

## LANDSCAPE SERVICES PROMOTION COMPLEX

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**Abstract.** The article is devoted to the consideration of marketing tools for the promotion of services in the landscape business. The importance of using modern marketing tools to promote the effective sale of services in the landscape field is proved.

**Keywords:** landscape services, Promotion, social networks, brand, sales promotion, advertising, partnerships, charities, sponsorship, Internet advertising.

### ***I. Introduction***

The rapid development of modern technologies has necessitated the development of marketing tools in the field of landscaping for effective marketing in this area. Because sales are the main engine in any business, it is especially important to pay attention to development and marketing planning to make this engine work best.

The efficiency of the enterprise's activity in landscape design depends on how marketing tools are developed and used. Therefore, it is important to create an effective promotion system that would promote the development of sales and prosperity of the company in the field of landscape design.

### ***II. Formulation of the problem***

It is difficult to imagine a modern economy without enterprises in the service sector, in addition, the existing demands of society determine the development of this area. Services have very specific characteristics. They are elusive, changeable and not subject to storage. The characteristic

features of the service determine the specific application of marketing tools. One of them, on which the success of the enterprise depends, is promotion.

Promotion of services - are all forms of company activities aimed at informing, explaining, reminding potential consumers about their services, ideas, community service [1].

Therefore, the main means of promotion are: advertising; sales promotion; Public Relations; personal sales, internet marketing and direct marketing. The choice of the necessary and most appropriate methods of promotion depends on the market in which the firm operates, on its goals and objectives, on its financial capabilities and on the level of competition. In order to form the most effective set of promotion, it is necessary to take into account all the specifics of the firm and the features of the services provided.

### ***III. Results***

The landscape design market in Ukraine began to be created 15-20 years ago, but it became popular only 10 years ago. It was then that landscape advertising became widespread. Ukrainians began to change ordinary gardens and orchards into well-groomed lawns and flower beds.

Ukrainians began to gradually adopt the experience of European countries and implement their own ideas around their home or seek help from specialists in the field of landscape [2].

The target audience of landscape services is: people aged 35 to 60 who have incomes "above average" and their own homes in the city, cottages, cottages or land. Potential clients also include corporate clients - large and small organizations that need to design sites.

In general, the activities of most landscape organizations in Ukraine are aimed at designing and landscaping. Almost all tools for promoting an organization that provides landscape services are based on the company's positioning strategy. The following are most often used to promote landscape services: advertising, partnerships, charities, sponsorships, Internet marketing.

Advertising is best placed in a landscape design news feed. You can also use informational advertising on billboards, indicating the logo and the main advantages of the company, on transport, branded clothing.

Sending magnets or leaflets with a brief description of the services provided can be an effective method of gaining potentially new customers who have a private homestead. Or attaching a small thank-you card to already regular customers in order to increase their loyalty and attitude to the company. For example, the Roslinka nursery expresses its gratitude to its regular customers as follows: "Thank you for making the world better and the air cleaner!". Such elements form a positive mood and improve the image of the organization for the provision of landscape services.

Partnerships consist of cooperation with companies that are engaged in completely different areas of activity on favorable terms for both. Such partners can be construction and public organizations, fitness clubs. Landscape business, like other areas of business, depends largely on public opinion. Therefore, it is important to take an active part in the life of the city where the landscape organization is located, in order to create a favorable image.

An interesting event can be a charity event for families with children and city residents. The philosophy of the project is to unite parents, children and the business community in order to make the city interesting for children. For example, to arrange a game on the type of quest and at a certain station, children will need to plant plants in pots, which will be given to them later. On the pots you can place a logo and recommendations for further care of plants. Distribute business cards to parents and place lightboxes with information about the company on the territory. Landscaping of schools and kindergartens is also always relevant.

A landscape organization can take part in charity events. For example, to help children left without parental care. One way to help is to transfer

knowledge. There is a master class on planting. You can also tell interesting stories about plants, encouraging children to garden.

Cleaning parks and urban areas, holding master classes for gardeners and competitions for photographers in the field of landscape design - all this can also be attributed to charity events.

Sponsorship also plays an important role in the marketing promotion complex. Such assistance may be in the conduct of certain city events, such as City Day, Student Day, Victory Day. Sponsors often support local football or other sports teams. Such actions certainly contribute to the formation of the necessary image and level of trust in the company.

Internet marketing is a popular method of promotion. Mutually beneficial relationships with partners allow you to place banner ads on their sites. Contextual and targeted advertising is also an effective method. Most purchases are now made online, especially the trade is gaining momentum through social networks: Facebook and Instagram. Therefore, it will be advisable to invest in this sales channel. On these pages you need to post basic information about the company and its services, interesting articles on landscaping, keep photo reports on organized events. Similar information is also posted on the company's official website, which should provide feedback.

The official website is primarily a proof for customers of landscape design companies professionalism of employees. Therefore, you need to create a quality corporate website, where they can get acquainted with the designer's portfolio, see previously created projects, see the experience and competence of staff. It is also recommended to place useful articles on the site for potential consumers who are interested in this topic.

#### ***IV. Conclusions***

In the field of landscape design, entrepreneurs will not be able to achieve stable success if they do not use an effective set of promotion of landscape services on the market. Landscape companies should constantly

monitor and update marketing activities in accordance with changes in the views and needs of the target audience and trends in the market of landscape services.

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