One Big Media Company

GOHIGHLEVEL SNAPSHOT · LANDSCAPING & LAWN CARE

Landscaping Snapshot: Setup & Walkthrough Guide

Install, configure and launch every workflow, pipeline and form.

© One Big Media Company, LLC · onebigmediacompany.com · Licensed for use in your own agency's client accounts. Not affiliated with HighLevel Inc.

OVERVIEW

What's inside

A done-for-you GoHighLevel system that answers leads from the field, follows up on every estimate and turns one-time cleanups into season-long lawn care contracts.

- 21 pre-built workflows written for lawn care and landscape companies
- Annual care plan campaign to convert per-visit customers into season-long contracts
- Spring and fall cleanup promo campaign with ready-to-send SMS and email
- Estimate follow-up sequence for mowing quotes and design/build projects
- Missed-call text-back tuned for owners who are on a job site
- Sales pipeline with estimate-specific stages (Estimate Visit Booked, Property Walked, Estimate Sent)
- Customer Journey pipeline from service scheduled to referral partner
- Reactivation pipeline for last season's customers
- Quote request form asking property address, lot size and service frequency
- "Free On-Site Estimate" calendar with gate and pet reminders
- 7 landscaping custom fields including property size, contract type and access notes
- 20 custom values so you rebrand the entire account in minutes
- Review request with private service recovery for unhappy homeowners
- Setup guide, 6-lesson visual mini-course outline and agency sales kit

Pipelines

Sales Pipeline

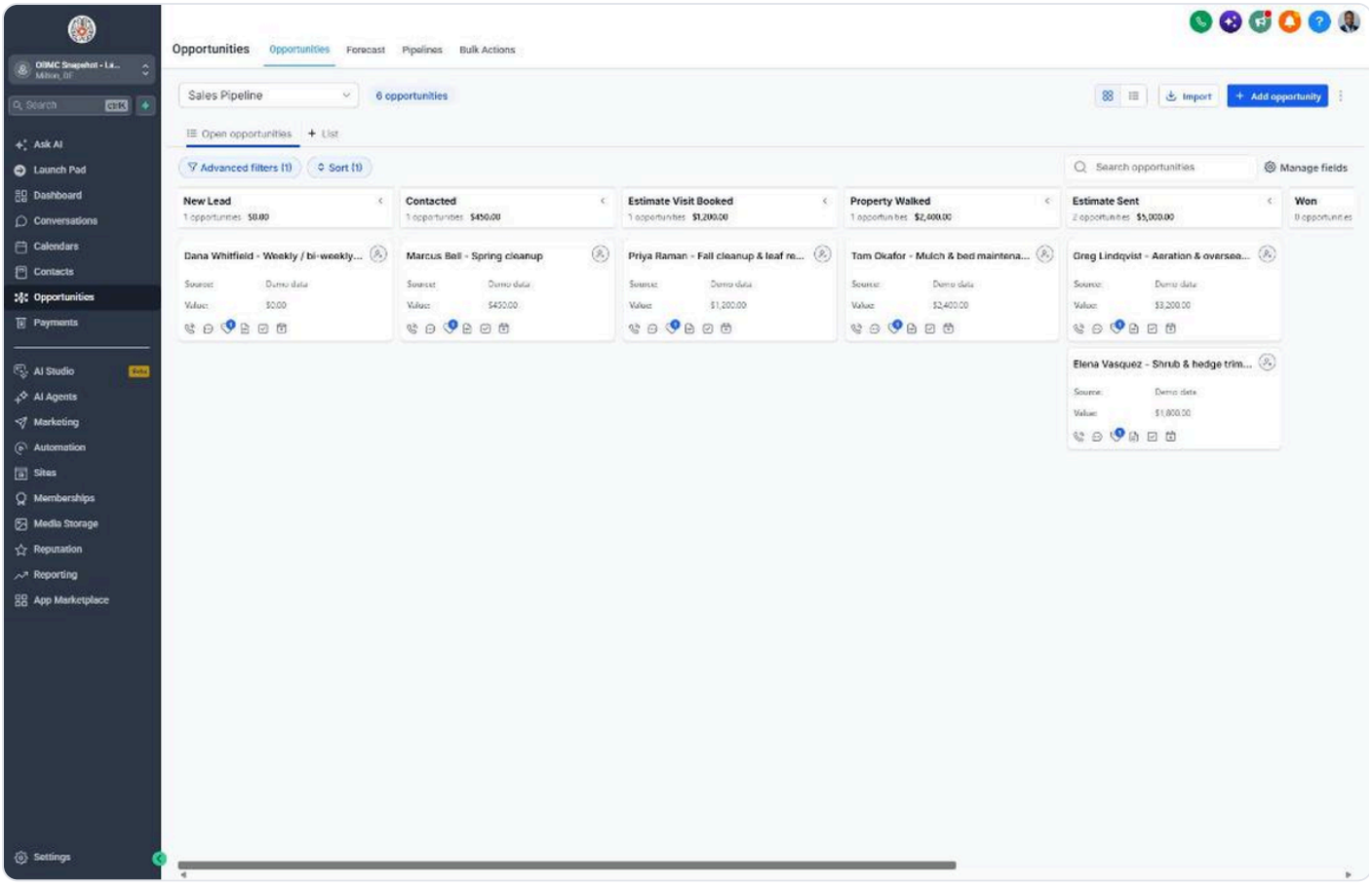
New Lead | Contacted | Estimate Visit Booked | Property Walked | Estimate Sent | Won | Lost | Long-Term Nurture

Customer Journey

Service Scheduled | Crew On Site | Service Completed | Feedback Requested | 5-Star Reviewed | Referral Partner

Reactivation

Campaign Sent | Replied - Interested | Booked | Not Interested


Opportunities
Opportunities
Forecast
Pipelines
Bulk Actions
Sales Pipeline
6 opportunities
Import
Add opportunity
Open opportunities
List
Advanced filters (1)
Sort (1)
Search opportunities
Manage fields
New Lead
1 opportunities $0.00
Contacted
1 opportunities $450.00
Estimate Visit Booked
1 opportunities $1,200.00
Property Walked
1 opportunities $2,400.00
Estimate Sent
2 opportunities $5,000.00
Won
0 opportunities
Dana Whitfield - Weekly / bi-weekly...
Marcus Bell - Spring cleanup
Priya Raman - Fall cleanup & leaf re...
Tom Okafor - Mulch & bed maintena...
Greg Lindqvist - Aeration & oversee...
Elena Vasquez - Shrub & hedge trim...
Ask AI
Launch Pad
Dashboard
Conversations
Calendars
Contacts
Opportunities
Payments
AI Studio
AI Agents
Marketing
Automation
Sites
Memberships
Media Storage
Reputation
Reporting
App Marketplace
Settings

INSTALL

12-step setup checklist

1. **Load the snapshot**
   In Agency view, go to Account Snapshots > Imported Snapshots and load the Landscaping snapshot into a new or existing sub-account. Choose to overwrite only if the sub-account is empty. Switch into the sub-account when it finishes.

2. **Fill in the business profile**
   Go to Settings > Business Profile and enter the company name, address, phone, website and time zone. The time zone controls when texts send, so double-check it.

3. **Set your custom values**
   Go to Settings > Custom Values and fill in Business Name, Owner Name, Business Phone, Service Area, Booking Link, Review Link, Feedback Link and Referral Link. Then adjust the offers (Lead Offer, Seasonal Offer, Reactivation Offer and others) to match what the company actually runs this season.

4. **Connect a phone number and register A2P**
   Go to Settings > Phone Numbers, buy or port a local number, then complete A2P 10DLC registration under the Trust Center tab. Use the company's legal name and EIN exactly as registered with the IRS. Texts will not deliver reliably until the campaign is approved.

5. **Connect email sending**
   Go to Settings > Email Services and add a dedicated sending domain (for example mail.companyname.com). Add the DNS records it gives you and verify. This keeps estimate follow-ups out of spam.

6. **Configure the estimate calendar**
   Go to Calendars > Calendar Settings and open "Free On-Site Estimate." Assign the estimator, set availability to the hours they actually do walk-throughs, add a 30-minute buffer for drive time and copy the booking link into the Booking Link custom value.

7. **Review the pipelines**
   Go to Opportunities > Pipelines and confirm the Sales Pipeline stages read Estimate Visit Booked, Property Walked and Estimate Sent. Add an opportunity value for typical mowing contracts so pipeline totals mean something.

8. **Connect Google reviews**
   Go to Settings > Integrations and connect the Google Business Profile, then open Reputation > Settings and copy the review link into the Review Link custom value. Workflow 11 uses it to send 4-5 star customers straight to Google.

9 **Customize and embed the quote form**
Go to Sites > Forms > Builder and open "01 · Request a Quote / Booking Request." Confirm Property Address, Property Size and Service Frequency are on the form, then copy the embed code onto the website's contact and service pages.

10 **Import past customers**
Go to Contacts > Import and upload last season's customer list with consent to text. Map Last Service Date and Next Service Due, and tag contacts 'customer'. Do not tag them for campaigns yet.

11 **Publish the workflows**
Go to Automation > Workflows, open each workflow, review the copy and toggle it from Draft to Publish. Start with 01, 02, 04, 05 and 11, then publish the rest. Leave 14, 20 and 21 published but only trigger them by adding their tags.

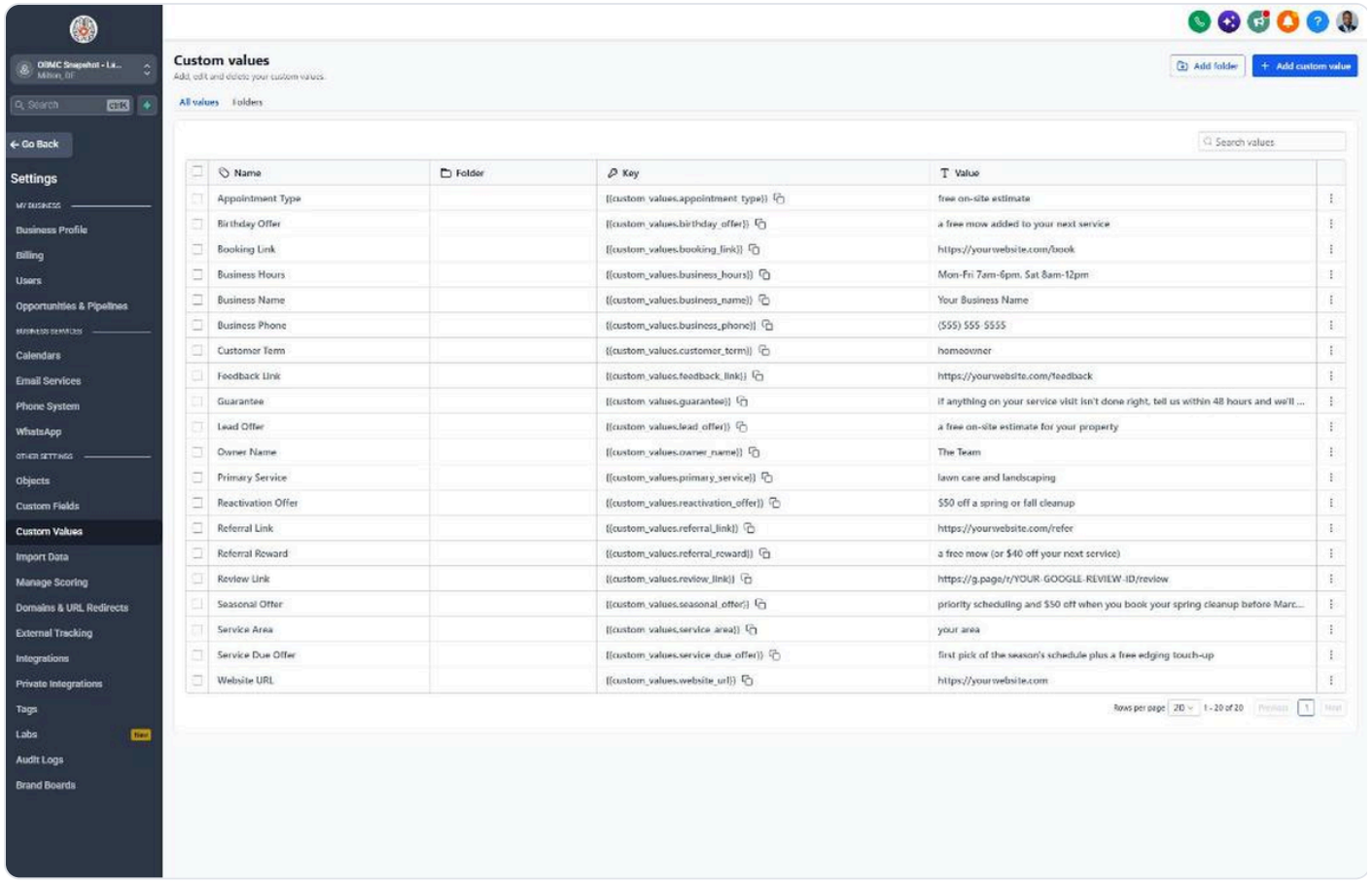
12 **Go live test**
Submit the quote form with your own phone and email, call the business number and let it ring out, and book a test estimate. Confirm you receive the instant text, missed-call text, booking confirmation and team alerts, then delete the test contact.

CONFIGURE

Custom values

Settings → Custom Values. Every workflow reads from these.

Custom value	Landscaping default / what to enter
Business Name	Your business name
Business Phone	Your business phone
Owner Name	Your owner name
Website URL	Your website url
Booking Link	Your booking link
Review Link	Your review link
Feedback Link	Your feedback link
Referral Link	Your referral link
Service Area	Your service area
Customer Term	homeowner
Appointment Type	free on-site estimate
Primary Service	lawn care and landscaping
Lead Offer	a free on-site estimate for your property
Guarantee	if anything on your service visit isn't done right, tell us within 48 hours and we'll come back and fix it at no charge
Referral Reward	a free mow (or $40 off your next service)
Reactivation Offer	$50 off a spring or fall cleanup
Seasonal Offer	priority scheduling and $50 off when you book your spring cleanup before March 31
Service Due Offer	first pick of the season's schedule plus a free edging touch-up
Birthday Offer	a free mow added to your next service
Business Hours	Mon-Fri 7am-6pm, Sat 8am-12pm


Custom values
Add, edit and delete your custom values.
Add folder
Add custom value
All values
Folders
Search values
Name
Folder
Key
Value
Appointment Type
{{custom_values.appointment_type}}
free on-site estimate
Birthday Offer
{{custom_values.birthday_offer}}
a free mow added to your next service
Booking Link
{{custom_values.booking_link}}
https://yourwebsite.com/book
Business Hours
{{custom_values.business_hours}}
Mon-Fri 7am-6pm, Sat 8am-12pm
Business Name
{{custom_values.business_name}}
Your Business Name
Business Phone
{{custom_values.business_phone}}
(555) 555-5555
Customer Term
{{custom_values.customer_term}}
homeowner
Feedback Link
{{custom_values.feedback_link}}
https://yourwebsite.com/feedback
Guarantee
{{custom_values.guarantee}}
if anything on your service visit isn't done right, tell us within 48 hours and we'll ...
Lead Offer
{{custom_values.lead_offer}}
a free on-site estimate for your property
Owner Name
{{custom_values.owner_name}}
The Team
Primary Service
{{custom_values.primary_service}}
lawn care and landscaping
Reactivation Offer
{{custom_values.reactivation_offer}}
$50 off a spring or fall cleanup
Referral Link
{{custom_values.referral_link}}
https://yourwebsite.com/refer
Referral Reward
{{custom_values.referral_reward}}
a free mow (or $40 off your next service)
Review Link
{{custom_values.review_link}}
https://g.page/r/YOUR-GOOGLE-REVIEW-ID/review
Seasonal Offer
{{custom_values.seasonal_offer}}
priority scheduling and $50 off when you book your spring cleanup before Marc...
Service Area
{{custom_values.service_area}}
your area
Service Due Offer
{{custom_values.service_due_offer}}
first pick of the season's schedule plus a free edging touch-up
Website URL
{{custom_values.website_url}}
https://yourwebsite.com
Rows per page
20
1 - 20 of 20
Previous
1
Next
Go Back
Settings
MY BUSINESS
Business Profile
Billing
Users
Opportunities & Pipelines
BUSINESS SERVICES
Calendars
Email Services
Phone System
WhatsApp
OTHER SETTINGS
Objects
Custom Fields
Custom Values
Import Data
Manage Scoring
Domains & URL Redirects
External Tracking
Integrations
Private Integrations
Tags
Labs
New
Audit Logs
Brand Boards

WALKTHROUGH

All 21 workflows

01 · New Lead → Speed-to-Lead + 7-Day Follow-Up

TRIGGER Form 01 submitted, or tag 'start lead nurture' added

STEPS Tag new lead → Create opportunity in Sales Pipeline → New Lead → Instant SMS reply with booking link → Instant email: what happens next → Text + email alert to the team → Day 1 SMS follow-up → Day 2 email: why customers choose you → Day 4 SMS: quick question → Day 7 email: close the loop → Move to Long-Term Nurture

Stops when the lead replies

> Hi **first name**, it's **owner name** with **business name**. Thanks for reaching out about your yard! I'd love to get you **lead offer**. Is this week good, or grab a time here: **booking link** Reply STOP to opt out.

02 · Missed Call → Instant Text-Back

TRIGGER Inbound call is busy, no-answer or voicemail

STEPS Text-back within seconds → Create opportunity → New Lead (source: missed call) → Text alert to the team

Runs every time

> Hi, this is **business name**. Sorry we missed your call, our crew is probably out on a mower! What can we help with? Reply here, or book an estimate: **booking link** Reply STOP to opt out.

03 · Customer Replied → Hot Lead Alert

TRIGGER Customer replies (SMS, email, chat)

STEPS Tag hot lead → Text the team the reply so nobody waits

Runs every time

04 · Appointment Booked → Confirm + Reminders

TRIGGER Customer books on the calendar

STEPS Tag appointment booked → Move deal → Appointment Booked → Confirmation SMS + email with reschedule link → Team alert → 24-hour reminder SMS → 2-hour reminder SMS

Runs for every booking

> You're booked, **first name**! Your **appointment type** with **business name** is set for **start time**. You don't need to be home, but please unlock any gates. Reschedule: **reschedule link**

05 · No-Show → Reschedule Recovery

TRIGGER Appointment status changes to No-show

STEPS Tag no-show → Sorry-we-missed-you SMS + email with booking link → Team alert → Day 1 rebook SMS → Day 3 final SMS

Stops when they reply

> Hi **first name**, looks like we couldn't connect for your estimate today. No problem at all. Want to pick a new time? **booking link**

06 · Appointment Completed → Proposal Prep

TRIGGER Appointment status changes to Showed

STEPS Move deal → Appointment Completed → Thank-you SMS → Team alert: send the proposal within 24 hours

Runs every time

07 · Proposal Sent → Follow-Up Sequence

TRIGGER Deal moves to Proposal Sent

STEPS Day 1 SMS check-in → Day 3 email: questions? → Day 6 SMS: hold your spot → Day 13 final email → Team alert if still no answer

Stops when they reply

> Hi **first name**, did you get a chance to look at your estimate from **business name**? Happy to adjust the scope or frequency if something doesn't fit. Just reply here.

08 · Deal Won → Welcome + Customer Journey

TRIGGER Deal moves to Won

STEPS Tag customer, remove lead tags → Create Customer Journey deal → Scheduled → Welcome SMS → Welcome email: what happens next → Team alert

Runs every time

> Welcome aboard, **first name**! Thanks for choosing **business name**. We'll text to confirm your first service day shortly. Save this number, it's our direct line for gate codes, skips and questions.

09 · Deal Lost → 30/60/90-Day Nurture

TRIGGER Deal moves to Lost

STEPS Tag lost → Day 30 check-in email → Day 60 SMS → Day 90 email with comeback offer → Move to Long-Term Nurture

Stops when they reply

10 · Job Completed → Feedback Request

TRIGGER Customer Journey deal moves to Completed

STEPS Move → Feedback Requested → Tag review requested → SMS + email asking for a private rating → Day 2 reminder SMS

Runs every time

> Hi **first name**, thanks for choosing **business name**! How does the yard look? It takes 20 seconds to let us know: **feedback link** Reply STOP to opt out.

11 · Feedback Submitted → Review Ask or Service Recovery

TRIGGER Form 02 submitted

STEPS If rating is 4-5: tag promoter, send Google review link, move → 5-Star Reviewed → If rating is 1-3: tag detractor, apology message, urgent team alert to fix it privately

Runs every time

12 · Happy Customer → Referral Request

TRIGGER Tag promoter added

STEPS Wait 3 days → Referral SMS with reward → Referral email with reward

Once per contact

> Hi **first name**, thanks for the kind words! Got a neighbor whose lawn could use some help? Send them our way and we'll thank you with **referral reward**: **referral link** Reply STOP to opt out.

13 · Referral Received → Thank You + Team Alert

TRIGGER Form 03 submitted

STEPS Move referrer → Referral Partner → Tag referral partner → Thank-you SMS → Team alert with the friend's name and phone

Runs every time

14 · Database Reactivation Campaign

TRIGGER Tag 'start reactivation' added (bulk-tag an imported list)

STEPS Create Reactivation deal → Campaign Sent → SMS 1: still looking for help? → Day 2 SMS: past-customer offer → Day 5 email offer → Day 10 last-call SMS → Remove the campaign tag

Stops when they reply

> Hi **first name**, it's **owner name** from **business name**. We're building next season's routes now. Do you still need help with your lawn or yard this year? Reply STOP to opt out.

15 · Invoice Sent → Payment Reminders
TRIGGER Invoice sent
STEPS Wait 3 days → Friendly SMS reminder → Day 6 email reminder → Day 10 team alert for a personal call
Payments workflow (16) stops it when the invoice is paid

16 · Payment Received → Thank You
TRIGGER Payment received
STEPS Tag customer, remove past-due tag → Thank-you SMS → Team alert
Runs every time

17 · Birthday → Gift Offer
TRIGGER Contact's birthday (date of birth on file)
STEPS Birthday SMS with gift offer → Birthday email
Yearly

18 · Stale Deal Alert (7 Days No Movement)
TRIGGER Sales Pipeline deal idle 7+ days
STEPS Text + email alert to the team
Runs every time

19 · Service Due → Rebook Reminder
TRIGGER Tag 'service due' added
STEPS Service-due SMS with offer → Day 3 email → Day 7 final SMS → Remove the tag
Stops when they reply

Hi **first name**, it's **business name**. It's about time for your next seasonal service. Book now and get **service due offer**: **booking link** Reply STOP to opt out.

20 · Seasonal Promo Campaign
TRIGGER Tag 'seasonal promo' added
STEPS Offer SMS → Day 2 email → Day 5 last-call SMS → Remove the tag
Stops when they reply

Hi **first name**, **business name** here. We're booking spring cleanups now: **seasonal offer**. Want a spot? Reply YES or book: **booking link** Reply STOP to opt out.

21 · Season Pass: Lock In Your Annual Lawn Care Plan

TRIGGER Tag 'niche campaign' added

STEPS Niche SMS → Day 2 email → Day 5 follow-up SMS → Remove the tag

Stops when they reply

Hi **first name**, **owner name** from **business name**. We're opening our annual lawn care plans before routes fill up: same crew, same day, one simple monthly price. Want details? Reply YES. Reply STOP to opt out.

MEASURE

Weekly KPIs

Metric	Goal	Where
Speed to lead	Aim to reach every new estimate request within 5 minutes during business hours	Conversations and the contact's activity timeline
Estimate booking rate	Aim to book a property walk for at least half of qualified leads	Opportunities > Sales Pipeline, New Lead to Estimate Visit Booked
Estimate close rate	Track monthly and aim to improve it every quarter	Opportunities > Sales Pipeline, Estimate Sent to Won
Recurring accounts	Grow the number of weekly/bi-weekly and annual plan customers every season	Contacts, filtered by Contract Type
Google reviews	Aim for new reviews every week during peak season	Reputation > Overview
Reactivation replies	Get a reply from a meaningful share of last season's list before routes are set	Opportunities > Reactivation pipeline

Compliance notes

- Register A2P 10DLC before sending any texts. Carriers filter unregistered business SMS, and your campaign description should mention estimate follow-up, service reminders and promotions.
- Only text past customers who gave consent to receive texts. Under the TCPA, marketing texts like the Seasonal Promo and Annual Care Plan campaigns need prior express written consent.
- Respect quiet hours: keep campaign sends between 8am and 8pm in the homeowner's local time, and check your state's rules, since some states set stricter hours and frequency limits.
- Honor STOP replies immediately. GHL handles this automatically, but don't re-add opted-out contacts from a fresh import.
- Don't promise specific results like weed-free lawns or guaranteed growth. Describe the work you'll do, not outcomes you can't control.

Mini-course outline

1. **Install the Snapshot and Brand It for Your Lawn Care Company**: Load the snapshot and make every message sound like the landscaping company.
2. **Capture Every Lead, Even When You're on a Mower**: Make sure every form fill and missed call gets an instant reply.
3. **Book Estimate Visits and Recover No-Shows**: Get property walks on the calendar and make sure they happen.
4. **Track Estimates Until They Close**: Run every estimate through the pipeline so none go cold.

5. **Reviews, Referrals and Reactivating Last Season's Customers**: Turn finished jobs into reviews and neighbor referrals, and bring old customers back.
6. **Launch the Season: Cleanups and Annual Care Plans**: Run the seasonal and annual plan campaigns that fill routes before spring.

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.