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The most powerful marketing doesn't just describe an organization; it shapes how the world views it.

CASE STUDY

Swingle Lawn, Tree & Landscape Care: Commercial Holiday Lighting Campaign

How a thought leadership and multi-channel marketing strategy made the case for commercial holiday lighting — and grew sales by 45%.

OVERVIEW

Swingle Lawn, Tree & Landscape Care is a premier outdoor services company serving the Front Range of Colorado, with deep expertise in lawn care, tree services, and holiday lighting design and installation. Unlike commodity light-hanging services, Swingle approached holiday lighting as a design discipline — working with residential and commercial clients to create custom, professionally designed displays that transformed properties into seasonal landmarks. Swingle's holiday lighting division handled every aspect of the process: design, installation using commercial-grade components, ongoing maintenance, and storage — delivering a fully managed, worry-free experience.

CHALLENGE

While Swingle's residential holiday lighting business was thriving, commercial growth lagged significantly. Property managers and business owners across the Front Range had not yet internalized the strategic value of professional holiday lighting — viewing it as an optional expense rather than a meaningful marketing and community-relations investment. The core challenge was not product quality or service capability; it was education. Decision-makers needed to understand why holiday lighting deserved a place in their annual budget before a sales conversation could even begin. Reaching this audience through traditional advertising alone would not be sufficient to shift that perception at scale.

SOLUTION

I led development of a multi-channel campaign anchored by a thought leadership strategy, designed to meet commercial prospects where they were already paying attention. The campaign encompassed three integrated elements:

- **Trade Publication Outreach:** I authored and placed editorial content in targeted commercial real estate and property management publications, including a feature article in the Colorado Real Estate Journal's Property Management Quarterly. The article made a direct business case for holiday lighting — addressing ROI, tenant relations, community visibility, and the operational differences between consumer-grade and

commercial-grade installations. By leading with education rather than promotion, Swingle positioned itself as the authoritative expert in the space.

- **Direct Mail:** A targeted mailing campaign reached property managers, building owners, and commercial decision-makers across the Denver metro area and broader Front Range, reinforcing the thought leadership message with tangible, branded touchpoints delivered directly to their desks.
- **Digital Advertising:** Coordinated digital ads extended the campaign's reach across channels, ensuring consistent messaging to the same commercial audience segments online — creating multiple impressions that reinforced Swingle's positioning as the professional, design-forward choice for commercial holiday lighting.

The integration of earned media (editorial placement), direct mail, and paid digital created a surround-sound effect that built credibility, generated awareness, and drove inbound interest from commercial prospects who had previously been out of reach.

IMPACT

The campaign delivered a substantial and measurable lift in commercial sales:

45%

Increase in commercial holiday lighting sales YOY

By leading with education rather than promotion, Swingle reframed holiday lighting from a discretionary expense into a valued business investment — one with direct implications for tenant satisfaction, consumer foot traffic, community perception, and competitive differentiation. The campaign demonstrated that when a brand establishes genuine authority within its target audience's world, multi-channel marketing amplifies that authority into measurable commercial results.





DESIGNED, INSTALLED, MAINTAINED, STORED

Christmas Light Hanging Business Denver, CO

Christmas light installation and hanging services by Swingle your Professional Christmas Light Hanging Business for metro Denver. The overall design of any home or commercial building, lends itself to the possible artistry Swingle can create with our Christmas light installation and design services. From dramatic columns, to exciting architectural elements, to expansive windows – all combine to create a blank canvas for Swingle's installation experts, thus enhancing your properties best features.

Why Swingle How it Works

- No worry, hassle free operation
- We handle the design, installation, removal and storage
- Utilize only commercial grade components
- Custom designed displays
- Certified expert installers and fully insured