

100+ Must-Have Marketing Images

Essential Photos for Marketing Your Lawn Care, Landscaping, & Tree Services

Having a robust portfolio of images will help your marketing and messaging shine. Without a proactive plan to capture the essential shots, you'll be frustrated when you search your files and come up short.

When we start working with our clients, they either find they are missing some important shots, or aren't sure of what images they will need.

That's why we've developed this helpful tip sheet! In it, you'll find over 100 types of images to add to your shot list for your next photography shoot.

Some General Tips First...



Before we get into the shot list, here are a few tips:

- Use a great professional photographer! You tell your customers all the time that they get what they pay for. Take your own advice. We promise it's worth it!
- Get both large, high-resolution (for print) and medium, low-resolution (for the web) images. A pro will know exactly what this means.
- Back-up your images both on a hard-copy disc and online. Using services like Dropbox, Google Drive, etc. allows for easy sharing with vendors and team members.

Shot List

We work with all sorts of green industry clients that have various mixes of services they offer. Here's the full list of photo shots. Feel free to use what's applicable to your company!

General

- picture of entire team in front of your fleet of vehicles
- headshots of your team members
- techs/team in vehicles and equipment
- various team photos of people in action in sales, office, out in the field, with customers
- beautiful/prestigious properties you service
- Images outside and inside your facility

Lawn Care

- nice looking lawns that you service
- nice lawn you service next to horrible one
- technician performing both granular and liquid treatments
- technician blowing granules off of sidewalks
- technician backing out of truck on ride-on machine
- technician shaking hand of someone at door
- technician filling out invoice or using mobile device
- technician loading granular material into machine
- aeration in action
- close-up of hands holding grass seed over a nice lawn
- close-up of hands holding limestone over nice lawn
- seed applied to a slightly thin area just aerated
- seeding equipment being operated
- soil test being taken
- soil test kit laid out on a table or desk
- tech filling out soil test kit paperwork
- people and pets enjoying backyard
- various weeds, turf diseases, insects, and damaged lawns
- before/after pics of lawns
- weeds curling from treatment
- holes and plugs after aeration
- deep soil probe plugs of compacted and nice soil
- different species of grass in your area



Tree Care

- technician spraying trees
- technician injecting trees
- technician inspecting trees
- technician inspecting twig/leaf with client
- technician fertilizing trees and shrubs
- climber in-tree pruning shots
- technician pruning tree with pole clips/saw
- tree removal shots of all stages
- stump grinding in progress
- arborist report, both the form and someone filling it out
- off-color trees, both evergreen and deciduous
- insect and disease damage on trees and shrubs (of all sorts)
- tree that needs thinning
- tree after thinning
- broken branches in tree
- tree needing raising
- tree after raising
- trees that have been topped
- trees with included bark
- trees with girdling roots
- volcano mulching
- trees without ample mulch buffers and grass underneath
- cabling and bracing in a tree
- lightning protection in a tree

Pest Control

- technician performing treatments
- technician moving non-target items out of treatment areas
- pest conducive conditions
- people and pets enjoying backyard
- close-up images of various pests

Landscape Maintenance

- mowing
- string trimming
- brush clearing
- shrub shearing
- raking/cleaning out beds



Landscape Maintenance (continued)

- cutting back grasses/perennials
- hand-pruning of small trees and shrubs
- leaf clean-up
- mulching and edging
- weeding
- spraying/applying herbicide in beds
- unloading equipment from truck/trailer
- Unkempt landscape beds with weeds, overgrown shrubs, etc.

Landscape Design/Build

- patios
- walkways
- retaining walls
- steps/stairs
- decks
- outdoor kitchens
- pergolas/pavilions
- plantings with trees, shrubs and flowers
- finished renderings with no client names
- water features
- fire features
- pools
- before/after shots
- landscape lighting of all types
- people enjoying outdoor living areas
- workers installing hardscaping in all stages
- workers installing plants of all sorts
- equipment in action



Irrigation

- sprinkler heads off and on, both in beds and lawn areas
- drip irrigation
- irrigation installation of lines, heads and controls
- irrigation controls close-up
- team member showing client how to operate controls
- irrigation maintenance
- irrigation parts
- poorly functioning irrigation while running

Snow & Ice Management

- plow trucks in action
- worker operating snow blower or power broom
- worker hand-shoveling snow
- salt or de-icing truck in action
- ice melt material application on sidewalks
- images of properly maintained properties
- pictures of snowy and icy conditions on properties
- snow work diagrams
- people and cars safely navigating areas after they are cleared
- close-ups of snow and ice
- examples of bad snow and ice removal practices

Ready, Set, Click!

We hope this list helps you prioritize which images you need first and to also make an on-going plan to capture pictures in the years to come.

Remember, your prospective clients will come to trust you through not only your written content, but also your great photography! They want to see pictures of your workmanship and your team, showcased in a manner that exudes excellence.

Want more practical sales and marketing tips for your lawn care, landscaping, or tree service company? Feel free to [subscribe to our blog](#) for regular advice or you can also check out more downloadable [resources like these](#) on our website.

If you'd like to talk about how Landscape Leadership can help you grow your business through inbound marketing, including both written and visual content, please [contact us](#).