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TROPICAL LANDSCAPE SOLUTIONS CHOOSES MILESTONE

Sarasota landscape designers select Milestone Marketing Associates to design and host their new website

SARASOTA, Florida (January 8, 2013) — Milestone Marketing Associates recently built a brand new website for local landscape design firm Tropical Landscape Solutions.

“I think the new site does a great job highlighting who we are and what we do,” said Dan Shulman, co-founder of Tropical Landscape Solutions. “Landscape design is a very visual thing, and Milestone gave us a website that shows potential customers what we do, instead of just telling them.”

For Milestone, one additional challenge of this project was finding a market position for Tropical Landscape Solutions that separated them from the competing crowd.

“There are so many landscape services companies in southwest Florida, from companies with over a hundred employees to the one-man operation, with a lawnmower and a pickup truck,” said Matthew Anderson, founder and president of Milestone Marketing Associates. “The challenge was to find what makes Tropical Landscape Solutions different from everyone else. It didn’t take long to see that where they really stand out is in the artistry and elegance of their designs.

“Dan really is an artist when it comes to landscape design, so we felt this website should reflect that,” he continued. “We were very pleased to get the opportunity to help Tropical Landscape Solutions highlight their work and grow their business.”

Over the last year, Milestone has made a strong move into web marketing services, providing new or redesigned websites for 18 Sarasota-area businesses. They’ve also begun providing social media and SEO-related services.

The new Tropical Landscape Solutions website can be seen at www.TropicalLandscapeSolutions.com.

About Tropical Landscape Solutions

Tropical Landscape Solutions has been creating artistic landscapes in southwest Florida since 1993. Between them, company founders Fred Colagiovanni and Daniel Shulman have nearly 50 years in the landscape design and maintenance. During that time, they’ve designed commercial landscapes for clients such as Home Depot, Publix and the Ritz Carlton, as well as countless waterfront estate landscapes on Longboat, Siesta, Lido, Manasota and Casey Keys.

With 43 employees and a 6-acre nursery, Tropical is well-equipped to handle landscape projects of any size, anywhere in the Southwest Florida region. They can be reached at (941) 351-5703.

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About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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