

Does Your Landscaping Company Need Magnetic Signage?

If you're in the landscaping business, you're always looking for more business. Even your biggest fans simply change jobs, move, or disappear for a number of reasons. You always need to find new customers to take the place of those who leave - even if you're doing everything right. It's not enough to be the best landscaping company -- you need to figure out a means for prospects to know that you're a great landscaper and how to find you. One of the most cost-effective ways to solve this need for additional customers is to pick up a set of magnetic signs.

Give me a moment of your time to understand how magnetic signage can get customers calling you, and picture your landscaping company reaping the rewards:

- 1. Your signs create an immediate response.** You don't need to wait for printing and distribution like with yellow pages or magazine advertising. With a carefully crafted marketing message, you'll get calls immediately. Several of my clients have received calls from people driving right next to them to see if they could schedule a time for a bid. Now that's fast! The magnetic signs absolutely get the job done and they will pay for themselves in no time.
- 2. When a neighbor sees your sign, they believe they can take a chance with you.** Since someone they trust has already hired you, they'll just work directly with you and save time. Some of my clients have get asked to come down the street to give an estimate while they're delivering an estimate to their neighbor.
- 3. Magnetic truck signs are a one time expense.** After you have your magnetic signs, they're yours forever. Unlike newspaper ads or yellow pages marketing, there's no need for monthly payment to keep the customers coming in. Simply by doing the driving you already do or keeping your truck parked in a good location, you are getting your name out to who are most likely to use your services.
- 4. The signs are easily removed.** Today, community associations limit the kind of advertising acceptable while in the neighborhood. Since you can take the magnetic sign easily - you taken care of the problem in a jiffy. Just peel off your magnetic sign from your truck, and you're good to go.
5. With attractive and eye-catching magnetic signs, **your service stands out from the crowd and have your message noticed.** The key to making this work is paying enough attention to the layout of your truck's magnetic sign. You need to work with a magnetic sign maker who will partner with you to create a powerful marketing message. You are an expert at landscaping, and you need to partner with a magnetic sign company who is an expert at bringing you more customers. Request and review a proof before your signs are done.
- 6. Your signs are easy-to-maintain and long-lasting.** Simply follow the directions your magnetic sign maker provides. Every sixty days or so, the magnetic vehicle signs should be taken off, cleaned with warm soapy water, and then air-dried. A number of my clients have had magnetic truck signs for years that look as great as they did when they were made.
- 7. This is an excellent, very-affordable, customer-getting tool.** Magnetic signage is so much more affordable than yellow pages or newspaper advertising. The cost of a couple magnetic vehicle signs will only come to about \$80 - that's a lot less than yellow pages or newspaper advertising.

Imagine the possibilities: because magnetic vehicle signs are so cost-effective, if you get help from your friends and family, you could have a fleet of cars all around town advertising your landscaping business and phone number. That would bring in so much business you might need to expand just to keep up with the demand.

Before you pay one red cent on your magnetic truck signage, though, you must know that not all magnetic truck signs and sign makers are equal.

You have to read the consumer message available on <http://www.magnetic-signs.info> prior to selecting a magnetic sign maker. You'll save a bunch of effort, money, and heartache.

Source: <http://www.articlecircle.com>

About the Author

Daiv Russell is a small business marketing consultant with [Envision Web Promotion](#) specializing in small business marketing and internet marketing. Visit our site to get your free report on how to transform your landscaping company website from dumb as an ox into a cash cow.