

LandVision™ helps Giroud Tree and Lawn optimize its marketing tactics.



# LandVision Helps Businesses Identify and Effectively Market to New and Existing Customers

Giroud Tree and Lawn Vice President of Marketing **Cynthia Giroud** researched several location intelligence solutions before choosing LandVision.

## Map-Based Data Drives Business Growth

LandVision is “the perfect resource” for Giroud’s team because it allows the company to find new customers near its existing customers.

*“When our team inputs customer addresses in LandVision, we can pin them on the map and see which neighbors could be good prospects,” says Giroud. “Even better, we can actually see whether the prospect has a lawn and trees, and what condition they’re in, from the map view in LandVision.”*

## Streamlined Workflows Enable Smarter Lead Generation

Identifying prospects was a time-consuming process for Giroud’s team before Landvision.

*“LandVision is an incredible timesaver,” Giroud shares. Now everything is in one place. Our marketing team can now do their work in half the time thanks to LandVision, and that means they can reach out to more prospects.”*

## Increase ROI With Precise Marketing Messaging

Giroud appreciates how LandVision helps her team personalize marketing messaging, leading to a higher return on investment when reaching new customers or upselling to existing customers.

*“LandVision offers a lot of flexibility and customizations for reaching out to new and existing customers,” explains Giroud. “I can pull up customers who have used us but haven’t used our lawn care service. This allows us to reach out to customers and get specific about what they might need.”*

### PROBLEM

Prospecting for new customers and upselling to existing customers was a time-consuming and inefficient process.



### SOLUTION

LandVision helps Giroud Tree and Lawn find new clients by delivering comprehensive, accurate location data in a flexible and user-friendly application.



### BENEFITS

- **Discover Viable Markets:** Analyze location data in your target markets to identify areas in need of your services.
- **Identify Prospects Faster:** Review names, addresses, demographic data, and more to easily find new leads.
- **Increase ROI:** Craft marketing materials specific to a potential customer’s needs using detailed property owner information.



For more information on Lightbox products and services, call **1-800-624-0470** or email [sales@lightboxre.com](mailto:sales@lightboxre.com).