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Maryville-based Rainscapes Receives National Honor from the Irrigation Association

Maryville, Tenn.— Rainscapes has been named a winner in the Irrigation Association’s Smart Marketing Contest for having one of the best 2011 Smart Irrigation Month campaigns in the nation. Smart Irrigation Month is an initiative of the Irrigation Association, a nonprofit industry organization dedicated to promoting efficient watering practices.

Rainscapes President CEO Clint Allison recently flew to San Diego to accept the prestigious honor for the “Small Business Category.”

“Being a responsible steward of natural resources is important to Rainscapes,” said Allison. “Connecting with people about an issue as important as water conservation took our customer service to the next level, which to us was the greatest success of all. We weren’t just trying to sell a product or service, but rather trying to sell a new attitude and cultural belief regarding the importance of saving water and smart irrigation techniques.”

At the beginning of the summer, the Rainscapes team crafted a mini-campaign designed around July’s Smart Irrigation Month to reach individuals via numerous platforms, including Facebook updates, blog posts, a direct mailers piece, website updates and print media. The campaign was well-received and brought a sizeable amount of attention to the importance of water conservation and smart irrigation.

“Our team came up with several Facebook posts concerning water conservation. These posts allowed us to interact with clients, potential customers and people interested in water-saving techniques,” said Allison. “The direct mailer was designed to alert current and potential customers about special savings through July 31 in honor of Smart Irrigation Month. Even in this economy, we added 63 new customers in July and August.”

The Rainscapes blog – WaterSmarts – served as an integral part of the campaign and focused on raising awareness of the benefits of efficient watering practices.

Allison also altered the messaging throughout his company’s website stressing the “smart” theme by including water conservation tips, smart irrigation facts and the latest news regarding special offers during the month of July.

“After all, water conservation is an integral part of the irrigation industry,” said Allison. For more information about Rainscapes’ services, please visit www.rainscapes.com.

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Rainscapes is the only national Irrigation Association Certified Irrigation Contractor in East Tennessee, offering diverse residential and commercial irrigation products and services, including system installations, seasonal irrigation maintenance and landscape lighting and design. Rainscapes was founded by Clint Allison in 1996. In 2010, Allison acquired Duck Irrigation in Knoxville, Tenn. With the acquisition, Duck Irrigation merged and consolidated under the Rainscapes’ brand. Visit www.rainscapes.com for more information.