

Annual Marketing Calendar

a **neighborly** company

		Q1			Q2			Q3	
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
1	2/31 1/07 1/14 1/21 1/28	8 2/04 2/11 2/18 2/25	3/04 3/11 3/18 3/25 4	4/01 4/08 4/15 4/22 4/2	9 5/06 5/13 5/20 5/2	27 6/03 6/10 6/17 6/24	7/01 7/08 7/15 7/2	2 7/29 8/05 8/12 8/19 8/2	6 9/02 9/09 9/16 9/2
WEBSITE									
Website Redesign	ADA Website Des	sign and Launch							
Lead Optimization	Ongoing Assessmer	nts; Mobile Header In	plementation	BI	og: Improving CTA	s	Se	rvice Pages: Improving C	TAs
National & Local SEO			_		Scorpio	n: Site Audit, Keyword	ds, Performance, Co	ontent Creation	
Local Website Customization					Scorpion: Photo Ga	allery, Coupons, Meet	the Team, Awards,	Testimonials, In the New	S
CRM									
Monthly E-Newsletters									
Neighborly® Sign-Ups									
Triggered Campaigns				New	v Customer Journey	/ Campaign; Sure Star	t Email Campaign;	Task Reminders; Home C	Checklist
CREATIVE									
Ad Depot	Communicate Resu	llts	Assist	new and existing owr	ers to log-in and b	uild creative		Creative	Survey
Refresh and Fine-Tune		Spring Cleanup			dential and Comme		Snow Pricing	Edits and Pricing Info on	
SOCIAL MEDIA/ ONLINE RE									
Blogs & Social Media Editorial Video	Indoor Seeds			Ornamental Grasses	Mulch	Landscaping	DIY Fire Pit	Artificial Turf	Overseeding
Online Listings		Mulch GIF	Amend Soil		Grasses	Landscaping	in ees Listinge Men		Overseeding
Online Reputation				Continually m	anitaring and some	Scorpion Online Bus		ighborly Social Media W	in Reals Preasant
Instagram		Launch Photo Gallery	Communicato	Functionality and Co		Instagram Phot		Announce Winner	
instagram		Launch Photo Gallery	Communicate			Instagram Phot	ocontest		
NEIGHBORLY									
Neighborly®			Neighborly® Di	rect Mail and PPC	FSP/GUY Curb	Appeal Campaign			Continue Neigh
Vehicle Decals						Decals Survey - Co	ntest	Announce Winn	ler
EVENTS & MEETINGS									
Advisory Council			Call			Dallas, TX			
Regionals	COMING	SOON							
Local Marketing Webinars		Live			Live			Live	
Schools / Reunion									
			Technical School	Turf School		Lighting School		Reunion Snows	School

Creative **Campaigns**

Fine-Tune and Refresh Spring Cleanup Residential Services Commercial Services Pricing on all descriptions Survey Results to guide



Neighborly[®] Local Campaign Handbook

Neighborly[®] content library with quick reference resources covering local cross-marketing coaching, tools and resources, and case studies

https://news.neighborlybrands.com /neighborly-resources

neighborly

	a community of home service experts						
s.	Starting and managing your local group	Local cross-marketing tools and tactics	Best practices and case studies				
	Contra Arrystica Mar	AL REAL PROPERTY AND	The Tex state is to experition				
	 Expert contact infantises when local translate senses Johns in Lead to get force or more contacts Character for local contacts to see to see bounds and physical acts 	Learn how to use the new marketing materials portal Held out the benefits to using the new partial is alread perform Ind segmently transfer deatmat on the new Ad basis indexed.	 Upon how to use the new marketing materials postal Who out the benefits to using the new particles a load as Inclusing the benefits to using the new particles a load as 				
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	 Modify implate with your paramal information, data, time and pains dimosting. Consolver for 10 in Consolver version. Consolver for 10 in Consolver version. Consolver for 10 in Consolver version. 	Learn about about our pre-designed trade show per-league. See Your to next or bas a Neighbork boots. Other our to next our boots windor to make an angements for Anure shows.	General advect the values and analogy for Neighborry in its infancy: Set the todics for records, local and co-op when the Neighborry think available.co.co.d.				
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Education & Webinars

1 Local Marketing webinar / quarte

- Education Pieces available:
- 12 Lead Generator Reports
- Marketing Ladder
- Local Website Customization Guide

