

Title:

Free Publicity For Your Landscaping Business

Word Count:

441

Summary:

Regardless of whether you are just venturing out into the business world or already have a successful company, budgeting your expenses will help to improve profits and the overall health of the business. The largest expenses that a landscaping business has are advertising and the cost of equipment. The prices associated with a print advertisement can be significant, which is why a growing number of business owners are turning toward an alternative way of spreading the word ab...

Keywords:

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Article Body:

Regardless of whether you are just venturing out into the business world or already have a successful company, budgeting your expenses will help to improve profits and the overall health of the business. The largest expenses that a landscaping business has are advertising and the cost of equipment. The prices associated with a print advertisement can be significant, which is why a growing number of business owners are turning toward an alternative way of spreading the word about their landscaping business. With a company that provides local services, such as landscaping, it is more important to reach a local audience as opposed to a national one.

The most common way to generate free publicity for a landscaping business is through a press release, which is distributed to local newspapers, magazines and trade publications. Whether the landscaping business has an actual storefront present, is home or web-based, this option may have a positive success rate. In order for a press release to be worthy of publication, it must feature some type of news. A terrific example would be a grand opening, the launch of a new website, a free landscaping project contest or similar newsworthy event. A photograph of the business owner would make a nice accompaniment to any press release and may even grab the editor's attention. Press releases can be submitted via mail, e-mail or fax and should be directed to the editor's attention.

Many businesses, including those that provide landscaping services, often choose

to have a website. Although the internet does provide for national exposure, many local customers may surf the web for landscaping information. A website should be professionally designed, regularly updated and feature plenty of landscaping example photos to showcase your ability. With a website, the free promotional opportunities are unlimited. From press release submission websites to article marketing and search engines, there are plenty of ways to get the word out about your new web presence.

Just as there are a number of ways to generate paid advertising, there are even more ways to obtain free publicity for your landscaping business. Most local companies will find paid advertising works most effectively in the telephone book's yellow pages, but may also find limited success with newspaper and/or radio advertising. The main problem with the latter is that newspapers are often discarded quickly and most people do not have a pen handy when listening to the radio in order to write down a contact number. When you reduce the advertising costs and increase profits, your company's bank account will begin to glimmer just as much as the dew on a beautifully landscaped lawn.