



a neighborly™ company

MARKETING REPORT

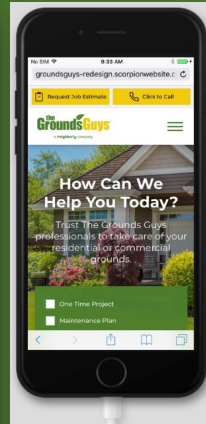
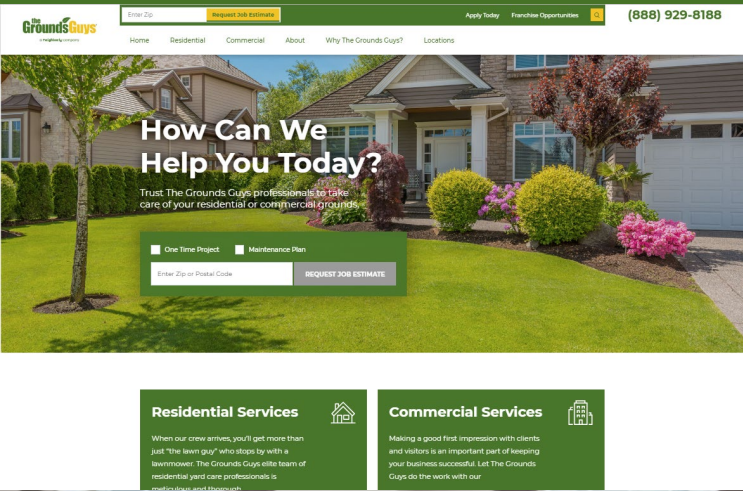
2nd QUARTER | 2019

WEBSITE RESULTS

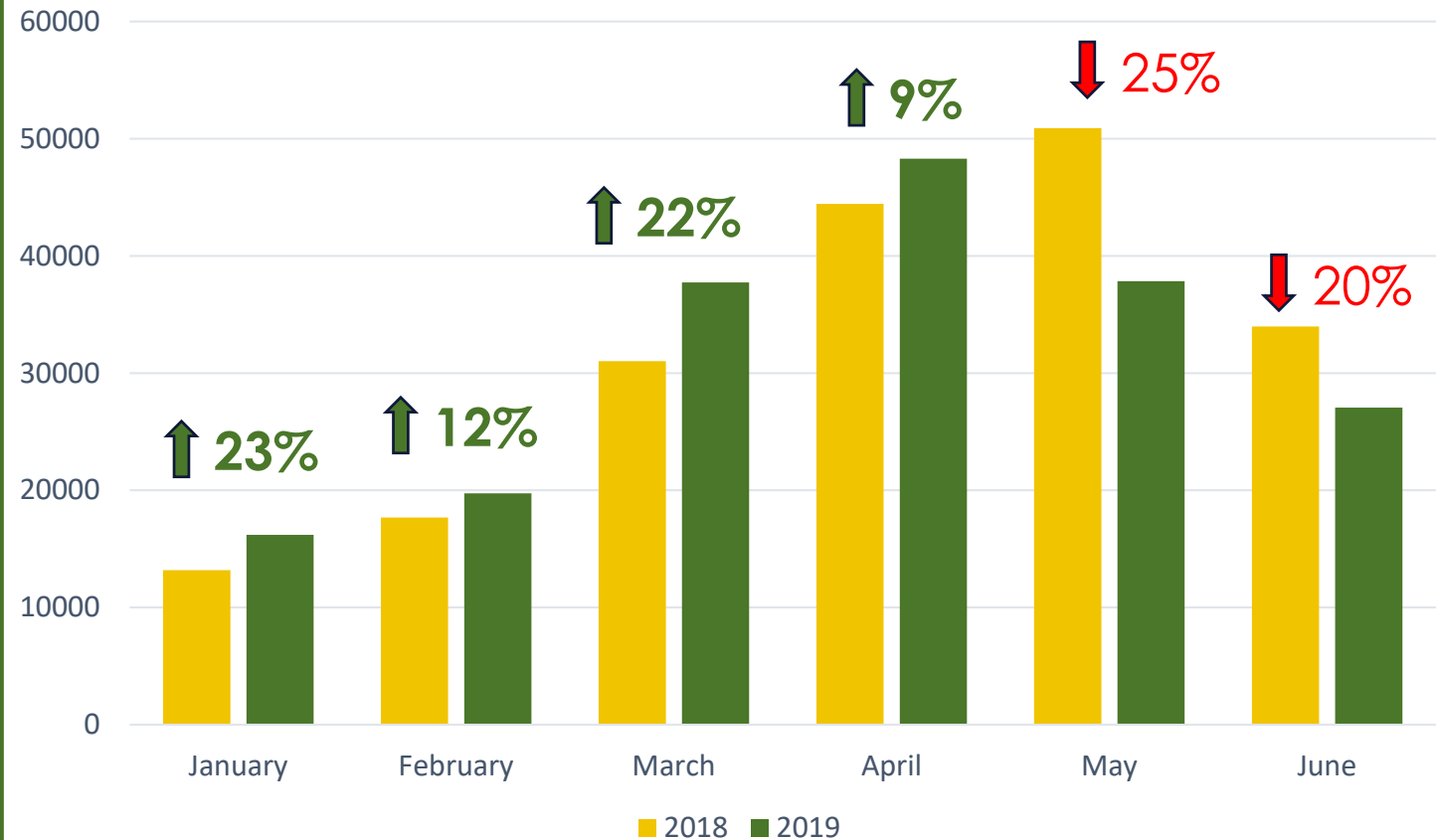


US Organic Traffic: Slightly down YOY

NOTE: The rain in May impacted traffic overall, as well as our spike in Google My Business traffic. See Page 4.



Organic Traffic

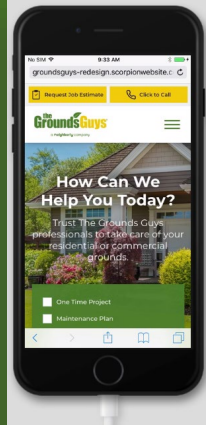
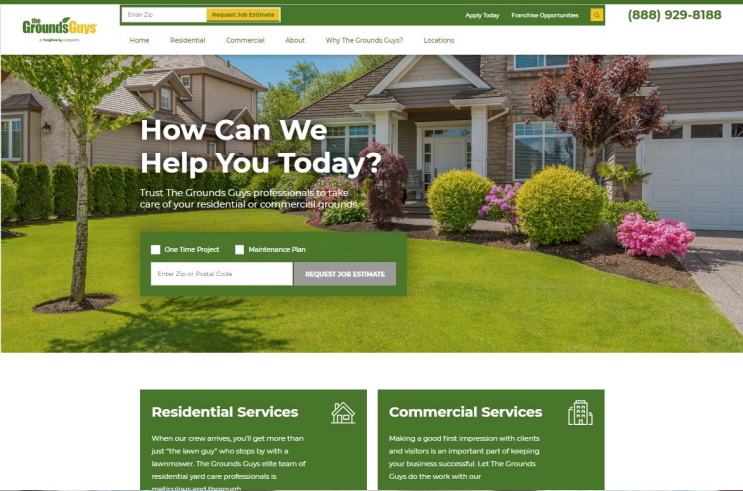


WEBSITE RESULTS

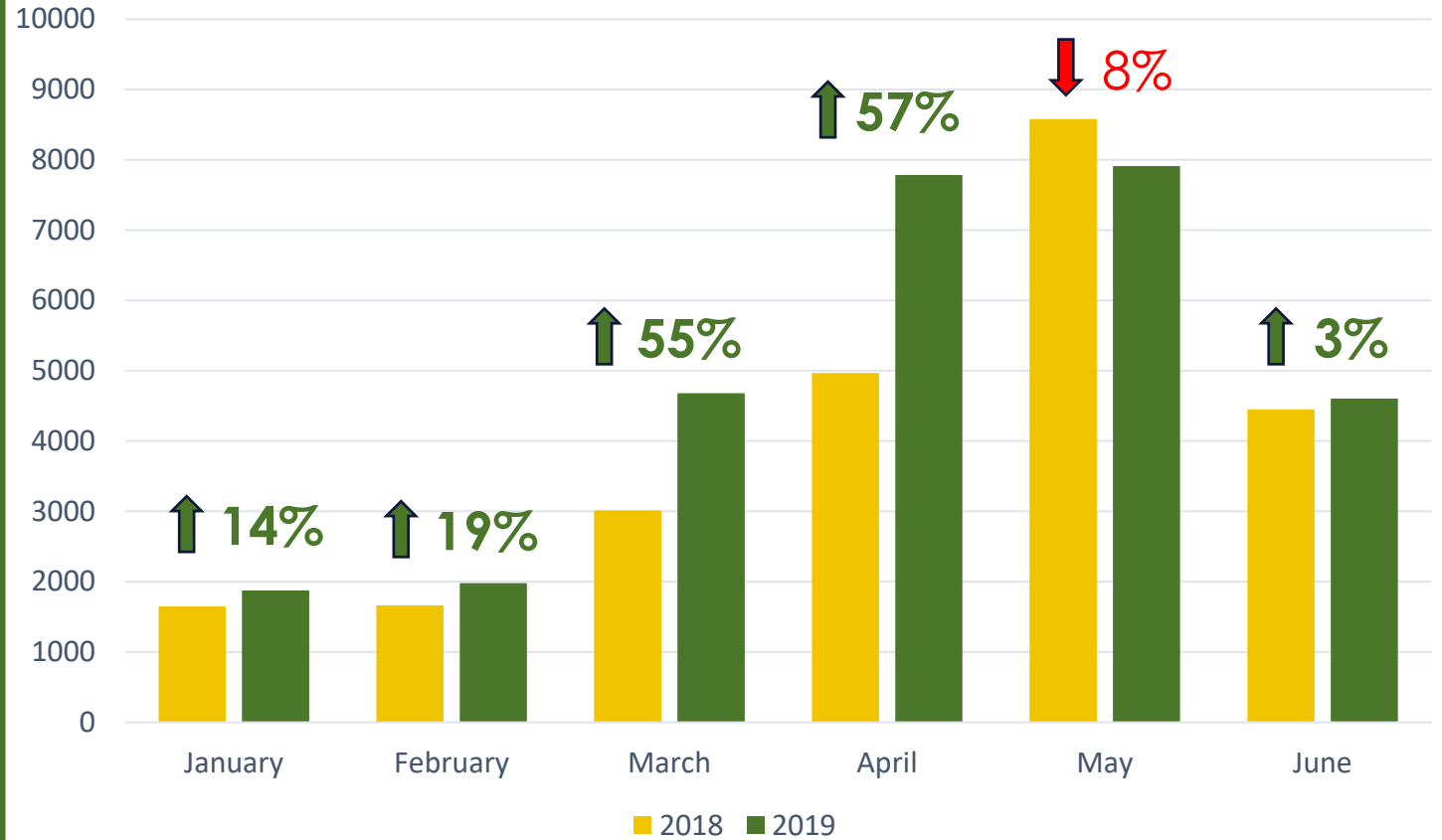
CA Organic Traffic: Increases YOY



NOTE: The rain in May impacted traffic overall for both US and CA.



Organic Traffic



WEBSITE RESULTS

YOY Non-Paid Leads (US and CA)

	<u>Jan-June 2019</u>			<u>Jan-June 2018</u>
Calls > 60 seconds	33,590	↓	5%	35,599
Form Fills	9,710	↓	6%	10,336
GMB Click to Calls	<u>4,156</u>	↑	<u>361%</u>	<u>902</u>
TOTAL	47,456	↑	<u>1.3%</u>	46,837

NOTE: We are seeing a transformational shift in The Fredricks' customer journey. They prefer to schedule an estimate conveniently on the Google Search Engine Results Page through Google My Business Click To Calls.

The screenshot shows a Google My Business profile for 'The Grounds Guys of League City'. At the top, there are three images: a person in a yellow 'The Grounds Guys' shirt, a map showing the location in League City, Texas, and a street view image. Below the images are buttons for 'See photos' and 'See outside'. The business name is 'The Grounds Guys of League City', with buttons for 'Website', 'Directions', and 'Save'. It has a 4.8-star rating from 61 Google reviews and is listed as a 'Landscaper in Friendswood, Texas'. The address is 4109 FM 2351, Friendswood, TX 77546. Hours are listed as 'Open' and closing at 5PM. The phone number is (713) 561-3589 and the website is groundsguys.com. There is a 'Suggest an edit' link. Below this, there is a section for 'Questions & answers' with a link to 'See all questions (1)' and an 'Ask a question' button. The 'Reviews from the web' section shows ratings from Facebook (5/5, 26 votes), HomeAdvisor.com (4.8/5, 179 reviews), and Listen360 (4.8/5, 202 reviews).

BLOG POSTS

Increase US Organic Traffic from 347,969 to 393,205 (+13%)
Increase CA Organic Traffic from 42,390 to 42,852 (+1.09%)

Q2's Top Blog:

Dethatch, Aerate, Seed:
Bring Your Lawn Back
Next Year!

7,768 views

[Click Here for Blog Post](#)



NOTE: All results are for US and CA Q2 2019 vs Q2 2018.

Driving organic traffic to the website, **creating** brand awareness and **providing** new, relevant content to our websites!

Total Unique Views

2019 Jan-June: 52,466

2018 Jan-June: 45,644

YOY Increase of 15%!



Top Posts for Q2

NOTE: All results are for US April-June 2019.

EXCEEDING Brand Plan Social Media Goal:
Increase Social Referrals to Website by 10%
+30% Referrals: 14,067 vs 10,781

The Grounds Guys
Published by SOCI [?] · April 1 · [?]

Celebrate the arrival of Spring with us! Enter our giveaway for your chance to win one \$300 spring landscaping service for you and one for a friend.

Spring Services Giveaway

CONTEST.APP.DO
CONTEST: The Grounds Guys Spring Services Giveaway [Learn More](#)

19,113 People Reached 635 Engagements [Boost Again](#)

The Grounds Guys
Published by SOCI [?] · May 13 · [?]

The key to having a lush, green lawn is in choosing the right type of lawn grass for your unique climate and lifestyle. Read more about the different types of lawn grass that will best suit your needs: <http://bit.ly/2VMtlxz>.

Different Types of Lawn Grasses

GG

WWW.GROUNDSGUYS.COM
Different Types of Lawn Grasses [Learn More](#)

27,292 People Reached 292 Engagements [Boost Again](#)

Top Video

The Grounds Guys
Published by Kimberly Moore Denman [?] · June 21 · [?]

Need summer landscaping inspiration? Check out this video for some creative ideas!

28,022 People Reached 569 Engagements [Boost Again](#)



Top Posts for Q2

NOTE: All results are for US April-June 2019.



thegroundsguys

thegroundsguys 🤖 Happy Friday from our littlest Grounds Guys - in training!

13w

thegroundsguys .

#thegroundsguys
#groundsguys
#aneighborlycompany
#getneighborly
#landscaping
#landscapingcompany
#lawncare
#lawncarecommunity

13w Reply

Liked by [fivestarpaintingllc](#) and 43 others

MAY 10

Add a comment... Post



thegroundsguys

thegroundsguys Front yard redo with new landscape, sod and brickwork! Job well done by @groundsguyscolumbiasc #hardscape #landscape #lawnavy #loveyouryard #lawncare #lawn #spring #groundsguys #thegroundsguys

15w

Liked by [thegroundsguysofmanhattan](#) and 40 others

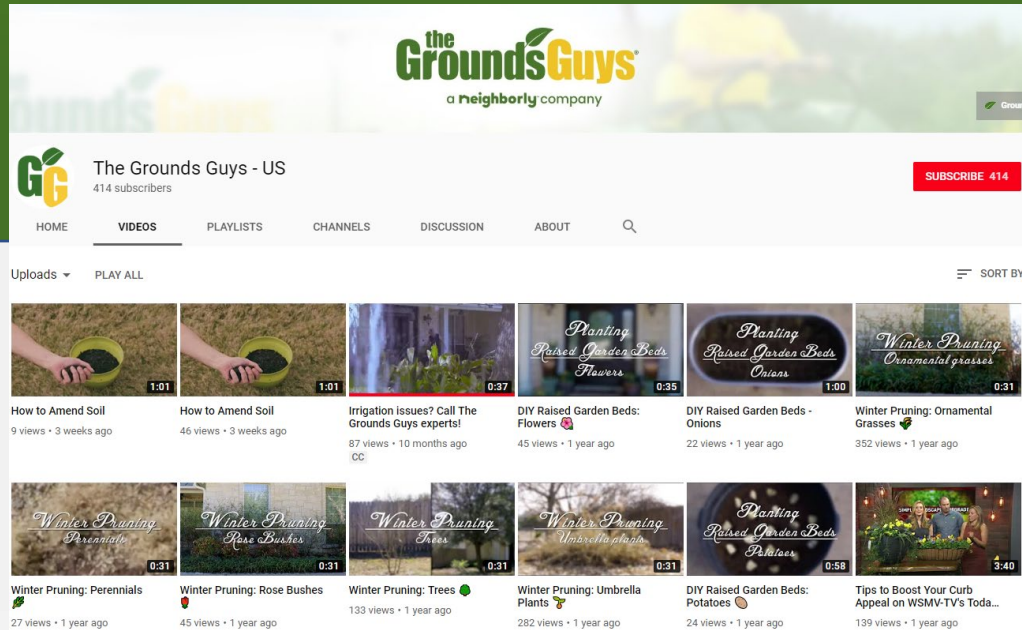
APRIL 25

Add a comment... Post



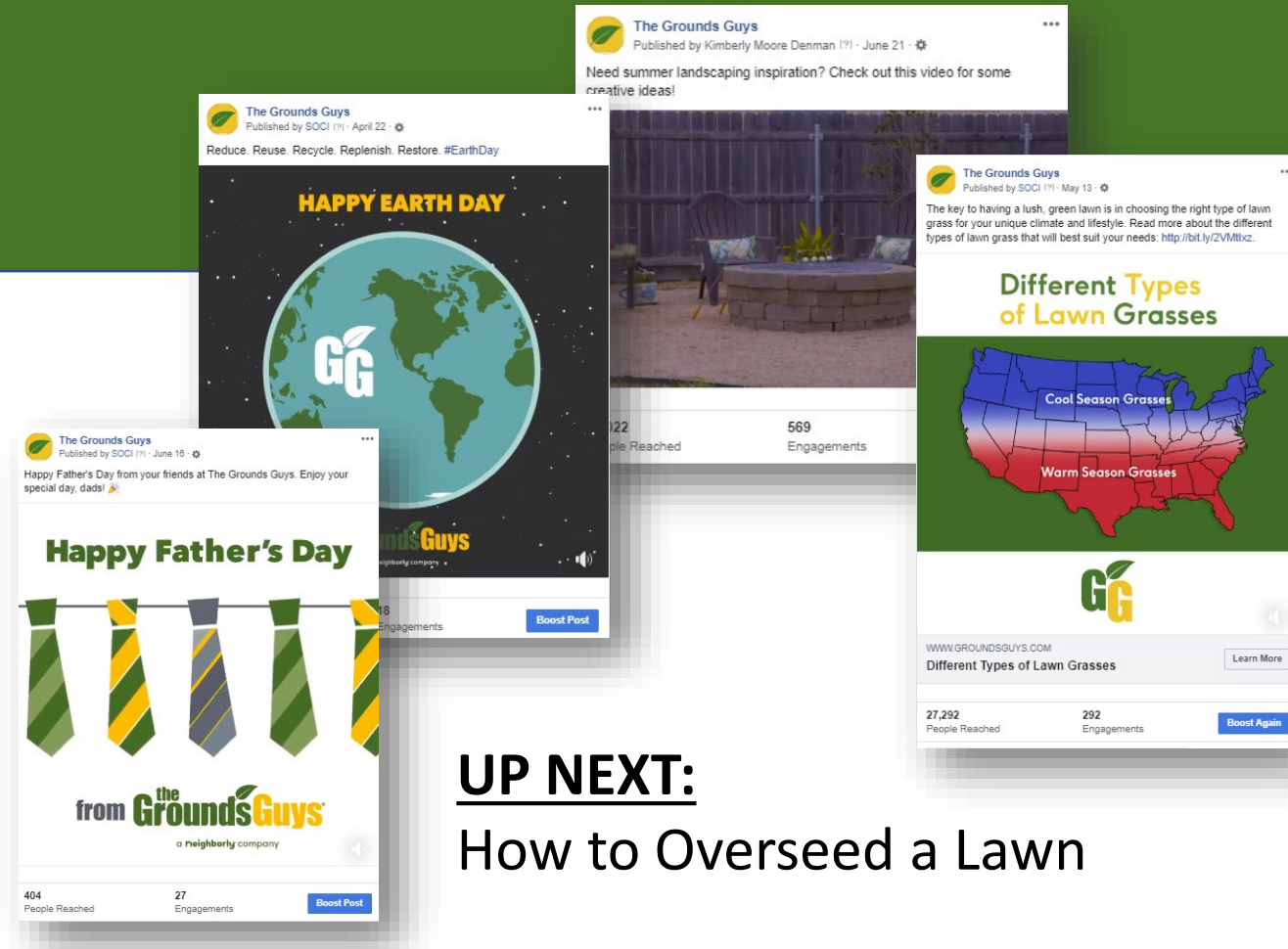
Videos and Gifs for Q2

GOAL: To Increase Brand Awareness and Social Referrals



All videos are uploaded to The Grounds Guys' YouTube Channel. Here is the link to view and share on your local social media pages.

[Click Here For YouTube Channel](#)

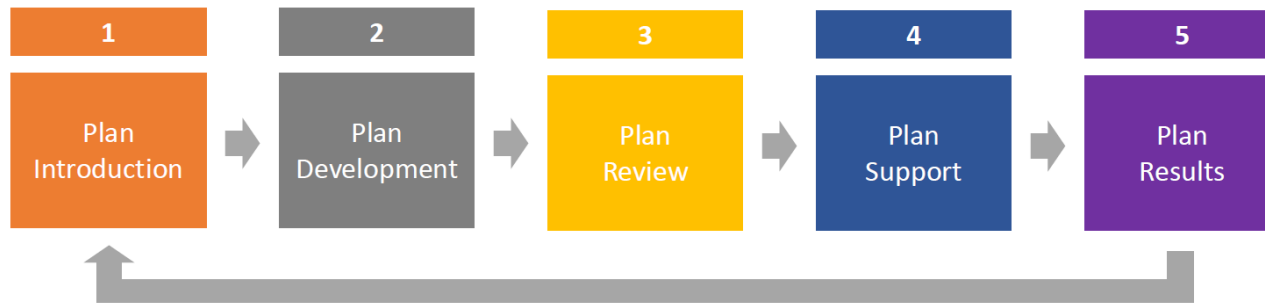


UP NEXT:
How to Overseed a Lawn

Local Marketing News

What is the Local Marketing System?

NEW Local Marketing System now available! Reach out to our Local Marketing Specialist to build your marketing plan and track your success.



- Designed to **increase** and **enhance** the **consistency of our marketing planning efforts** at the local level
- Define top **priorities, expectations and key focus areas** for Local Marketing support.



NEXT STEPS . . .

Reach out to your Local Marketing Specialist if you do not have a plan created in Smart Sheets

US Support

Rebecca Cantu

254.759.5873

Rebecca.cantu@nbly.com

Canada Support

Brittany Kruger

254.759.5863

Brittany.Kruger@nbly.com



neighborly[®]

a community of home service experts

6K Web & Call Leads Q2 YTD = 188% YOY Growth



BROADEN

Leads from existing customers requesting service from a new brand for the first time



DEEPEN

Leads from existing customers requesting service from a previously used Neighborly brand



NEW LEADS

Leads from new customers requesting service that have never used a Neighborly brand before

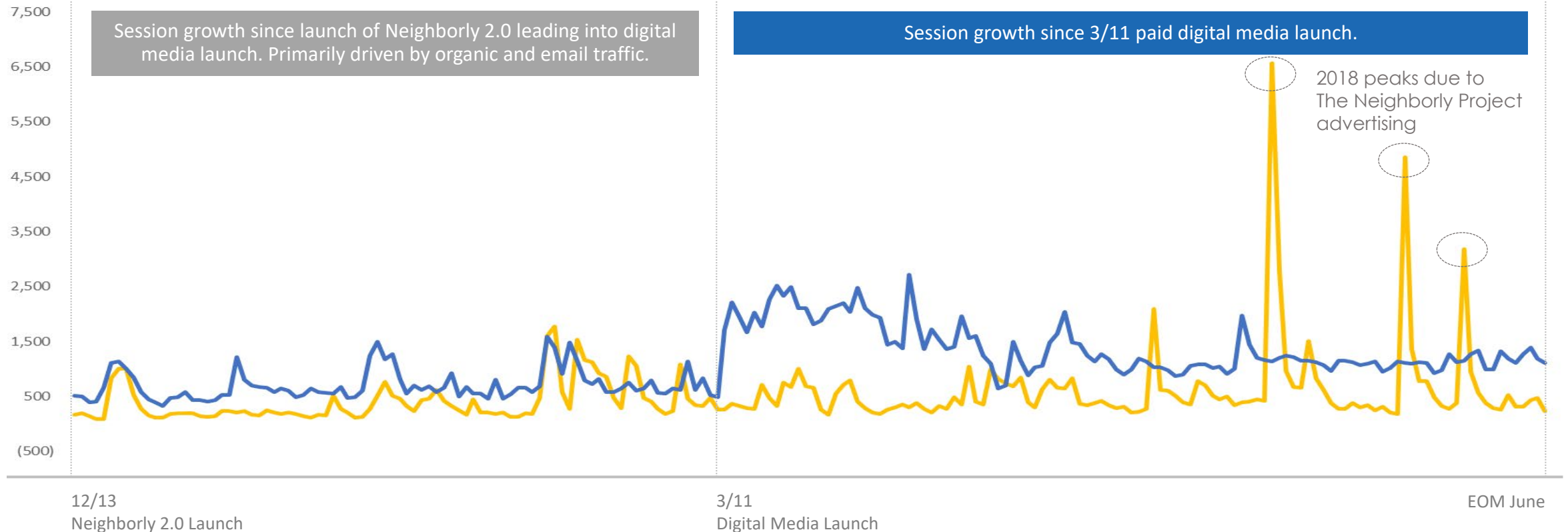
Website Sessions Performance

+73%
YOY Growth

Session growth since launch of Neighborly 2.0 leading into digital media launch. Primarily driven by organic and email traffic.

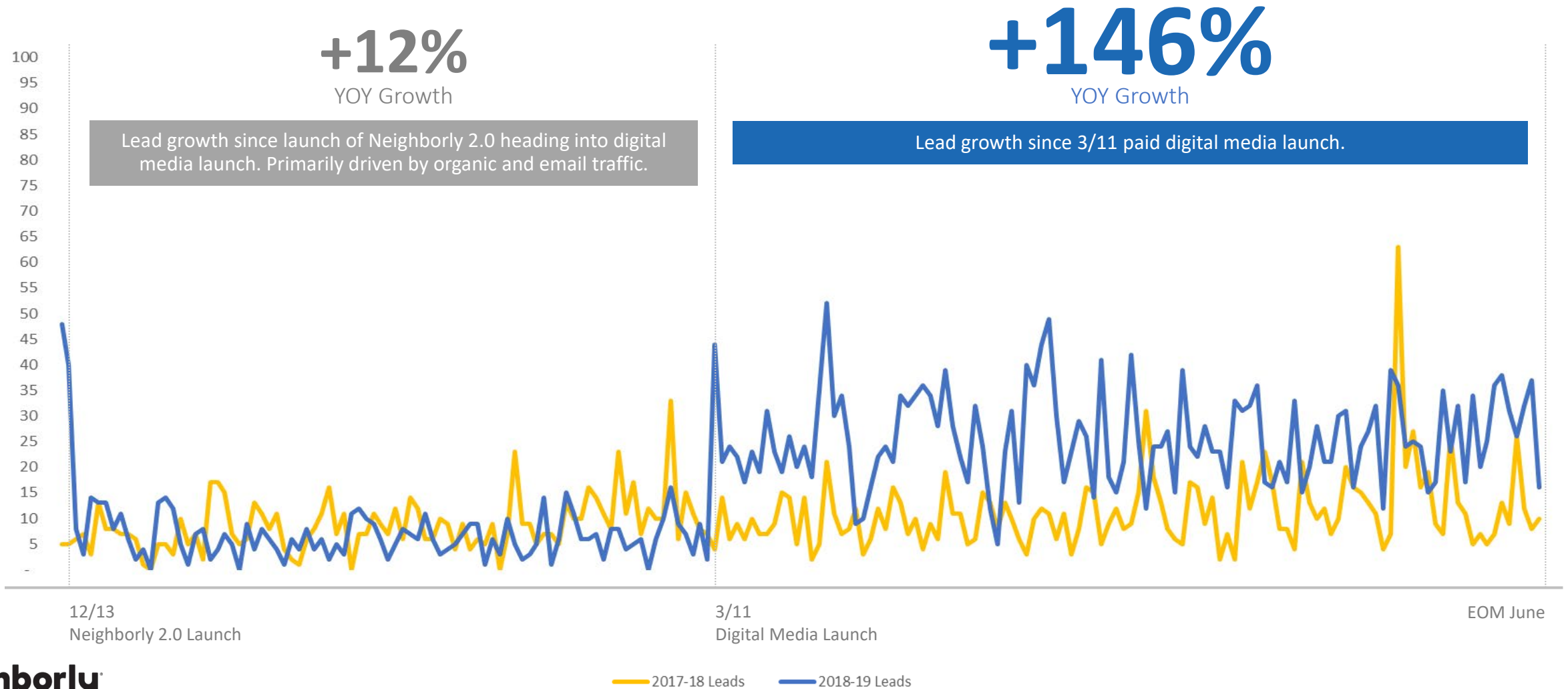
+165%
YOY Growth

Session growth since 3/11 paid digital media launch.



2018 peaks due to The Neighborly Project advertising

Website Leads Performance



+12%
YOY Growth

Lead growth since launch of Neighborly 2.0 heading into digital media launch. Primarily driven by organic and email traffic.

+146%
YOY Growth

Lead growth since 3/11 paid digital media launch.

Direct Mail Reached 2 Million Customers

the GroundsGuys
a neighborly company

From our home to yours

Dear Carol,

Thanks for trusting us at The Grounds Guys to take care of your home. We promise to give you our absolute best every time you call on us.

As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need...

- Fence & Deck Repair.
- Foggy Window Replacement.
- Or any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to.

No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too!

Go to GetNeighborly.com/HomeSave or call us at 833-778-8821 to learn more. We look forward to seeing you again soon!

Your friends at...

The Grounds Guys
a Neighborly company

P.S. This special offer expires December 31, 2019. Don't miss out!

Our gift to you...

\$20 OFF

when you schedule a new Neighborly service by December 31, 2019

This coupon must be presented at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally-owned and independently-operated franchise companies. Expiration may apply. © 2019 Dewar Franchising LLC. For redemption address and terms, visit www.getneighborly.com.

833-778-8821
GetNeighborly.com/HomeSave



Did you know The Grounds Guys is part of Neighborly?
We're an entire team of home service experts! Check out our services below.

neighborly
a community of home service experts

Services vary by area



neighborly
a community of home service experts

From our home to yours

Dear Debbie,

Thanks for trusting our friends at The Grounds Guys, a Neighborly® company, to take care of your home. We promise to give you our absolute best every time you call on us.

As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need...

- Fence & Deck Repair.
- Recurring House Cleaning.
- Or any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to.

No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too!

Go to GetNeighborly.com/SaveNow or call us at 833-778-8823 to learn more. We look forward to seeing you again soon!

Your friends at...

Neighborly
on behalf of The Grounds Guys

P.S. This special offer expires December 31, 2019. Don't miss out!

Our gift to you...

\$20 OFF

when you schedule a new Neighborly service by December 31, 2019

This coupon must be presented at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally-owned and independently-operated franchise companies. Expiration may apply. © 2019 Dewar Franchising LLC. For redemption address and terms, visit www.getneighborly.com.

833-778-8823
GetNeighborly.com/SaveNow



Did you know Neighborly has home service experts for most everything your home needs?
Check out our services below.

Services vary by area



Learning: Customers responded best to personalized letters and localized service offerings

Ongoing: Testing magnets, messaging and other formats

neighborly
a community of home service experts

What can we help you with next?

- Air Conditioner Repair
- Lawn Maintenance
- One time cleaning
- Refrigerator Repair
- Drain Cleaning
- Window & Gutter Cleaning
- Interior Painting
- Foggy Window Replacement
- Mosquito Barrier Spray
- Electrical Safety Check
- Carpet & Upholstery Cleaning
- ALL My Fix-It Needs

833-778-9697
GetNeighborly.com/20Gift

Services vary by area. Locally-owned and independently-operated franchise companies.



CRM

The CRM program is focused on communicating with our customers through the customer lifecycle.

Q2 2019 Key Metric Results for Monthly E-Newsletters (US)

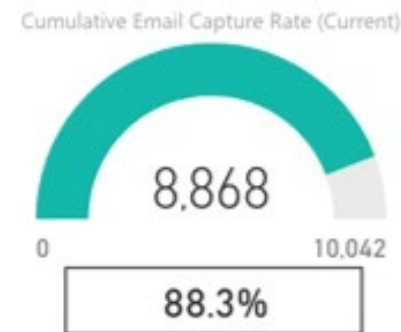
- Delivered = 20,303
- Open Rate = 31.28% (Benchmark 14.9%)
- Unique Open Rate = 17.54%
- Click to Open Rate = 21.48% (Benchmark 10.2%)

Note: Click to open rate measures the effectiveness of the content

Ongoing Triggered Campaigns Include:

- Monthly E-newsletter
- New Customer Campaign
- Neighborly Sign Up
- Task Reminders
- Sure Start Email Program

By EOY Email Capture Rate Goal of 86.84%



Fresh Cut from The Grounds Guys
a neighborly company

Spring is right around the corner. The Grounds Guys is here to help.
Need a hand with your projects?
[REQUEST JOB ESTIMATE](#)

neighborly
a community of home service experts

The Grounds Guys is a trusted brand backed by Neighborly. From plumbers to maids and everything in between, find the experts at Neighborly.
[FIND A PRO NOW](#)

Transition Your Yard from Winter Dormancy to Spring Growth
Warmer weather is on the horizon! Is your yard ready? Prevent spring weeds and encourage beautiful landscaping by dethatching, fertilizing and more.
[PREVENT SPRING WEEDS](#)

Do You Need a Fancy Refrigerator?
You may have a smart thermostat in your home, but what about a smart refrigerator? Read more to discover if this new technology is worth the investment.
[EXPLORE NEW TECHNOLOGY](#)

Start Spring Landscaping Off Right
Still stuck in the snow? The first day of spring is right around the corner! Start your spring landscaping off right with these helpful tips and tricks.
[THINK THROUGH SPRING](#)

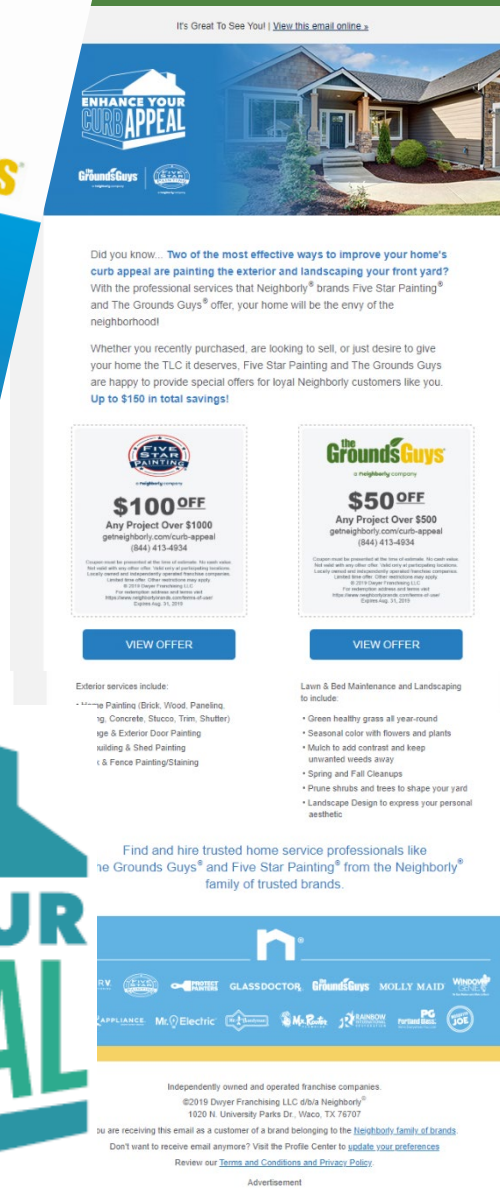
10 Ways to Save Money at Home
With "smart" technology emerging in almost every area of our lives, it matters to stretch your dollar where you can. Here are 10 ways to save money at home.
[SAVE MONEY](#)

Curb Appeal (US)

Goal: To Drive Multi-Brand Customers

June - August 31st

- Facebook Advertising
- Digital Display Retargeting
- Email Campaigns
- Local Implementation Coming Soon!



Access Neighborly Local Marketing Resources using your single sign-on

<https://resources.neighborlybrands.com>



- Outreach to other Neighborly franchisees
- Tips for meetings and events
- Multi-brand campaign planning tools
- Resources to learn about other brands



- Jacksonville, Florida Neighborly Group
Franchise Business GG Owner, Kenneth Odom

WHAT'S NEXT?

Upcoming Projects

- NEW! Xpress Docs Transition: September 15th
- NEW! SOCi Rollout Coming Soon
- Blogs and Social Posts: DIY Fire Pit, Artificial Turf, and Overseeding video
- Local Marketing System
- Customer Research Priorities
- Materials for Regionals
- Curb Appeal Campaign

Looking forward to continued success in Q3!



Your marketing team

Contact your Brand Manager for more information: Natalie.Walker@nbly.com

- Lori Johnson, SVP of Brand Management
- Natalie Walker, Brand Manager
- Rebecca Cantu, Local Marketing Specialist
- Andrea Gaul, Communications Manager
- Holly Peterson, Marketing Manager – Canada
- Brittany Kruger, Local Marketing Specialist – Canada

the
GroundsGuys®

a neighborly company