

# Ohio Landscape Association

*The Ohio Landscape Association helps Ohio landscape contractors and their suppliers by providing education, networking, and other valuable business resources, as well as advocating for the industry through state and federal legislation.*

## Growing Business 15% by Bringing Landscaping Online

When Lindsay Scott joined the Ohio Landscape Association as the events and communications manager eight years ago, the organization was just starting to focus on the possibilities of online marketing.

The big goal was to educate members— primarily landscape contractors and suppliers— how to run business and why being a member would benefit them.

“We were, and still are, working hard to grow our website and our other digital initiatives,” she explains.

That was around the same time that Lindsay decided to introduce Email Marketing from Constant Contact to the mix. She had used it in her previous position and knew it would be an effective tool for helping the association reach members online.

The last couple of years have been tough for the association because of the economy, but the Ohio Landscape Association has grown between 10% and 15% over the past seven years.

“Email marketing definitely helped with that rate of growth,” she says.

## Building communications that work

The Ohio Landscape Association focused heavily on bringing marketing and services online over those past seven years, too. Part of that effort meant growing the organization’s email list. And, as the association sent out more emails, there was less of a need for other marketing materials.

“We don’t have to send out as much print mail anymore, which has definitely saved us money on postage,” Lindsay says. “Nowadays, our contact list is segmented into 14 separate lists, too. For local events, we just send emails to members in that area. Or if we just have something for sponsors, like a golf outing sponsorship opportunity, we send it to them.”



**Founded** 1965

**Partner Since** 2012

**Customer Since** 2005

**Location** Hudson, OH

**Website** [www.ohiolandscape.org](http://www.ohiolandscape.org)

**Client’s Challenge:** Growing business by broadening the reach of the monthly magazine and saving money on postage

**Solution:** Made the magazine accessible online and increased viewership by 100 readers a month by driving traffic from email newsletters



# Ohio Landscape Association

One of the regular newsletters showcases the latest features of The Growing Concern, the Ohio Landscape Association's monthly magazine. That helps drive an extra 100 readers to an online edition of the publication right away, and non-members can access the publication, too.

"The email I send out with the features of that month's issue reaches more people in a company— both member and non-member companies— as opposed to our print version, where only one copy of the magazine is sent to a company," Lindsay explains. "Our goal is to show why people should become a member and we can use Constant Contact's tracking to see who's opening what."

She adds that since she can keep track of who has opened each email and how long they have been a customer, she has even seen a new member join the Ohio Landscape Association who had been receiving emails for the past two years.

"And, if the email I have sent out is about available sponsorship opportunities for a certain event, I can see who opened the email... and follow up with them via phone," Lindsay says.

## The landscape of email and customers

Lindsay has been using Constant Contact for years, even before her time at the Ohio Landscape Association, so it wasn't a difficult decision for her to partner the organization with Constant Contact two months ago.

Through this partnership, members of the Ohio Landscape Association get discounted accounts, along with access to free coaching and consulting with online marketing experts.

The association now has access to syndicated articles and other educational resources created by Constant Contact, the industry leader in email marketing, and can include those materials in the organization's publications, as well as a centralized console that shows member accounts.

Two members have signed up for the program so far and Lindsay says that, in the future, the Ohio Landscape Association is planning to use the console to help members manage their accounts.

To businesses that are on the fence about using email marketing, she has one piece of advice:

"Do it, 100%. Print media, whether it's a magazine or a flyer, it's helpful, but email marketing helps with brand awareness and you've got it quickly. It's invaluable and inexpensive— we wouldn't be where we are today without it."

“Print media, whether it's a magazine or a flyer, it's helpful, but email marketing helps with brand awareness and you've got it quickly. It's invaluable and inexpensive – we wouldn't be where we are today without it.”