



SoilKit, by AgriTech Corp., is a fully-automated, laboratory-based soil test & testing technology platform that provides landscapers with an incredibly easy-to-use soil collection and registration process. The easy-to-understand results include specific product and quantity recommendations for nutrients and soil amendments aligned to those products sold by the landscaper.

What Are The SoilKit Facts?

- For landscapers who already perform soil testing, SoilKit offers a far superior soil collection and reporting process especially compared to extension offices
- Registration is automated with satellite address geo-location, reducing time-consuming lookups and typing
- Kit number registration is captured via mobile device scan in the field eliminating errors in registration
- Test area square footage is calculated using satellite imaging, thereby saving time in measurement and eliminating potential sizing errors
- Test results are produced in 5-10 days, far faster than any extension office
- Test results provide raw lab data but also specific quantity and product recommendations based on the products you sell, eliminating potential field miscalculations
- Historical data available for research, marketing, and supply chain management purposes

How Do I Integrate SoilKit?

Unactivated SoilKits can be used in customized marketing programs for your customer retention efforts, as well as new customer acquisition. A free SoilKit earns consumer attention because it is interesting, relevant, and highly valuable. For existing customers, you can offer a SoilKit with your Turf Care Package or for your annual lawn maintenance contract customers. To attract new customers, incorporate this into your current Box 9 campaigns to increase route density with direct mail, door hangers and social media.

Once a lead activates the SoilKit, that lead is automatically sent to you in real-time. The lead will receive a confirmation and an abbreviated version of the SoilKit Analysis reports, while you will be sent the full-version. Follow-up with each lead to ensure you either lock-in the new customer or assist current customers with their questions and copy of full report.

What Does This Cost?

