

Case Study: Green Man Tree & Landscape



Overview

Green Man Tree & Landscape is one of Central Ohio's premier landscape lighting and hardscapes services companies for both commercial and residential property. They have built a reputation for designing and creating the "aesthetic effects" property owners request for the beautification of their homes, work places and recreation facilities.

Challenge

- To help market new, high margin landscape lighting services while reinforcing core strengths in general landscaping and hardscapes
- To educate prospective clients on techniques and benefits of landscape lighting

Solution

ODDTech.net Custom Web Design services provided a "web brochure" solution for Green Man Tree & Landscape. By building the site around the theme of lighting materials and the use of light, prospective clients' attention is drawn to the high margin products Green Man looks to sell. The home page features a large, elliptical image that is meant to suggest a light projected on a screen or wall. The image in the center of the "projected light" highlights the respective service offered by Green Man when one of the

menu options on the left is clicked (e.g. Hardscapes).

On the lower left is a light fixture that may be the source of the projected image. In addition to reinforcing the product theme, the light fixture also serves as a link to more specific details about landscape lighting techniques. This information is used to educate prospective clients as well as introduce available lighting product configurations.

Finally, the left hand navigation menu is "etched in stone" as a typical hardscapes flagstone configuration provides the backdrop for the menu. In addition to its aesthetic value, the flagstone backdrop also suggests the other high margin product line offered by Green Man in hardscape design.

Outcome

- The custom designed web site (www.greenhero.com) succeeds in highlighting the strategic direction the client has chosen for the business
- Educating the customer about landscape lighting ignites their own creative processes and establishes Green Man as the expert resource to answer their questions
- A portfolio of success stories shows the quality of Green Man's work
- To date Green Man's largest contract has come from business obtained through the web site