



5 Marketing Mistakes Snow & Ice Entrepreneurs Are Making

And what to do about it :)



VANESSA MCQUADE

VP, SALES & MARKETING & CO-OWNER

- Started at Intrigue in 2012 and bought into the company in 2018
- On the Board of Directors for St Joseph's Hospital Foundation Guelph
- Have a 5 and a 2 year old :)



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“

Bring it on.

”



ROB MURRAY

Co-founder & CEO

- Founded Intrigue in 2006
- National Association of Landscape Professionals
- Regional Council for Entrepreneurs' Organization (EO)
- Digital Task Force Chair for Local General Hospital
- Mentor for the Trade Accelerator Program



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35+



“

You have to take time to have time.

”



PURPOSE:

Empowering leaders
to strengthen communities.



VISION:

To create the gold standard
in marketing that entrepreneurs can
trust



**“If your business depends on you,
you don’t own a business
– you have a job.**

**And it’s the worst job in the world
because you’re working for a lunatic!”**

- Michael E. Gerber



SYSTEMS FROM THE BEST



RESOURCES FROM THE BEST

Marketing

All Marketers are Storytellers

Instant Marketing

The Tipping point

Jab, Jab, Right Hook

Influence: The Psychology of Persuasion

- Seth Godin
- Brad Sugars
- Malcolm Gladwell
- Gary Vaynerchuk
- Robert Cialdini

Sales

To Sell is Human

You Can't Teach a Kid

The Power of Nice

How to Win Friends & Influence People

- Daniel Pink
- David Sandler
- Linda Kaplan
- Dale Carnegie



*“Absorb what is useful, discard what is useless
and add what is specifically your own.”*

– Bruce Lee



Marketing Crisis

Year	\$ Billion	YoY Change
2006	189.00	0.2
2007	183.90	-2.7
2008	166.40	-9.5
2009	159.00	-4.5

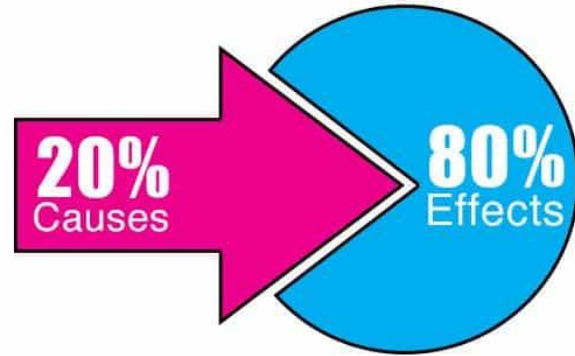
Source. IBISWorld. Private
spending on home improvements



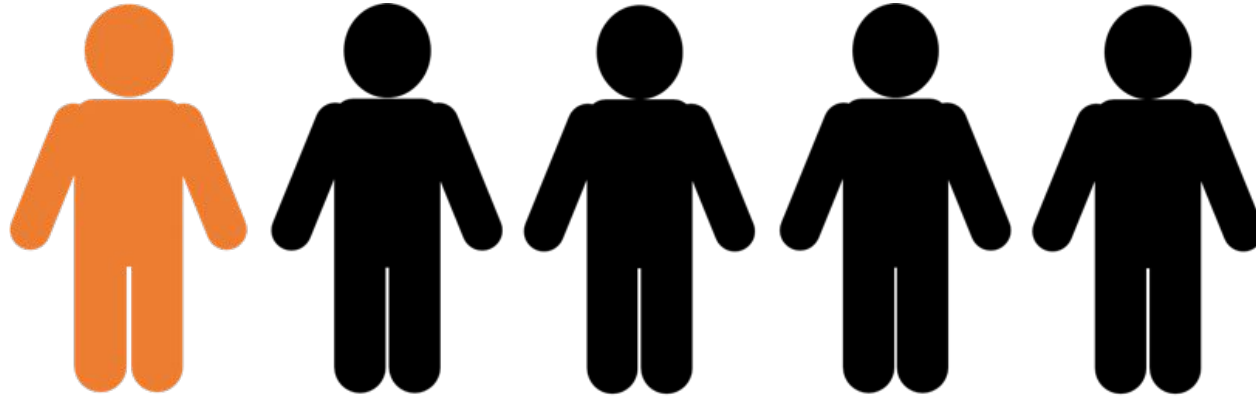
Marketing Crisis

Higher Interest Rates
Uncertain Economy
2.5 Years of Historic Demand Released
Low Price Companies

= Smaller & More Competitive Market



Which one are you?



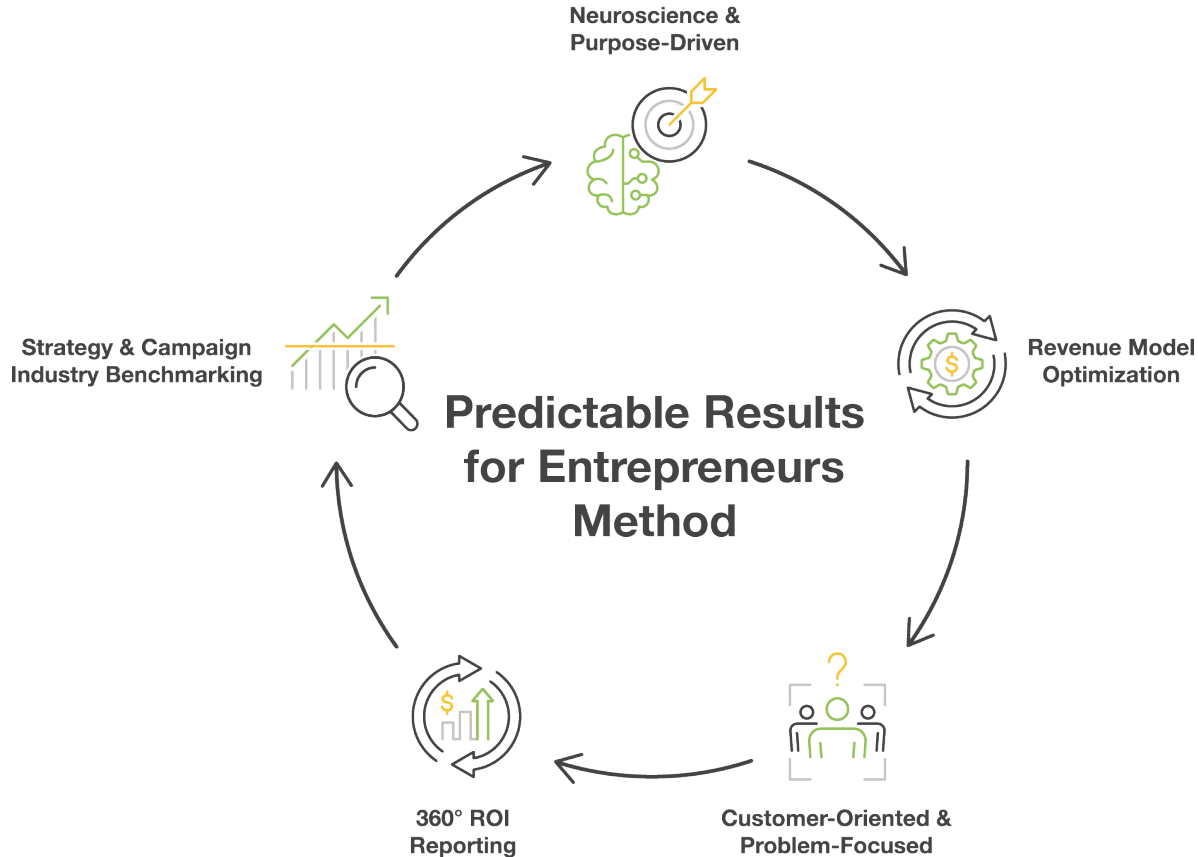
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The 5 Mistakes

1. Engaging the wrong part of your customers brain
2. No formal sales & upserve process
3. Talking about yourself not your customer
4. No Goal & ROI Clarity on Leads and their Sources
5. No Industry Benchmarks

The 5 Answers!



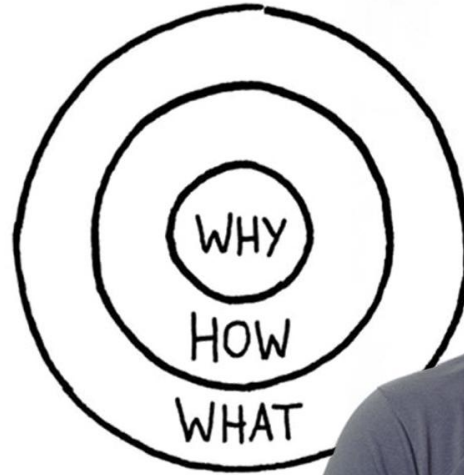
The Big 5 Mistakes - #1



1

Engaging the wrong part of
your customers brain

Marketing is focused on WHAT,
not on WHY



The Big 5 Mistakes - #1



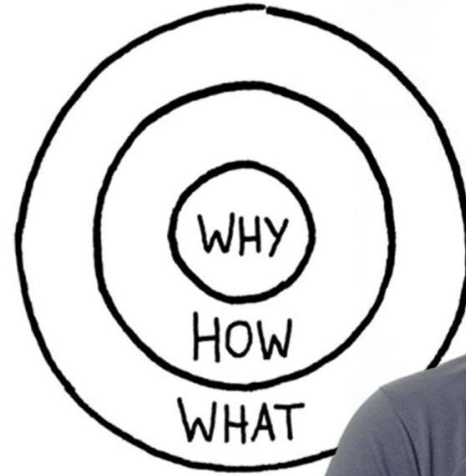
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What do you do?

How do you do it differently than your competitors?

Why do you do it that way?

Why is that important to you?



The Big 5 Mistakes - #1



1

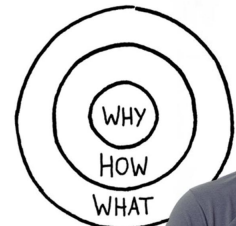
Examples:

To craft purposeful spaces that beckon people outside.
- Wentworth Landscapes

To create inspired urban outdoor living in downtown Seattle.
- SE Landscape & Design

To make our outdoor world safe & beautiful - CSL Group

To strengthen the family unit by getting them outside, and off screens. - Father Nature



The Big 5 Mistakes - #1



1



We think differently about the outcome of our projects. We believe that outdoor spaces should be more than just functional – they should be humanistic and family-oriented, fostering connections with the natural world and promoting healthy outdoor living.

That's why we strive to design outdoor kitchens that engage all five senses and create a sense of connection with nature.



The Big 5 Mistakes - #2



2

No formal sales & upserve process



The Big 5 Mistakes - #2



- Do you have a sales process?
- Have you reviewed your process recently?

The Big 5 Mistakes - #2



Phone Calls

Phone number is easily accessible on the website (footer, top menu bar, contact page, or mobile sticky bar)

Someone picks up when calls come in (>80% of the time)

For missed calls, people are able to leave a voicemail

Callers are greeted by a welcoming voice

They are able to help answer callers questions

They ask open ended questions to get to know what the needs are of the prospect

They collect all information for follow up (name, phone number, address, and email)

Prospect is given timelines and ended the call knowing what the next step was

The Big 5 Mistakes - #2



Form Submissions

There are no email addresses visible/present on the website

The website has a form that is easy to find

Form fields are comprehensive (don't leave opportunities for vague information)

Form is conditionally formatted

You were directed to a thank you page after completing the form

You received an auto-response email after completing the form

The thank you page and/or auto-response email set clear expectations of next steps

You were contacted in the time period that was promised on the thank you page/auto-response email

Do forms track in the Sales & Lead Tracking Tool?

The Big 5 Mistakes - #2



Form Submissions

REQUEST A QUOTE

Booking Design & Build Projects into Spring and Summer 2025.

"*" indicates required fields

Name *

Vanessa McQuade

First Last

Phone * Email *

5195555555 vanessa@intrigueme.ca

What service are you interested in? *

Winter Maintenance

Budget *

Company Name *

Address *

Street Address

City Province

Postal Code

Submit

The Big 5 Mistakes - #2



Growth Engine

2

10 Leads

X

Conversion Rate

Clients

X

Average Sale

X

Avg. Gross Margin %

Average Gross Margin \$\$

X

Average Frequency of Purchase/Year

X

Average Lifetime of Customer

Avg Lifetime Value Leads in GM \$\$

The Big 5 Mistakes - #2



2

Leads	10	11 (+10%)	*Marketing
X	X	X	
Conv Rate	40%	44% (+10%)	*Sales Training
-----	-----	-----	
Clients	4 Clients	5 Clients	
X	X	X	
Average Sale	\$50,000	\$55,000 (+10%)	*Inc. Price/Floor
X	X	X	
Average GM	30%	33% (+10%)	*Inc. Productivity
-----	-----	-----	
Avg GM \$\$	\$60,000	\$90,750	
X	X	X	
Purchases/Year	1	1.1 (+10%)	*Upserves/Maint.
X	X	X	
Avg Lifetime Yrs	2	2.2 (+10%)	*Service/NPS/Email
-----	-----	-----	
Avg LV of 10 LEADS in GM \$\$	\$120,000	\$219,615 (+83%)!!!!!!	

The Big 5 Mistakes - #3



3

Talking about yourself, not your customer



The Big 5 Mistakes - #3



3

A-Client Profile		
Customer Segment Category	1)	2)
Person	Name	Name
B2B or B2C?		
Biggest Problem they have #1		
Biggest Problem they have #2		
Biggest Problem they have #3		
Buying Catalyst #1 (Life Situation, ex. I just moved, I had a child, etc.)		
Buying Catalyst #2 (Life Situation, ex. I just moved, I had a child, etc.)		
Buying Catalyst #3 (Life Situation, ex. I just moved, I had a child, etc.)		
Avg Revenue of Their Purchase		
What did they buy?		
How often do they buy from you?		
Geography		
Income		
Age		
Gender		
Marital Status		
Children		
Education Completed		



The Big 5 Mistakes - #3



3

CSL GROUP

Home About Latest News Careers Contact [Request a Quote](#) (905) 648-7949

Construction Snow Removal Landscaping Property Maintenance Parking Lots

Comprehensive Property Maintenance & Construction Solutions

Keep your municipal or commercial property safe and beautiful year-round.

[Request a Quote](#)



Contact our team at (905) 648-7949
your information below to request a
learn more about our wide range of

Name *

First

Last

Phone *

Email *

Property Type *

Residential

We apologize for the inconvenience. CSL Group
perform any residential services.

The Big 5 Mistakes - #3



3

Take a look at your website :)





No Niche = No Clarity

2 Full Service Landscaping Companies

53 - 4.9 Star Reviews

What's the difference?





Examples of Niches:

Big Spaces

Food Production

Industrial Spaces

Estate Properties

HOAs





Know your Niche, Know Your Customer

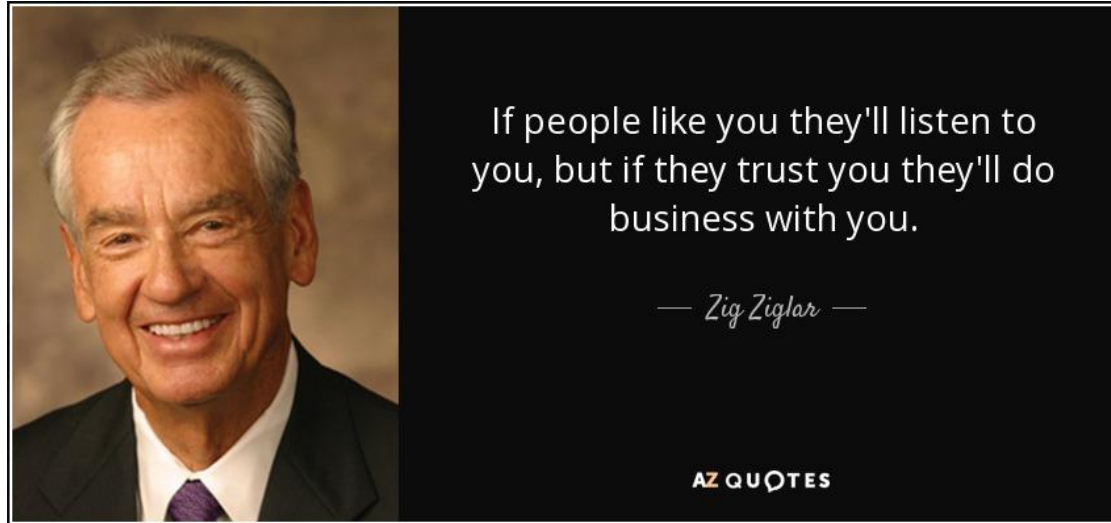


**People HATE to be sold to,
but LOVE to buy.**





People Trust People That Understand Them



The Big 5 Mistakes - #3

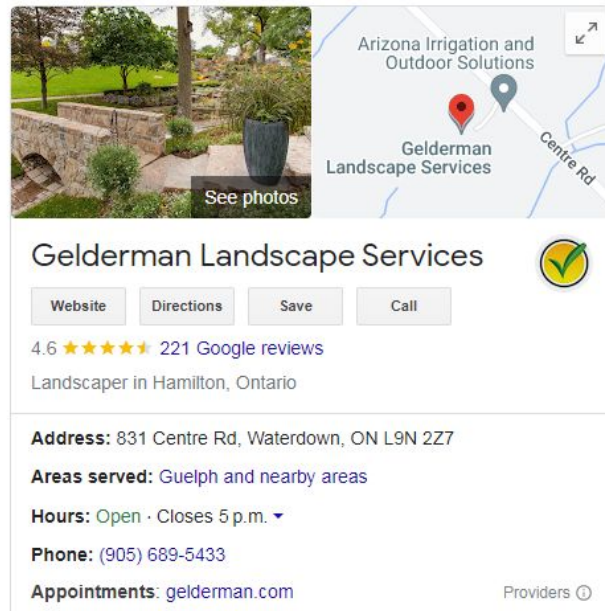


3

How do we develop trust?

We demonstrate it.

- With questions
- Reviews
- Guidance
- Prescription without Diagnosis is Malpractice

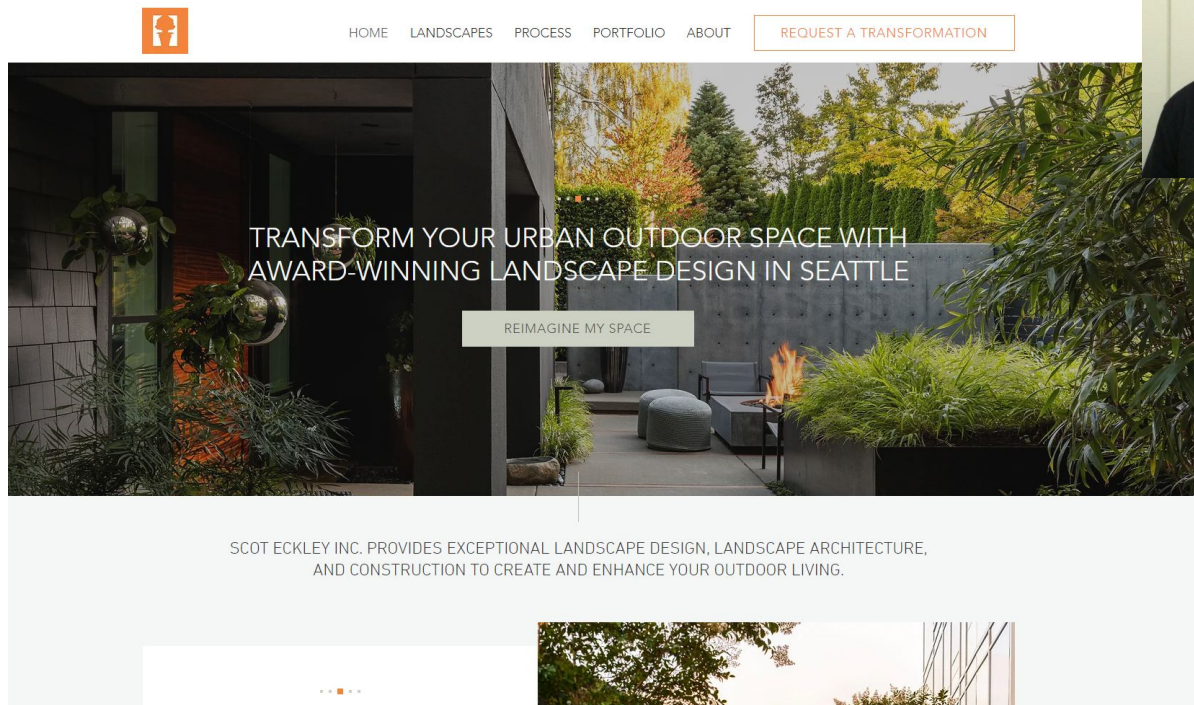


The Big 5 Mistakes - #3



3

Become the Choice, not a Choice.





No Goal or ROI Clarity on Leads and their Sources





Goals can be:

Number of Desired Qualified Leads in a Year

Cost per Qualified Lead

Customer Acquisition Cost



Goals NEED to be Measured

How do you do that?

GA4, Form Submissions, Phone Calls, and...

The Big 5 Mistakes - #4



4

21 Leads

● Unique ● Repeat ● Quotable ● Pending ● Not Quotable ● Not Set



Leads by Type

Calls	11
Forms	10
Chats	0
Transactions	0
Events	0
Messages	0
Emails	0

Leads by Status

Quotable	18
Pending	0
Not Quotable	2
Not Set	1

Total Quote Value

\$237,188.00

Total Sales Value

\$117,045.00

Lead Score

0 pts

Conversion Rate ?

86%

Lead Manager

+ Add Lead

First Click Attribution **ELITE**

Export Leads

Jul 24, 2023 - Aug 22, 2023

Default View

Google Ads

Organic Search

Unique Contacts

Unique Phone Calls

More Views

This view contains **21 Leads**. Use the filters below to specify what leads you want to see.

Choose Columns

Save View

Manage Views

Time

Type

Tracking Number

Quotable

Quote Value

Sales Value

Phone Number

Status

Source

Medium

Keyword



The Big 5 Mistakes - #4



4

Default View Google Ads Organic Search Unique Contacts Unique Phone Calls More Views ▾												
Filters 10 Leads Source: google × Medium: cpc × Clear All × Exact Match ? <input type="checkbox"/>												
Choose Columns Save View ▾ Manage Views												
	Time ▾	Type	Quotable	Quote Value	Sales Value	Contact Name	Email Address	Phone Number	Status	Source	Medium	Form
						Q	Q	Q		Q google	Q cpc	Q
	Fri, Aug 18, 2:49 PM		Yes	\$0.00	\$0.00	Robin Gottfried			Unique Lead	google	cpc	Contact
	Fri, Aug 11, 9:39 AM		Yes	\$12,000.00	\$18,021.00	Dana Webster			Unique Lead	google	cpc	-
	Wed, Aug 9, 1:38 PM		Yes	\$0.00	\$0.00	DR Ruetermann			Unique Lead	google	cpc	-
	Tue, Aug 8, 11:18 AM		Yes	\$4,798.00	\$4,798.00	Sue Mulrooney			Repeat Lead	google	cpc	-
	Wed, Aug 2, 8:59 AM		No	\$0.00	\$0.00	Travis Bellamy			Unique Lead	google	cpc	Contact
	Mon, Jul 31, 4:24 PM		Yes	\$23,500.00	\$23,500.00	Sharon Herbst			Unique Lead	google	cpc	Contact
	Sat, Jul 29, 2:58 PM		Yes	\$15,000.00	\$0.00	Cesar Viilela			Unique Lead	google	cpc	-
	Fri, Jul 28, 9:12 AM		Yes	\$5,200.00	\$5,200.00	David Butler			Unique Lead	google	cpc	Contact
	Thu, Jul 27, 3:02 PM		Yes	\$20,000.00	\$0.00	elizabeth Boos			Repeat Lead	google	cpc	-

The Big 5 Mistakes - #4



4

	Time	Type	Quotable	Quote Value	Sales Value	Notes
View Lead	Wed, Jun 4, 2:38 PM		Yes	\$0.00	\$0.00	-
View Lead	Thu, May 22, 9:22 AM		No	\$0.00	\$0.00	Residential
View Lead	Sun, May 18, 11:51 AM		No	\$0.00	\$0.00	Residential
View Lead	Thu, May 8, 11:22 AM		Yes	\$4,000.00	\$0.00	Went with someone else -
View Lead	Thu, Apr 17, 5:12 PM		Yes	\$14,000.00	\$0.00	Did quota, looking for ballpark number - josh gave quote
View Lead	Tue, Apr 15, 10:56 PM		No	\$0.00	\$0.00	-
View Lead	Thu, Apr 10, 2:56 PM		No	\$0.00	\$0.00	-
View Lead	Tue, Apr 8, 1:45 AM		No	\$0.00	\$0.00	-
View Lead	Sun, Apr 6, 11:14 PM		No	\$0.00	\$0.00	-
View Lead	Sun, Apr 6, 5:18 PM		No	\$0.00	\$0.00	-
View Lead	Wed, Mar 26, 2:40 PM		No	\$0.00	\$0.00	Not qualified
View Lead	Tue, Mar 25, 3:24 PM		Yes	\$0.00	\$15,000.00	Josh sent him a quota, waiting to hear back
View Lead	Tue, Mar 25, 5:38 AM		No	\$0.00	\$0.00	-
View Lead	Mon, Mar 24, 4:02 PM		Yes	\$0.00	\$0.00	Josh met with him and then reached out, follow up with him again. He didnt answer...
View Lead	Sat, Mar 22, 6:47 PM		No	\$0.00	\$0.00	-
View Lead	Thu, Mar 20, 10:18 AM		Yes	\$7,700.00	\$0.00	Didnt close - quoted it. Went with someone else. 3700 for summer, 4k for winter
View Lead	Tue, Feb 18, 3:59 AM		No	\$0.00	\$0.00	not qualified

Overview

Lead Analysis

Activity

Peter Bartlett

Lead Score

0 pts

Quotable

Yes

Quote Value

\$0.00

Sales Value

\$15,000.00

Customer Journey

Tue, Mar 25, 2025 at 2:55 PM

google cpc

Performance_Max-Commercial_Maintenance

/property-maintenance-hamilton/

Expand Page Views

Tue, Mar 25, 2025 at 3:24 PM

Web Form via Contact

/top-landscaping-company-in-hamilton/

User Information

City and State

Hamilton, Ontario

Zip Code/Postal Code

L8W 2W3

Country

Canada

Operating System

Windows 10

Browser

Chrome 134

Device Type

Desktop

IP Address

72.38.120.14

Map

Toronto

Guelph

Kitchener

Niagara Falls

Welland

Contact

Tue, Mar 25, 2025 at 3:24 PM

15971

15971

Budget

\$10k - \$25k

Contact Name

Peter Bartlett

Message

We are a long-term Care Home located at 39 Mary St Hamilton. Requesting a quote for landscaping and snow removal salting services.

Service

Commercial Property Maintenance

+ Add Field



Sign up for 3 months of Sales & Lead Tracking:

Email vanessa@intrigueme.ca

Subject: SALT



No Industry Benchmarks



*If you don't know, then you don't
fucking know, do you?*





Industry Benchmarks 2024

Service	Cost Per lead
Commercial Landscape Maintenance	\$475
Commercial Snow Removal	\$385
Snow Removal	\$205
Landscape Maintenance	\$186
Design Build	\$450
Lawn Care	\$150



The Big 5 Mistakes - #5



5

Definitions:

A Lead - someone who has contacted you about a product or service

A Quotable Lead - has budget & wants what you do

Customer Acquisition Cost - the money you spend to get a client



The Big 5 Mistakes - #5



5

Commercial Annual Contract (Approx. \$80,000)

Cost per Lead = \$350

4 to 1 Ratio = \$350 x 4 = \$1400 Cost/Quotable Lead

4 to 1 Ratio = \$1400 x 4 = \$5600 Customer Acquisition Cost

$\$80,000 \times 35\% \text{ GM} = \$28,000 - \$5600 = \$22,400 \text{ Profit}$

Commercial Annual Contract (Approx. \$80,000)

Cost per Lead = \$300

3 to 1 Ratio = \$300 x 3 = \$900 Cost/Quotable Lead

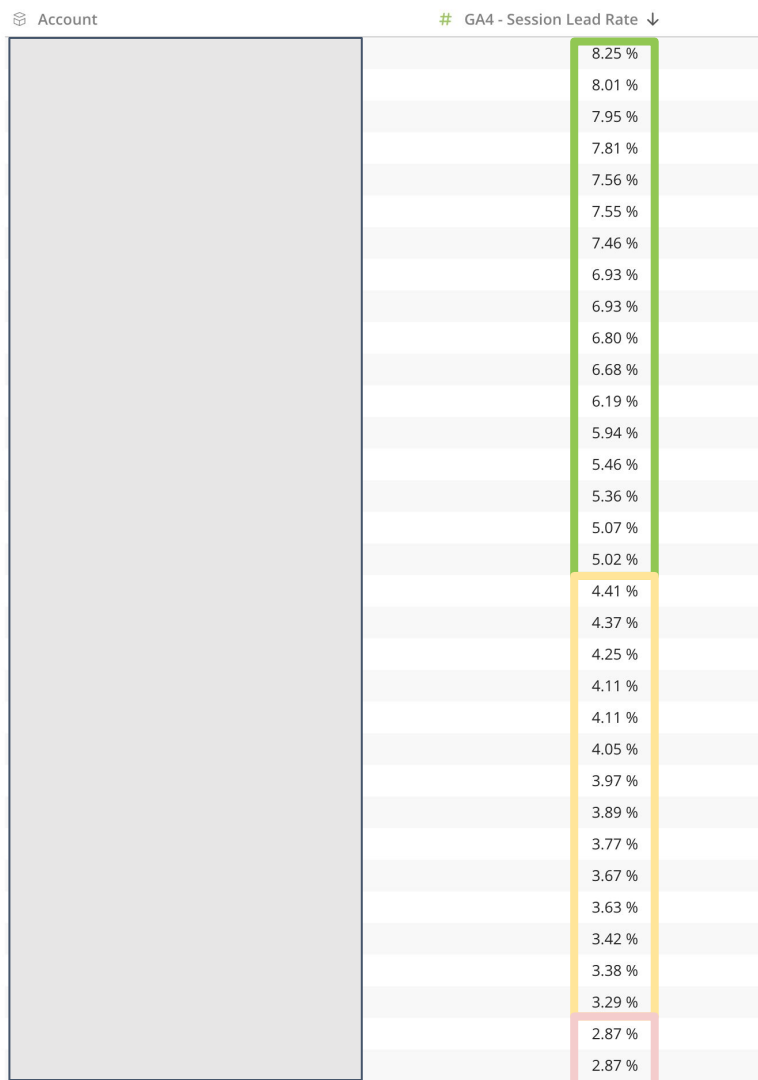
3 to 1 Ratio = \$900 x 3 = \$2700 Customer Acquisition Cost

$\$80,000 \times 40\% \text{ GM} = \$32,000 - \$2700 = \$29,300 \text{ Profit}$

The Big 5 Mistakes

Website Conversion Rate:

> 3%



5



The Big 5 Mistakes - #5



5

Best Keywords to Use:

Keyword	Avg. monthly searches	Competition	Competition (in	Top of page bid	Top of page bid
commercial snow removal	1,600	Low	3	4.78	21.45
commercial snow clearing	1,600	Low	3	4.78	21.45
commercial plowing service	1,600	Low	3	4.78	21.45
commercial snow removal services near me	1,300	Low	1	6.11	36.15
commercial snow removal near me	1,300	Low	1	6.11	36.15
commercial snow removal companies near me	880	Low	5		
commercial snow plowing	720	Low	7		
commercial snow removal services	390	Low	1		
commercial snow plowing services	390	Low	1		
commercial snow plowing near me	260	Low	2		
commercial snow removal contract	260	Low	1		
commercial plowing contract	260	Low	1		
commercial snow removal company	140	Low	5		
commercial removal companies	140	Low	1		
commercial snow removal pricing	140	Low	3		
commercial snow plow cost	140	Low	3		
snow plowing pricing commercial	140	Low	3		
snow plowing companies near me	33,100	Low	5	2.29	11.98
snow removal companies near me	22,200	Low	5	2.65	10.83
snow removal companies	1,900	Low	5	3.26	10.70
snow cleaning company	1,900	Low	5	3.26	10.70
snow clearing companies	1,900	Low	5	3.26	10.70
plow companies near me	880	Low	8	3.16	14.10



The Big 5 Mistakes - #5



5

Seasonality

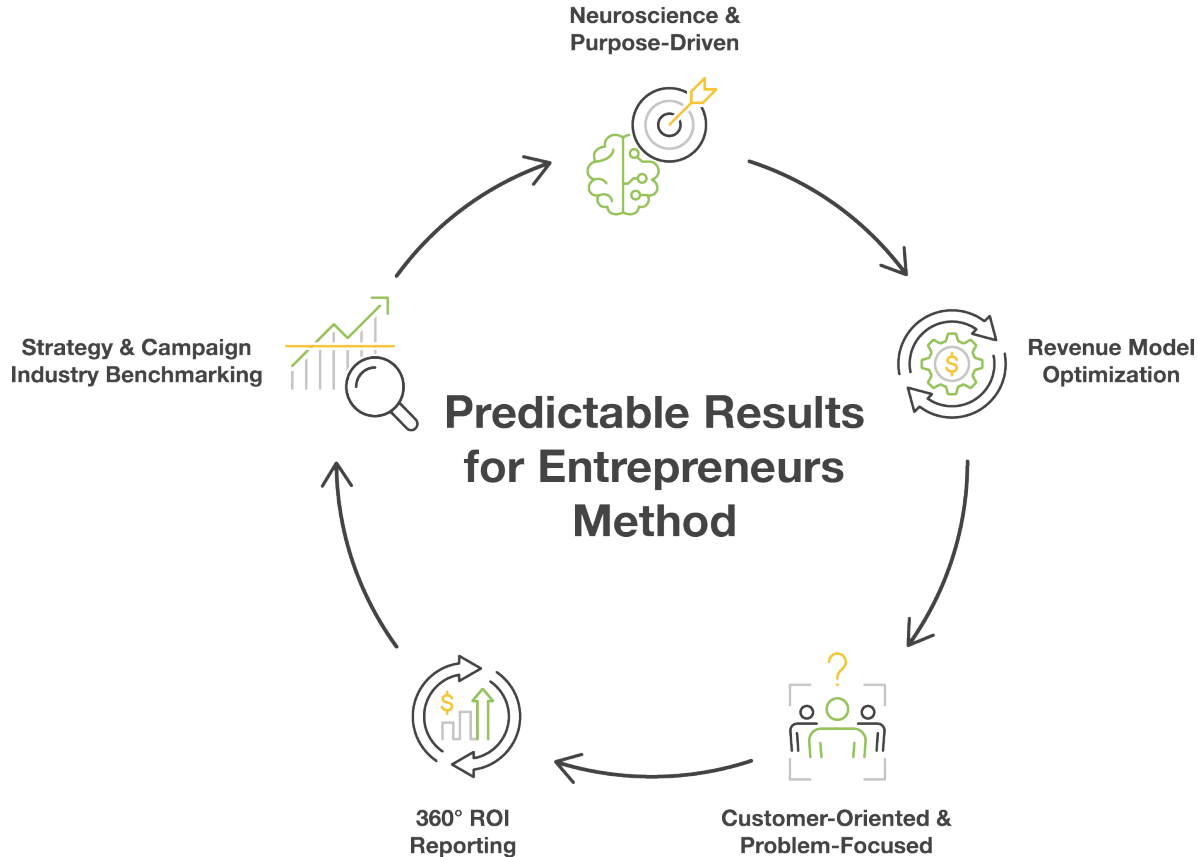
Start your ads in August/September

Marketing Budget

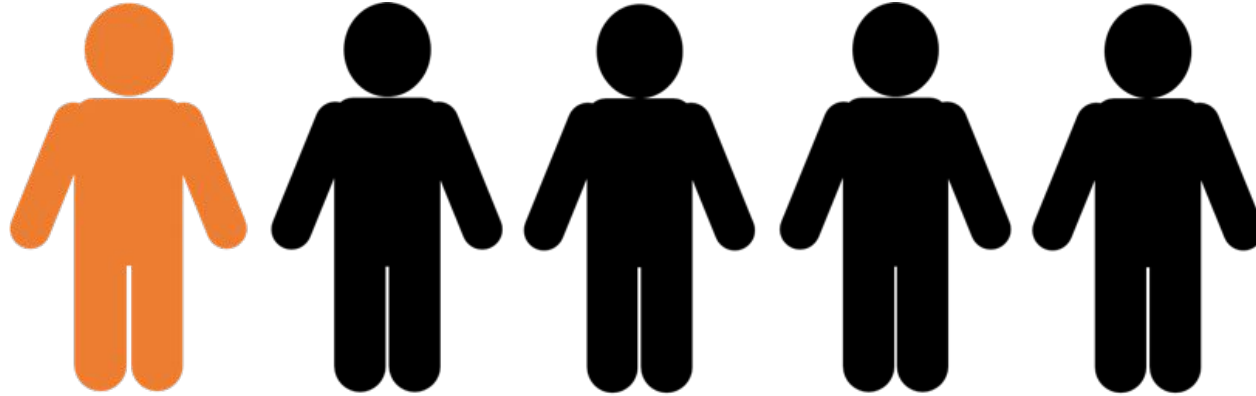
2%-5% of Revenue



The 5 Answers!



What is 1 thing you can do?



1/5



Social Media Masterclass



Or email vanessa@intrigueme.ca
for Marketing Action Plan





SNOW & ICE SYMPOSIUM

