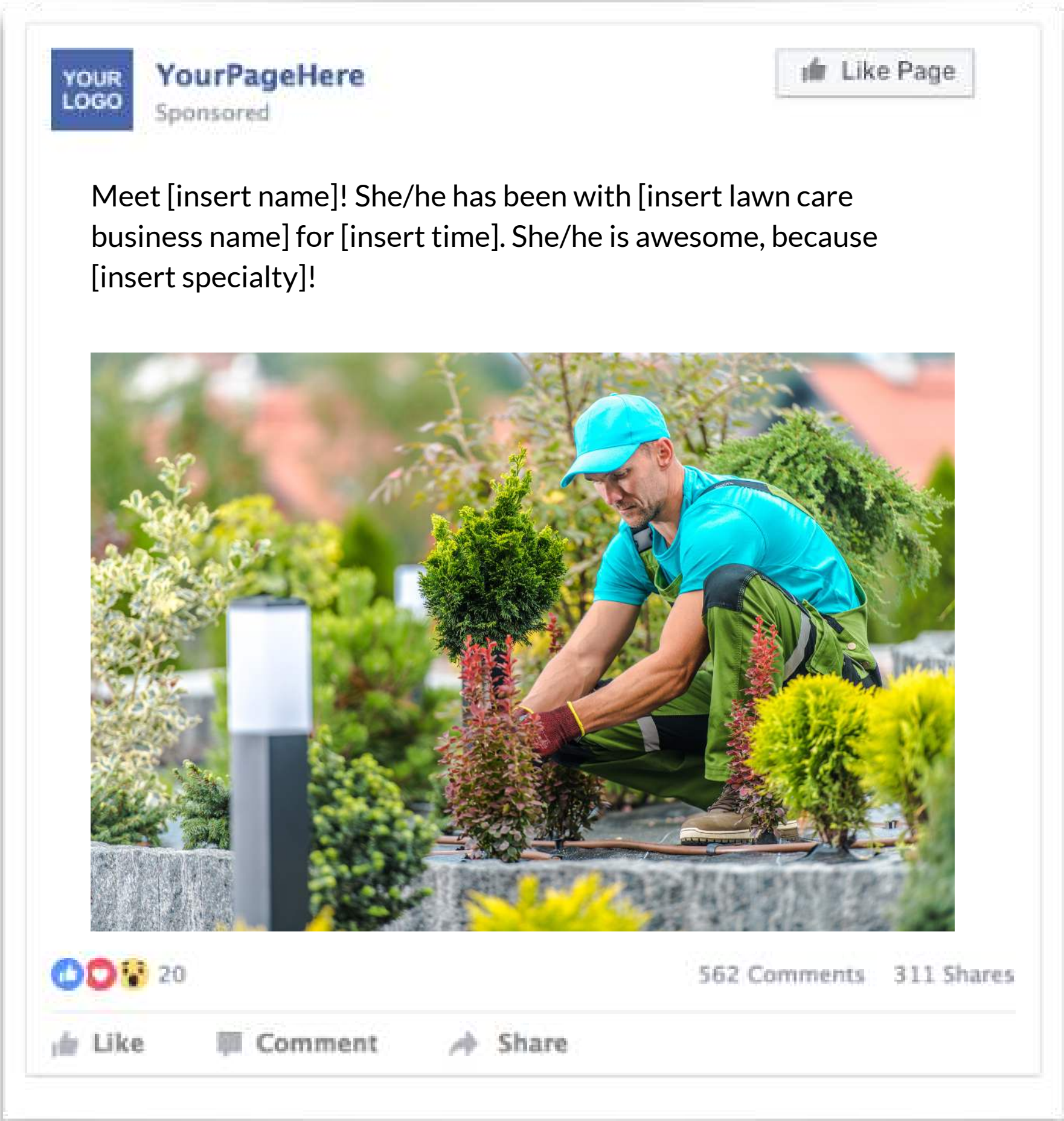


Visual: [insert pic from a recent, great-looking job]

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.

9.



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

Be a "Personal" Business

CONT.

10.

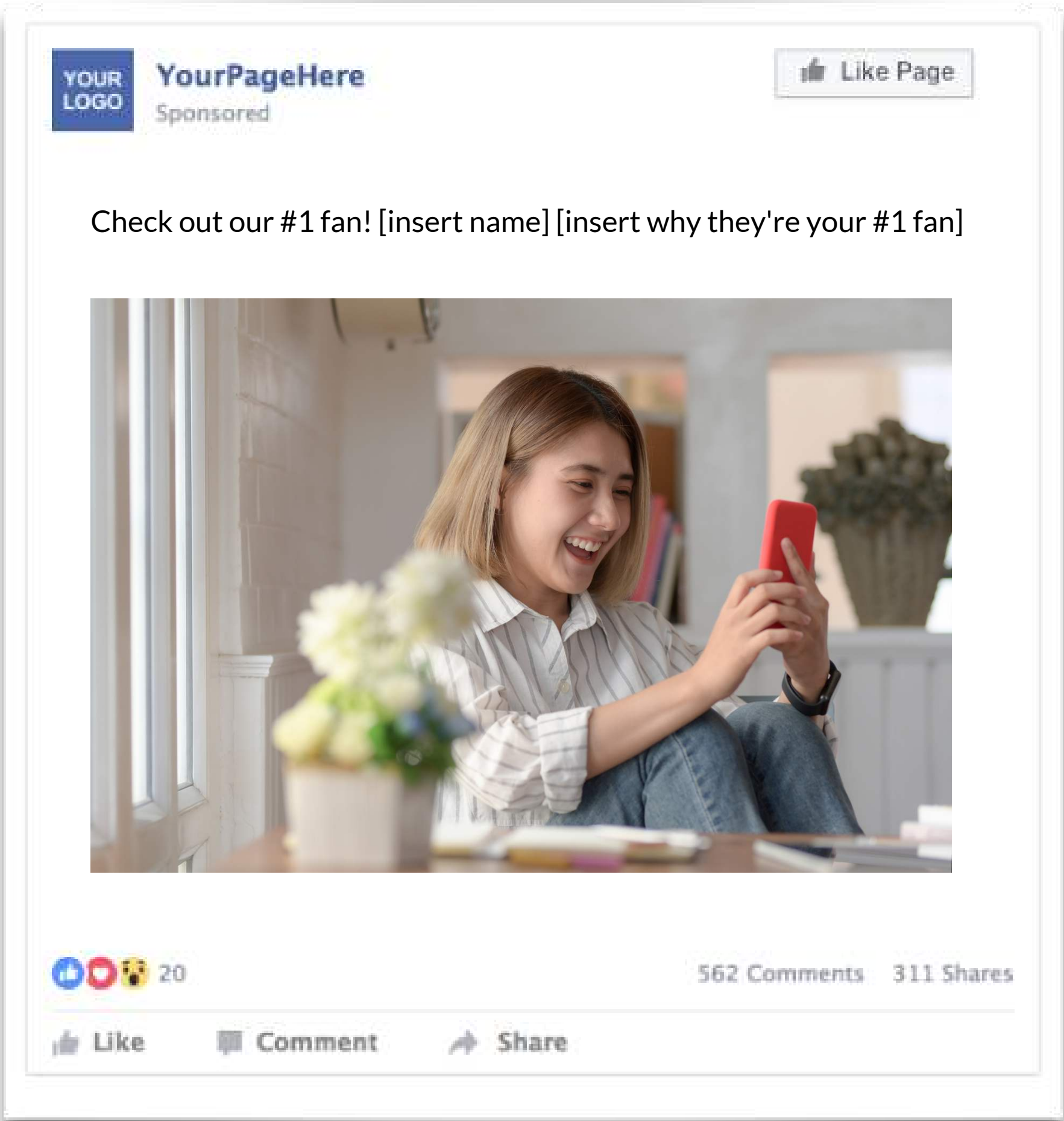


Visual: [insert pic of yourself doing great work on a recent job]

Be a “Loveable” 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!

11.

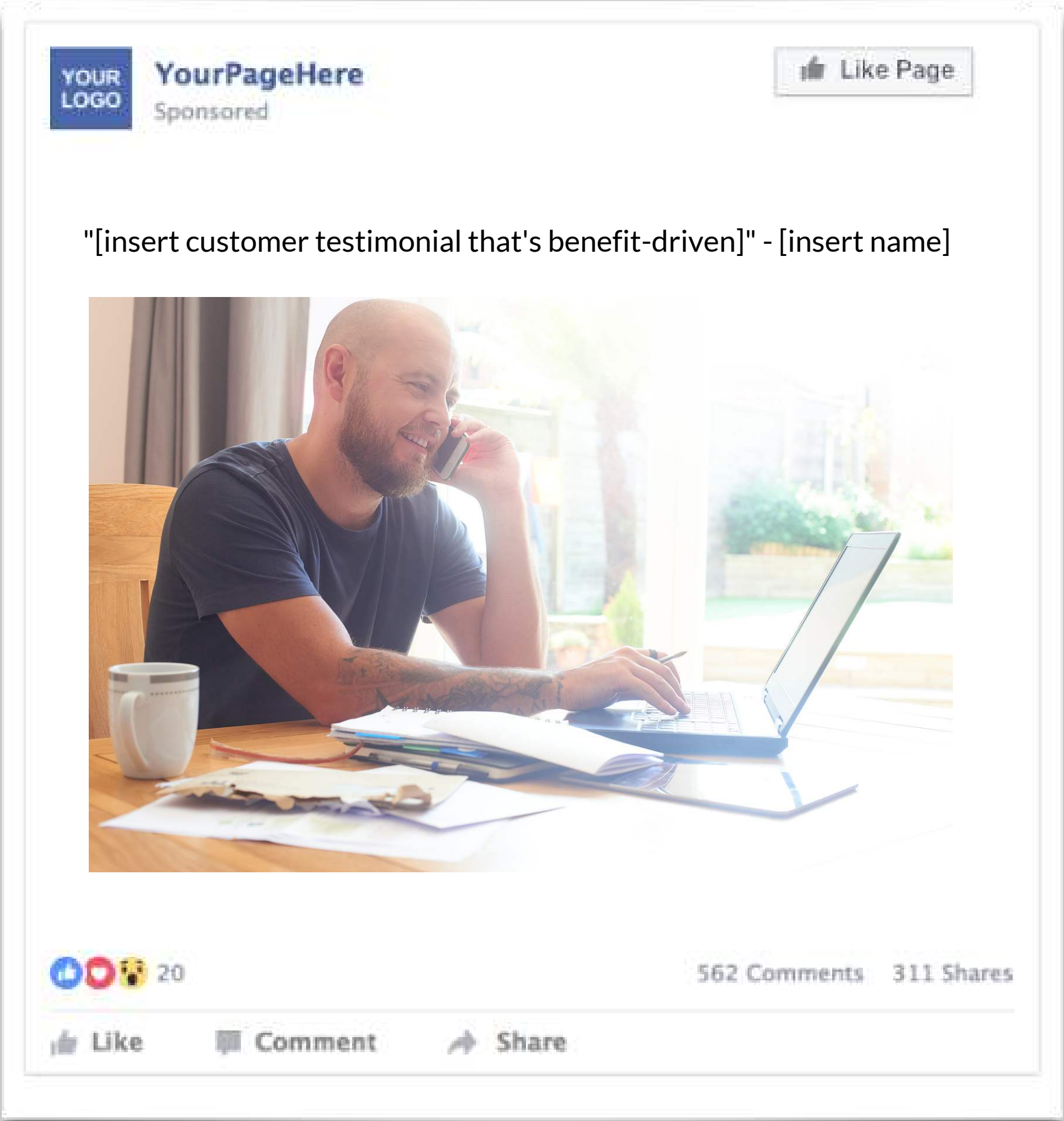


Visual: [insert pic of your biggest fan]

Be a “Loveable” Business

CONT.

12.



Visual: [insert pic of your happy client]



Be a “Loveable” Business CONT.

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

13.

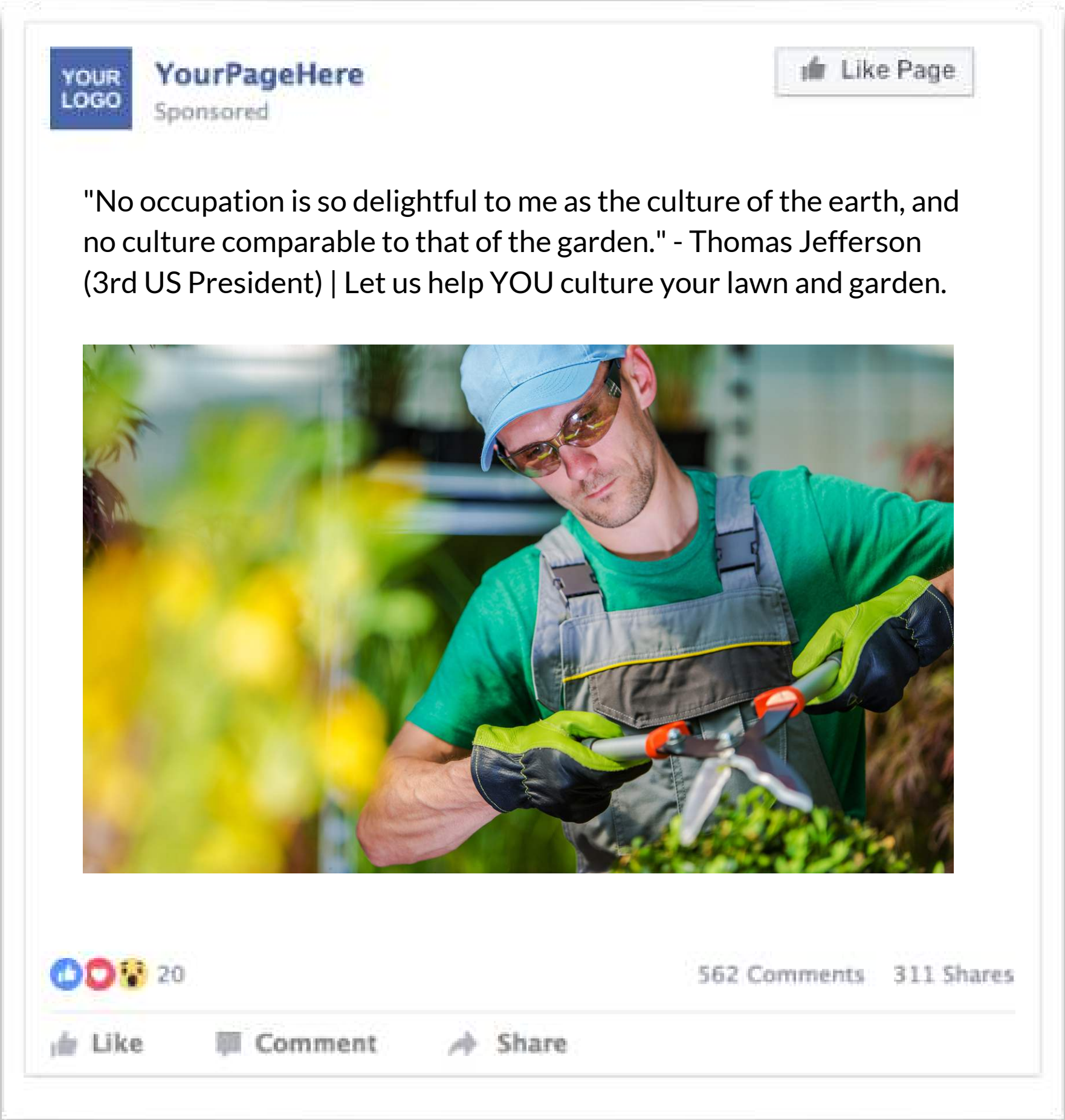


Visual: [insert pic of your team in action]

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.

14.



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

Be a “Different” Business CONT.

15.

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



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Visual: [insert pic of your team in action]

Be a “Different” Business CONT.

16.

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"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.



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Visual: [insert before and after pics 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.

17.

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Juggling the kids versus maintaining the lawn can be a challenge. We lawn care specialists share the same struggles. [insert top 5 secrets in bullets]



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Visual: [insert pic of your amazing family at its finest]

Life Hacks

CONT.

18.


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



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

Life Hacks

CONT.

19.

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



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

Life Hacks

CONT.

20.



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

Life Hacks

CONT.

21.

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



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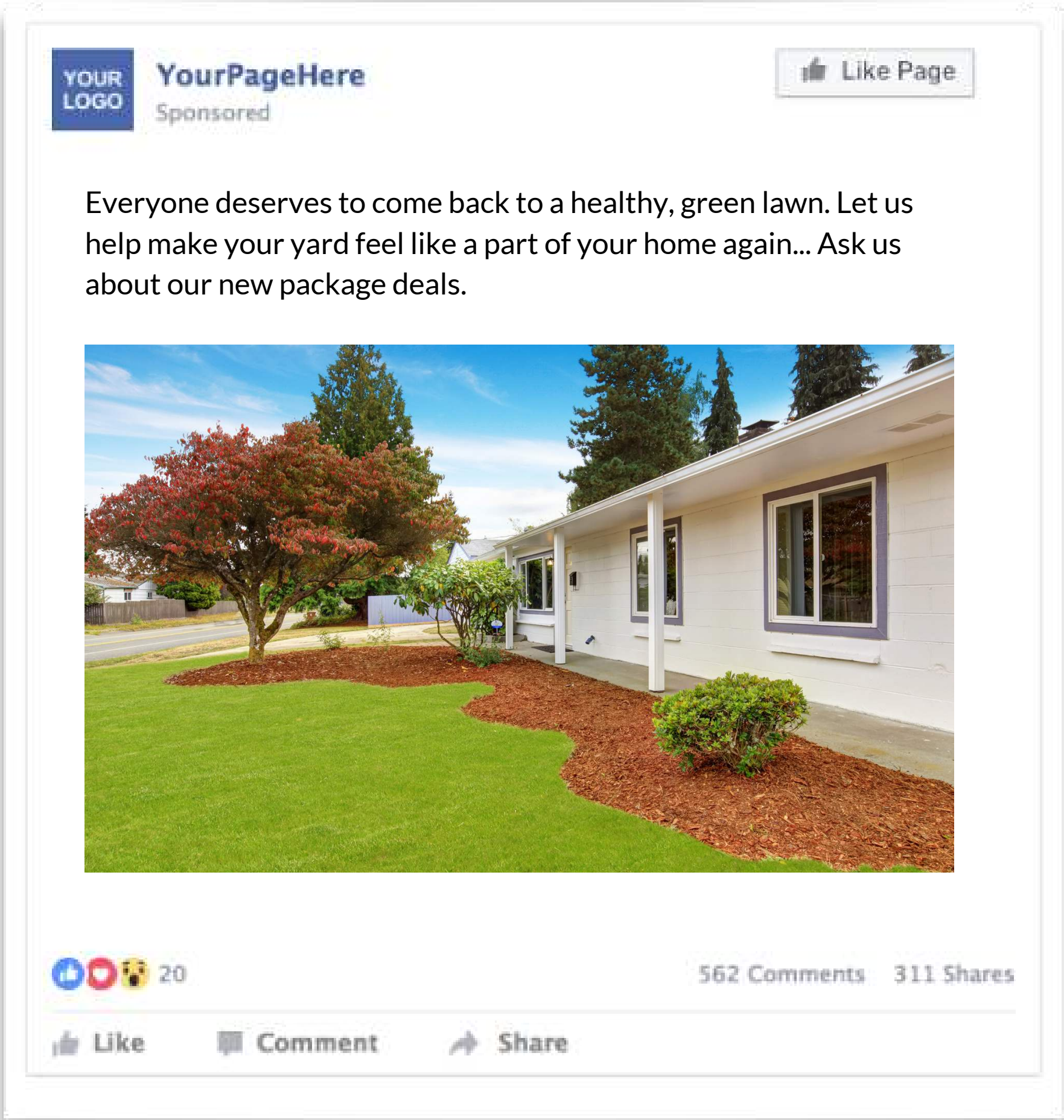
Share

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.

22.



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

Benefits CONT.


23.

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



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



Benefits CONT.

24.

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A nice lawn is a necessity, not a privilege. Treat yourself by upgrading to one of our exclusive deals.



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

Benefits CONT.


25.

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



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

Benefits CONT.

26.

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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!



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

Benefits CONT.

27.

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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, we'll do it for you! Upgrade your lawn care package NOW.



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

Benefits

CONT.

28.

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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!



20

562 Comments311 Shares

Like

Comment

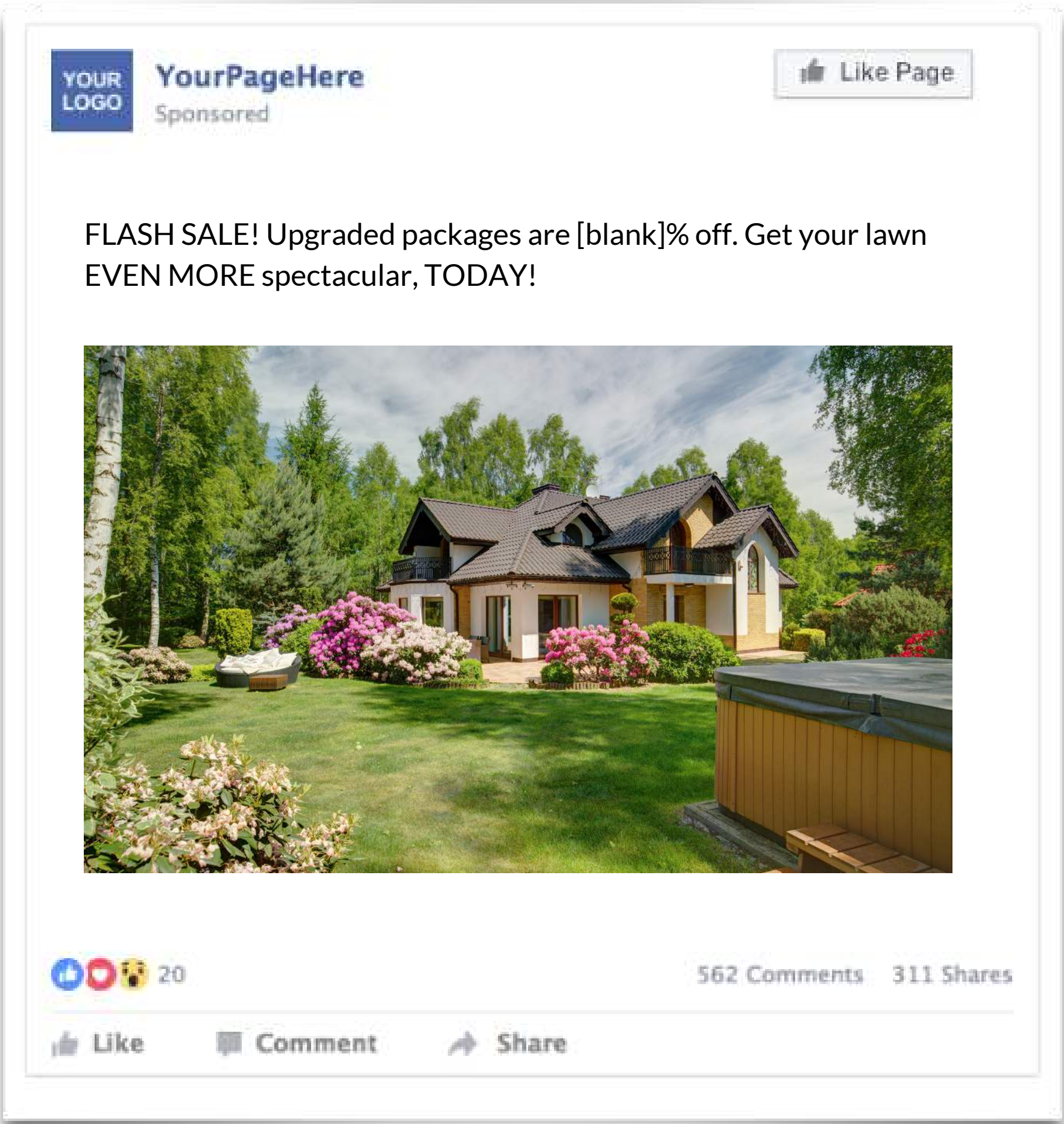
Share

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.

29.



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

TAKE A FREE TOUR TODAY!