



a neighborly™ company

# MARKETING REPORT

3rd QUARTER | 2020

# The MAP Fund - Franchise Owner Benefits

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## NATIONAL

- **Brand Website**
- **Brand Website Optimization** (Conversion Rate Optimization, Testing)
- **Brand Keyword Research** (Content Calendar and Blog)
- **Brand Social Media** (Automated Social Platform)
- **Brand Content Marketing** (Triggered Email Campaigns)
- **Brand Digital Analytics**
- **Brand Digital Standards and Compliance** (ADA, CCPA, TCPA, Privacy)
- **Brand Persona Research**
- **Brand Support Team**

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## FRANCHISE OWNER

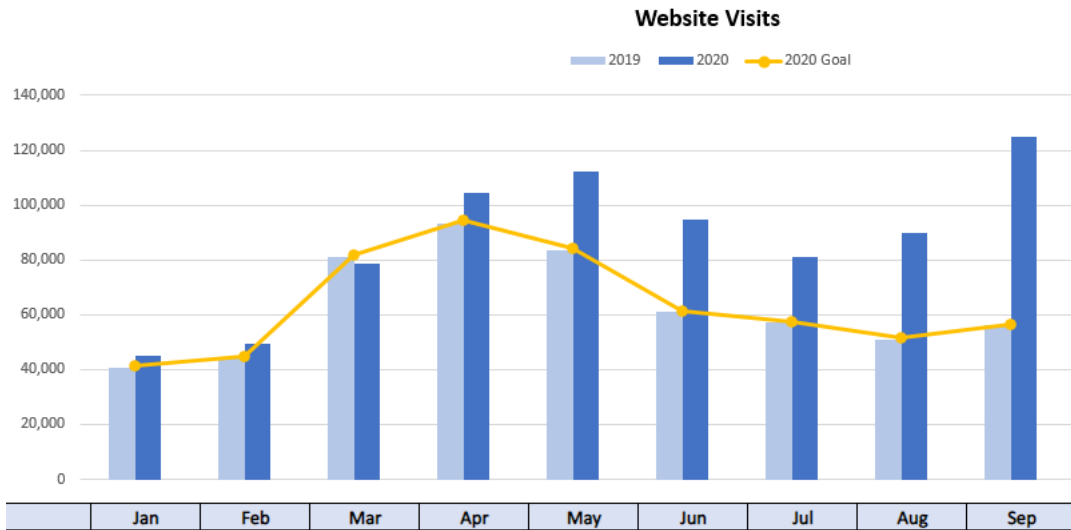
- **Franchise Owner Website**
- **Franchise Owner Website Initial SEO Optimization**
- **Franchise Owner Business Listings** (Direct Publishing on 150+ Websites, Maps & Search Engines)
- **Franchise Owner Digital Onboarding** (New Franchise Locations, Transfers, and Terminations)
- **Franchise Owner Social Media Publishing Tool** (SOCi)
- **Franchise Owner Digital Dashboards**
- **Franchise Owner Printed & Digital Creative** (XpressDocs & SOCi)
- **Local Marketing System**

# 2020 Q3 Results

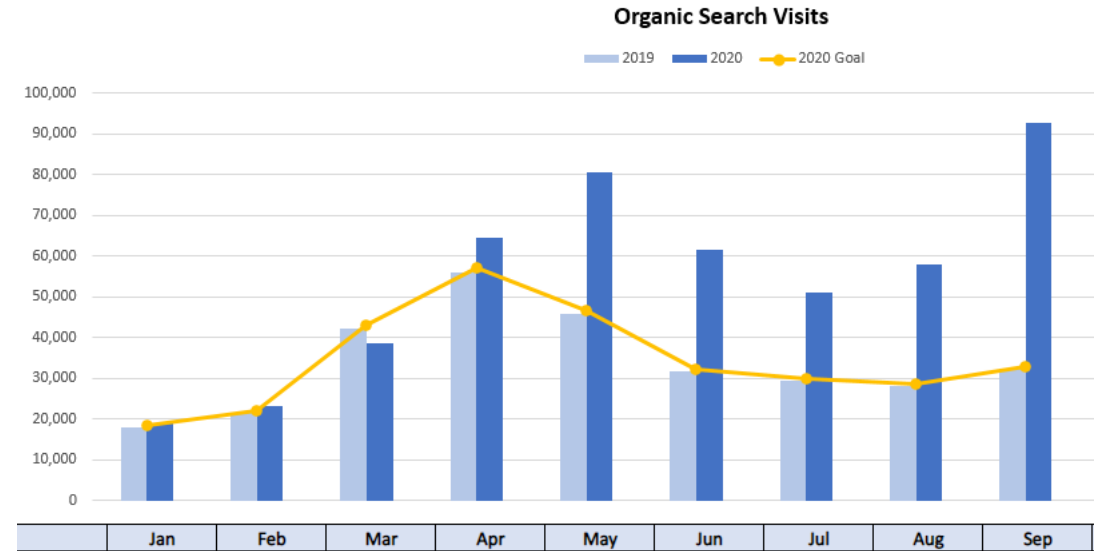
NOTE: Results reflect US & CAN July-Sept YOY.

NOTE: Google Trends data for March indicated consumers were more inclined to research and learn than to shop for a service at that time. In the second quarter, this trend shifted to conversion-oriented keywords, indicating they are ready to book service. The highest trending keywords the last week of June were "lawn care companies", "landscaping services near me", and "irrigation companies near me".

Total Website Visits  +80%



Total Organic Visits  +124%



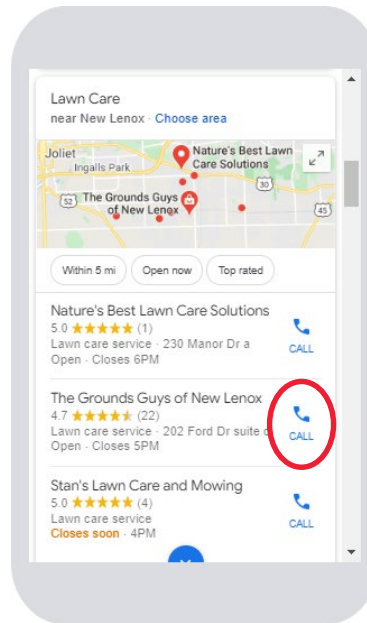
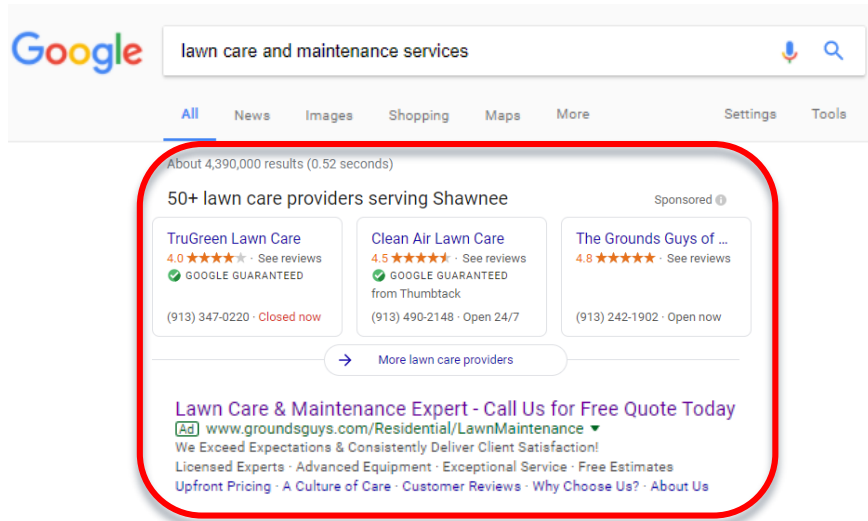
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Send Questions to:  
Natalie.Walker@NBLY.com



# 2020 Q3 Results

NOTE: Results reflect US & CAN July-Sept YOY.



More franchise owners running paid digital advertising consistently in Q3 YOY.  
SOURCE: Scorpion local paid campaigns

Digital Paid Leads

↑ +194%

Google-My-Business Leads

↑ +33%

## What should you do in Q4?

- ✓ Run LSAs (Local Service Advertising) and PPC (Pay-Per-Click Advertising) to generate lead volume needed
- ✓ Ensure your budgets are at a competitive amount all-year to receive optimal results, dominating your market
- ✓ Consider display advertising to drive traffic to your website
- ✓ Maintain a strong social media presence to engage with your customers and remain top-of-mind
- ✓ Get Google Reviews
- ✓ [Post](#) on Google Listing



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# 2020 Q3 Blog Results

NOTE: Results reflect US & CAN July-Sept YOY.

 **+231%**  
Blog Visits

**Q3's Top Blog:  
43,222 views**

[Click Here for Blog Post](#)



September 25, 2018  
By The Grounds Guys



## How to Care for MUMs and Keep Them Blooming All Season

Mums are a lush, colorful addition to any landscape during the fall season when other elements of your landscape start to look drab and lifeless. Caring for mums really isn't all that difficult - and you can keep them blooming all season long with these tips from The Grounds Guys®.

Regardless of whether you're going to plant your mums outdoors or keep them indoors in pots, choose those with lots of buds that haven't yet bloomed. This will help you enjoy the flowers longer.

### How to care for indoor mums

Most people aren't aware of the fact that mums are usually root bound when you purchase them. This means keeping your mums healthy and vibrant requires a larger pot. Be sure to use a quality potting soil mix, placing a layer in the bottom before breaking up roots and putting your mum in the new pot.

## Blog Strategy to increase traffic, SEO, and engagement

1. Two New Blogs per Month
2. Boost One Blog per Month on Facebook
3. Blog Audits to increase SEO with inline linking



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**the GroundsGuys**  
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# 2020 Facebook Strategy



## 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.

Watch the SOCi Webinar for an intro: [SOCi Webinar](#)

## *Facebook Strategy to increase traffic, SEO, and engagement*

1. Post 1-2 posts per week on national brand and local pages
2. Create and Promote 6 videos per year
3. Keep SOCi libraries updated with content



# 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.

# Ongoing Triggered Email Campaigns

## Q3 Results

Country	Campaign	Audience	Purpose	Frequency	Total Sends	Open Rate	Clickthrough Rate
US	Customer Journey	The Grounds Guys Customers	Sent to new customers after a completed a job to thank them for their business and educate them on other services offered.	Recurring customers receive this quarterly. There are three touchpoints: 3 days, 10 days, and 17 days after completed job.	1,155	93%	2.8%
US	SureStart	Neighborly Customers	Sent to existing Neighborly customers in Grounds Guys owned zipcodes, introducing the recently opened location and drive new business.	Sent 30 days after first royalty report. There are three touchpoints: Initial email, Resent to non-openers 1 week later, and a 6-month reminder.	74,453	20%	.54%
US	Website Visit Remarketing	The Grounds Guys Customers & Leads	Sent to customers/leads who visit our websites in a helpful manner to prompt them to visit again and request service. It keeps our brand top-of-mind as they are shopping or thinking about reaching out.	There are two touch points: one day and again 11 days after website visit.	239	105%	41%



# Sept. Email Campaigns

## Neighborly Brands Near You (US)

- Sent 9/22
- Sends 348k to Neighborly customers in owned Grounds Guys zip codes

• Purpose: To drive new Grounds Guys business

• 150k Opens = 43% Open Rate

• 2,626 Clicks to Website

## Outdoor Services Campaign (US)

• Sent 9/14

• Sends 334k to Neighborly & Grounds Guys customers in owned Grounds Guys zip codes

• Purpose: To drive new Grounds Guys business and cross-promote other Neighborly brands

• 77k opens = 23% Open Rate

• 3,017 Clicks to Website

This email campaign features the Neighborly logo and a grid of service icons including Grounds Guys, Mosquito Joe, Glass Doctor, Mr. Handyman, and Window Genie. A large image shows a house with autumn foliage. The main text reads: "We can turn your outdoor space into a private sanctuary. Having to stay at home means there's more time to spend outside with your family. Our Neighborly brands are here to make your outdoor areas more enjoyable. The Grounds Guys and Mosquito Joe have your yard handled with expert lawn care and mosquito and tick control. The professionals of Eye Star Painters, Mr. Handyman, Window Genie, and Glass Doctor are ready to provide you exterior painting, fence repair, and window washing and repair. Neighborly also provides pressure washing and gutter cleaning!" A "SCHEDULE SERVICE NOW" button is prominently displayed. Below, a list of tips for maintaining the outdoors is provided, such as "The Grounds Guys - Landscaping Mistakes and How to Avoid Them" and "Eye Star Painters - Easiest Way to Paint Trim for Great Looking Results". The footer includes contact information for Neighborly and a disclaimer.

This email campaign features the Neighborly logo and a grid of service icons including Grounds Guys, Mosquito Joe, Window Genie, Molly Maid, and Mr. Handyman. The main text reads: "Thank You for Choosing Mosquito Joe for Your Home Service Needs! Mosquito Joe is part of Neighborly, your trusted source for local home service professionals. Since your home is probably working overtime, we've put together a list of our available Neighborly services from our experts who are ready to help refresh and rejuvenate your home inside and out." A large "\$20 OFF Any Home Service" offer is highlighted in a dashed box. Below, a list of services is provided, such as "Year-Round Lawn & Bed Maintenance" and "Recurring House Cleaning". A "SCHEDULE SERVICE NOW" button is prominently displayed. The footer includes contact information for Neighborly and a disclaimer.



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# 2020 PR Placements

## 7 Outdoor Projects You Should Know How to Do Yourself

[Realtor.com](#) | Potential Readers: 129.1M

### Franchising: a support system

[Landscape Management](#) | Potential Readers: 61,862  
(Online Article) and 65,000 (Digital Publication)

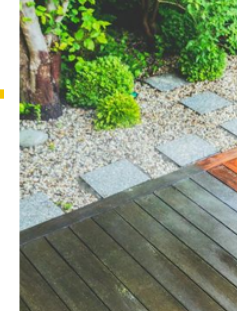
### Everything You Need to Know About Forget-Me-Nots

[Martha Stewart Living](#) | Potential Readers: 11.2M

realtor.com

## 7 Outdoor Projects You Should Know How To Do Yourself

By Jennifer Kelly Geddes | Jul 8, 2020



### 1. Mow the lawn



**LM LANDSCAPE MANAGEMENT** REAL-WORLD SOLUTIONS™

TURF+ ORNAMENTAL CARE | MOWING+ MAINTENANCE | DESIGN/BUILD+ INSTALLATION | IRRIGATION+ WATER MANAGEMENT

NEWS | MAGAZINE | WEB EXTRAS | BLOG | LM150 | LM GROWTH SUMMIT | MORE | ADVERTISE

### Franchising: A support system

July 13, 2020 - By Abby Hart

Est. reading time: 2 minutes

Looking back 12 or so years, Travis Reed and Travis Hicks were unlikely candidates to own a landscaping company.

"I had never worked for a landscape company growing up — I'd never planted plants," Reed says. Hicks was managing a private golf club and Reed was in banking as a loan officer when they were recruited to help a struggling landscape business with sales. After Hicks quit to take over his father's business, Hicks Gutters, he added on sprinklers and irrigation, then recruited Reed to join him several years later.

#### Taking the plunge

"We had started looking into software and marketing, and basically doing it all ourselves, but all on our own," Reed says. "Once we heard about the franchise, it was a matter of having to go and develop systems."

The pair started The Grounds Guys of League City, a Neighborly company, in 2013. Today, it offers one-third maintenance and lawn care, one-third design and one-third design services to 80 percent reside in commercial clients. The company has 22 full-time employees and reports \$1.5 million in revenue.



All systems set. Joining a franchise just means turning on the mower, but to make it look polished, you'll need additional tools like a rake and a trimmer, says Josh Reed, president of The Grounds Guys.

EXPLORE

martha stewart

MARTHASTEWART.COM | GARDEN | FLOWER GARDENS

## Everything You Need to Know About Forget-Me-Nots

From watering tips to the best soil conditions, two gardening experts share their advice.

By Caroline Biggs | September 02, 2020

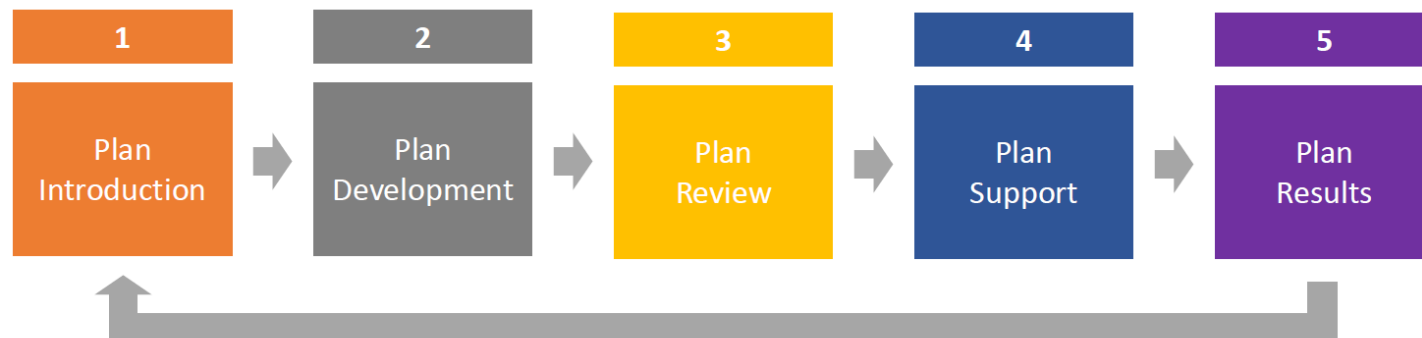


# Local Marketing Planning



2020 Local Marketing Plans: 87 delivered

Need help tracking your efforts? Our team is here to help! Reach out to [Keith.Sims@nbly.com](mailto:Keith.Sims@nbly.com). We can help develop, analyze, and provide guidance in optimizing your presence in your market.



# How To Market - Full Campaign Checklists

Want to start implementing proven marketing strategies today? These easy-to-follow checklists outlines proven tactics to increase your targeted awareness and generate leads.

[Fall Services](#)

[Holiday Lighting](#)

- [Watch this 6-minute video](#)

[Winter Services](#)

[Snow and Ice](#)

## Holiday Lighting Checklist

- Follow [these three steps](#) to purchasing and executing the Holiday Lighting Full Package Kit.**
  - Target your current customer base with the "Upload A List" Mailer on XpressDocs. Send these postcards at least twice per each month throughout the fall months (September - November).
  - Target new customers in your targeted neighborhoods by purchasing the "EDDM Elite" Mailer on XpressDocs. Send these postcards twice per month to the same mailing routes throughout the fall months (September - November).
  - Follow up all mailers with door hangers to the same addresses and placing yard signs in the neighborhoods of focus.
    - Use the BOX 9 system with your door hangers, every week. [Read the guide](#) for more instruction.
    - Strategically place your yard signs at customers' homes and corners of targeted neighborhoods.
  - Use your flyers at local community events centered around the targeted areas. Continue attending networking groups regularly.
- Run Pay-Per-Click Advertising and Local Service Advertising (if applicable to your market) with Scorpion at least 3 months prior and through the season.**
  - We recommend that you run paid search campaigns all year. When you start and stop PPC or LSA campaigns, it takes months to gain back momentum with Google and could be detrimental to your lead generation.
  - Ensure your campaign is specifically focused on acquiring Holiday/Christmas Lighting leads in the same targeted areas. Reach out to Scorpion to change keyword focus of campaigns.
  - Meet with Scorpion and your local marketing specialist monthly to review the performance of your campaign. Cross-reference your paid leads in the Scorpion Dashboard weekly with your GGPro leads.
- Customize your local website to build better visibility of your local SEO for Holiday Lighting. Contact your Scorpion Rep, [Sam Greer](#) to implement the following:**
  - Include a Special Offer that matches what you used in the Holiday Lighting Full Package Kit materials.
  - Photo Gallery: Connect your Instagram Business Page to the website. Reach out to your local marketing specialist, [Keith Sims](#), to get this linked.
  - Adjust your Home Page Banner Image to reflect a Holiday Lighting theme.
  - Adjust any Home Page Content to callout Holiday Lighting services.
- Stay relevant on Social Media and post consistently using SOCI.**
  - Update your Facebook cover photo to reflect Holiday Lighting. You can find these images in the Holiday Lighting Full Package Kit on XpressDocs.
  - Post three times per week using SOCI. There are a few images in the Lighting SOCI library you can create posts from, however we recommend using your actual before/after photos of holiday lighting work for the best response.
  - Boost your local posts on Facebook that are Holiday Lighting relevant for \$20-50 per post. We recommend boosting consistently to gain the impression share needed to create a demand for your service.
  - Post to Instagram using SOCI at least once a week. Remember to use the [right hashtag](#) to be captured on your local website photo gallery page.
  - Expand your Facebook audience by asking friends to like your Facebook page.
  - Setup a Facebook Holiday Lighting Advertising Campaign. Monitor your leads in the Scorpion Dashboard. Note: You will receive email notifications for these leads - they do not currently flow into GGPro automatically at this time.
- Continue building your online visibility with Google My Business (GMB).**
  - Capture reviews: Consider Broadly and leave-behinds to ask cheerleading customers to review you online. Your goal should be to retrieve one new review online per week.
  - Update your GMB photos with new Holiday Lighting images. Try to update with a new image at least once a month.
  - Post to GMB once a week. [Here's a how-to.](#)
- Run a digital display Holiday Lighting campaign to drive traffic to your website and increase brand awareness in your targeted areas for Holiday Lighting.**
- Integrate using 'thank you' cards into your operation.**
  - Use these to upsell Holiday Lighting to your current customer base in those target neighborhoods.
  - These should be handwritten, every project customer, every time and every maintenance recurring customer, every quarter.
- Track all your monetary investments. Learn more about how to track your campaigns [with this guide](#). We can help further with this process, so please reach out to your local marketing specialist, [Keith Sims](#).**

# Seasonal Package Kits

Build route density with turnkey package kits available on XpressDocs  
*Click on the images for the guide links:*



Core Services Kit



Spring Cleanup Kit



Mulch Kit



Fall Services Kit



Holiday Lighting Kit



Winter Services Kit



Snow and Ice Kit

# WHAT'S NEXT?

## Upcoming Projects

- Local Marketing Planning 2021 – Reach out today!
- SEO optimizations: content and keywords
- Inline Linking Blog Optimization
- Blogs, Social Posts, and social short videos
- Local Email Platform
- CRM Email Marketing Campaigns
- Local Marketing System Refinement
- More Training Materials and Learning Webinars

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



# The Grounds Guys 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*



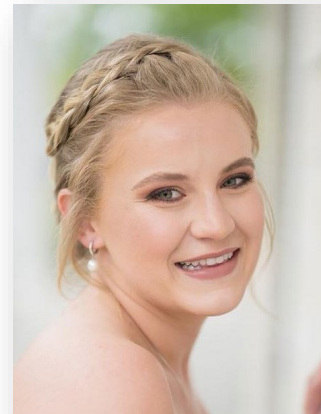
**Holly Peterson**  
*Marketing Manager,  
Canada*



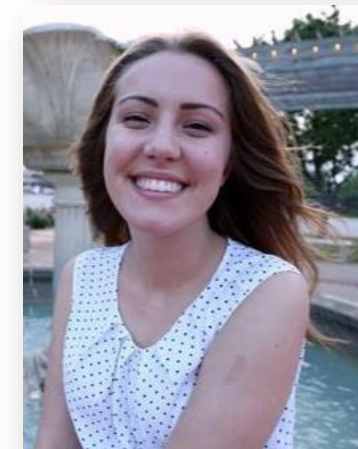
**Kimberly Denman**  
*Director, Comms and  
Public Relations*



**Keith Sims**  
*Local Marketing  
Specialist, US*



**Courtney Schriver**  
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**Andrea Gaul**  
*Communications  
Manager*