SEO, SEM, & CONTENT MARKETING GROWTH PROGRAMS

2025

The program that's best for your company depends on your business goals and the strength of your online presence. We work with you to create a custom program that we believe will best help your company generate the results you want.

In this document, you'll see the range of services that can be included in your monthly program. Some services are required for all clients (because we cannot get you the results you expect without them), others are optional or are enhancements for companies looking for a stronger online presence and/or accelerated growth.

We offer two base programs: Essentials and Accelerate. Your total monthly investment will depend on which optional services you wish to add on.

We also offer additional lead generation services under the **Tree Care Lead Engine** brand. Those services can be added to any Growth Program at any time.

TREE CARE MARKETING SOLUTIONS

ABOUT OUR PROGRAMS

Here's what can be included in your 2025 online marketing program:

TECHNICAL & ON-PAGE SEO	WEBSITE CONTENT MANAGEMENT	LEAD TRACKING	LOCAL SEO	GBP MANAGEMENT	REVIEWS & REPUTATION BUILDER	EMAIL MARKETING	GOOGLE ADS	LOCAL SERVICES ADS
✓	✓	✓	✓	✓	✓	✓	✓	✓

CUSTOM ANALYTICS DASHBOARD	YOUTUBE / VIDEO	AI CHAT BOT	PRINT MARKETING	TARGETED DIRECT MAIL
✓	✓	✓	✓	✓

IN THIS DOCUMENT...

On the following pages, you'll find:

1. A detailed description of each service available in our 2025 Growth Programs
2. What's not included in our service offerings (what we don't do) so there's no confusion about what we do and do not handle on your behalf
3. Additional marketing services you may want to consider to generate more leads and position yourself as the local market leader
4. Add-on options to enhance your marketing program
5. Service pricing

TREE CARE LEAD ENGINE

If desired, you will also have access to our Lead Engine platform for contact management, customer communications, SMS marketing, and more. Some clients elect to use this tool while others prefer not to use it or that we manage it on their behalf.

TECHNICAL & ON-PAGE SEARCH ENGINE OPTIMIZATION (SEO)

To help your website rank better in the search engine results

SEO is an ongoing process. To keep your website ranking as high as possible, we continuously monitor and update the back end of your website to ensure it works smoothly, follows Google's recommendations for Core Web Vitals, presents a good user experience, is accessible to all website visitors, and performs well in the organic search results.

Technical & On-Page SEO for all clients includes:

- Regular updates and testing for plugins, themes, WordPress core, and PHP.
- Quick installation of security patches.
- Broken link scanning.
- Addressing any issues identified in Google Search Console (e.g., errors, warnings).
- Sucuuri monitoring for security breaches and expert support to fix any issues (including hacking).
- Create, add, monitor, and edit (if necessary) schema mark-up to optimize appearance in Google search results.
- Regular analytics review and minor website content updates to continuously improve results throughout the month.

WEBSITE CONTENT MANAGEMENT
To position you as the local tree care authority

One key to effective SEO is to continuously add new, unique content to keep your website fresh and up-to-date. This helps you gain additional traffic and attracts more customers.

As part of the **Essentials plan**, we will:
- Write and publish a unique, well-optimized piece of content for the website each month, such as a blog article, local page, or set of FAQs.
- Edit existing content on the main pages as needed to keep it current.
- Ongoing keyword research and SEO to improve visibility and engagement.
- Change the CTA, Seasonal Tips, header image, etc. on the home page seasonally, as well as on any other pages with seasonal content or images.

Additional services for Accelerate clients include:
- Design and implement pop-ups to engage your website visitors, announce new services, generate newsletter subscribers, etc.
- Develop and implement additional functionality as needed (e.g., customer portal, online payment, new forms, photo gallery).

Additional pages and content can be developed as needed for Essentials clients.
- Design, develop, write, and publish a new website page (e.g., service page, landing page, local page) - $500
- New form (with form page, thank you page, and notifications) - $120
- New popup (with conditional logic, NO landing page) - $80

A TCMS client's home page

GOOGLE ADS MANAGEMENT
To quickly drive more leads

Google Ads are an important tool to quickly increase website visits and generate leads from potential customers who are looking for specific services in a targeted area.

Google Ads management includes:

- Weekly monitoring and edits to improve performance
- Development and ongoing management of keywords, ads, ad groups, ad extensions, and bidding strategies
- Adjustments to location targeting and audience groups to ensure ads show only to the right people in the right locations
- lead generation forms
- Conversion rate optimization to maximize the number of qualified leads
- Customized landing page with multiple variants and dynamic content tailored to the campaign
- Active budget management to reduce ad spend while maintaining lead quantity and quality

Ad spend is not included. You will be invoiced separately and directly by Google.

LOCAL SERVICES ADS (LSA) / GOOGLE GUARANTEED

We manage the ins and outs of your Local Services Ads, including tracking, classifying, and archiving leads received through that system; disputing bad leads; adjusting budget; updating photos and information, and more.

Google Ads can quickly drive more leads

During the initial 4-month onboarding phase, you'll tell us how many leads you need/want and for which services and locations. Based on that, we determine which campaigns are developed and used (generally, this is 3 campaigns) and recommend an appropriate budget. In no case will we run a campaign with a monthly budget of less than $1,000 per campaign.

GOOGLE BUSINESS PROFILE MANAGEMENT
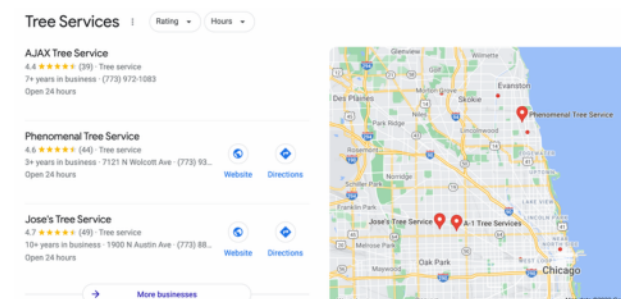*To increase your online visibility with the customers nearest to you*

Google provides a free listing to all local businesses called Google Business Profile (GBP). This is what appears in the Local Pack; you want to be one of the 2-3 companies shown at the top of the search results in the area with the local map.

To appear in the local map pack, you must optimize and manage your listing so that it's always up-to-date and shows the information that Google wants to see. This includes complete details about your business, new photos or videos added regularly, weekly posts, and lots of good reviews.

GBP Management is **not included in the Essentials program** but can be added as an option for a monthly fee of $350.

On the Accelerate Program, GBP management includes:

- Ongoing GBP profile optimization to increase visibility in the Local Pack. This includes creating and editing Services and Products (with images) to enhance the content and visual appeal of your profile.
- Review of all "suggestions" and edits made by Google or 3rd parties - these are often incorrect and must be removed or edited.
- Weekly posts with high-quality content, an image, and a trackable call to action to attract and engage leads.
- Addition of and response to Q&As on your behalf.
- Weekly image upload (from images provided by you).
- ** We also review your Bing Places and Apple Business Connect profiles quarterly and attempt to correct any errors.

The goal of local SEO is to get your business to rank in the Local Pack. But you cannot do this without a great GBP listing.

WHY GBP IS CRITICAL

Google's December 2021 local search algorithm update placed **a massive emphasis on proximity** - the distance between your physical business address and the location of the person searching online for your services. To counteract that, we need to focus on improving the **relevance** and **prominence** of your online presence - and a great GBP listing can help do that.

REPUTATION BUILDER
To generate more online reviews and higher ratings

Reputation Builder is a valuable tool for generating, managing, and responding to online reviews and customer feedback. Customer reviews on sites like Google and Facebook are the new "word of mouth". If you only have a few reviews (or none at all) or if your average rating is below 4 stars (out of 5), then potential customers won't see you as a reputable company and are unlikely to contact you. Reviews on Google also make a big difference in making your business listing more visible and attractive to customers. The more reviews you have and the higher the rating, the better your search results will be.
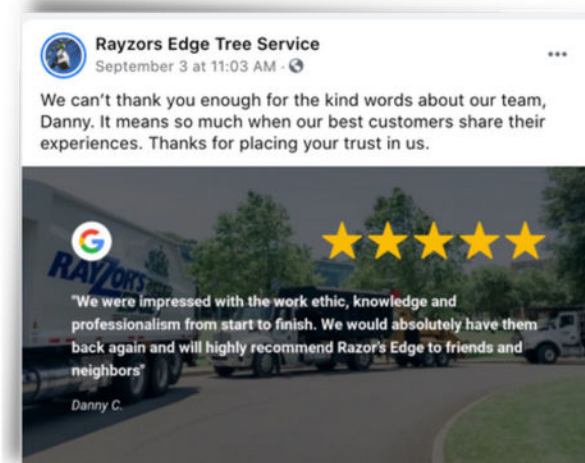
As a **Fully-Managed Reputation Builder** customer, you simply provide a list of invoiced customers (weekly or monthly) and we'll do the rest, including:

- Request, manage, and respond to all reviews and customer feedback on your behalf.
- Send review requests by email and/or text (depending on customer preference) - customers can respond directly from their computer, tablet, or mobile phone.
- Discuss negative reviews with you before responding to ensure we have the right information.
- Add customer feedback and testimonials directly to your website's Customer Reviews page.
- Share positive reviews on Facebook and your Google Business Profile each week.
- Send you a weekly or monthly report showing you what customers say about your business.
- Monitor results and suggest changes to your review request process, as needed.

If you choose a **Self-Managed Reputation Builder** plan, you will be responsible for:

- Requesting, managing, and responding to all reviews and customer feedback using the Reputation Builder system
- Sharing reviews on social media and/or Google Business Profile
- Monitoring your results and letting us know if you think something should be changed

We will add reviews to your website and send you a weekly or monthly report (if desired).

A review posted on a client's Facebook page through Reputation Builder

EMAIL NEWSLETTERS
To generate referrals and repeat business

Email newsletters are monthly reminders to your clients of the services that you provide. They also provide interesting information to keep clients engaged in maintaining their properties, adding new trees or plants, and interacting with the outdoors.

Our **Essentials newsletter services** include:
- A personalized welcome email sent to new customers as we receive them from you (or when they sign up online).
- Fully-researched and locally appropriate content written for you.
- Stock images (at no extra charge) or images you provide.
- A monthly email newsletter containing an introduction, call to action (CTA), a customer testimonial, general interest article, and 2 short pieces with links to your blog or other sources.
- List management to remove spam emails and hard bounces, unsubscribe people, merge duplicates, etc. A "clean" list has a better sender reputation, helping to ensure that your emails are delivered to customers' inboxes.

Our email marketing services go well beyond a monthly newsletter. For example, your **Accelerate newsletter program** can include any of the following:

- Personalization of email content based on subscriber characteristics (e.g., location, services or products purchased, website pages visited).
- Additional newsletter content (e.g., featured employee, Customer Corner, spotlight on a particular pest or disease, testimonial).
- Email blasts as needed (e.g., storm damage clean-up, weather advisory, proposal reminder, firewood availability).
- A second monthly email featuring a pest, disease, service, or timely tips.
- Automated follow-up emails linked to your online forms.
- Sign-up forms and pages.
- Lead magnet development.

DID YOU KNOW?
Gardening = Happiness

If you're a gardener, you already know that gardening makes you feel happier. Now, science can back you up!

Researchers at Princeton University found that gardening impacts happiness in the same way as activities such as biking, walking, or going out for a meal. Gardening seems to positively affect people across the board in the same way, whether you live in an urban or suburban area, and regardless of gender, race, or income level. Vegetable gardening seems to have an even stronger effect on happiness than ornamental gardening. The researchers didn't look at arboriculture, but I suspect that tree work makes you even happier than growing vegetables ;-)

So, if you've been looking for a reason to get out in your garden, this is it! Not only does gardening provide the health benefits of fresh fruits and vegetables and promote physical activity, it also supports emotional well-being (and we all need a little of that!)

HOW GARDENING MAKES YOU HAPPY

An example of a linked article in a monthly email newsletter

LEAD TRACKING
To help maximize your ROI

Lead tracking gives you a clear picture of what ad or marketing channel your potential client saw that inspired them to contact you. With this tracking in place, you can **see exactly how many leads you receive each month** and if they come from SEO (local and organic traffic), Google Ads, or offline marketing (e.g., direct mail). This is a simple way to learn what's working well and where we can make improvements. It also allows you to more effectively target high-value prospects, provide better customer service, and improve your sales process.

Lead tracking on the **Essentials Growth Program** includes:
- Tracking calls from all external sources (e.g., newsletter, website, Google ads, radio ads, coupons, direct marketing, etc.), as well as form fills on your website and landing pages, to understand where leads are coming from *and* every action they've taken on your website.
- Up to 8 local numbers are included (a minimum of 3 must go in the "website pool").
- Keyword tracking (from Google Ads) to identify keywords that generate leads. These can then be used on your website, social media, marketing campaigns, and ads.
- Weekly report and list of inbound calls and form submissions, including name, location, date/time, source, and link to call recording.

On the **Accelerated Growth Program**, lead tracking adds the following features:
- Up to 10 local numbers (a minimum of 4 must go in the "website pool").
- Automated text message and/or email sent to missed calls and/or new form submissions.
- Each call can be tagged based on call content so callers can be added to remarketing campaigns, sent personalized emails (including newsletter personalization), shown personalized website content, or otherwise segmented for future marketing.
- Get a text transcription of each call so you can quickly skim through call details.
- We classify each lead as "quotable" or "not quotable" and combine that with sales numbers provided by you to help reduce Ads costs and identify the most profitable marketing channels.

CONTACT US BY EMAIL

We try to make it easy for you to reach us! If you'd prefer to contact us by email, just use the form below.

Don't forget that you can do many things through our online Customer Portal, such as pay your invoice, approve a proposal and request an estimate.
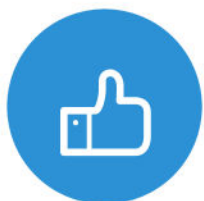
Your name

Your email

Your phone

Your message

I'm not a robot — reCAPTCHA
Privacy - Terms

Send >

Easily track calls and form fills to understand where leads are coming from

IMPORTANT

Call and form tracking is **required** for all accounts managed by TCMS.

Additional phone numbers are available at $5 each per month

FACEBOOK POSTS

While **we don't manage social media accounts,** we do provide assistance in setting up accounts and resources to help with some aspects of social media content.

For Essentials customers, you can expect the following:
- We will sign you up to receive a weekly Tree Fact image and content to use as a social media post on your Facebook, Instagram, or Google Business Profile (you'll get at least 2 years of content for free!). Simply download the image, upload it to your Facebook page, and write a quick post based on the tips we give you with each Tree Fact.

Our Accelerate clients receive these additional services:
- Change out your Facebook cover image quarterly to reflect the season, current website home page, etc.
- Create a monthly Facebook post with an image and a link that goes to new content that's been recently added to your website.
- Post a customer feedback quote (with an image) to your Facebook page once a week (for fully-managed Reputation Builder customers only).
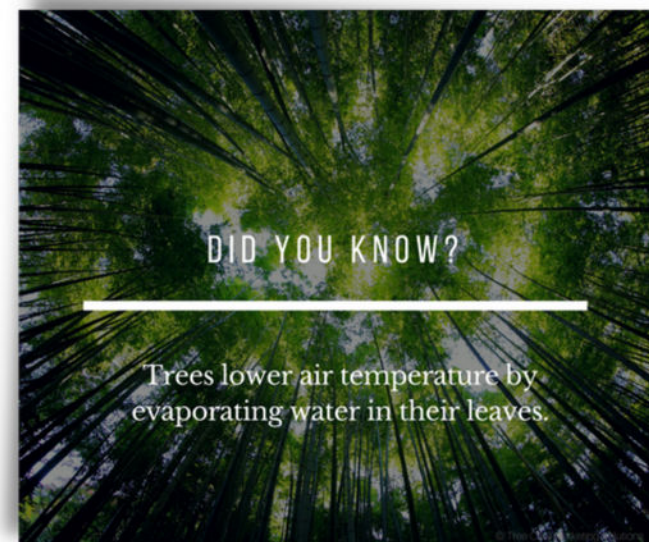

DID YOU KNOW?

Trees lower air temperature by evaporating water in their leaves.

A series of Tree Facts can be delivered to your email for use on social media.

ONLINE LISTINGS (LOCAL CITATIONS)
To give you a consistent and correct listing everywhere

For all of our clients, we perform quarterly monitoring and correction of errors to improve visibility **on the top 25 local citation sites**.

- Monitor listings to identify and quickly correct unwanted changes.
- Claim, verify, and edit new listings on high-value local directories or citation sites.
- Correct errors in existing listings and new ones that others have created.

REPORTING AND MONTHLY STRATEGY SESSIONS

To keep everyone on the same page for the best results

Monthly reports are provided by email. They are comprehensive and include all areas that we are monitoring and working on. We can adjust and tailor the reports based on your needs.

Monthly update meetings are vitally important to the TCMS team and to you. These brief meetings are held by phone and are necessary for everyone to stay updated on what is happening in your company, what needs to change on the website or in our marketing, and more. **For this reason, they are included in every plan.** You also have the option to schedule a 45-minute Strategy Session to discuss more in-depth topics.

You will receive a weekly email with all of your leads from the previous week so you can see exactly how your marketing campaigns are performing.

As a TCMS client, you will have access to a dashboard that shows all of your key performance indicators in real-time. Unlike the anonymous aggregate data shown through Google Analytics, your dashboard presents visitor-specific tracked data from your website, ads, email campaigns, social media, print campaigns, call tracking, and more. Clients in the Accelerate program can elect to have a personalized dashboard that shows additional data or custom metrics that are important to their business.

A sample of just one page of the monthly report

ONGOING SUPPORT AND PROJECT MANAGEMENT

Customer support is always included!

- Phone and email support as needed
- Dedicated email for all support questions - we try to answer within 24 business hours

We use a project management tool called Monday.com to keep track of all ongoing projects

WHAT'S NOT INCLUDED

We're great at what we do, but we don't do everything

We do a lot of things for you but there are some things we don't do. We can suggest a qualified professional for many of those services. In other cases, we will charge an additional fee for services that fall outside your current program.

We don't do the following:
- IT support for your computers, technology, or accounts not managed by Tree Care Marketing Solutions
- Management or troubleshooting of your email service (e.g., adding, editing, or removing users, integrating with other services, setting it up on your smartphone or tablet)
- Support or troubleshooting of your local phone system
- Social media management - we'll help you with setup but you're the person in the best position to manage daily or weekly posts and updates

Things we need your help or input on:
- Downloading or gathering your mailing list (contacts) each month
- Details about your interactions with an unhappy customer before we respond to a negative online review they've left
- Photos and videos for your website, newsletter, GBP account, etc.
- Information about what's happening in your business, new services, new hires, competitors, etc. (at least monthly)
- Data from your CRM/invoicing system to help optimize ROI on your Google Ads and other marketing channels (most clients give us direct access so we can do this without involving you)

These services are invoiced separately (the costs aren't included in your plan)
- Printing, shipping, and postage costs
- Cost for ads (e.g., Google Ads spend, placement in a local magazine)
- Website hosting - This is billed annually ($600)
- WooCommerce or another online store setup and/or maintenance - We're happy to do this but there is a separate fee for it
- Lead Engine/AI Chatbot usage fees (A2P registration, SMS messages, verified phone number, emails, calls, etc.
- Design for print materials, such as brochures, flyers, print ads, etc.
- Emergency website troubleshooting or retrieval if you've done something to the site or account that's caused a problem
- Recovering your domain after you've let it expire

ADDITIONAL SERVICES

These additional services are provided as enhancements that can be added to your monthly marketing program.

PRINT MARKETING

To present a consistent brand image and message offline

Print marketing collateral can be extremely effective in reaching potential customers who may not be looking for you online. Pieces can be mailed to specific audiences, handed out at events, left behind with customers after service, and more.

Print marketing services include:

- Analysis and strategy development to determine which print pieces would work best
- Design and content development for print materials (e.g., printable PDFs, brochures, flyers, leave-behinds, door hangers, business cards, print ads, yard signs, etc.)
- We can work with a local printer of your choice for any pieces using standard sizes.

NOTE: Printing, postage, and shipping costs will be billed separately.

Professionally designed print materials

REFERRAL PROGRAM SETUP & MANAGEMENT

To leverage your customers' relationships

Referrals are some of the highest value leads you can get. Our referral program setup includes three parts:

1. A card to give customers asking for a referral
2. A website landing page with program details and a referral form
3. An automated and personalized postcard sent to people who have been referred by their friends or family

By offering a small "reward" to both the referrer and referee (optional), you can further increase the number of high quality referrals for your services.

TARGETED DIRECT MAIL
To show up in every mailbox in your chosen locations

Handpick homes or businesses using advanced filters based on the characteristics of your best existing customers or new customers of interest.

1. **Address-based Targeting:** Target the 5 closest neighbors around any address with the 'Nearest Neighbor' automation or expand your reach by reaching the 50 nearest homes with a Neighborhood Blitz campaign. This is an excellent option to notify neighbors when you're doing or have just done a job near them.
2. **Map-based Targeting:** Select specific zip codes, towns, counties, or a radius around a specific address.
3. **Filter-based Targeting:** Customize your recipient list based on home value, when it was purchased, homeowner income, and much more.

Optional: See exactly who's interested in your offer with Dynamic QR Codes

Place a unique QR code on each postcard that's linked to the person the card is addressed to. When the recipient scans the QR code, they'll be added to a "hot leads" list for future targeting.

What Can You Send?
- **Postcards** - You'll have many customizable templates to choose from, plus the option to create or upload custom designs
- **Greeting cards** (perfect for recognizing special events or instead of a boring letter)

Pricing
- Program Setup Fee: $197
- Monthly Fee: $297
- Postage Per Postcard: $0.73 (other items are priced based on type, size, and volume)
- List/Contacts Purchase: $0.10 per contact (minimum of 100 required)

👉 No printing costs and NO minimum orders!

Program includes:
- Unlimited campaigns, including campaign setup
- Design for each mail piece or gift personalization
- Unlimited uploads of your own contacts
- Automation (when possible)

Per piece price includes:
- Printing
- Mailing / addressing services
- Postage

NOTE: This program does not include EDDM campaigns.

VISITOR ID & GHOST LEADS

To broaden your reach with people who don't yet know you

Tree Care Lead Engine uses proprietary AI that's constantly scouring the internet to find people in your service area who are visiting your website and landing pages, looking for your services, or searching for your competitors. We then deliver their contact information directly to you in real-time, all for less than the cost of a Google Ads click!

We can then retarget them with Facebook and Google ads, send them direct mail, and more.

How It Works

1. You tell us the names and website addresses of your competitors, as well as the services you want to be found for, and the zip codes to target.
2. We use that information to develop a custom list of key search terms for your business and then input those search terms and competitor names into our system.
3. We monitor internet search traffic for those keywords and competitor names in the zip codes you specified. When a potential customer searches for your keywords or competitors, or lands on your website, we'll send their contact information (name, email address, phone number, and home address) directly to you in a Google Sheet in real-time. If you're using Targeted Direct Mail, the contact is added to your account and a postcard is automatically sent to them the next day.

NOTE: We're able to identify about 30% of these potential leads. We only provide data from people whose information has been verified within the previous 7 days.

Pricing

Setup fee: $129

Visitor IDs: $0.25 each, charged directly to your credit card weekly

Ghost Leads: $0.65 each, charged directly to your credit card weekly

YOUTUBE / VIDEO SETUP, EDITING, SEO & DISTRIBUTION
To make you look great online!

By combining well-optimized YouTube videos with blog articles based on the video content and timed to publish when your email newsletter is delivered, we can increase your online visibility in YouTube search, the video carousel on Google search results, and organic search, giving you more opportunities to be discovered by prospects in need of your services.

- Recommendations for video content to enhance website content and user experience specifically for your services and market area.
- Video editing from videos and images you provide.
- Script development/review and coaching for on-camera "talent".
- Add videos to your YouTube channel and optimize the video for search with relevant keywords, title, description, format, custom thumbnail image, settings, and comments.
- Write and publish an accompanying article for your website (with the video embedded).
- Add the video/blog combo to your email newsletter.
- Set up and/or optimize your YouTube brand channel (this is not your personal YouTube account) to increase search visibility and subscribers (YouTube SEO).
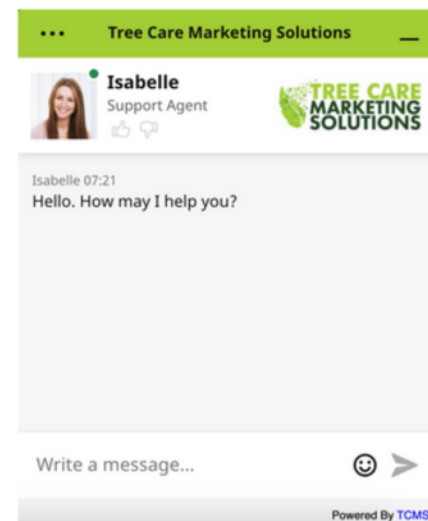

Professionally edited videos on YouTube

AI-POWERED BOT ON YOUR WEBSITE
To deliver qualified leads 'round the clock

Capture qualified leads even when you're not available to take calls from potential customers. Chats are answered in real-time by a specially trained bot that will probe to understand what the person needs, determine if they're a qualified prospect, and collect their contact information. You'll receive an email and/or text with all the details so you can follow up ASAP.

DIGITAL PR PROGRAM

To enhance your local ranking & visibility

The TCMS Digital PR Program is an excellent way to boost your authority, reputation, and web presence by generating quality, authoritative ranking signals and backlinks from reputable sources.

This program includes:

- a branded media room on your website
- a monthly 500-word press release that includes images and/or videos, your logo, address, and contact information, a live Google Map with your location pinpointed, and carefully crafted SEO to help your press release generate strong signals to build your authority online

Additional 500-word press releases are available for only $300.

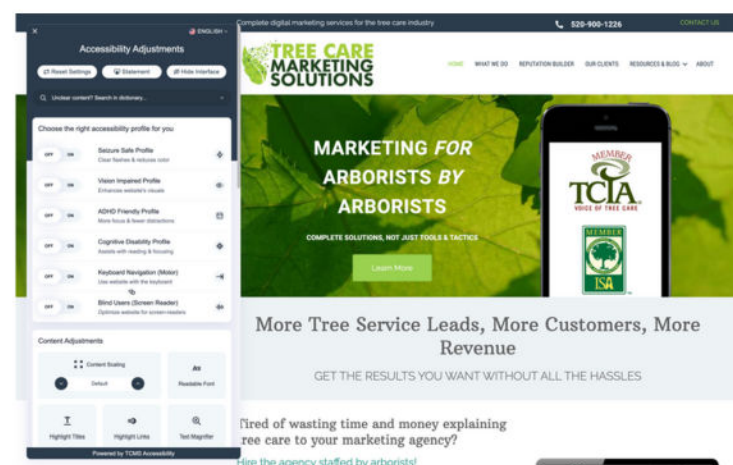**NOTE:** A 6-month commitment is required

ACCESSIBILITY WIDGET

To protect yourself from non-compliance claims

The TCMS Accessibility Widget provides:

- Americans with Disabilities Act (ADA), Web Content Accessibility Guidelines (WCAG) 2.1 Level AA, and Section 508 compliance.
- An accessibility statement and certification of performance added to your website (this is a major deterrent for "bad actors" looking for a company to sue over accessibility).
- Ongoing maintenance involving a re-scan of your website every 24 hours to ensure compliance.
- Litigation support in the event of a demand letter or lawsuit.

Visit treecaremarketingsolutions.com to see the widget in action!

EXPECTATIONS

*To get the best results **for** you, we will require several things **from** you*

As we work together, there are a few things that will be expected from you. Without these, we're not able to provide the quality of services and results you need.

Monthly Meetings

We hold a monthly Strategy Session (by Zoom) with each client to review results and plan for the coming months. This meeting is either set up as a recurring meeting or scheduled before the end of the previous meeting.

While we understand that things happen that could affect your attendance at a scheduled meeting, please note that *this monthly meeting is not optional*. If you must reschedule, we require you to do so at least 16 hours in advance and to promptly reschedule for a date within 7 days of the original meeting. No show/no cancels (i.e., without prior notification) will incur a $200 fee.

Because these meetings are so important, we have a 3 strikes rule; any company that fails to attend three meetings within a calendar year will be dropped as a client.

Requests for Review, Images, Resources, etc.

Each month, we'll request your review and approval of certain materials, such as your email newsletter. We'll also need things such as images, your customer list, answers to specific questions, account access, and decisions on issues related to your marketing program. These requests will have a "due date" indicating the date by which we need a response. *If we don't get a timely response, that item or service will be stopped or discontinued* until the following month (we only ask for what we need to be able to move things forward).

Prompt Payment of All Invoices

Your monthly program fee will be automatically charged via ACH, as will your annual website hosting fee. This is to prevent any interruption of your services due to a declined credit card payment.

Other services will be invoiced electronically with payment due upon receipt. If you elect to pay these additional invoices with a credit card, be aware that if the payment is declined we will stop work on that item or service until payment is made (this will push out the completion date). After 15 days of non-payment, we will temporarily pause any accounts or live services that have not been paid for (there may be a fee to reinstate those accounts or services).

Any invoice that is not paid within 30 days will result in the termination of your monthly program, including all services, any accounts owned by us, and access to our IP.

Working With Our Team

All of our team members are very good at their jobs, give their best effort in all they do, and love working with our clients to make their businesses even more successful. Still, miscommunications and mistakes sometimes do happen. If you bring it to our attention, we'll make it a priority to address whatever the issue is ASAP. We just ask that you be polite and respectful in your interactions with our team members (that shouldn't need to be said but, sadly, we've had some unfortunate experiences with past clients). We have a zero-tolerance policy toward bullying, vulgar language, threats, or any other type of unprofessional behavior. Any program for a client engaging in that behavior will be immediately terminated without warning and with no refund of any fees already paid.

Pausing Your Program

We do not offer an option to "pause" your program. We recognize that some companies reduce their staff and services over the winter but we don't; our team works year-round. We're happy to help find ways to reduce unnecessary expenses during the down season (such as by reducing ad spend), but we cannot stop and start services over the course of the year.

Ending Your Program

We don't want to hold anyone hostage to an annual contract or proprietary software that can't be moved. If you elect to end our relationship (we hope you won't!), we'll make it as easy as possible for you to move to another provider. However, we will not work with your company again.

SERVICE PRICING

ESSENTIALS

This is the minimum plan required to see some level of growth. Best for companies who already have a strong online presence and don't want to fall behind the competition. Not recommended if your (new) website is less than 1-2 years old.

The total base price of your monthly marketing program will depend on your needs. Our Essentials Program starts at $3,500/month (plus ad spend and any enhancements).

$3,500+
PER MONTH

ACCELERATED

Best for companies looking for significant growth, who need a more diverse set of services, or who want to see the best return on investment.

The Accelerate Program starts at $5,500 per month and can add on as many optional services or enhancements as desired. Ad spend is always extra.

$5,500+
PER MONTH

TREE CARE® MARKETING SOLUTIONS

We look forward to working with you!

📞 520-900-1226

📍 5720 E Paseo del Cenador, Tucson, AZ 85750

🌐 treecaremarketingsolutions.com

✉️ support@treecaremarketingsolutions.com