

THE IMPACT OF SOCIAL MEDIA ON LANDSCAPE BUSINESSES

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Abstract: *In recent years, social media and various forms of media have transformed the landscape industry, offering both challenges and opportunities for businesses within this sector. This paper explores the multifaceted impact of these digital platforms on landscape businesses, focusing on how they influence marketing strategies, customer engagement, and operational efficiency.*

Key words: *communication, landscapes business, social media.*

INTRODUCTION

The rise of social media has fundamentally reshaped the way businesses interact with consumers, offering new opportunities for marketing, branding, and customer engagement. For landscape businesses, which traditionally relied on word-of-mouth, local advertisements, and community connections, the advent of social media has created both challenges and immense opportunities for growth [2,13].

In the current digital landscape, social media stands out as a highly effective tool for businesses aiming to connect with potential customers [6,15]. These platforms serve as crucial hubs for engagement and communication, offering brands a way to build trust through deeper, more personal interactions [14]. Over recent years, social media marketing has become a key focus for many businesses. Marketers are increasingly tapping into a variety of social platforms and applying innovative strategies at a faster pace than ever before. This shift has led to a more sophisticated approach to social media marketing, both in terms of its execution and the businesses utilizing it. In today’s competitive market, having a presence on social media is critical, especially as competitors gain traction with their offerings [4]. The pace of growth in social media trends is remarkable, and the constant evolution of these platforms can be overwhelming [7,12]. Many large multinational companies have recognized the immense potential of social media marketing and have adapted their strategies accordingly to harness its full power. This paper examines the evolution of social media, its impact on marketing, and the strategies that have emerged to fully capitalize on its benefits.

In the digital age, social media has emerged as a transformative force across various industries [7,13], reshaping the ways businesses operate and connect with their audiences. Among these industries, landscape businesses have experienced a significant shift in how they market their services, engage with clients, and build brand recognition. [3,11] This research paper aims to explore the multifaceted impact of social media on landscape businesses, examining the opportunities and challenges it presents. The advent of platforms such as Instagram, Facebook, and Pinterest has provided landscape businesses with powerful tools to showcase their creativity and expertise [9,17]. Through visually engaging content, companies can present their portfolio of work, highlight their design aesthetics, and attract potential clients who are increasingly turning to social media for inspiration and recommendations [1,10]. Moreover, social media offers a cost-effective avenue for marketing efforts, allowing businesses of all sizes to compete on a more level playing field.

However, the influence of social media is not without its complexities [8]. While it offers unprecedented opportunities for growth and visibility, it also demands a strategic approach to content creation and customer interaction. The constant evolution of social

media algorithms, the necessity for consistent engagement, and the potential for negative feedback are just a few challenges that landscape businesses must navigate [5,16].

MATERIALS AND METHODS

We used the used the bibliographic method and the method of analyzing the social media tools and channels used by two landscape companies. Data was gathered directly from social media platforms (primarily Facebook and Instagram) using built-in analytics tools. These tools provided insights into post frequency, engagement rates (likes, shares, comments), and audience demographics. This allowed for a comprehensive understanding of how social media influences landscape businesses, from customer engagement to business growth.

RESEARCH RESULTS

Social media is increasingly becoming an integral component of various strategies, including political campaigns, national defense, public policy, marketing, product management, and even internal organizational communication. As a fundamental tool in promoting a company's offerings, social media plays a critical role in informing customers about the company, its products, and its services [14].

- Social media allows businesses to establish a clear identity, showcasing both the company and the products or services they offer.
- It can be an effective tool for reaching individuals who may not have otherwise encountered the company's offerings or understood what the company stands for.
- Social media helps businesses appear more authentic and accessible to their audience. To attract followers, companies must go beyond simply announcing product updates; they should also share their values and brand personality with customers.
- It can serve as a platform for companies to connect with industry peers who are targeting similar markets.
- Social media enables companies to build the relationships and connections that customers are seeking, fostering a sense of community and engagement. [4,12]

The research demonstrates that while social media has significantly benefited landscape businesses in terms of customer engagement, visibility, and marketing opportunities, it has also introduced new challenges related to increased competition, customer expectations, and the need for effective reputation management. The findings suggest that landscape businesses must adapt to the evolving digital landscape by developing robust social media strategies, investing in content creation, and maintaining a strong online presence to stay competitive.

From the data presented in Figure 1., we observe notable differences in the social media activity of two landscaping businesses, Green Garden Concept and Natural Design. For Natural Design, the highest level of activity occurred in March 2024, with a total of 37 posts. This surge in posts could reflect an increase in marketing efforts as the spring season approaches, which is typically a peak time for landscaping services. Spring is often associated with new garden planning, landscaping projects, and outdoor improvements, making it an ideal time for businesses like Natural Design to engage potential customers. In contrast, the Green Garden Concept Facebook page experienced a peak in October 2023, with 37 posts. This suggests a strategic shift in their social media focus during the fall season, which could indicate a push for autumn-related services such as lawn care, leaf removal, or fall planting. October might also reflect a time when the company aims to build customer engagement before the slower winter months. This higher number of posts

in October may be part of a targeted effort to maintain visibility and attract clients during a traditionally quieter period for landscaping businesses.

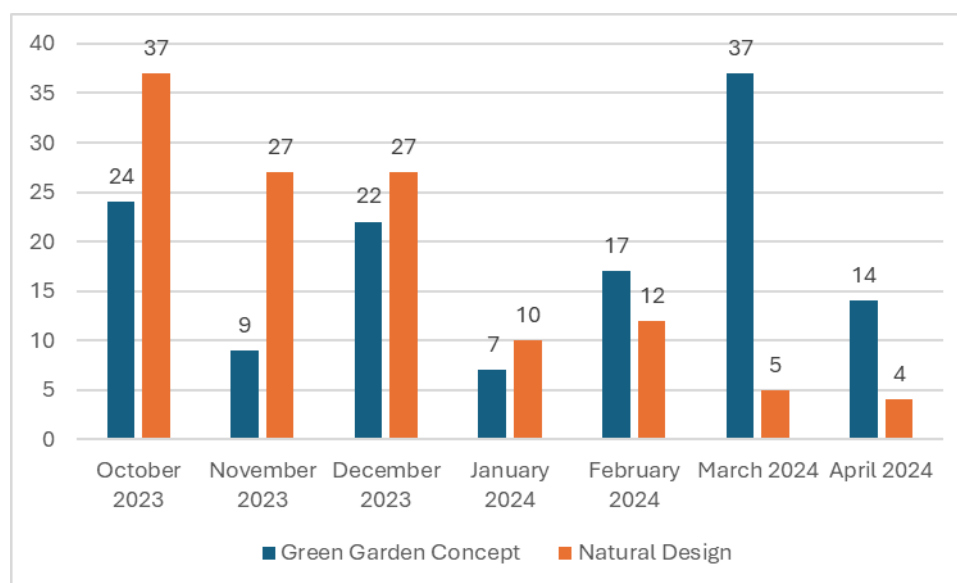


Figure 1. Facebook posts

Source:[19, 20]

These contrasting posting patterns could reflect different seasonal strategies, target audiences, or content types used by the businesses. For example, Natural Design may focus more on springtime promotions, while Green Garden Concept might leverage social media to encourage customers to plan for winter or autumn landscaping projects. The frequency and timing of posts can be critical for maximizing engagement, and both businesses likely adjust their content calendars to align with seasonal demands and customer needs. However, in January 2024, Green Garden Concept posted only 7 times, which is notably lower than other months. This drop could reflect the natural slowdown in the landscaping industry during the colder winter months, especially in regions where outdoor work is less frequent. It might also indicate a shift toward planning and promotional content for the upcoming spring season, rather than active project-based posts. Also, Natural Design saw its fewest posts in April 2024, with only 4 posts. This could reflect a strategic decision to focus more on the fieldwork itself during the busy spring season, resulting in less emphasis on social media during a time of high operational demand. Alternatively, it could indicate a transition in content focus or a temporary break in social media activity to accommodate other marketing efforts.

Green Garden Concept and Natural Design appear to adjust their posting frequency based on seasonal factors [8]. While the landscaping industry experiences peak activity in spring and fall, the winter and early spring months (January and April) might have lower activity due to reduced customer demand for outdoor projects or a focus on planning. Both businesses may have reduced posting frequency during these months to focus on behind-the-scenes tasks, content planning, or preparing for busier seasons. For instance, Green Garden Concept may have been preparing for the spring rush in March, while Natural Design may have been using April to focus on other areas of business development or offline marketing efforts [17]. During high-demand periods like spring and fall, businesses may direct more resources to client work, leaving less time for creating and posting on social media. The few posts in April 2024 for Natural Design could indicate a shift in priorities to customer service or project delivery rather than content creation. These fluctuations in posting activity reflect common trends in the landscaping industry, where

social media activity often aligns with peak seasons of business operation. By adjusting their posting frequency to match seasonal changes in customer demand and business operations, both businesses can maintain a balance between effective marketing and delivering quality services to their clients. To improve engagement during slow periods, Green Garden Concept and Natural Design might consider repurposing content from previous seasons. For instance, showcasing past projects or sharing client testimonials can keep the audience engaged even when physical landscaping work is limited.

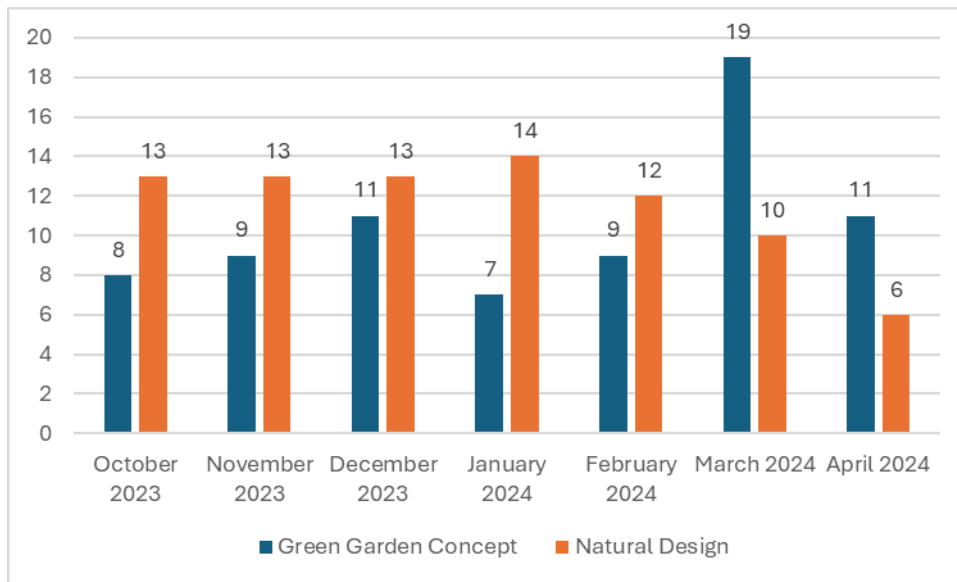


Figure 2. Instagram posts

Source:[19, 20]

The Instagram strategies of Green Garden Concept and Natural Design reflect also the seasonal nature of their business, with both companies adjusting their activity based on market conditions. Green Garden Concept’s high activity in March can be attributed to the start of the spring season, which is traditionally the busiest time for landscaping services. March, with its promise of warmer weather, offers an opportunity to engage customers with vibrant, seasonal content, from garden design transformations to early spring cleanups. The 19 posts shared during this period (Figure 2) were likely a combination of promotional content, educational posts, and engagement strategies aimed at attracting new customers. Conversely, Natural Design’s lower activity in January reflects the typical slowdown in landscaping demand during the winter months. With 14 posts in January, the company took a more cautious approach to Instagram, likely sharing content related to preparation for the busy spring season or offering tips for winter garden care. During this period, it is likely that Natural Design focused on behind-the-scenes work, content planning, and preparing for the uptick in demand in the coming months. The goal in January would not necessarily have been to drive immediate sales but to keep followers engaged and maintain a presence as they prepared for the high season. Both businesses adapted their content strategies to suit the time of year, recognizing that the nature of their work and the demand for landscaping services fluctuate seasonally. Green Garden Concept took full advantage of the high demand in March by increasing its Instagram activity, while Natural Design used the quieter winter months to focus on engagement and content planning.

The Instagram strategies of Green Garden Concept and Natural Design highlight the importance of adjusting social media activity based on the seasonal nature of the landscaping industry. Green Garden Concept’s high post frequency in March reflects the

heightened demand for landscaping services during the spring season, while Natural Design's more modest posting in January is indicative of the slower winter months. By tailoring their Instagram content to the changing demands of their industry, both companies can maintain an active and engaged online presence year-round, ensuring they are prepared for the upcoming busy seasons. The fluctuations in social media activity for Green Garden Concept and Natural Design align with seasonal demand patterns in the landscaping industry.

Table 1.

Possible strategies to Optimize Social Media Presence Year-Round

Strategy	Explanation
Scheduled Content Creation	Both businesses can benefit from pre-scheduling content for slower months. By planning and creating content in advance (e.g., in the winter or early spring), they can maintain a steady stream of posts throughout the year, even during busy periods.
Content Repurposing	Both businesses could repurpose existing content during slower months. For example, posting customer testimonials, before-and-after photos, or even showcasing previous year's seasonal work can help maintain a presence on social media without having to generate new content constantly.
Engagement Strategies	Even during slower months, both businesses should focus on engaging their followers. Responding to comments, sharing industry news, posting behind-the-scenes looks at landscaping projects, or holding giveaways can help maintain an engaged audience year-round.
Storytelling Through Client Projects	Share progress stories or behind-the-scenes content during busy periods, where the landscaping team is hard at work. Clients often love seeing the transformation of their spaces, and this type of content can be captivating and shareable.
Leverage User-Generated Content	Encourage satisfied customers to share their landscaping projects online and tag the business. This user-generated content can be shared on the company's page, maintaining a steady stream of posts while highlighting the company's services and real-world results.

Source:[18]

By adjusting posting frequency based on demand and implementing strategies like content scheduling, repurposing, and increased engagement during slower months, both businesses can create a more balanced and sustainable social media presence. These adjustments will ensure that they stay connected with their audience year-round while efficiently managing their resources. Based on the analysis of the social media activities of Green Garden Concept and Natural Design, several strategies (Table 1.) can be

implemented to optimize their social media presence and improve business outcomes. By adopting these approaches, both businesses can enhance their social media marketing efforts and ultimately increase their overall success.

CONCLUSIONS

In today's digital age, social media has become an essential tool for businesses across industries, and landscaping companies are no exception. The impact of platforms like Facebook and Instagram on landscape businesses has proven to be significant, providing a powerful means for these companies to increase brand visibility, engage with potential customers, and drive business growth. For landscaping businesses like Green Garden Concept and Natural Design, social media platforms offer opportunities to showcase their work in a visually appealing manner, essential for an industry that thrives on aesthetic results. The visual nature of Instagram and Facebook is ideal for sharing before-and-after photos, project galleries, and time-lapse videos, which help potential customers see the value and quality of services offered. This has made social media a cornerstone of marketing strategies for landscape businesses, allowing them to build trust with their audience, demonstrate expertise, and attract new clients.

Additionally, social media enables landscaping companies to connect directly with their audience, offering personalized customer service and fostering engagement through comments, direct messages, and interactive content such as polls and Q&A sessions. By engaging directly with followers, businesses can build relationships, promote customer loyalty, and encourage word-of-mouth referrals. The ability to run targeted advertising campaigns also allows landscape businesses to reach specific audiences based on location, interests, and behaviors, which is particularly useful for attracting local clients.

Seasonal marketing strategies are another area where social media proves invaluable. As seen with the patterns of activity on Instagram and Facebook in businesses like Green Garden Concept and Natural Design, social media allows for dynamic content creation tailored to different seasons.

Landscaping companies can ramp up their social media presence during peak seasons, such as spring and fall, and engage in content planning during slower months to maintain brand visibility. By strategically timing posts and promotions, landscaping businesses can maximize their outreach, promoting services like spring cleanups, garden redesigns, and lawn care when demand is at its highest. However, the effectiveness of social media marketing for landscaping businesses does not solely rely on the quantity of posts; it is the quality of the content and the ability to engage with customers that truly matter. Businesses must understand their audience, post relevant content, and maintain a consistent and authentic presence across platforms. They also need to stay adaptable and use social media insights to adjust strategies as necessary, ensuring that their content remains fresh, relevant, and engaging.

In conclusion, social media has a transformative effect on landscaping businesses, providing them with a direct line to potential customers, an avenue for showcasing their work, and a means to differentiate themselves from competitors. By leveraging social media effectively, landscape businesses can not only improve their marketing efforts but also foster long-term relationships with clients, leading to increased brand loyalty, higher customer retention, and overall business growth. As digital platforms continue to evolve, landscape businesses must continue to adapt and innovate, using social media as a critical tool for success in an increasingly competitive marketplace.

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