



# Case Study

## ADDRESSING THE **MARKETING** NEEDS OF THE **LANDSCAPE** INDUSTRY

### **Situation**

A manufacturer of irrigation controllers (see inset right) run by engineers is preparing to release its *new* internet-based controllers and has no marketing department or plan.

### **Problem**

They had high hopes for its new first-in-class product line BUT had no marketing person or plan to support its broad release. Like many highly technical people running a small business being skilled at developing a product doesn't mean you are good at marketing.

### **Solution**

Our company was hired to develop a marketing plan that would attract their ideal customer and grow their business through new product sales. This, in turn, would make them an attractive target for acquisition.

### **Result**

The new controllers were a hit! Our work was a success. And, a few short years later ... the company was acquired for a premium by The Toro Company, a publicly-traded industry giant.



Call for a more references

*"WE WERE GETTING READY TO LAUNCH OUR LATEST GENERATION OF IRRIGATION CONTROLLERS WHEN WE HIRED JONATHAN TO DEVELOP A MARKETING PLAN FOR US.*

*HIS TEAM CONDUCTED A COMPREHENSIVE MARKET ANALYSIS OF OUR INDUSTRY, WHICH PROVIDED US WITH CRITICALLY IMPORTANT FEEDBACK FROM CURRENT AND PROSPECTIVE CUSTOMERS. THE INDUSTRY ANALYSIS HE PREPARED DEFINITELY IMPROVED OUR NEW PRODUCT INTRODUCTION. THEY WORKED AS A TEAM TO CRAFT A STRATEGY TO PENETRATE OUR MARKET MORE EFFECTIVELY THAN HAD WE TRIED TO DO IT ALONE.*

*I WOULD DEFINITELY RECOMMEND HIS MARKETING EXPERTISE TO ANY MANUFACTURER THAT DOESN'T HAVE A STRONG MARKETING DEPARTMENT. "*

- JIM SIEMINSKI, PRESIDENT

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