LANDSCAPE PLANNING

Practicum Project 2019

M.Sc. in Digital Marketing 2018-19

Client Overview

Founded in 2003 by Adrian Byrne, LandscapePlanning.ie is an integrated landscape planning services provider in Wicklow, Ireland. LandscapePlanning.ie provides specialized landscape planning and site information services with extended site surveying solutions.

Ireland

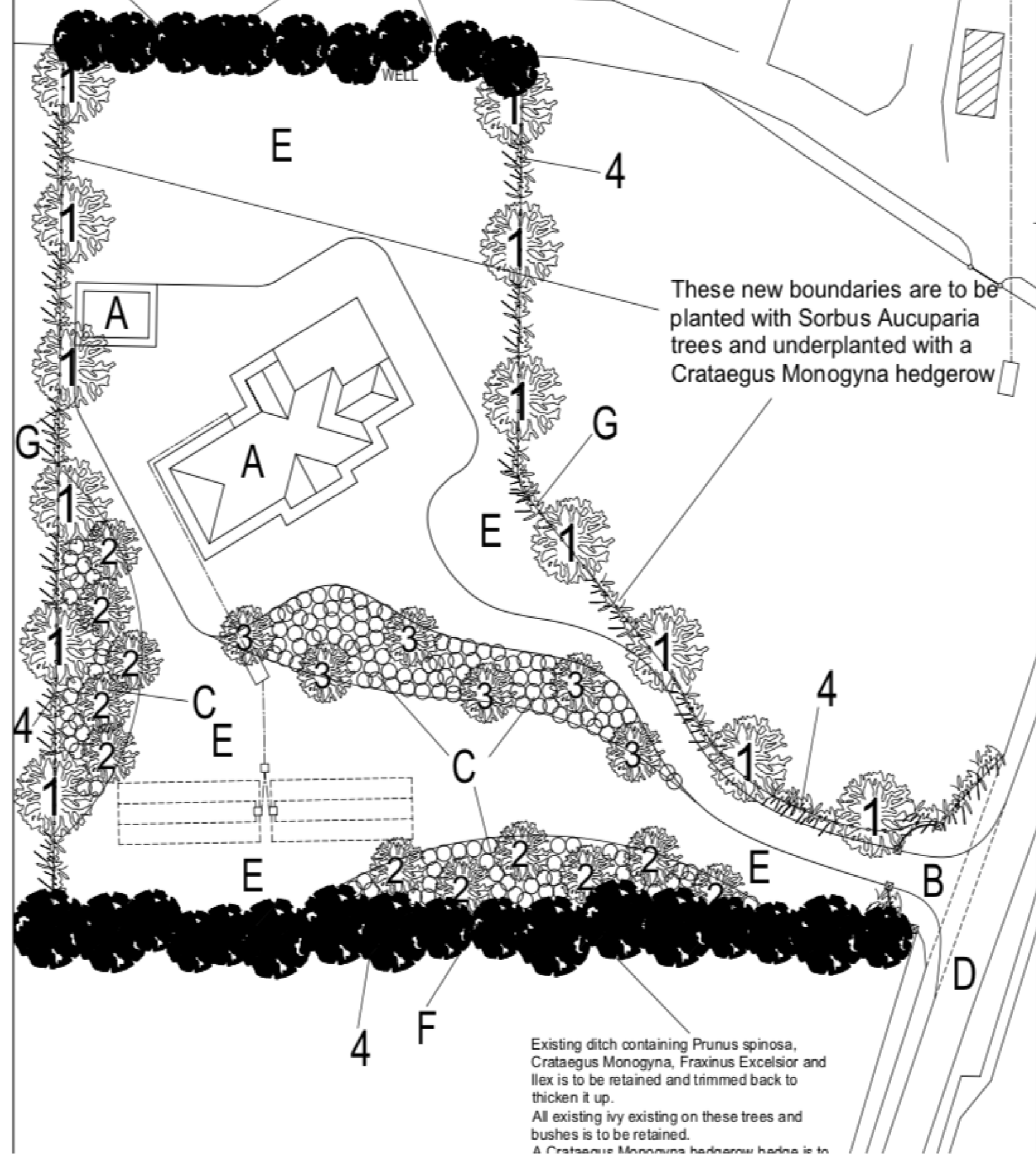Architects, Commercial Developers, Private homeowners

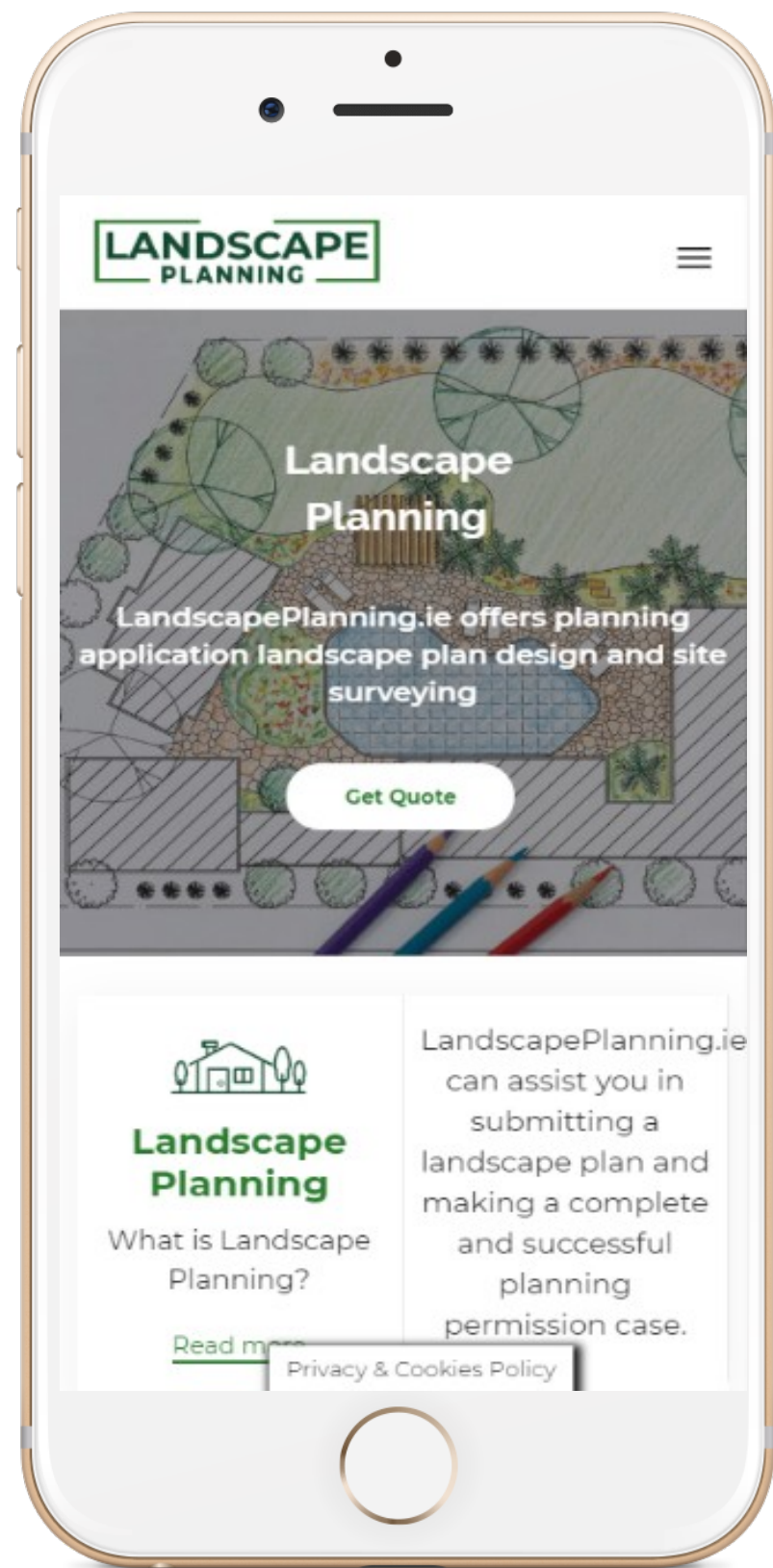100 + Clients with approved Landscape Plan in Ireland
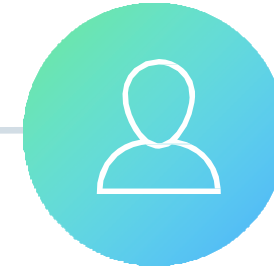
What is a Landscape Plan?

Landscape Planning as an additional condition of planning permission often requested by local authorities. A landscape plan gives full descriptions of location, species and sizes of the proposed planting on exposed boundaries and can also feature information on maintenance on lawn areas, trees and hedging.

The primary goal of a landscape plan is to ensure that the new development blends into the surrounding area.

These new boundaries are to be planted with Sorbus Aucuparia trees and underplanted with a Crataegus Monogyna hedgerow

Existing ditch containing Prunus spinosa, Crataegus Monogyna, Fraxinus Excelsior and Ilex is to be retained and trimmed back to thicken it up.
All existing ivy existing on these trees and bushes is to be retained.
A Crataegus Monogyna hedgerow hedge is to

Online Re-branding

- Customer Research
- Marketing Communications
- Content
- Interactivity

(Simmons, 2007)

Problem Identification

Purpose of the Practicum Project

Re-branding Landscape Planning online with a firm foundation on various digital channels most likely to be used by the target audience . Our aim is to make landscapeplanning.ie readily available for the customers at every stage of their purchase journey.

Purpose of the Presentation

Provide information about how the online branding of landscapeplanning.ie was established.

Problem	Goal
Website • Poor Content • No Optimization	To redesign the website and appear on the first page of organic search results.
No Online Presence • No Social Media Accounts	Increase brand awareness through social media
Confusion between Landscape Planning services vs. Landscape/Garden designing services.	Use of the website and digital channels such as social media and SEO to create a clearer understanding of the services provided by LandscapePlanning.ie
No database of prior customers	Create a database of customers who have an interest in the service and generate potential leads.

Key Trends in Landscaping Industry
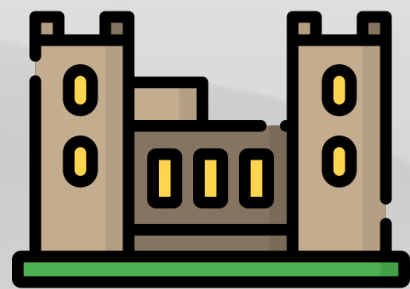
130

Average Weekly Planning Applications in Dublin

Ireland

Spending on Gardening/Landscaping increased by 22% between 2011- 2014.

$293 Million

Expected revenue from Landscape Services by 2023

(Bordbia.ie, 2015)
(Landscapeprofessionals.org, 2018).

Primary Research

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SURVEY

Survey Purpose
- Confirm target markets & develop personas
- Discover what channels are used to find a landscape planning service.

Distribution
- Personal contacts
- Contacted a list of 300 architectural firms found on the Royal Institute of the Architects of Ireland website.

Results
- 172 total survey responses
- 144 valid responses

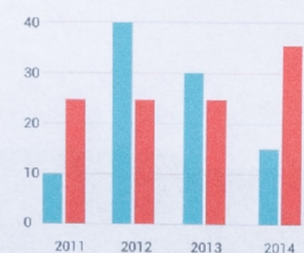# Persona 1: Architects
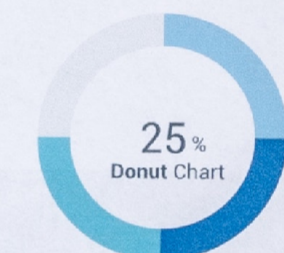
Persona 2: Homeowners

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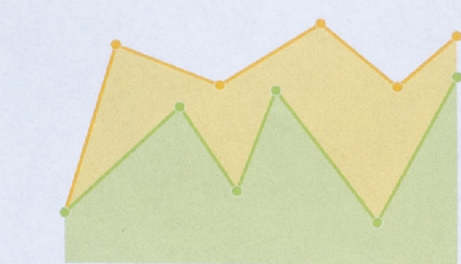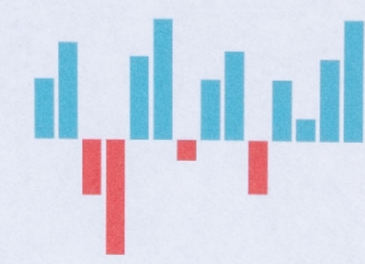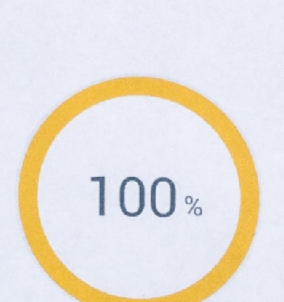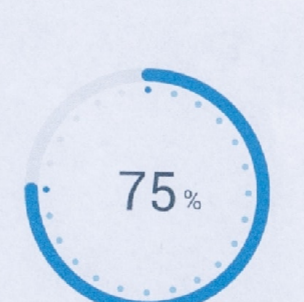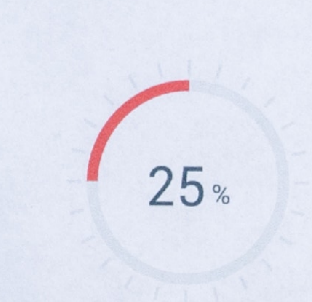
ARCHITECT BRIAN

Confident   Elegant   Creative
Idealistic

"Recognizing the need is the primary condition for design."

Age: 37
Work: Architect
Family: Married
Location: Dublin, Ireland

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Landscape Planning Use

- Up to 10 times annually.
- For site survey and planting plans.
- Will outsource it to a landscape consultancy.

Goals

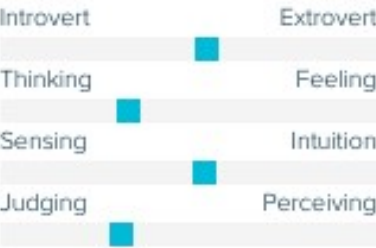- Looking for a landscape consultancy for further landscape plan submissions to a local authority.
- Revitalize the architectural industry with his works and designs.
- Publishing an architectural magazine.
- Be the hero for his family.

Frustrations

- Finding a landscape planning expert to work on multiple projects.
- Not authorized as a landscape architect
- Meeting the requirements of local councils for not only comprehensive landscape plan but also for site boundaries where hedging and trees included.

Bio

Brian is a 37-year-old experienced Architect and a climate change activist. He is married and has two children. His hobbies are running, music, traveling, photography and seasonal tv shows. He often makes on-site project visits in Ireland due to his profession.

Motivation

Incentive
Fear
Growth
Power
Social
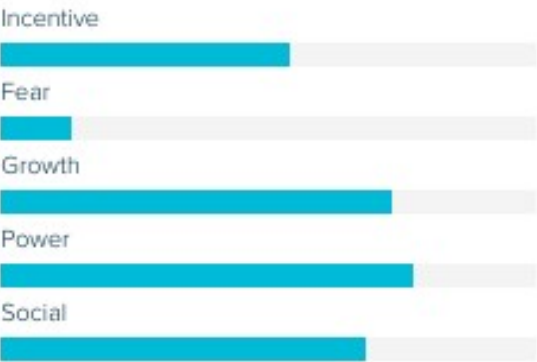
Brands & Influencers

The Royal Institute of the Architects of Ireland

Preferred Channels

Traditional Ads
Online & Social Media
Industry Referral

KAREN BUCKLEY

Integrity   Confident   Positive

"Always aim high, work hard, and care deeply about what you believe in."

Age: 42
Work: Assistant Director of Finance
Family: Married, kids, etc.
Location: Kildare, Ireland

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Landscape Planning Use

- Homeowner, adding a large extension to her property.
- Landscape Planning use for only occasions related to her property

Goals

- Needs to submit a Landscape Plan at the request of Kildare County Council.
- Looking for a Landscape Planning Expert.
- Wants to empower women in the workplace

Frustrations

- Pricing and previous experience.
- Lack of knowledge about the requirements for submitting a successful Landscape Plan.
- Doesn't know what type of consultancy she should take for the extension of her property.

Bio

Karen is a 42 years old businesswoman who is the director of Finance at GE and a mother of three children. Her hobbies include reading, gardening, baking and taking road trips with her family. She is looking for a Landscape planner herself for her property.

Motivation

Incentive
Fear
Growth
Power
Social

Preferred Channels

Traditional Ads
Online & Social Media
Referral
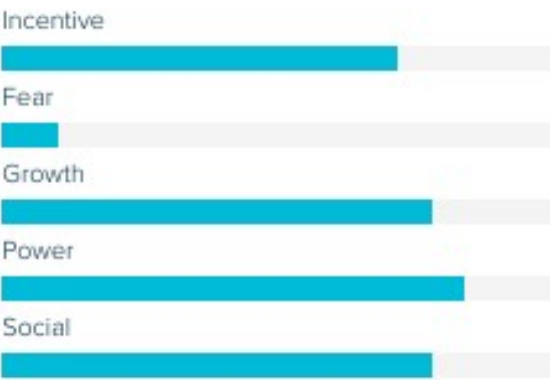
OLD Website

New Re-designed Website

SEO Activities

Page Titles

Best Practices - Avoid Duplicate Page Titles and restrict the character limit to 60

Meta Descriptions

Best Practices - Write user focus descriptions and limit the character to limit to 160

Image Alt Text

Best Practices - Add ALT Texts to all the images

URL Structure

Best Practices - Have the URL structure relevant

Page Speed

Best Practices – Optimize the website to load under 3 seconds

Site Map

Best Practices – Submit the updated XML map to Webmaster tools

Robots.txt

Best Practices – Add the pages to Robots.txt which you do not want the search engine to prioritise indexing

Responsive Design

Best Practices – Keep the design responsive to avoid content duplication on mobile & desktop

Paid Ads: Budget €1000

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Google Ads	Facebook Ads	LinkedIn Ads
Increase Awareness	Increase Page Likes	Drive Traffic to Website
Drive Traffic to Website	Drive Traffic to Website	Generate Leads for the Business
Conversions - Form Submissions on Website (Get Quote)	Conversions - Form Submissions on Website (Get Quote)	

Results

1 35% of the website traffic driven by Google Ads

2 28% of the traffic visited from Facebook

3 7 Leads generated for the business through the website

4 One of the Google ads Leads is successfully converted into a sale

Overall Paid Ads Results

Platform	Spends	Clicks	Conversions	Cost / Conversion
Google Ads	€733	379	4	€183.25
Facebook Ads Manager	€232.36	303	3	€101
LinkedIn Campaign Manager	€100	145	0	-
Total	**1065.36**	**836**	**7**	

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Conversion Rate Optimization

Hotjar Heatmap Analysis

Why Heatmaps?

1. Understand the visitor behavior on important pages
2. Analyzing the visibility of the CTAs
3. To gain insights for improving the page quality and utility

Findings

1. Negligible number of clicks on the CTAs

2. <50% visitors could not see the enquiry form which was the main CTA

Google Optimize Redirect Test

Redirect Test Objectives

1. To carry out a redirect test and analyze the results in terms of conversion rate

Findings

1. Increase in the Average Session Duration on the Variant page.

2. The Enquiry form became visible to 100% of the traffic coming on the website.

5 Second Test

Purpose

- Test a website's ability to portray its purpose within the first 5 seconds (Gronier, 2016).

Key Findings

- There were a total of 35 respondents.
- 19 users identified the name of the site to be 'landscape planning'
- There was a confusion around the services offered where only 7 identified it correctly.

Loop 11

Purpose

- To gain insights from a sample of target audience regarding the ease of use & navigation of the website (Chi, 2018).

Key Findings

- 7 of 8 respondents completed the test, with a 93% successful task rate
- No major issues with the site identified
- All respondents found the site easy to navigate & said they would trust the site.

Email Marketing

As one of the applied activities of this project, we implemented email marketing for

LandscapePlanning.ie through Mailchimp.

We set up 3 primary campaigns looking at the subscriptions and leads we gathered

namely **Newsletter Campaign, New Leads Campaign & Blog Campaign**.

Results

1 Subscriber
100% Open
Rate

Newsletter Campaign

6 Recipients
80% Open Rate

New Leads Campaign

9 Recipients
50% Open Rate

Blog Campaign
Bounced Email - 1

Social Media

Facebook

Followers	552
Average Reach	146
Average Engagement Rate	4.01%

LinkedIn

Followers	12
Average Reach	24
Average Engagement Rate	3.78%

- In order to create the online branding of landscapeplanning.ie via social media channels Facebook and LinkedIn accounts have created.
- Posts for social media accounts were scheduled once the website design was finished.
- The content on social media supported with blog posts published on the website.

Below the achieved results were indicated for the following channels between July 3rd – August 2nd

Future Recommendations

Website & Content Marketing	SEO	Google Ads	Facebook Ads	LinkedIn Ads	Social Media
Optimize content	Optimize Page Speed	Increase Quality Score of keywords	Reduce the CPA with refined targeting	Run engagement Ads	Share links to blogs
Regularly publish blogs	Analyse organic search rankings	Research in-depth for more relevant keywords	Collect audience and retarget	Sponsor LinkedIn Posts	Use platforms like Hootsuite to schedule posts
Update themes and plugins	Build Backlinks from previously worked B2B clients	Work on remarketing campaigns			Building an eWOM strategy from previous B2B and B2C projects

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