Palmer’s committed to hosting a weekly, companywide meeting to discuss field conditions and challenges, so everyone has a unified message.

IN VS. OUT
Speaking of costs, Palmer keeps a close eye on customer acquisition costs, and that’s part of the reason he’s sold on inbound marketing. Marketing experts say it’s 60 percent cheaper to acquire a customer with inbound tactics vs. traditional marketing. (Consider that it costs Weed Pro $90 to $200 to reel in a customer through direct mail.)

But that doesn’t mean Palmer’s abandoning direct mail, despite his frustration that even the best direct mail pieces end up in the trash bin, unlike well-done blog posts that will appear in web searches year after year.

Weed Pro will spend about $50,000 on outbound marketing, including direct mail, in 2013—which is equal to what the company will spend on inbound marketing. For 2012, the spend ratio was 60/40 outbound to inbound. Kanary emphasizes that the direct mail campaigns will drive customers to the web more so than in the past.

Now that the Weed Pro inbound marketing team’s in place and the rebuilding year is behind him, Palmer looks forward to 2013. “What it comes down to is we’re all spreading fertilizer and we’re all spraying weeds,” he says. He goes on to quote author Simon Sinek, who says, “People don’t buy what you do, they buy why you do it.”

“We’re rethinking our inbound content, we hope we’re answering the ‘why’ and providing people some value upfront,” he says. LM