



CI DESIGN CASE STUDY: LANDSCAPE HUB

# Integrated Marketing Program



## The Challenge

LandscapeHub is a member-based commerce platform that connects landscape industry buyers with wholesale suppliers and growers, allowing them to browse, buy, and manage all their materials through a single website.

They wanted help from CI Design (CID) to increase awareness among both audiences, drive registrations from the buyer groups, and improve the number of quality suppliers using the platform.

With this focus, CID developed a multi-channel, integrated marketing program that generated real ROI.



**73%**

increase in new account registrations generated in first month of engagement with CID

“Nice job last week, CID! Our biggest new-user week EVER!”

- LandscapeHub, CTO

**84%**

increase in traffic from LinkedIn after three months




- Improved social engagement
- Efficiencies in content marketing
- Alignment with brand voice and design standards across channels
- Streamline and organize the marketing function across the organization and involve subject matter experts in program content, tracking and success!



## Integrated Services from CID

- Email marketing campaigns
- Content strategy, planning and development
- Social media campaign strategies – LinkedIn, Instagram, Twitter and Facebook
- Social Media Advertising – LinkedIn & Facebook
- Google Ads, Bing Ads
- SEO – onsite and campaign optimizations
- Blog strategies, copywriting and production management
- Direct mail campaigns – strategy, creative, data and production management
- Digital campaigns – microsite/ landing pages, A/B testing, CTA and systems integrations

Find out how our Integrated Marketing Team can help you overcome your business challenges.

**EMAIL TODAY**  
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## The Solution

### EMAIL MARKETING

We took LandscapeHub's online audience on a strategic four-part eblast journey. This journey introduced a unified brand voice across all four messages, and each message was published at strategic intervals to optimize engagement. Each message was tied to an overarching theme that showcased one of the many benefits of joining LandscapeHub, and focused on inspiring the audience to sign up as a LandscapeHub user.

*> The bottom line: Our email efforts led to the highest number of new memberships in a single week since the company started.*

### CONTENT STRATEGY

LandscapeHub's blog is an unmatched resource for landscaping buyers and suppliers, but we knew that with the right strategy behind it, it would grow into something truly spectacular. Our all-star content strategists dug in and started laying a strategic foundation for all written content, while incorporating SEO best practices to help with search engine ranking.

*> The bottom line: Each blog is strategically built and carefully written in order appeal to and benefit their target audience.*

### INTEGRATED CAMPAIGNS – DIRECT MAIL & LANDING PAGES

To increase memberships on their platform, we created two direct mail campaigns targeting their buyer and supplier audience, and built a branded landing page to track sign-ups from these campaigns.

*> The bottom line: Direct mail proved to be an effective means of reaching LandscapeHub's target audiences, ultimately driving memberships.*

### GOOGLE ADS

As the next logical step, CI Design crafted ads to run on the Google Search Network and through Gmail to boost awareness and familiarity with LandscapeHub.

*> The bottom line: Our Google Ads campaigns have consistently had a click-through rate at more than double the industry average.*

### SEO

With the content strategy rooted in SEO best practices, we had already started along a strategic path towards a more SEO-friendly website.

*> The bottom line: Weaving in SEO touches, such as captivating meta descriptions and title tags, has already helped make the website a more user-friendly experience.*