



a neighborly™ company

# MARKETING REPORT

3rd QUARTER | 2019

# MAP Fund Strategies

Below are all the initiatives your national MAP Fund dollars covered in 2019 and continuing in 2020.

- Marketing Teams:
  - Brand Management: Dedicated Brand Manager and Local Marketing Specialist
  - Communications & PR: Franchisee communications, PR opportunities, Blog management
  - Strategic Services: Digital and Creative Teams
  - Marketing Admin: Planning and Budgets
- Email Marketing and Customer Journey (CRM)
- Market Research
- Neighborly Advertising
- SEO: Content Calendar, Blogs
- Website Hosting & Management
- Local Listings Management
- Social Media: SOCi & Promotions
- Xpress Docs: All creative materials
- Local Marketing System & Smartsheet Tool

# WEBSITE RESULTS

# 2019 YOY Results

US and CA Jan-Sept 2018 vs Jan-Sept 2019

**+62%**

Social  
Traffic

**-6%**

Organic  
Traffic

**+48%**

Google My  
Business  
Click-To-Calls

**+7%**

Blog Unique  
Views

**-12%**

Non-paid  
Leads

## Why?

Search Trends:

- GMB
- Blog
- Social

*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.*



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# BLOG Traffic

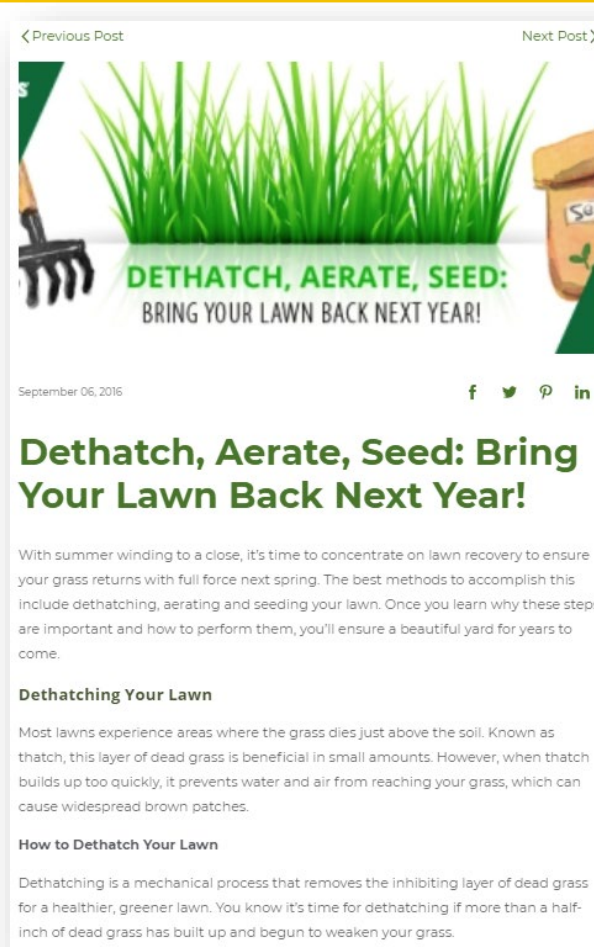
YOY Total Unique  
Views

## Q3's Top Blog:

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

**5,128 views**

[Click Here for Blog Post](#)



**+7%**  
**YOY**

## Q4 Strategy:

1. Blog Inline Linking
2. Images
3. Cross Promo
4. Editing

NOTE: All results are for US and CA Q3 2019 vs Q3 2018.







# Top Posts for Q3


NOTE: Top post results are for July-Sept 2019.

**EXCEEDING** Brand Plan Social Media Goal:  
Increase Social Referrals to Website by 10%  
**+62%** Referrals: 21,232 vs 13,067

## Top Video

**The Grounds Guys**  
Published by SOCI [?] · August 28 · 🌐

Like all living things, your lawn needs sunlight, food, and water in order to survive. Help it look its best with these tips!



GROUNDSGUYS.COM

**Best Time to Water Lawn**

Watering your lawn at night is an easy way to introduce pests or disease....

16,413 People Reached      1,650 Engagements      [Boost Again](#)

**The Grounds Guys**  
Published by SOCI [?] · July 10 · 🌐

Dead patches are a bummer. The good news? It's possible to restore beauty and vitality to your lawn! Read more now!



GROUNDSGUYS.COM

**What Causes Dead Patches in Lawn?**

What causes dead patches in your lawn and how do you fix them? Find th...

12,802 People Reached      1,169 Engagements      [Boost Again](#)

**The Grounds Guys**  
Published by Andrea Gaul [?] · September 23 · 🌐

Lawn care is an integral part of exterior home maintenance, and a healthy, vibrant lawn can add beauty and value to any home. Learn more about how to overseed your lawn and why doing so is beneficial!

View full blog post here: <https://www.groundsguys.com/.../septe.../how-to-overseed-a-lawn/>



13,848 People Reached      154 Engagements      [Boost Again](#)





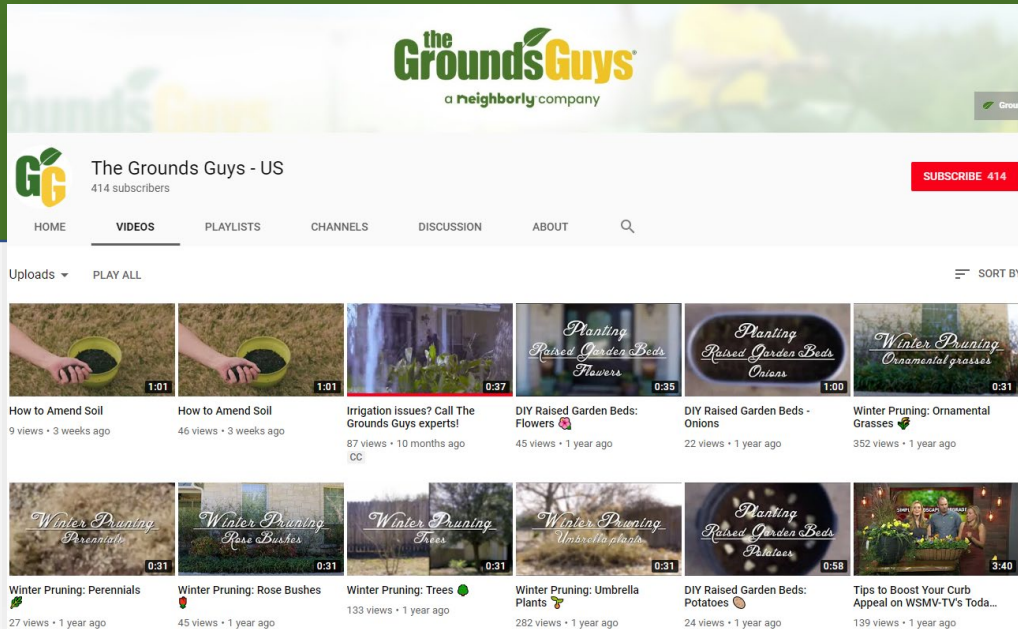
# Top Posts for Q3

NOTE: Top post results are for July-Sept 2019.



# Videos and Gifts for Q3

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 Prevent Frost Damage  
Pruning Trees in Winter



# The Grounds Guys Social Media Posting Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook (National and Local Pages)		Nuggets /Blogs	<i>Reserved for franchisee posting</i>	New blog	Repurpose IG photos (when applicable)	NBLY Blog	PR opps (when applicable)
Instagram (National Only)					Photo/Video		
LinkedIn (National Only)		Nuggets /Blogs		New blog			
YouTube (National Only)	6 videos/year						
Pinterest (National Only)				New blog			
Twitter (National Only)				New blog			

\*Content on Holidays for FB & Instagram. All content available to owners in SOCi.



# Local Marketing News

## *What is the Local Marketing System?*

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

What is ?

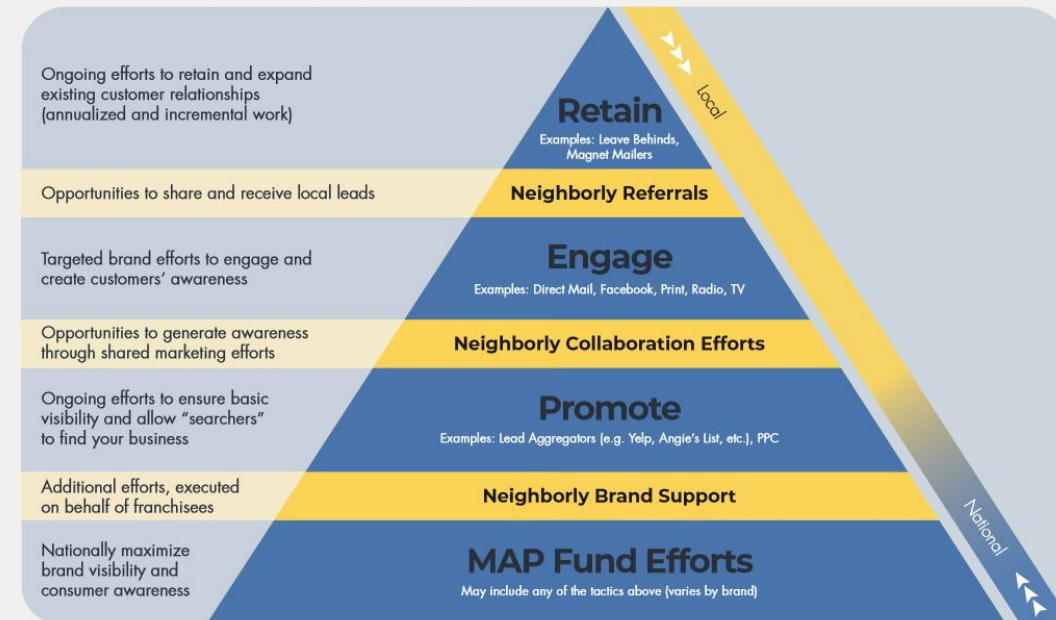
Social Media Platform that aids franchise locations with their social media presence. From content creation to responding and interacting with your customers via engagements and reviews.

*\*\*Your log-in was sent to you on October 28<sup>th</sup>. Reach out to Natalie Walker if you need assistance.*

Email: [Natalie.Walker@NBLY.com](mailto:Natalie.Walker@NBLY.com)



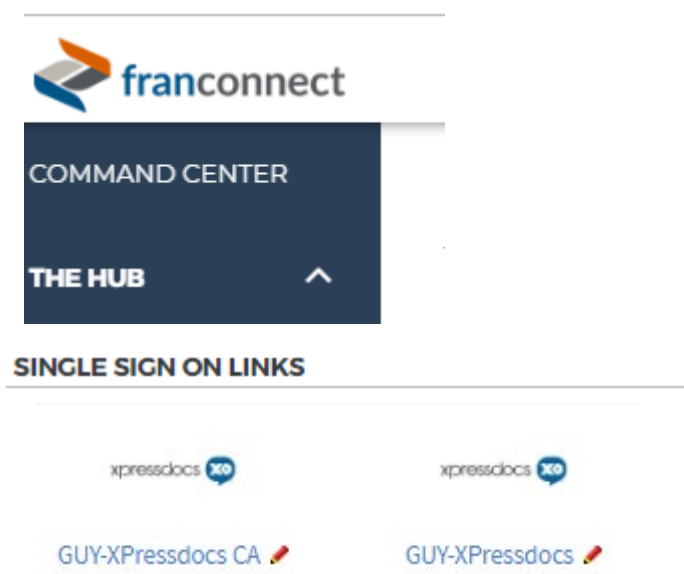
## The Marketing Pyramid



# XpressDocs



- Launched Sept. 16<sup>th</sup> and great feedback from franchisees!
- Fast Solutions for all creative materials
- Sample Packets were sent to every franchisee
- **Current Promotions:**
  - GroundsGuys15 for 15% off all products except yard signs 9/16-11/30
  - Neighborly15 for 15% off yard signs 11/1-12/31 (End of Year Savings Campaign)
  - More to come in 2020!



# Register for Neighborly Local Marketing Resources



- Access via FranConnect, CES, and Team Sites by clicking “Neighborly Local Marketing Resources” icon using your Franchise portal’s single sign-on
- Or visit <https://resources.neighborlybrands.com>.
- Resources applicable to US and Canadian franchisees
- Contact Local Marketing Manager/Specialist for info

**477** Franchisees registered

**20%** Average Registrations for All Brands

Brand	Franchisees Registered	Total Franchisees	% Registered
MRH	48	155	31%
ASV	54	182	30%
MOJ	44	160	28%
FSP/PTP	44	172	26%
WDG	30	127	24%
MRA	62	259	24%
MRR	34	203	17%
GUY	31	198	16%
MLY	38	240	16%
MRE	25	171	15%
RBW	45	300	15%
MDG	22	185	12%



# Neighborly 2019 Strategy

To achieve **3.94% multi-brand customer penetration**, contributing to an overall **10% target by the end of 2023**.

Neighborly will **drive multi-brand purchases** by partnering with each brand to execute marketing strategy, leveraging integrated touchpoints with existing customers, and strategically investing in opportunities beyond our base.

# Creative: Moving Out



**You focus on what's ahead, we'll focus on repairs.**

Before you head out on your new adventure, let us knock a few things off your moving to-do list.

From painters, to plumbers and everything in between, we've got you covered."

**neighborly**  
a community of home service experts

We make your move-out easier, so you can move on to what's next. Here are a few things we can help with:

- Paint walls neutral colors
- Clean, clean, clean
- Make small repairs
- Upgrade interior lighting
- Upgrade thermostat technology
- Update curb appeal

Call us to handle your home improvement list:  
**833-951-0593**  
GetNeighborly.com/MovePrep

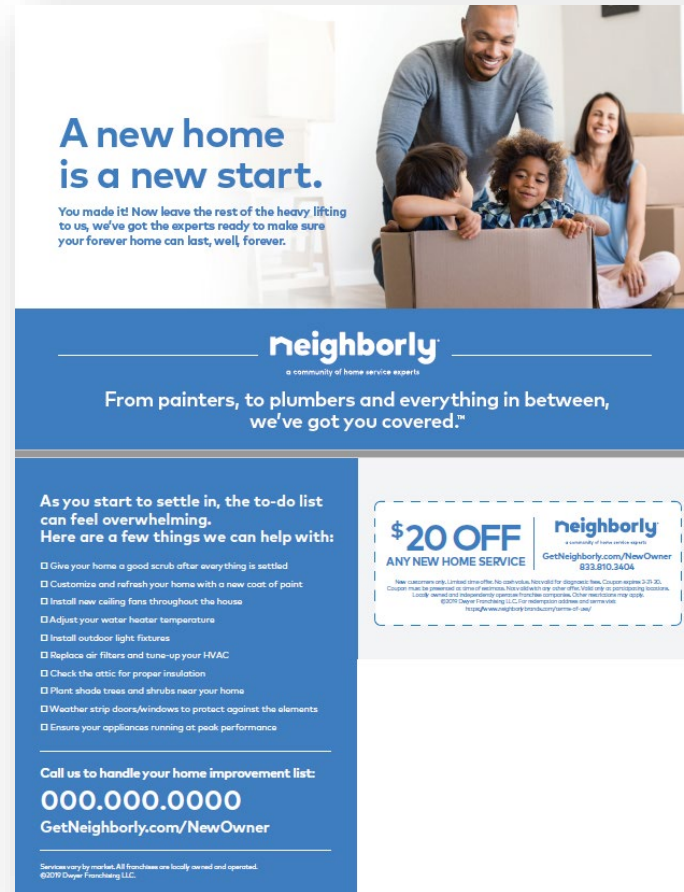
**\$20 OFF ANY NEW SERVICE**

**neighborly**  
a community of home service experts  
GetNeighborly.com/MovePrep  
833-951-0593

New customers only. Limit one offer per household. Not valid for signatory fees. Coupon expires 12/31/2024. Coupon must be presented at time of service. Not valid with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Other restrictions may apply. ©2024 Neighborly Franchising LLC. For relocation address and terms visit neighborly.com/terms-off-use.

Services vary by market. All franchisees are locally owned and operated. ©2024 Neighborly Franchising LLC.

# Creative: Moving In



**A new home is a new start.**

You made it! Now leave the rest of the heavy lifting to us, we've got the experts ready to make sure your forever home can last, well, forever.

**neighborly**  
a community of home service experts

From painters, to plumbers and everything in between, we've got you covered."

As you start to settle in, the to-do list can feel overwhelming. Here are a few things we can help with:

- Give your home a good scrub after everything is settled
- Customize and refresh your home with a new coat of paint
- Install new ceiling fans throughout the house
- Adjust your water heater temperature
- Install outdoor light fixtures
- Replace air filters and tune-up your HVAC
- Check the attic for proper insulation
- Plant shade trees and shrubs near your home
- Weather strip doors/windows to protect against the elements
- Ensure your appliances running at peak performance

Call us to handle your home improvement list:  
**000.000.0000**  
GetNeighborly.com/NewOwner

**\$20 OFF ANY NEW HOME SERVICE**

**neighborly**  
a community of home service experts  
GetNeighborly.com/NewOwner  
833.810.3404

New customers only. Limit one offer per household. Not valid for signatory fees. Coupon expires 12/31/24. Coupon must be presented at time of service. Not valid with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Other restrictions may apply. ©2024 Neighborly Franchising LLC. For relocation address and terms visit neighborly.com/terms-off-use.

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**What:** Sending a direct mail piece to new movers each month (25-50K potential customers monthly).

**Why:** People who plan to move or are in the midst of moving homes face a lot of todos which can be stressful on the process. This campaign provides messaging that Neighborly can make their lives easier and their home ready to sell or move into.

**When:** To begin this month and continue in U.S. markets for a three-month test.

**Who:** Moving Out – newly listed houses. Moving In – 60 days from home purchase

**Where:** These will be sent to the same top 40 DMAs currently involved in Neighborly multi-brand promotions, with 7+Brands, highest Web search, and at least 30% geographic coverage.



# CRM Email Marketing Campaigns

(Sent to residential customers only)

## ***Customers***

- SureStart
- NEW! Customer Journey
- NEW! Attrition Prevention

## ***Leads***

- NEW! Estimate Nurturing

## ***Customers & Leads***

- NEW! Website Visit Remarketing
- Newsletter (monthly)
- Neighborly SignUps
- Task Reminders

NOTE: Click on the comment bubbles for information about each campaign.  
All NEW campaigns begin this month (November 2019).

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# 2019 Email Performance - YTD



## ***INDUSTRY AVERAGE***

Emails Sent	13M	189K	
Open Rate	12.2%	18%	15%
Click Thru Rate	2.9%	3.5%	1.5%

*NOTE: Performance in 2019 is above all industry averages! Our customers enjoy the email content sent to them and proves to engage our customer base. Our 2020 efforts should lift these numbers even more with the deployment of triggered customer journeys, retargeting campaigns, personalization and enhanced customer analytics*

# WHAT'S NEXT?

## Upcoming Projects

- NEW! Core Services Campaign on Xpress Docs
- Inline Linking Blog Optimization
- Blogs and Social Posts: How to Transplant Shrubs, How to Winterize a Lawn Mower
- Videos: How to Prevent Frost Damage, Pruning Trees in Winter
- Advisory Council Fall Planning Meeting (Nov 4<sup>th</sup>)
- NEW! CRM Email Marketing Campaigns

**Looking forward to continued success in Q4!**



# Your marketing team

Contact your Brand Manager for more information: [Natalie.Walker@nbly.com](mailto:Natalie.Walker@nbly.com)

- Amanda Letbetter, VP of Brand Management
- Natalie Walker, Brand Manager
- (Open, Local Marketing Specialist)
- Andrea Gaul, Communications Manager
- Holly Peterson, Marketing Manager – Canada
- Brittany Kruger, Local Marketing Specialist – Canada

