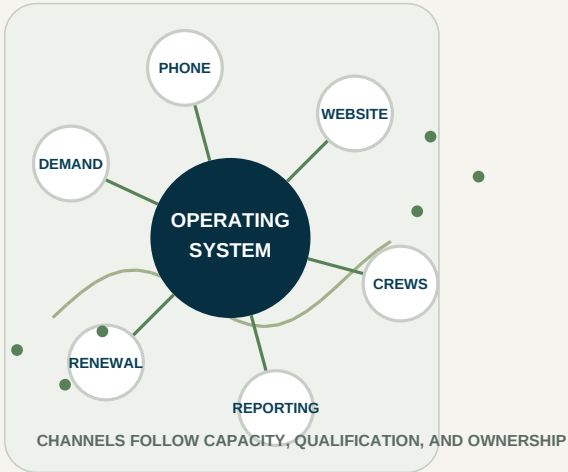


PAID MEDIA

How to Retarget Unsold Landscaping Estimates

A follow-up media plan for prospects who already know the company but have not made a decision.



THE CONSTRAINT

Most retargeting repeats the company logo to everyone who visited the site. Unsold estimates need a different message: proof, timing, financing or phasing context, process clarity, and a reason to restart the conversation.

USE THIS WHEN

Use this when the company produces enough estimates to create a meaningful follow-up audience.

DO NOT START HERE

Do not retarget won jobs, active customers, employees, or prospects who asked not to be contacted.

Inputs to gather before the first meeting

- 1 Estimate stages and loss reasons
- 2 Audience consent and exclusions
- 3 Project photography and proof
- 4 Sales follow-up ownership

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Build clean audiences

Create groups for site visitors, consultation starters, estimate recipients, and dormant opportunities. Exclude won, active, and disqualified records.

02 Match message to stage

Early visitors need service clarity. Estimate recipients need proof, scheduling context, phased options, or answers to common objections.

03 Use project-specific creative

Show the same type of work the prospect considered. Generic branding is weaker than a clear patio, maintenance, irrigation, or lighting example.

04 Coordinate with sales

Retargeting supports the estimator's follow-up. It does not replace the call, message, or written next step.

05 Set an exit rule

Stop ads when the opportunity closes, declines, or ages beyond the defined sales window. Long exposure without a decision wastes budget and trust.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01
Return visits

02
Estimate reopens

03
Appointments rebooked

04
Recovered revenue

Thirty-day rollout

WEEK 1
clean estimate stages and exclusions.

WEEK 2
build stage-specific creative.

WEEK 3
connect audiences and sales tasks.

WEEK 4
review reopened opportunities.

Stop and scale rules

- Audience stage controls the message.
- No closed or active customer remains in the campaign.
- Retargeting supports a named sales action.

Launch checklist

- ☐ Won jobs excluded
- ☐ Consent respected
- ☐ Creative split by service
- ☐ Sales owner named
- ☐ Frequency reviewed
- ☐ Exit window set

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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