

Annual Marketing Calendar

	Q1			Q2				Q3				Q4																																									
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER																																									
	12/31	1/07	1/14	1/21	1/28	2/04	2/11	2/18	2/25	3/04	3/11	3/18	3/25	4/01	4/08	4/15	4/22	4/29	5/06	5/13	5/20	5/27	6/03	6/10	6/17	6/24	7/01	7/08	7/15	7/22	7/29	8/05	8/12	8/19	8/26	9/02	9/09	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/04	11/11	11/18	11/25	12/02	12/09	12/16	12/23	12/30
WEBSITE																																																					
Website Redesign	ADA Website Design and Launch																																																				
Lead Optimization	Ongoing Assessments; Mobile Header Implementation			Blog: Improving CTAs				Service Pages: Improving CTAs				Mobile Header Phase 2																																									
National & Local SEO	Scorpion: Site Audit, Keywords, Performance, Content Creation																																																				
Local Website Customization	Scorpion: Photo Gallery, Coupons, Meet the Team, Awards, Testimonials, In the News																																																				
CRM																																																					
Monthly E-Newsletters	[Grid]																																																				
Neighborly® Sign-Ups	[Grid]																																																				
Triggered Campaigns	New Customer Journey Campaign; Sure Start Email Campaign; Task Reminders; Home Checklist																																																				
CREATIVE																																																					
Ad Depot	Communicate Results			Assist new and existing owners to log-in and build creative				Creative Survey				Assess and Analyze Results																																									
Refresh and Fine-Tune	Spring Cleanup			Residential and Commercial				Snow Pricing Edits and Pricing Info on all Descriptions				TBD - Based upon learnings																																									
SOCIAL MEDIA/ ONLINE REPUTATION																																																					
Blogs & Social Media Editorial	Indoor Seeds		Dormant Trees		Lawn Maintenance		Ornamental Grasses		Mulch		Landscaping		DIY Fire Pit		Artificial Turf		Overseeding		Winterize		Holiday Lights		Pruning																														
Video	Mulch GIF			Amend Soil				Grasses		Landscaping				Overseeding						Frost Damage																																	
Online Listings	Scorpion Online Business Listings Management																																																				
Online Reputation	Continually monitoring and responding to national Facebook reviews; Neighborly Social Media Win-Back Program																																																				
Instagram	Launch Photo Gallery			Communicate Functionality and Connect Accounts				Instagram Photo Contest		Announce Winner																																											
NEIGHBORLY																																																					
Neighborly®				Neighborly® Direct Mail and PPC				FSP/GUY Curb Appeal Campaign				Continue Neighborly® Direct Mail and PPC																																									
Vehicle Decals								Decals Survey - Contest				Announce Winner		Follow up and assist with NBLY application																																							
EVENTS & MEETINGS																																																					
Advisory Council				Call						Dallas, TX						Waco																																					
Regionals	COMING SOON																																																				
Local Marketing Webinars				Live						Live						Live																																					
Schools / Reunion				Technical School		Turf School						Lighting School		Reunion		Snow School						Hardscape and Pruning School																															

Updates will be made and communicated throughout the year.

Creative Campaigns

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



*For Ad Depot suggestions, email marketing team

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>



Education & Webinars

1 Local Marketing webinar / quarter

Education Pieces available:

- 12 Lead Generator Reports
- Marketing Ladder
- Local Website Customization Guide



GroundsGuys® Marketing Team

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Email us for marketing support or to build a marketing plan.