



a neighborly™ company

# MARKETING REPORT

Year-End | 2019

# MAP Fund Strategies

- 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-Dec 2018 vs Jan-Dec 2019

**+47%**

Social  
Traffic

+1%

Organic  
Traffic

**+23%**

Blog Unique  
Views

-14%

Non-paid  
Leads

**+68%**

Google My  
Business  
Click-To-Calls

## 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.*



**the  
GroundsGuys®**

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# BLOG Traffic

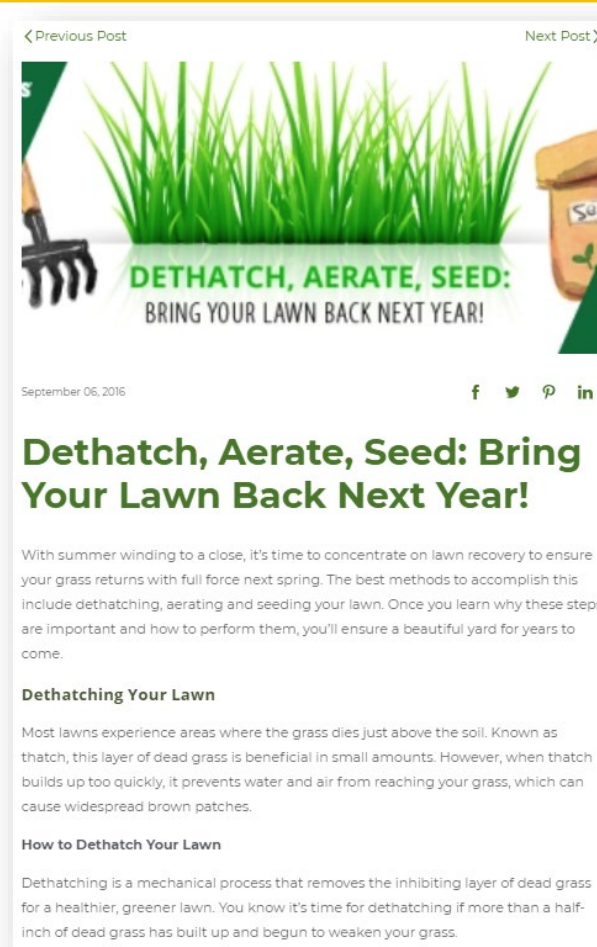
YOY Total Unique Views

## 2019's Top Blog:

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

**14,338 views**

[Click Here for Blog Post](#)



**+23%**  
**YOY**

## 2020 Blog Strategy:

1. Blog Audits
2. Inline Linking
3. Images
4. Cross Promotions
5. Editing

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



# 2019 PR Placements

Franchising: What you need to know  
[Landscape Management](#) | UVM: 14,226

Local Business Owner Receives Multiple Awards from The Grounds Guys  
[Franchising.com](#) | UVM: 153,095

The Grounds Guys awards best franchisees  
[Lawn & Landscape](#) | UVM: 35,596

Franchise owner shares advice after receiving multiple awards from The Grounds Guys  
[Total Landscape Care](#) | UVM: 29,952

\*Note: UVM = Potential Viewers/Impressions

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Placements from  
Neighborly opportunities  
and franchise  
development media  
coverage

**232,869 Total  
Potential  
Impressions**

The screenshot shows a webpage from 'TOTAL landscape CARE'. The main article is titled 'Franchise owner shares advice after receiving multiple awards from The Grounds Guys' by Jill Odom, dated November 13, 2019. Below the article title is a photo of a group of people, including children and adults, holding a trophy. To the right of the article are several sidebar widgets: a 'SUBSCRIBE TO OUR NEWSLETTER' form, a 'Nope. It's much greener here.' banner, and three blog post teasers: 'Take a look at some of America's endangered plants by state', 'Arbor Day Foundation announces planting locations for #TeamTrees campaign', and '#TeamTrees meets, exceeds goal of planting 20 million trees by 2020'. At the bottom of the page, there is a caption for the photo and a small 'Nope. It's much greener here.' banner.





# Top Posts for 2019


NOTE: Top post results are for Jan-Dec 2019.

**EXCEEDING** Brand Plan Social Media Goal:  
Increase Social Referrals to Website by 10%  
**+47%** Referrals: 26,204 vs 17,840

## 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 SOCI [?] · December 28, 2019 at 10:46 AM · 🌐

Now is the time to prune your trees. Check out this DIY video and learn more here: <https://www.groundsguys.com/.../pruning-trees-in-the-winter/>



WWW.GROUNDSGUYS.COM  
**The Grounds Guys**      [Learn More](#)

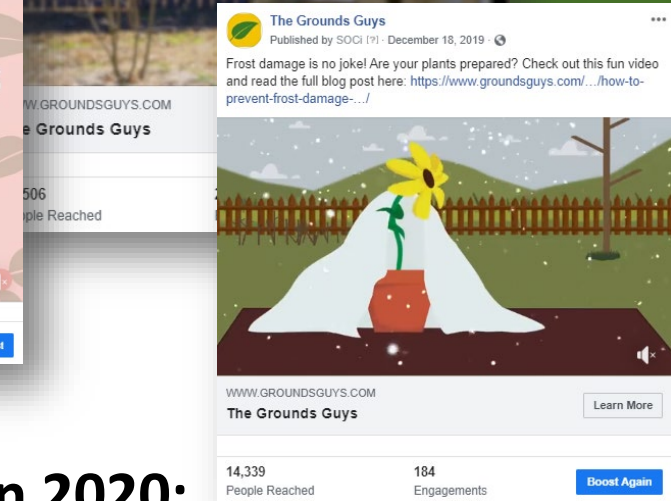
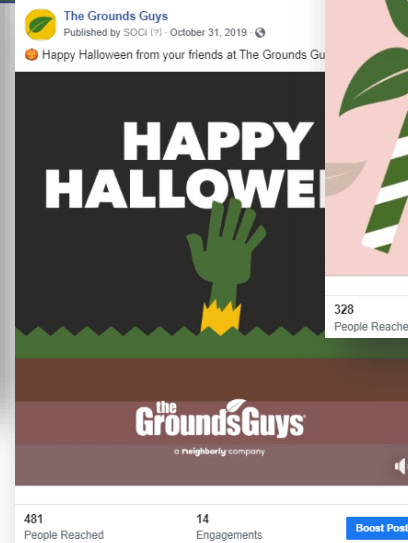
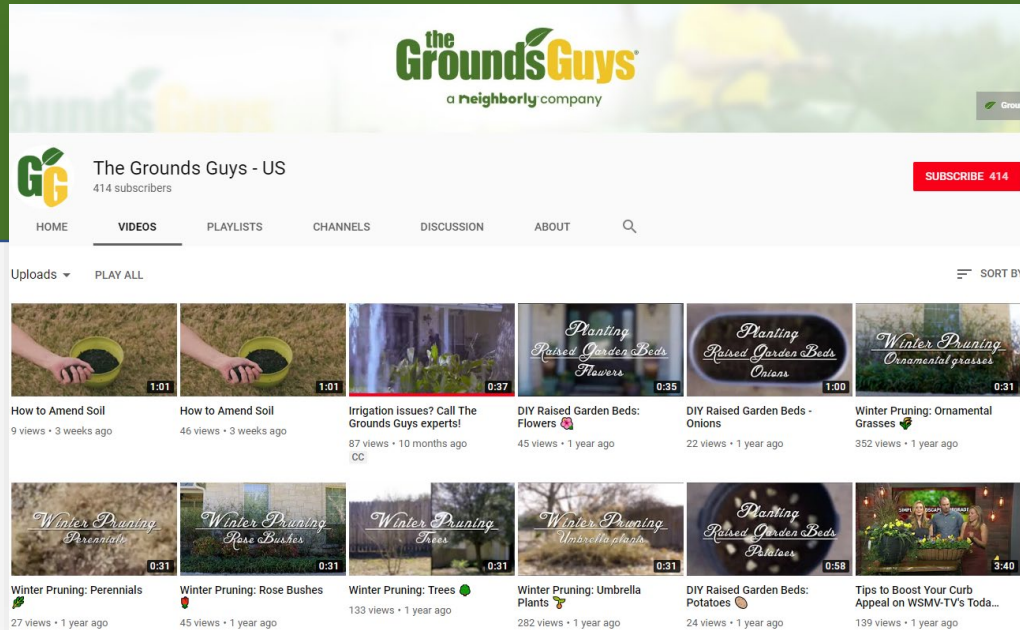
34,506 People Reached      2,354 Engagements      **Boost Again**





# Videos and Gifs for 2019

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 in 2020:**  
Raised Garden Beds  
Valentine's Day & Spring Begins GIFs  
Best Trees for Front Yard



# 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.

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

Reach out to Keith Sims for assistance: [Keith.Sims@NBLY.com](mailto:Keith.Sims@NBLY.com)



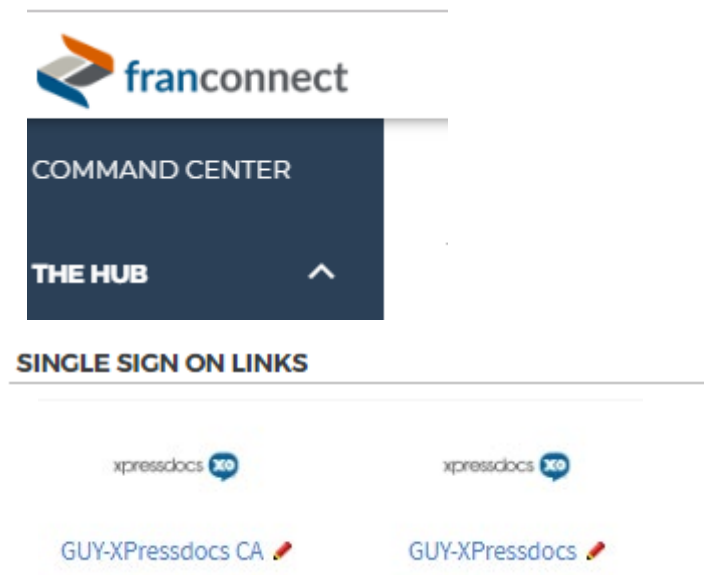
## The Marketing Pyramid



# XpressDocs



- Launched Sept. 16<sup>th</sup> and great feedback from franchisees!
- Fast Solutions for all creative materials
- Watch [XpressDocs Webinar](#) for an intro
- **Current Promotions:**
  - Starting on 2/10: Spring Forward Promotion – Details are being finalized.
  - More to come in 2020!



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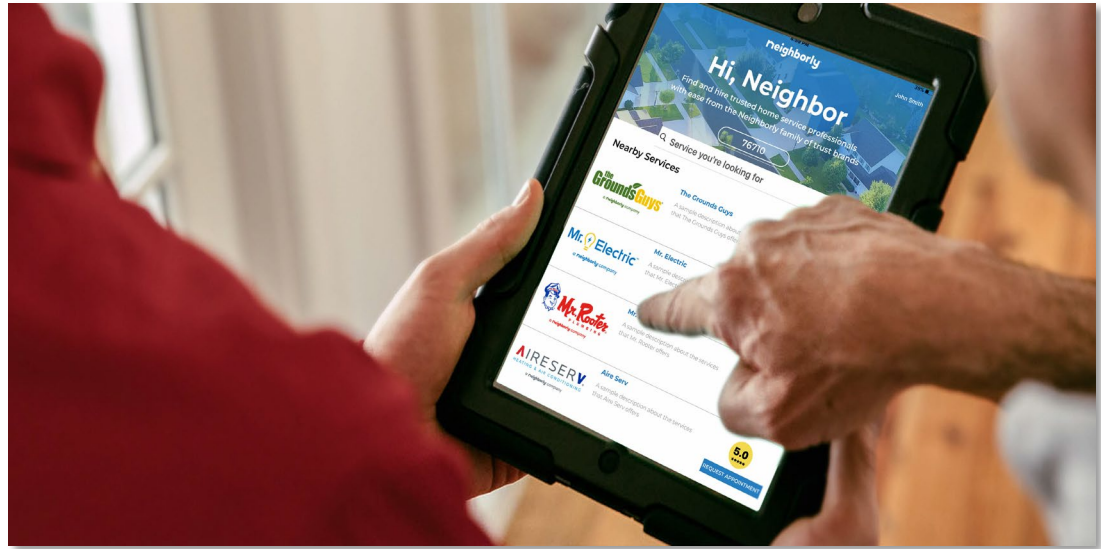
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# 2019 Key Accomplishments

- Completed national mailer initiative
  - Sent a Neighborly Direct Mail to every active US customer (+1.7 Million pieces)*
- Spent \$1M+ in new digital advertising to drive franchise owner leads
  - PPC & Social Media campaigns
  - New Mover direct mail
  - Website remarketing
  - Landing page tests
- Launched Huntsville as a “Neighborly branded” focus market
  - Online scheduling
  - Van wraps
  - Text-a-Neighbor
  - Refer-a-Neighbor field referral app
  - Local marketing materials
- Launched Neighborly Local Resources Page
- Launched Call-A-Neighbor call center app
- Executed 12 Multi-Brand campaigns via email, media and social

20,544 total Neighborly Leads delivered in 2020



# Register for Neighborly Local Marketing Resources

**625** Franchisees registered

**27%** Average Registrations for All Brands



- 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 [Keith.Sims@nbly.com](mailto:Keith.Sims@nbly.com) for info

Brand	Franchisees Registered	Total Unique Franchisees	% Registered
MRH	58	147	39%
ASV	65	182	36%
MOJ	55	160	34%
FSP/PTP	55	172	32%
WDG	37	127	29%
MRA	72	259	28%
MDG	45	177	25%
MRR	47	199	24%
GUY	46	198	23%
MRE	38	171	22%
RBW	60	300	20%
MLY	47	245	19%



neighborly<sup>®</sup>

a community of home service experts

# 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



**INDUSTRY  
AVERAGE**

Emails Sent	19.7M	114K	
Open Rate (Cumulative)	12%	30%	15%
Click Thru Rate (Cumulative)	2.3%	5.7%	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?

## 2020 Key Projects

- Website Conversion Optimization Testing
- Seasonal Packages on Xpress Docs
- Inline Linking Blog Optimization
- Blogs, Social Posts, and videos throughout the year, and two social media local contests
- FSP & GUY Curb Appeal National & Local
- Local Email Platform – Eloqua Engage
- CRM Email Marketing Campaigns
- Local Marketing System Refinement
- More Training Materials and Learning Webinars

**Looking forward to continued success in 2020!**



# 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*



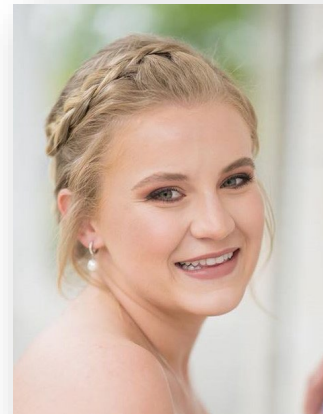
**Holly Peterson**  
*Marketing Manager,  
Canada*



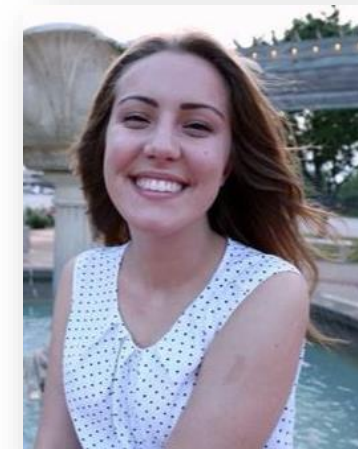
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**Courtney Schriver**  
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**Andrea Gaul**  
*Communications  
Manager*