

Annual Marketing Calendar

Updates will be made communicated throughout the year.

	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 & LOCAL LISTINGS																																																					
ADA Compliance	ADA Website Updates																																																				
Lead Optimization	A/B Test Residential Pricing Plans												Online & Call Center Scheduling																																								
SEO	Quarterly Site Audits for Local Customizations & Inline Blog Linking																																																				
Local Listings	YEXT Listings Management: Perform Quarterly GMB Audits for Ownership, Verifications, & Optimizations																																																				
CRM																																																					
Monthly E-Newsletters	[Grid of monthly newsletter icons]																																																				
Schedule Comm & Engage	[Grid of communication icons]												Local "Engage" Email Marketing Platform																																								
Triggered Campaigns	Sure Start, Customer Journey, Attrition Prevention, Website Visit Remarketing, Neighborly SignUps, Task Reminders																																																				
CREATIVE																																																					
XpressDocs Promotions	Instagram Contest												Facebook Contest																																								
Seasonal Package Program	Build out Packages				Q2 Package Promotion				Q3 Package Promotion				Q4 Package Promotion																																								
SOCIAL MEDIA/ ONLINE REPUTATION																																																					
Content Calendar	Ground Cover Plants	Raised Beds	Edge Flower Beds	Flowers Hummingbirds	Succulents	Rock Landscape	Revive Dead Grass	No Grass Landscaping	Ornamental Grass	Leaving Leaves	Wrap Shrubs	Winterize Sprinklers	[Grid of content icons]																																								
Videos	Front Yard Trees			Flower Beds		Weeds in Beds		Fall Garden			Protect Trees Deer		Plow Snow		[Grid of video icons]																																						
Blog Promotions	[Grid of blog promotion icons]																																																				
Online Reputation	Continually monitoring and responding to national Facebook reviews; Neighborly Social Media Win-Back Program																																																				
Contests	Instagram Contest												Facebook Contest																																								
NEIGHBORLY																																																					
Neighborly Advertising	TBD												TBD																																								
Curb Appeal Campaign	Create and Communicate Local Materials						National Curb Appeal Campaign												[Grid of campaign icons]																																		
EVENTS & MEETINGS																																																					
Advisory Council -TBD	[Grid of advisory council icons]																																																				
Regionals-TBD	[Grid of regional icons]																																																				
Town Halls-TBD	[Grid of town hall icons]																																																				
Schools / Reunion-TBD	[Grid of school/reunion icons]																																																				

Turf School South Arborist/Softscape South Turf School North Irrigation Lighting Snow REUNION Arborist/Softscape North

Social Media Contests

Partnership with XpressDocs to host two contests:
 ___Mow Pics, Mo' Money
 ___12 Days of Facebook

To learn more, please contact Keith Sims:
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Neighborly® Local Resources

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

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

CRM Email Marketing

Customers:
 Sure Start
 Customer Journey
 Attrition Prevention

Customers & Leads:
 Website Visit Remarketing
 Newsletter
 Task Reminders & NBLY Signups

GroundsGuys® Marketing Team

VP of Marketing: Amanda Letbetter
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Brand Manager: Natalie Walker
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Local Marketing Specialist: Keith Sims
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Marketing Manager - Canada: Holly Peterson
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Local Marketing Specialist - Canada: Courtney Schriver
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Email us for marketing support or to build a marketing plan.