

# MAP Fund Top Line Takeaways

## Digital Presence:

- Traffic and Leads overall are trending a little less than even YOY (Jan-June)
- January - April we saw a large increase in traffic and leads YOY, but in May we saw a dip due to a rainy month and the trend remained in June
- Other than seasonality being a contributing factor, we had an amazing +428% lift in Google My Business Click-To-Calls. This tells us that our customers are converting on the Google SERP (Search Engine Results Page) rather than landing on our websites, effecting our numbers.
- What do you need to do now that you know this?
  - Get GMB reviews and respond
  - Add photos and post content to your GMB listing
  - Call us to ensure we have correct access to manage your listing

## Canada Mobile Campaign:

- April - June: 2.8 million impressions
- Seasonal Content: Spring Cleanup and Hardscaping

## Social Media:

- Goal: Increase Social Referrals to Websites by 10%
  - +30% (14,067 vs 10,781) Jan-June 2019 vs Jan-June 2018
- Spring Services Facebook Contest - All results YOY 2019 vs 2018
  - Contest Entries: +90% (560 vs 295)
  - Impressions: +152% (69,969 vs 27,796)
  - People Reached: +207% (58,919 vs 19,206)

## Communication:

- Unique Blog Views:
  - January - June 2018: 45,644
  - January - June 2019: 52,466
  - YOY Increase: +15.3%
- Top blog: Dethatch, Aerate, Seed: Bring Your Lawn Back Next Year! (Views: 7,768)

**Questions?  
Please Contact...**

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# The Edwards

## *Educated Elite Empty Nests*

These highly educated, married empty nest couples are enjoying their six-figure incomes in sprawling homes across suburban and town/rural neighborhoods.

They have an opulent standard of living - driving expensive cars, buying expensive clothes and frequently eating out and traveling.

They are frequent golfers and boaters, heavy shoppers and savvy investors who stay up to date on the latest news.



### Demographics Traits

- **Age:** 55-74 years
- **Median HH Income:** \$105,264
- **Relationship:** Married
- **Household Size:** 2
- **Presence of Kids:** No children in the home
- **Household Tenure:** Homeowners
- **Home Value:** \$200K - \$499K
- **Education:** College Degreed Undergraduate/Graduate
- **Employment:** Retired/Fulltime: Management Chief Executive/Upper Management/Finance

### Lifestyle/Media Traits

- Owns Lexus & Subaru luxury/SUVs
- Eats at Bonefish & Carrabba's
- Shops at Chico's & Nordstrom
- Visits Alaska
- Enjoys Golf, Gardening, Boating & Volunteer Work
- Watches PGA/LPGA, Fox Business and Golf Channel
- Listens to News, Talk/Personality, and Classical radio

# The Fredricks

## *Fast-Tracked Fortunate Families*

These highly educated, married couples are enjoying their six-figure incomes in newer homes across suburban and town/rural neighborhoods.

They are big spenders who frequently travel, ski and fill their home with the latest technological gadgets.

The lead busy, active lives often centered around the schedules and interests of their children. Always on the go, they are frequent restaurant diners, drive larger SUVs, visit Pinterest, and tend to shop in bulk at wholesale clubs.



### Demographics Traits

- **Age:** 35-54 years
- **Median HH Income:** \$128,197
- **Relationship:** Married
- **Household Size:** 3-4
- **Presence of Kids:** Children 6-17
- **Household Tenure:** Homeowners
- **Home Value:** \$200K - \$499K
- **Education:** Undergraduate Degree
- **Employment:** Fulltime: Management Chief Executive/Upper Management/Finance

### Lifestyle/Media Traits

- Owns Acura & Audi
- Eats at Qdoba & Buffalo Wild Wings
- Shops at Anthropology, Gap & Justice
- Flies United & Frontier to Chicago & Washington DC
- Enjoys snow skiing, tennis, soccer and boating
- Listens to Country, Alternative and Rock radio