



TNLA Lead Gen Program

2026 Kickoff

2026 TNLA Lead Gen Program Details

Program runs from March 1, 2026 – December 31, 2026

Program Details

- Any NEW 2026 TNLA member qualifies to receive a FREE Pro-Trade long handle shovel. This is a one time use only and in branch only. Valid for current SiteOne customers NEW to TNLA as well.
- How we are advertising
 - Social media advocacy tool
 - Salesforce/email
 - Email sends quarterly to all current R7 customers
 - Social media post, quarterly.
 - TNLA Member Directory Page – Banner Ad linked to landing page
 - TNLA Endorsed Services & Discount Page, will drive to landing page
 - TNLA Expo, flyer displayed at member table
- Lead Capture tools
 - TNLA provides a monthly report of all new member leads
 - Report is uploaded to a Smartsheet and then emailed to R7 AR's and manager Dereck Allen.
 - Landing page will have a lead capture form that will be sending leads directly to Jen Valero, Martin Barajas, Haannia Salazar (form will request zip code to identify location)

Creative Asset Schedule

Sprout Advocacy Tool

Available to Region 7 associates (need to request to use the tool, see previous slide for info)

- Ad will be available to use
 - March 2 – December 31, 2026

Help from R7 sellers needed. Great exposure!

SiteOne Social Sends

All SiteOne social media platforms. Sending quarterly.

- 1st post 3/1
- 2nd post 5/7
- 3rd post 8/3
- 4th post 10/5

Salesforce Email Template

(2) flyers & (2) email templates

- TNLA flyer communicates to new leads
- SiteOne flyer communicates to current SiteOne customer to encourage them to become a TNLA member.

Flyers must be presented digitally or print at a local branch for their FREE Pro-Trade long handle shovel

SiteOne Customer Email Send

Targeted email to all current customer base in R7 all LOB's

- 1st send 3/2
- 2nd send 5/1
- 3rd send 8/2
- 4th send 11/2

Landing page: <https://www.siteone.com/en/tnla>

**Will be live March 2 – December 31, 2026*

Creative Designs



- Creative example of what will be used for the social media post, social advocacy, and customer email.

Customer Email

Subject Line: Grow Your Business Even Further with TNLA

Dear **Name**,

SiteOne Landscape Supply and the Texas Nursery & Landscape Association (TNLA) have teamed up to offer you a FREE Pro-Trade® shovel from SiteOne.

Together, SiteOne and TNLA strive to provide support to Texas landscape business owners to encourage their growth and success. With the largest inventory of top-of-the-line products and category expertise at SiteOne combined with the advocacy and collaboration that TNLA provides across Texas, you're sure to be in good hands.

As a current SiteOne customer, we encourage you to consider joining TNLA. Joining TNLA qualifies you to receive a free Pro-Trade long handle shovel from a branch near you.

Click [here](#) to learn more about TNLA or to join today.

As always, let me know if you have any questions, or would like to further discuss the benefits of TNLA membership.

Sincerely,
Name

LEGAL

**Good for one free Pro-Trade long handle shovel valid only at SiteOne branches in Texas. Applies to new 2025 TNLA members. National accounts and bid customers are not eligible for this program. SiteOne reserves the right to change or cancel all or any part of this program without prior notice to customers. May not be combined with other SiteOne Landscape Supply coupons, offers, special nets, pricing. Other restrictions may apply. Please email your account representative to read offer.*

Lead Email – New TNLA Members

Subject Line: Join SiteOne and TNLA for Twice the Benefits

Dear **Name**,

SiteOne Landscape Supply and the Texas Nursery & Landscape Association (TNLA) have teamed up to offer you a FREE Pro-Trade® shovel from SiteOne with TNLA membership.

Together, SiteOne and TNLA strive to provide support to Texas landscape business owners to encourage their growth and success. With the largest inventory of top-of-the-line products and category expertise at SiteOne combined with the advocacy and collaboration that TNLA provides across Texas, you're sure to be in good hands.

As always, let me know if you have any questions, or would like to learn more about how you can receive your free Pro-Trade shovel.

Sincerely,
Name

LEGAL

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- Salesforce email templates

 1. For TNLA New Lead
 2. For Current SiteOne Customer



- Flyer to be displayed at the TNLA Expo on the TNLA membership table.



- Banner ad will be published on TNLA endorsed services & discounts page & member/product search page and linked to the TNLA Lead Gen landing page.



FREE Pro-Trade Shovel Process

The R7 Account Representatives will manage the leads we receive from TNLA. Steps they will follow in order for the customer to redeem their free shovel.

- ✓ Qualify lead
- ✓ Contact individual via phone and/or email
- ✓ Set-up new customer account
- ✓ Inquire which branch location they would like to pick up their shovel from
- ✓ Contact the branch manager to request them to tag the shovel for the customer pick up