Two words about optimization

Shaders:
I recommend to use „atsVegetation" materials (free, well-optimized, wind sensitive, mobile shaders)
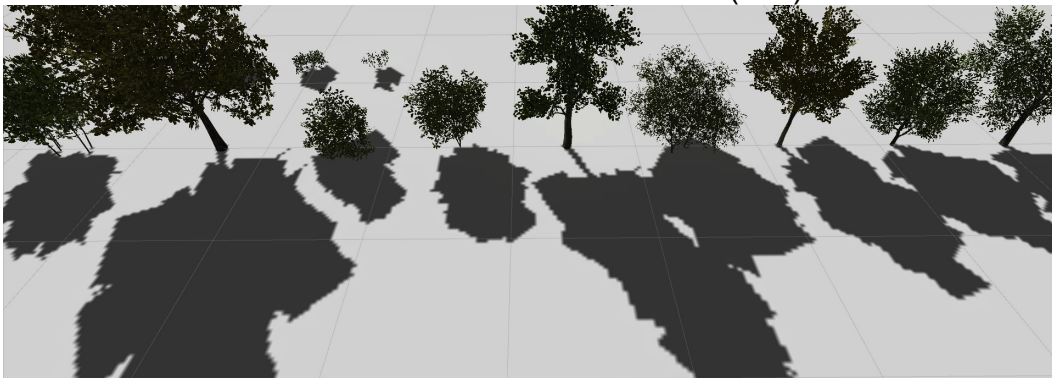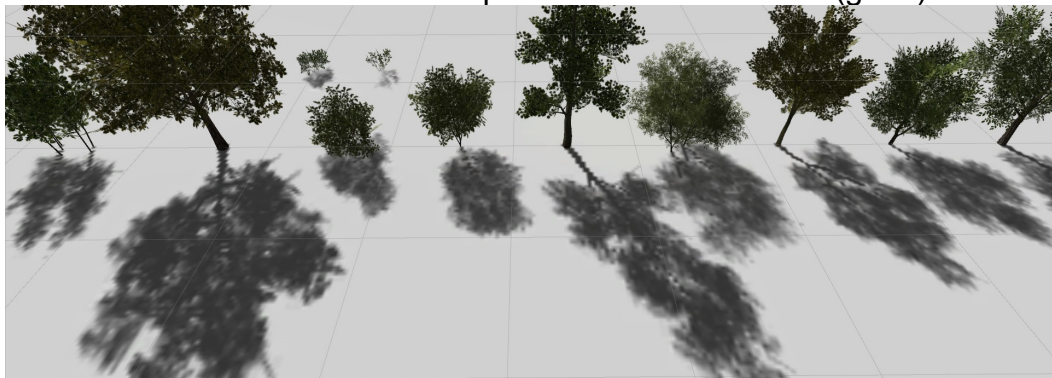

Lightmaping:
Burning lightmaps is one of the best ways to optimize the scene.
Insert one directional light, turn on shadows, place the trees, change material of the trees to "Transpaernt diffuse" („ats" ignores alpha channel during the baking), burn lightmap, change materials back to "ats". Done.
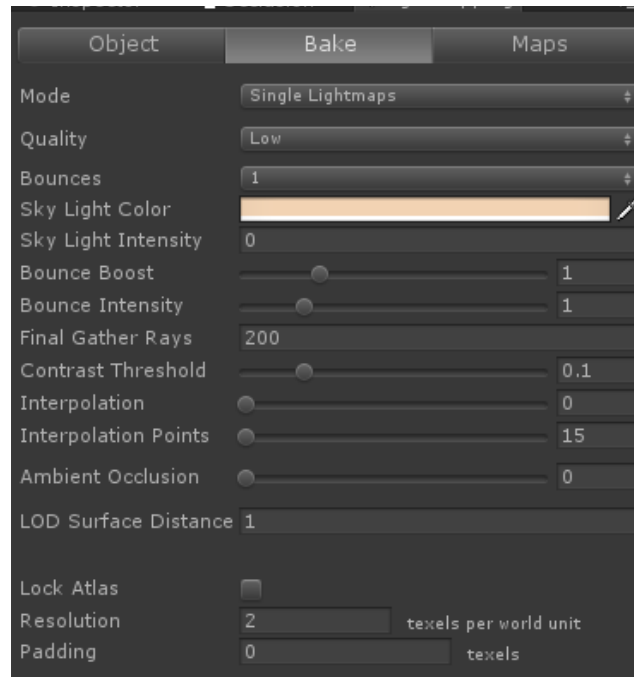
Shadows with the "ats" materials (bad)

Shadows with the "Transparent diffuse" materials (good)

Here are my „fast" lightmap settings:

Terrain Rand:
The script helps to spread objects on the terrain. It can be very helpful If You have a large number of objects to place on the scene.
You need only: choose the prefab, set the amount, set the random rotation angle (XYZ) and press Generate. The script must be attached to terrain.