

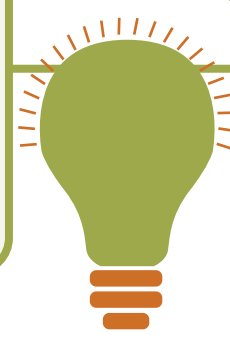
halleck horticultural

www.lesliehalleck.com • info@lesliehalleck.com



We support green industry companies with digital content, marketing, and advertising needs. Our job is to help you define your identity and deliver a message of value, relevancy, and authenticity. Through targeted digital content, marketing and advertising you'll form loyal relationships with better customers. We help you to engage with your target customer on a level you won't find with a more traditional marketing agency.

In other words, we help you speak your customer's language...



We're not outsiders.

We come from inside the green industry. We've run and worked for the kind of companies we now help. It's the perfect fusion of our horticultural, creative, and business skills. We're excited to help our fellow green industry members grow their game.

Teamwork

We work closely with you as partners to help build your market share.

We think

Creatively & Analytically
to help your business grow.

What do we do?

We provide authentic, inspired content and marketing services for green industry companies committed to growth and value.

Here's how we help you grow your business...

Marketing & Branding

Website Content

Advertising PR & Social

Copywriting & Design

Business Consulting

Let's Grow Together

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We offer a menu of services to meet your marketing needs.

Marketing & Branding

Don't have an on-staff marketing manager, or need help improving your current company, plant line, or product strategy and brand? **We help you develop and execute an overall marketing strategy for your service or product.** We can also help you develop updated branding from scratch for your company or product, or refresh your existing branding.



Website Content

We provide green industry specific digital content for your website: Blog writing and management; website copywriting and content improvement; video development and photography services. We can also project manage and provide creative direction for overall website improvements or a new website build.



Advertising PR & Social

Content marketing services are supported with traditional marketing and advertising. We take care of contract negotiation, radio and print copywriting, and design for digital and print advertising. We create and execute custom PR efforts and support your social media needs.



Copywriting & Design

Need a new logo, brochure, or sell sheet that stands out? We can write, design, and produce graphics and collateral for your company, services, plants, and products. Our services also include design of modern plant pots and tags, packaging, event booth materials, and more.



Business Consulting

We help fine tune your green industry company with business coaching, strategic recruiting, staff education, customer profiling, and better buying practices. We assist managers with training, staffing issues, budgeting, and inventory control. Plus, we perform market research and case studies to help fine tune marketing and operations.



Horticultural Consulting

We provide horticultural consulting services to commercial clients such as landscape architects, design & build firms, and landscape maintenance companies. We support your work with site and plan review, plant recommendations, and maintenance recommendations.



Contact Nikki Rosen 972-822-7817 or nikki@lesliehalleck.com

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