

RECAP MEMO – Evergreen YardWorks

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Location: Evergreen YardWorks

COMPANY OVERVIEW

Evergreen YardWorks provides full-service residential landscaping and lawn care services with a commitment to dependable, sustainable outdoor solutions. Serving the greater Portland area, Evergreen offers design, installation, and maintenance for lawns, gardens, hardscapes, and seasonal cleanup. Known for reliability, responsiveness, and thoughtful service plans, the company has built a loyal customer base and a strong word-of-mouth presence. Their team of certified horticulturists and lawn care professionals ensures properties stay beautiful and healthy year-round.

PRIMARY AUDIENCES

- Direct – Residential homeowners (middle to upper income)
 - Referral – Local realtors and property managers
 - Direct – New homeowners in suburban developments
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ISSUES ADDRESSED IN DISCUSSION

- Current digital marketing lacks clarity and differentiation in a crowded local market
 - Sales team spends significant time educating prospects on service options and pricing
 - No system in place to follow up with leads who didn't convert initially
 - Website does not reflect the quality and range of services offered
 - Referrals are strong but inconsistent; no formal program or process in place
 - Struggles to recruit skilled seasonal labor despite a strong reputation
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WHAT SUCCESS LOOKS LIKE:

1. **Professional, Trust-Building Website:** Prospects understand Evergreen's value and feel confident before making contact.
 2. **Better Lead Quality:** With informative content and clearer service descriptions, inbound leads are more educated and ready to commit.
 3. **Smarter, Seasonal Marketing:** Advertising aligns with the services people actually need during spring, summer, fall, and winter.
 4. **Consistent Referrals:** A structured program makes it easy for satisfied customers and partners to refer Evergreen regularly.
 5. **Improved Hiring:** Clear messaging about company culture and growth opportunities attracts better seasonal and full-time staff.
 6. **Lead Nurture Process:** Email workflows and CRM usage help re-engage dormant leads and improve conversion rates over time.
 7. **Clear Market Differentiation:** Messaging highlights Evergreen's full-service offerings and reputation for reliability, setting it apart from budget competitors.
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RECOMMENDATIONS

- **Inbound:** Implement content marketing based on FAQs and seasonal tips to pre-educate prospects.
- **Recruitment Marketing:** Promote "why work with Evergreen" across digital platforms, job boards, and the company site.
- **Referral Strategy:** Launch a structured referral program with incentives for customers and partners.
- **CRM Integration:** Use a CRM to track lead status, automate follow-ups, and measure marketing effectiveness.
- **Website Refresh:** Redesign homepage and service pages with clearer value props, service bundles, and calls to action.
- **Local SEO:** Invest in Google Business Profile optimization and reputation management to drive local discovery.