



**Michigan Nursery & Landscape Association's
Green Industry Software & Social Media Survey Results
May 2021**

Survey Details:

A confidential survey of all members of the Michigan Nursery & Landscape Association that asked for the names and types of software and social media that member firms use in their business.

- Total Number of Respondents = 101
- Number of Respondents by Segment:
 - o Landscape Design/Build = 60
 - o Turf/Landscape Management = 45
 - o Snow & Ice Management = 39
 - o Garden Retail = 19
 - o Grower = 30
 - o Greenhouse Production = 13
 - o Irrigation = 28
 - o Arboriculture = 9
 - o Supplier = 18

- Segment Key:
 - o Arboriculture = A
 - o Garden Retail = GR
 - o Greenhouse Production = GP
 - o Grower = G
 - o Irrigation = I
 - o Landscape Design/Build = L
 - o Snow & Ice Management = SN
 - o Supplier = S
 - o Turf/Landscape Management = T

- Types of Software in this survey:
 - o Accounting
 - o Business Management Solution
 - o Communications
 - o CRM (lead tracking, sales management, marketing)
 - o Fleet Management (inventory, repairs, maintenance)
 - o GPS & Equipment Tracking

- o Human Resources Management
- o Landscape Design
- o Measuring, Mapping & Estimating
- o Photo Management
- o Scheduling & Routing
- o Time Tracking & Payroll Processing
- o Weather Service
- o Other

- Social Media Platforms in this survey:
 - o Facebook
 - o Instagram
 - o Twitter
 - o Pinterest
 - o YouTube
 - o LinkedIn
 - o Other

- Ranking Key:
 - o 1 = Least Recommended
 - o 5 = Most Recommended

Green Industry Software Survey Results:

Accounting Software

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
AccountEdge (1)	3	4	4	3	5	G
Asset by Include (1)	4	2	3	1	3	L, T, SN, GR, G, GP, I, A
Billdu (1)	5	5	5	5	5	L, T, I, S
Construction Manager (1)	4	4	5	5	5	L, T, SN, I, A
Eagel By Epicore (1)	5	5	5	1	5	L, GR, G, GP, S
Enspire (1)	2	3	4	2	1	S
Excel (1)	4	2	3	1	1	L
Grow Point (1)	4	4	4	4	5	G
Microsoft Dynamics (3, 1 w/ SalesPad)	3.67	4.33	4.33	4.33	4.67	GR, G, GP
Open Systems w/ traverse (1)	3	3	3	2	2	L, GR, S
Pro Landscape (2)	3	4	4	4	4	L, T, SN, G, I, S
Quickbooks (62)	3.77	4.17	4.22	3.84	3.30	L, T, SN, GR, G, GP, I, A, S
Quicken Pro (1)	4	4	4	4	4	L
Real Green w/ Quickbooks (1)	3	4	4	3	5	L, T, SN, I
Sage/ Peachtree (3)	3	4	4.67	4	4.67	L, T, SN, GR, G, GP, I, A
Slice (1)	4	4	3	1	5	L, GR
UA Custom (1)	5	4	4	3	5	L, T, SN, GR, G, I, S
UDS Active Accounting (1)	5	4	4	4	5	L, GR

Business Management Solution (all-in-one software program)

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
AccountEdge (1)	3	4	4	3	5	G
ACS Nursery (1)	4	5	5	3	5	G
Aspire (1)	2	4	5	4	5	L, T, SN
Asset by Include (1)	4	2	3	1	3	L, T, SN, GR, G, GP, I, A
Construction Manager (1)	4	4	5	5	4	L, T, SN, I, A
Clip (3)	3.33	2.67	3.67	4	3.33	L, T, SN, I
Custom (2)	4	4.5	4	3	5	L, T, SN
Excel (1)	5	3	3	3	2	T, SN, I
Greenius (1)	5	5	5	5	5	L, T, SN, I
Groware (1)	3	3	3	3	3	G
Ideal (1)	5	4	4	3	4	S
Jobber (1)	5	5	5	4	3	L, T, SN
LMN (10)	3	3.5	4	3.7	4.4	L, T, SN, I
Manage 360 (3)	2.67	3.33	3.5	3.33	3.67	L, T, SN, GR, G, I
Microsoft Dynamics (1)	4	4	5	4	5	G, GP
MS Office 365 (2)	4.5	5	5	5	5	L, GR, G, GP
Quickbooks (5)	3.8	4	4	3.8	4	L, T, SN, GR, I, S
Real Green (3)	3	3.67	3.33	2.33	3.67	L, T, SN, I
Sage (1)	4	5	5	5	5	L, T, SN, GR, G, GP, I
Service Autopilot (3)	3.33	3.67	4	4	3.33	L, T, SN, GR, I, A, S
ServiSuite (2, 1 w/ ServicePro)	3.5	2.5	2	2	3	T, I, A
Slice (1)	4	4	3	1	5	L, GR
UDS Active Accounting (1)	5	4	4	4	5	L, GR

Communications

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
3CX (1)	4	4	4	4	4	L, T, SN
ConstantContact (2)	4.5	4.5	4.5	4.5	4.5	L, T, SN, G
Email and Business Phone (1)	5	5	5	5	4	L
Fanbooster by Traject Social (1)	3	4	4	4	4	T
GroupMe App (1)	5	3	3	2	1	L, I, A
LinkedIn (1)	5	5	3	No Rating	No Rating	L, G
MailChimp (2)	4.5	4.5	4.5	4.5	4.5	T, SN, GR, G, GP, I, S
Microsoft Office Outlook (3)	4.67	4.67	4.67	4.67	4.67	L, T, SN, GR, G, GP, I, A, S
Sage (1)	4	5	5	5	5	L, I
Send Hub (1)	3	2	2	1	1	T, SN, I, A
ServicePro (1)	5	5	5	5	5	S
Slack (1)	5	4	4	5	3	T, SN, I
Traction Tool (1)	4	5	5	3	5	L
Verizon (3)	3	3.33	3.33	3.33	3.33	L, T, SN, I
VOIP (1)	5	5	5	5	5	L, T, SN, I

CRM (lead tracking, sales management, marketing campaigns)

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Asset by Include (1)	4	2	3	1	3	L, S
Clip ITC (1)	3	3	3	3	3	L, G
Custom (1)	4	5	5	3	5	L, G, GP
Dynascape (1)	3	4	3	3	3	L
Jobber (1)	5	5	5	4	3	L, T, GR, G
Keap(1)	5	5	5	3	1	L, T, SN, GR, G, GP, I, S
LMN (8)	3.5	4	4.25	4	4.75	L, T, SN, GR, G, I, A, S
Manage 360 (1)	3	4	4	4	3	L, T
Office 365 (1)	4	5	5	5	3	T, SN, GR, G, GP, I
Pipedrive (1)	3	4	5	4	4	T, SN, I
Quickbooks (1)	3	3	2	2	1	T, SN, I
Real Green (2)	2.5	3.5	4	2.5	3.5	L, T, SN
Sage (1)	4	5	5	5	5	L, I
SalesPad (1)	4	5	4	4	5	S
Service Autopilot (1)	3	4	4	4	3	L, T, G, A
ServicePro (1)	5	5	5	5	5	S
ServSuite (1)	4	3	3	3	3	I
WebLocal (1)	4	5	5	5	5	Not indicated

Fleet Management (inventory, repairs, maintenance)

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Construction Manager (1)	4	4	5	5	4	L, T, SN, I, A
Enterprise (1)	4	5	5	No Rating	5	L, T, SN, GR, G, GP, I
Excel (2)	4	4	3.5	2	1	L, T, SN, G
Fleetio (2)	4	4.5	4.5	4	4.5	L, T, SN, GR, G, GP, I, A
Google Docs (1)	5	3	3	4	2	L, T, SN
Grow Point (1)	4	4	4	4	5	G
Ideal (1)	5	4	4	3	4	S
LMN (1)	No Rating	No Rating	No Rating	No Rating	No Rating	L, T, SN, I
ManagerPlus (1)	4	2	2	2	2	L, T, SN, I, A
MS Project (1)	4	4	4	4	4	L, T, SN, I, S
Quickbooks (1)	4	2	2	3	1	S
Samsara (2)	4	4.5	4.5	4	4.5	L, T, SN, I
ServicePro (1)	5	5	5	5	5	T, SN, I, A
Verizon (1)	3	3	3	2	2	T, SN, I

GPS & Equipment Tracking

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Automile (1)	4	3	4	No Rating	5	L, T, SN
Azuga (2)	4.5	4.5	4	2	3	L, T, SN, I
Fleetmatics/Reveal (1)	3	4	3	3	4	S
Garmin (1)	4	4	4	4	4	L, T, SN, I, S
GeoTab (2)	3.5	3.5	4	2	3.5	L, T, SN, GR, G, GP, I, A
GPS and Track (1)	5	4	3	No Rating	2	L, T, SN
Insight (1)	1	4	5	3	3	L, T, SN
LMN (2)	2	1	4	2	5	L, T, SN, I
One Step GPS (1)	5	5	5	3	5	T, SN
Quartix (1)	3	3	3	3	2	L, T, SN, I
Raah Route Tracking (1)	5	4	4	2	3	G
Samsara (2)	4	4.5	4.5	4	4.5	L, T, SN, I
ServicePro (1)	5	5	5	5	5	T, SN, I, A
Verizon (2)	3	3.5	4	3	3.5	L, T, SN, GR, I, S
Zubie (1)	4	4	4	3	4	L

Human Resources Management

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
ADP (2)	3	3.5	4	3.5	3	L, T, SN, I
BambooHR (1)	3	4	4	3	3	S
Construction Manager (1)	4	4	5	5	2	L, T, SN, I, A
Employee Navigator (1)	5	5	5		5	L, T, SN, GR, G, GP, I, A
GrowPoint (1)	4	4	4	4	5	G
LMN (3)	3	4	4	3	4.5	L, T, SN, GR, G, GP, I
Maintain x (1)	4	4	4	1	5	L, T, SN, I
MS Office 365 (1)	4	5	5	5	5	GR, G, GP
Paycor (3)	3.33	3.67	3.67	3.33	2.67	L, T, SN, GR, G, GP, I, A, S
Quickbooks (5)	4	4.25	4.25	3.25	2	L, T, SN, S
Sage (2)	4	4	4	4.5	4	L, T, SN, GR, G, GP, I
Farm Bureau and Midwest (1)	5	5	5	1	3	G, GP

Landscape Design

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
AutoCAD (2)	4.5	4.5	4	4.5	3.5	L, G, S
DesignCAD (1)	5	5	5	3	5	L, I
Dynascape (7)	3.67	3.83	4.2	3.17	4	L, T, SN, GR, G, I
Land FX (2)	3.5	3.5	4.5	3.5	3	L, T, SN, I
LandscapePro (1)	2	4	4	3	3	L, G, S
Photoshop (1)	5	4	5	5	4	L, T, SN
Pro Landscape (5)	4.2	4	4.4	3.2	4.4	L, T, SN, GR, I, S
Idea Spectrum's Realtime Landscaping Architect (3)	3.67	4.33	3.67	1.33	4	L, T, SN, GR, G, GP, I, A
UVision (5)	4.6	3.8	3.8	4	3.2	L, T, SN, G, I, S

Measuring, Mapping & Estimating

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Adobe Acrobat (1)	5	4	2	No Rating	No Rating	L, T, SN, GR, G, GP, I, A
BlueBeam (1)	4	4	4	4	4	L, S
Findmylotsize/GoogleMaps (1)	5	5	5	5	No Rating	L, G, S
GIS (1)	5	4	3	1	1	T, SN, I, A
Goilawn (1)	5	5	5	5	5	L, T, SN, I
Google (7)	4.67	4.83	4.6	4	3.33	L, T, SN, GR, G, GP, I, S
iLawn (1)	1	5	5	4	3	L, T, SN, I
LMN (3)	4	3.67	4.33	3.33	4.33	L, T, SN, GR, G, I
Measurelotsize.com (1)	5	5	5	1	5	GR, G, GP
Microsoft Excel (1)	4	4	2	3	2	T, SN, I
MS Project (1)	4	4	4	4	4	L, T, SN
PlanSwift (1)	4	3	3	3	3	L, G, GP
Real Green (2)	3	4.5	4.5	4.5	3.5	L, T, SN
Sage (1)	4	5	5	5	5	L, I
ServicePro (1)	5	5	5	5	5	S
SodSolutions (1)	5	5	5	4	4	L, T, SN
Tree Plotter (1)	2	3	5	3	5	T, SN, I

Photo Management

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Adobe Photoshop (1)	3	5	5	4	5	GR, G, GP
Company Cam (2)	5	5	5	5	5	L, T, SN
Construction Manager (1)	4	4	5	5	4	L, T, SN, I, A
Google Drive (5)	4.8	4.8	4.6	4.6	3.25	L, T, SN, GR, G, GP, I, S
iCloud Photo (1)	5	5	5	4	2	L
LMN (1)	2	1	4	2	5	L, T, SN, I
Photos folder (2)	3	5	5	3	3	L
Pipedrive w/ Google (1)	3	4	5	4	4	I, A
Site fotos (1)	5	5	5	1	1	T, SN, I
WebLocal (1)	4	4	5	5	5	G, S

Scheduling & Routing

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Asset by Include (1)	4	2	3	No Rating	3	L, T, SN, GR, G, GP, I, A
Circuit (1)	5	5	3	No Rating	No Rating	L, G
Clip Itc (3)	3.33	3	4	4	2.33	L, T, SN, I
Custom (3)	5	4	4.5	4	4.5	L, T, SN, I, A
Google Sheets (1)	5	4	4	4	2	G
Hindsight (1)	3	2	4	3	3	I, A
Ideal (1)	5	4	4	3	4	S
Jobber (1)	5	5	5	4	3	L, T, SN
LMN (9)	2.88	3.37	3.5	3.5	4.38	L, T, SN, GR, G, GP, I
MS Project (1)	4	4	4	4	4	L, T, SN, I, S
Real Green (4)	3	3.75	4.33	2.5	3.5	L, T, SN, GR, G, I
Sage (1)	4	5	5	No Rating	No Rating	L, T, SN, GR, G, I
Service Autopilot (2)	3.5	4.5	4.5	4	3.5	L, T, SN, I, A
Service Fusion (1)	5	5	5	5	5	L, T, SN, I
ServicePro (1)	5	5	5	5	5	T, SN, I, A
ServiSuite (2)	3.5	3	3	2	3.5	T, I, A
Swipeclock/Timeworks plus App (1)	4	5	4	4	4	S
Team Road Warrior (1)	5	5	5	5	5	I, S
Tsheets (1)	5	4	3	1	5	T, SN, I
Vericell Vision/Envision (1)	3	4	3	4	4	GR, G, GP
White boards- manual system (1)	1	4	4	1	4	L

Time Tracking & Payroll Processing

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
ADP (3, 1 w/ Tsheets)	4.67	4.67	4.33	3.67	3.67	L, T, SN, G, GP, I, S
Asset by Include (1)	4	2	3	1	3	L, T, SN, GR, G, GP, I, A
Attendance Professional/Flexchecks Cyberpay (1)	5	5	5	5	5	GR, G, GP
Clip Itc (2, 1 w/ Timestation)	3.5	4	4	3.5	3	L, T, SN, I
Construction Manager (1)	4	4	5	5	4	L, T, SN, I, A
Excel (1)	2	3	2	1	3	L
Flexible Timers (1)	5	5	4	2	No Rating	L
Grow Point (1)	4	4	4	4	5	G
Homebase (1)	5	5	5	5	5	L
Infotronics/Paychecks (1)	4	2	3	3	2	G, GP
Lathem PayClock (2)	4.5	4	4	3	3.5	L, T, SN, GR, G, GP
LMN (5, 1 w/ Lathem and 1 w/ QuickBooks)	2.5	3.5	3.75	3.25	4.25	L, T, SN, I
MS Project (1)	4	4	4	4	4	L, T, SN, I, S
On the Clock (1)	5	5	5	5	5	L, T, SN, I
Paychex (2)	2.5	4.5	4	3.5	3.5	L, GR, G, GP
Paycor (4)	4.25	3.5	3.75	3	2.75	L, T, SN, GR, G, I, A
Payroll Mate (1)	5	5	5	5	5	L, T, SN, GR, I, S
Precision Payroll Service Isolved HCM (1)	4	4	4	4	4	I
QuickBooks (12)	3.82	4.18	4.1	3.6	3.36	L, T, SN, GR, G, GP, I, S
Sage (1)	4	5	5	5	5	L, T, SN, GR, G, GP, I
Service Fusion (1)	5	5	5	5	5	L, T, SN, I
Swipeclock/Payentry (1)	3	4	4	3	4	S
Time Pilot (1)	5	3	3	4	3	L, T, SN
UDS Active Accounting (1)	5	5	5	5	No Rating	L, GR
Virtual Time Clock/AccountEdge (1)	5	4	5	4	4	G

Weather Service

Name of Software (# of Responses)	Cost	Ease of Use	Functionality	Convenient integrations with other platforms	Customer Support	Segment(s) that use this software
Accuweather (2)	4.5	4	4	3.5	2.5	GR, G, GP, I
EnviroWeather (1)	5	5	5	No Rating	No Rating	G
My Radar (1)	4	4	4	4	4	L, T, SN, I, S
NWS (1)	5	5	No Rating	2	1	L, T, SN
TDS Weather (1)	3	5	5	1	4	L, T, SN, I
TWC (2)	3	4	4	1	1	L, G
WeatherBug (2)	5	5	4.5	2.5	1.5	L, T, SN, G, I, A
WeatherRadar (1)	4	4	4	1	1	T, SN, I
Weather Underground (3)	5	4.33	4	1.67	1	L, G, GP
Multiple Sources: WoodTtv8, NOAA, Accuweather, TWC (1)	5	5	5	5	5	L, T, SN, I

Additional Software Used:

- Microsoft Streets & Trips - cannot get updates anymore and that is very disappointing as we love the functionality.
- Fax.plus - we switched from an analog fax machine to a fax app service.
- We use WordPress for website design, and WooCommerce for our online store, very satisfied.
- We are currently leaning towards replacing Slice with Epicor/Eagle or NCR Counterpoint Rapid Garden POS both use QuickBooks for A/P and GL
- We have used Microsoft Office with publisher, but found it's not very useful for us
- Sage Fixed Asset Tracking - It is an older platform but it does the job well.

Green Industry Social Media Survey Results:

The numbers in each column represent the # of respondents that utilize each social media platform.

What social media platforms are you using?

	Facebook	Instagram	Twitter	Pinterest	YouTube	LinkedIn	Other
Landscape Design/Build	40	27	8	8	13	19	6
Turf/Landscape Management	29	20	4	3	9	15	4
Snow & Ice Management	26	18	4	4	9	14	4
Garden Retailer	13	7	2	3	3	4	0
Grower	18	12	3	2	7	8	2
Greenhouse Production	9	7	2	1	4	6	1
Irrigation	18	8	1	1	3	7	1
Arboriculture	6	3	0	0	1	3	0
Supplier	10	3	0	1	3	5	0

Other responses included:

- Google
- Company Website
- TikTok
- Houzz

For what purpose do you use social media?

- Advertising
- Recruitment
- Education
- Brand Awareness
- Advertising events & classes, services offered, location and hours
- Networking, connecting with suppliers
- Promotions
- Find and Reach potential customers
- Educating public
- Helpful tips for clients
- Project & photo sharing
- Promoting the horticulture industry to the general public
- Customer communication
- Sharing community service involvement
- Do not utilize
- Exposure
- Client pictures

- Strategically Mapped out plan
- None. Boycott FB, YT, Twit & Instagram censorship and "cancel culture" has eliminated all such platforms from our support.
- Pinterest for design ideas, FB for marketing and establishing a dialog with client base, Instagram for images.
- Product education
- We use social media to give our Raker-Roberta's programs and variety trialing awareness to our customers and other industry stakeholders. We also use it to promote new items, promote our early order discounts, and job postings. We also use it to drive business for our retail outlet which we opened in spring 2020. We post material at least 2X per week.
- X mas trees, maple syrup

How often do you post?

	Greater than Daily	Daily	Weekly	Less than Weekly
Landscape Design/Build	1	8	15	20
Turf/Landscape Management	1	5	12	13
Snow & Ice Management	1	4	12	11
Garden Retailer	1	2	5	5
Grower	1	3	8	6
Greenhouse Production	1	1	5	2
Irrigation	1	2	6	11
Arboriculture	1	1	2	3
Supplier	0	0	4	7

Do you have a social media manager?

	No	Yes
Landscape Design/Build	28	17
Turf/Landscape Management	19	13
Snow & Ice Management	17	12
Garden Retailer	7	6
Grower	8	11
Greenhouse Production	2	7
Irrigation	12	9
Arboriculture	4	3
Supplier	9	2

How do you measure social media success? (choose all that apply)

	Increased Followers	Post Likes and interactions	Higher Website Traffic	Other
Landscape Design/Build	25	28	20	6
Turf/Landscape Management	18	19	15	5
Snow & Ice Management	17	17	14	4
Garden Retailer	10	9	7	2
Grower	14	15	11	2
Greenhouse Production	7	8	8	1
Irrigation	11	11	11	2
Arboriculture	4	3	4	1
Supplier	5	5	2	2

Other responses included:

- Not measured
- Just keep to inform customers and keep from getting stale
- Applications submitted
- A few other metrics we are not able to share
- Requests for quotes
- We get analytics
- Direct leads

END – Green Industry Software & Social Media Survey Results