



# The search for something *more*

**R**ecently, my husband purchased a jacket from [Moosejaw.com](http://Moosejaw.com), an online extension of a chain of stores based in Detroit. He stumbled upon the site because it was listed as an approved vendor for The North Face apparel brand and price-matched other vendors.

What made him want to buy from this site was a “Mystery Gift” promotion they advertised. If you spent a certain amount, they sent you some surprise freebies customers were raving about.

His customer service experience from the moment he hit the “confirm your order” button, was extremely positive. It started with his order confirmation e-mail: “Way to go. You’ve won the best e-mail receipt we’ve sent out all day. We recommend either printing this receipt and framing it in your foyer or using it as a screensaver.”

Then his order arrived on time with a note: “If you are reading this note, you should be super happy. First, you received your order, reading is fun and getting something in the mail (even if you bought it yourself) has got to make the day better.”

Then, there was the mystery gift: more than \$100 worth of free merchandise in his specific size — Moosejaw-branded t-shirts, a sweatshirt, a flashlight and a keychain. It was a complete treat (and free advertising for the company). They even encourage customers to send in photos of themselves wearing the gear and promote those on their website.

The experience was so much fun we are still talking about it almost a month later. Revisiting their website, I came across their mission statement: “At Moosejaw, we want to make shopping as much fun as backpacking the Chilkoot trail, climbing in Yosemite, mountaineering in the Himalayas or playing red rover with the neighbors ...” Their current promotion tells customers for every one item they purchase their staff will dedicate one hour of their time to putting art back in Detroit schools.

The company takes a common, everyday experience like buying a jacket or shoes and turns it into

something fun customers can feel good about.

The company inspires emotions. And emotions cause reactions, points out Jim Kukral, a business marketing consultant. Reactions create word-of-mouth, and this brings revenue.

In the age of so many free marketing tools (YouTube, Facebook, Twitter, etc.), what can you do to showcase your talents and create emotion in your customers so they tell more people about you? What can you do to take yourself a little less seriously but still provide content and education? “Everybody knows a lot about something,” Kukral says. “The problem many have is they devalue that knowledge.”

The outdoor spaces you create and maintain are meant to be lived in and enjoyed. Showcase your work, professionalism and personality via videos or blogs. Share customer experiences in their well-manicured spaces or recently completed installations.

If the idea of original writing and video scare you, Kukral says “don’t let your ego get in the way of promoting your business and making money.” No one is perfect and the amateur video will show customers you are real. “Videos that are too professional today make people feel like they are watching an advertisement,” he explains. To prove my point, I tried it, too. Check out *Landscape Management’s* YouTube page at [YouTube.com/LandscapeMgmt](http://YouTube.com/LandscapeMgmt) and blog at [LandscapeManagement.blogspot.com](http://LandscapeManagement.blogspot.com). Everything we’ve done on there is free education and only took our time and imagination.

Being a 13-year landscape industry veteran, I have collected a lot of knowledge that doesn’t always make it into *Landscape Management’s* pages. That’s why 27-year industry veteran Ron Hall started the LM blog in 2005. Responding to encouragement from him, I also started my own editor’s blog at [MyBigGreenPen.com](http://MyBigGreenPen.com). This is the knowledge we have we can bring to you. It’s not always easy writing extra copy or turning a typical interview into a video, but it’s important, and it’s what we can do to bring *more* to our readers.

How can you bring *more* to your customers?