

July 2009 Issue

Marketing attempts to get a business's message to the target audience. Water Garden News asked pond and water garden professionals how they market their products and services. Here are their responses.

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"I use word of mouth and a little bit of newspaper advertising once a month. Customers just find us."
Gene Juttner, owner, Gene's Water Gardens & Landscaping, Woodward, Okla.

Courtesy of Cioli & Hunnicutt/BowTie Studio

"Billboards are our No. 1 method; we've been using them for about four years. We've done a lot with TV and that seems to do well. We haven't had good luck with radio. We've done newspapers and coupons in the mail but seem to get the best results from billboards. We run six or seven boards all over town in the spring."
Daniel Owens, manager, Greenleaf Inc., Decatur, Ala.

"We use word of mouth. The best marketing tool is the service you provide. If I do any advertising, it's a sign out front when we install a pond; we get five or six inquiries and three or four jobs from it."
Adam Black, Aquatic Gardens, Clackamas, Ore.

"I use word of mouth."
Bill Isaacs Jr., owner, Bill's Ponds, Picken, S.C.

"We mostly do word of mouth, and we do one big consumer show a year where we create pretty big displays. During a 3-day weekend about 20,000 people come to the show. We also do newspaper advertising once a month."
Darvy Keppy, manager, Landscaping Solutions, Bettendorf, Iowa

Off Months:

How do you improve business during the off months?

E-mail smeyer@bowtieinc.com with YSI in the subject line with your ideas by July 31. Selected responses will be published in an upcoming issue of Water Garden News.