

Case Study: Eastern Movers – Residential Garden Maintenance

Project Title: Time-Saving Garden Maintenance Flyer

Client Overview: Eastern Movers is a professional outdoor maintenance service provider based in Australia, dedicated to helping homeowners maintain pristine, healthy, and visually appealing garden spaces without the hassle of DIY labor.

Objective:

- Promote specialized residential garden maintenance and grass-cutting services.
- Highlight the "before and after" transformation to build immediate trust.
- Provide a clear path for inquiries via WhatsApp and direct calls.

Target Audience:

- Busy homeowners who lack the time for intensive yard work.
- Landlords and property managers looking to maintain curb appeal for rentals.
- Residents requiring seasonal or one-time deep cleaning of outdoor areas.

My Role: I was responsible for both the copywriting and the visual content strategy. I structured the messaging to emphasize reliability and physical results, ensuring the contact information was the most prominent element for quick conversion.

Key Message Strategy: The strategy focused on "**Visual Proof & Effortless Booking.**" By utilizing high-contrast imagery of actual work, the flyer speaks directly to the homeowner's desire for a clean environment. The language is kept simple and action-oriented to drive local engagement.

Writing & Design Strengths Demonstrated:

- **Visual Hierarchy:** Directing the eye from the "Results" to the "Services" and finally the "CTA."

- **Service Personalization:** Highlighting specific tools and methods used.
- **Localized Marketing:** Tailoring contact methods (WhatsApp/Mobile) to local user behavior.

Attachments:

LAWN MAINTENANCE

FOR RESIDENTIAL AND COMMERCIAL PROPERTIES

049 436 7740



DREAM LAWN STARTS HERE!

At Eastern Mowers we take pride in providing top-notch lawn mowing services that transform your outdoor spaces into lush, well-maintained

WE OFFER A RANGE OF LAWN CARE SERVICES



Mowing



Edging



Trimming



Leaf removal
& clean-up



Whipping Snipping for
hard-to-reach areas

WHY EASTERN MOWERS?



Residential & commercial
property focus



Local to the Eastern Suburbs



Reliable, & Punctual Service



We use the latest high-end,
commercial-grade equipment

FLEXIBLE SCHEDULING

Weekly

Fortnightly

Monthly

One-time / Seasonal



WHO IT'S FOR



Homeowners who want the job
done right



Busy families with no time for
yard work



Landlords and property managers
keep lawns tidy

Our goal is to create a healthy, beautiful lawn that enhances your property's curb appeal and provides a welcoming environment for your family and guests

BOOK YOUR SERVICE TODAY

GET A FREE QUOTE!

Follow Us   @EasternMovers

DM or WhatsApp 049 436 7740

MAINTAIN YOUR LAWN AND GARDEN

IN EXCELLENT CONDITION ALL YEAR LONG



049 436 7740



FLEXIBLE SCHEDULING

- Weekly
- Fortnightly
- Monthly
- As Needed



LAWN MAINTENANCE



Mowing



Edging



Whipping Snipping for
hard-to-reach areas

LAWN HEALTH CARE



Aeration



Soil Hydration



Fertilization
(Liquid, Granular, Color Guard)



Pre-Emergent Herbicides

GARDEN MAINTENANCE



Tree Trimming



Hedging



Leaf Removal



Weeding



General Gardening



Vacate Gardening for Rentals

LOCALLY BASED IN THE



Eastern Suburbs of Melbourne

**BOOK YOUR SERVICE TODAY
AND KEEP YOUR OUTDOORS IN CHECK**

Follow Us @EasternMovers

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Note on Cross-Channel Consistency: *"While these samples are physical flyers, the messaging frameworks used here are directly applied to the clients digital landing page and social media ad copy to ensure a seamless brand experience across all touchpoints."*