

the
GroundsGuys[®]

a neighborly company

BREAKING
BOUNDARIES[®]
NEIGHBORLY REUNION 2019

Marketing Update

August 7, 2019

The Grounds Guys Marketing Team



Lori Johnson
*Senior VP of
Brand Management*



Natalie Walker
Brand Manager



Holly Peterson
*Marketing Manager,
Canada*



Kimberly Denman
*Director, Comms and
Public Relations*



Rebecca Cantu
*Local Marketing
Specialist, US*



Brittany Kruger
*Local Marketing
Specialist, Canada*



Andrea Gaul
*Communications
Manager*

AGENDA

Three Key Ideas:

- Who is our customer?
- How do we market to them?
- What's Neighborly got to do with it?

BONUS: Announce Instagram Winner!

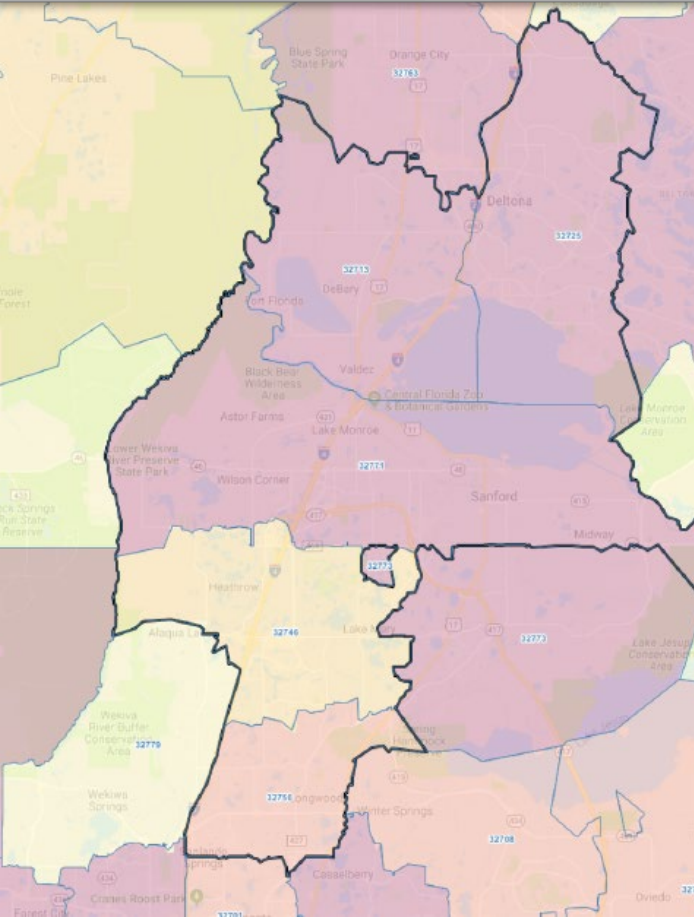
What is Marketing?

Marketing is **EVERYTHING** You
Do To Capture and Keep the
Right
Right Customers!



Residential

Commercial



09 BIG FISH, SMALL POND

	M1 • Affluent Empty Nests	
	<i>Lifestyle Group</i> <i>Income</i> <i>Age Class</i> <i>Household Composition</i> <i>Education</i> <i>Tenure</i> <i>Income Producing Assets</i> <i>Tech Use</i>	Town Upscale Mature Mostly w/o Kids Graduate Plus Homeowners Elite IPA Average Tech

12 CRUISIN' TO RETIREMENT

	M1 • Affluent Empty Nests	
	<i>Lifestyle Group</i> <i>Income</i> <i>Age Class</i> <i>Household Composition</i> <i>Education</i> <i>Tenure</i> <i>Income Producing Assets</i> <i>Tech Use</i>	Suburban Upscale Older Mostly w/o Kids Graduate Plus Mostly Owners Elite IPA Average Tech

32 TRADITIONAL TIMES

	M3 • Cautious Couples	
	<i>Lifestyle Group</i> <i>Income</i> <i>Age Class</i> <i>Household Composition</i> <i>Education</i> <i>Tenure</i> <i>Income Producing Assets</i> <i>Tech Use</i>	Town Upper Midscale Mature HH w/o Kids Graduate Plus Homeowners Elite IPA Below Average Tech



Sales and Marketing Plan – B2B

GG of DBA	OPPORTUNITY 1 – Locally owned & managed businesses	OPPORTUNITY 2 – Local & Regional Businesses managed by Local Property Management Companies	OPPORTUNITY 3 – Local Condos/Strata and HOAs that are self-managed	OPPORTUNITY 4 – Regional & National 3 rd Party Property Management Companies	OPPORTUNITY 5 – Local Realtors and Builders
WHAT IS IT?	<ul style="list-style-type: none"> Care the most about local image and will often pay for premium service. Decisions are made on site often by the owner or by a family member. Makes decisions like a residential homeowner. Tends to pay within 30 days as they treat their expense like they do for their personal residence. Examples: Small Office Buildings, Retail, Dr, Dentist, Vet, Storage facilities, Strip Malls, Retail Centers, etc. 	<ul style="list-style-type: none"> Typically provides a pre-set budgeted list of services called Scope of Work (SOW) / Request for Quote (RFQ) / Tender Works at the direction of the owner or a board of directors Examples: Small Office Buildings, Retail, Dr, Dentist, Vet, Storage facilities, Strip Malls, Retail Centers, etc. 	<ul style="list-style-type: none"> Can be managed by a volunteer board or a professional management company. Typically has a community member assigned to oversee landscaping and maintenance services. There are lots of opinions. The tenants and board members can be difficult to work with. Decisions are made at the Board level based on available budget and general funds. Board seats are often 2-3 years and change to encourage democratic engagement. Vision and Direction often change but can be influenced by a respected contractor. 	<ul style="list-style-type: none"> National 3rd Party companies offer clients centralized account management and subcontract to smaller contractors. Generally, pay invoices slowly. Always have fixed Scope of Work. Can demand more attention than the average client. Almost always goes with low bid Higher than normal possibility of Bad Debting Invoices. Examples: Processing plants, Manufacturing facilities, Costco, Home Depot, Lowes, Dollar General, etc. 	<ul style="list-style-type: none"> Realtors can feed small projects and help introduce you to new homeowners. Builders can provide a nice steady stream of work. Realtors tend to be a bit demanding of service schedules for their clients. Builders tend to drive profit down to its lowest levels and use their work as leverage to do so.

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 & Carrabbas
- Shops at Chicos & 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

Educated Elite Empty Nests

MEDIA OVERVIEW

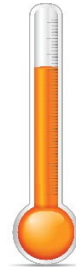
HEAVY



TELEVISION

3rd most trusted media. 47% more likely to watch 11-25 hours each week, DVR most hours of programming. Favorite type of programs are sports (golf & tennis), news, and movies.

HEAVY



NEWSPAPER

Read the business/finance, travel, editorial and science/technology sections. Find weekday advertising gives them good ideas and useful information on bargains.

LIGHTEST



RADIO

Briefly listens during the weekday from 10am – 3pm. 85% more likely to have listened to Satellite radio in last week. Enjoys listening to news, talk/personality and classical.

MEDIUM



ONLINE

Although the most trusted media, less than 10 hours spent online/week. Top indexing sites include Consumer Reports, Wall Street Journal, Money and USA Today.

LIGHT



SOCIAL

Spending less than one hour/daily, Most often use Facebook, LinkedIn, and Pinterest. They use social media to follow friends/family activities, find info on news/current events and keep in touch with family/friends.

LIGHTEST



MOBILE

Primarily used Motorola mobile for personal use, including use of travel, maps/navigation, and local information apps.

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

Fast-Tracked Fortunate Families

MEDIA OVERVIEW

LIGHTEST



TELEVISION

2nd most trusted media but almost no use, watching less than 10 hours of regular programming/week. Most often downloading favorites through Hulu, On-Demand or renting from kiosks. Favorite channels include HBO, NFL Network & CBS Sports

LIGHT



NEWSPAPER

Not the most frequent readers of the newspaper, but enjoy Business/Finance, Sports, and Circular/Inserts.

MEDIUM



RADIO

Indexing high for all time zones both during the week and on weekends. They enjoy tuning into country, alternative, rock and all sports radio. 89% more likely to be satellite radio users.

HEAVY



ONLINE

They spend an average of 20+ hours/week on the internet most often downloading Fantasy Sports, Podcasts, Blogs and Traffic and apps.

HEAVY



SOCIAL

Spending 1-2 hours on average each day across Facebook, Pinterest, Instagram, LinkedIn and Twitter. They most often view friends profile, watch video, send email and comment.

HEAVY



MOBILE

Use 3+ mobile phones for personal, business and child personal use. More likely to use apps for Shopping, healthcare/fitness and sports.



a neighborly company



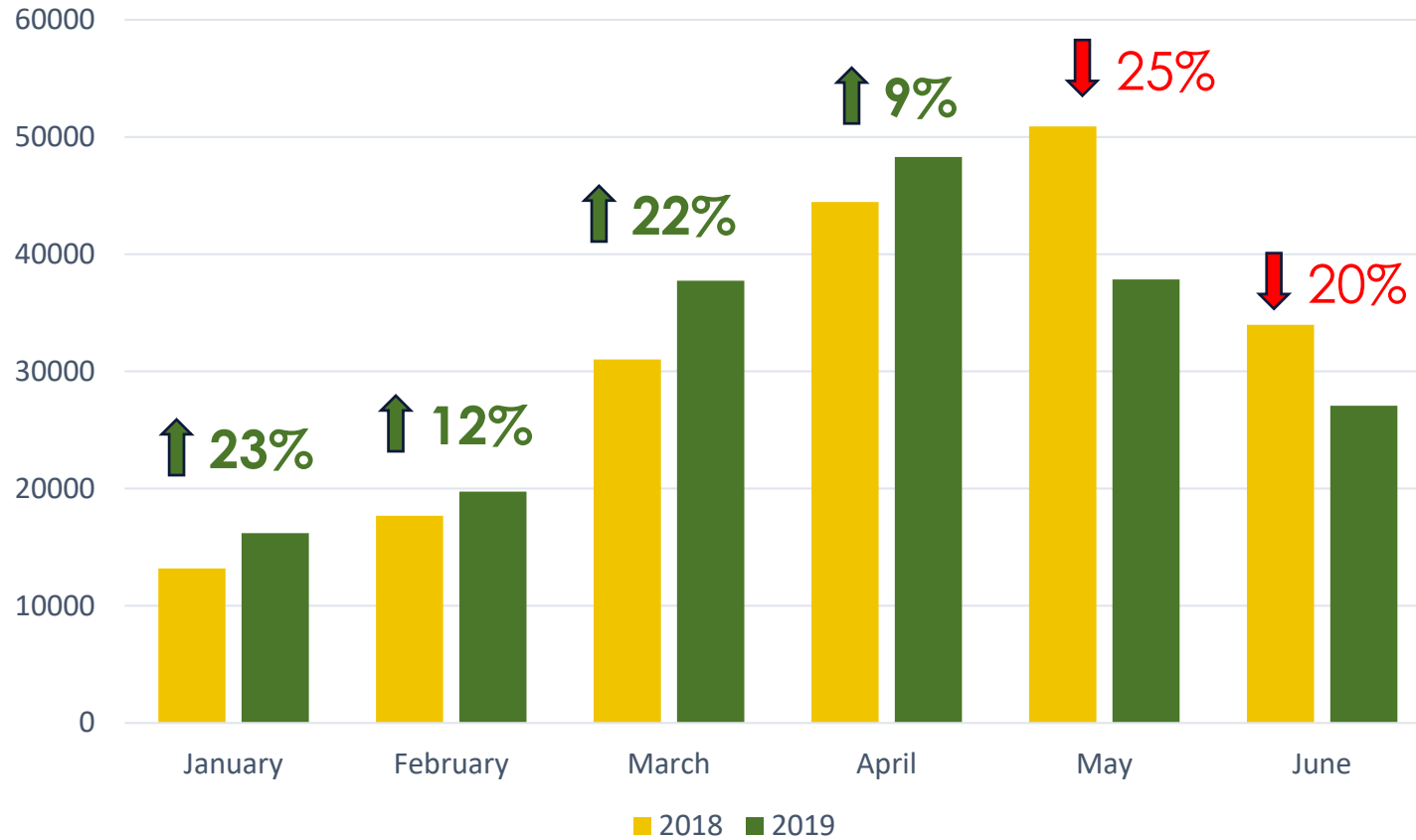
Latest Online Trends

The Fredricks

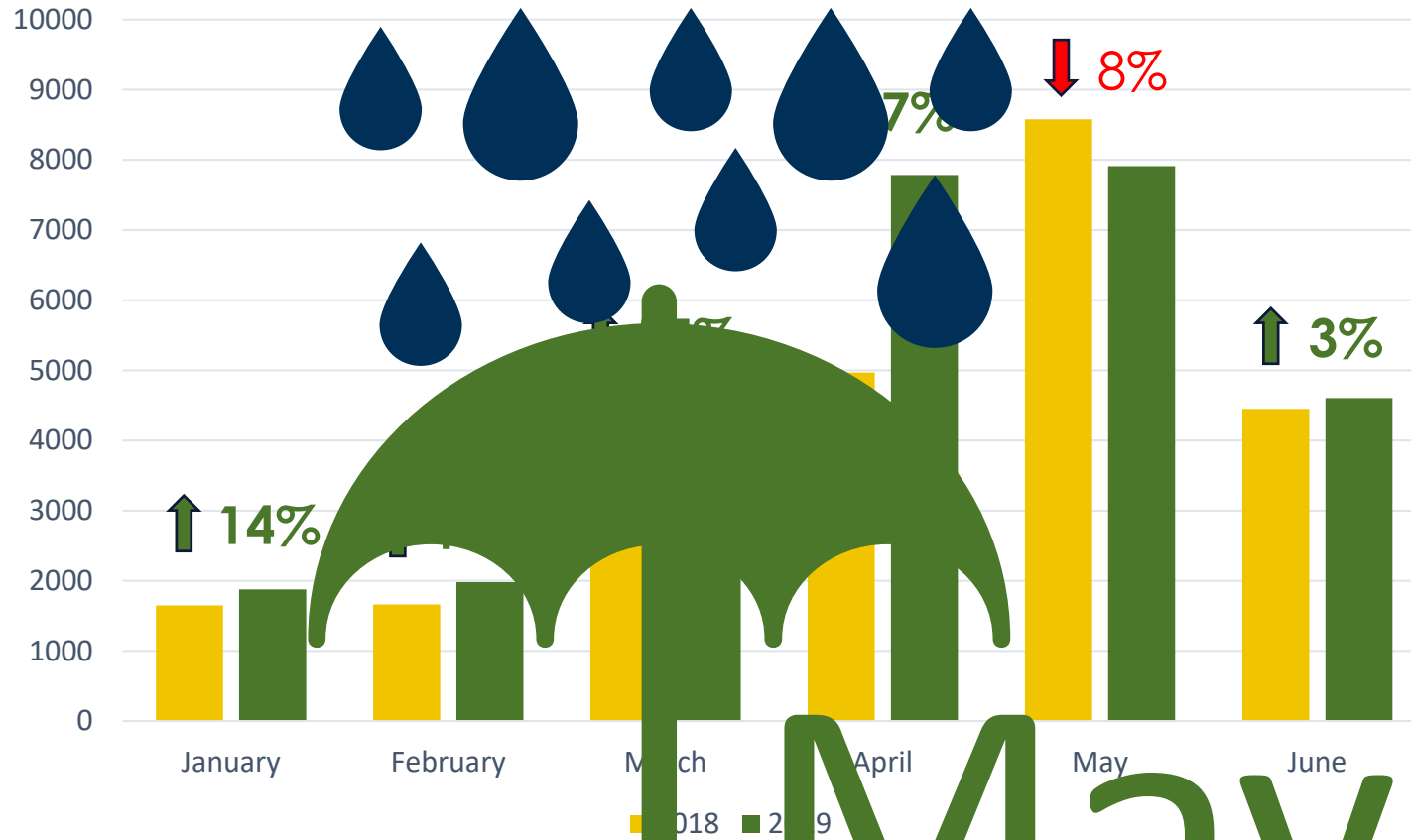
YOY/MOM Organic Traffic



US Organic Traffic



YOY/MOM Organic Traffic



J M May

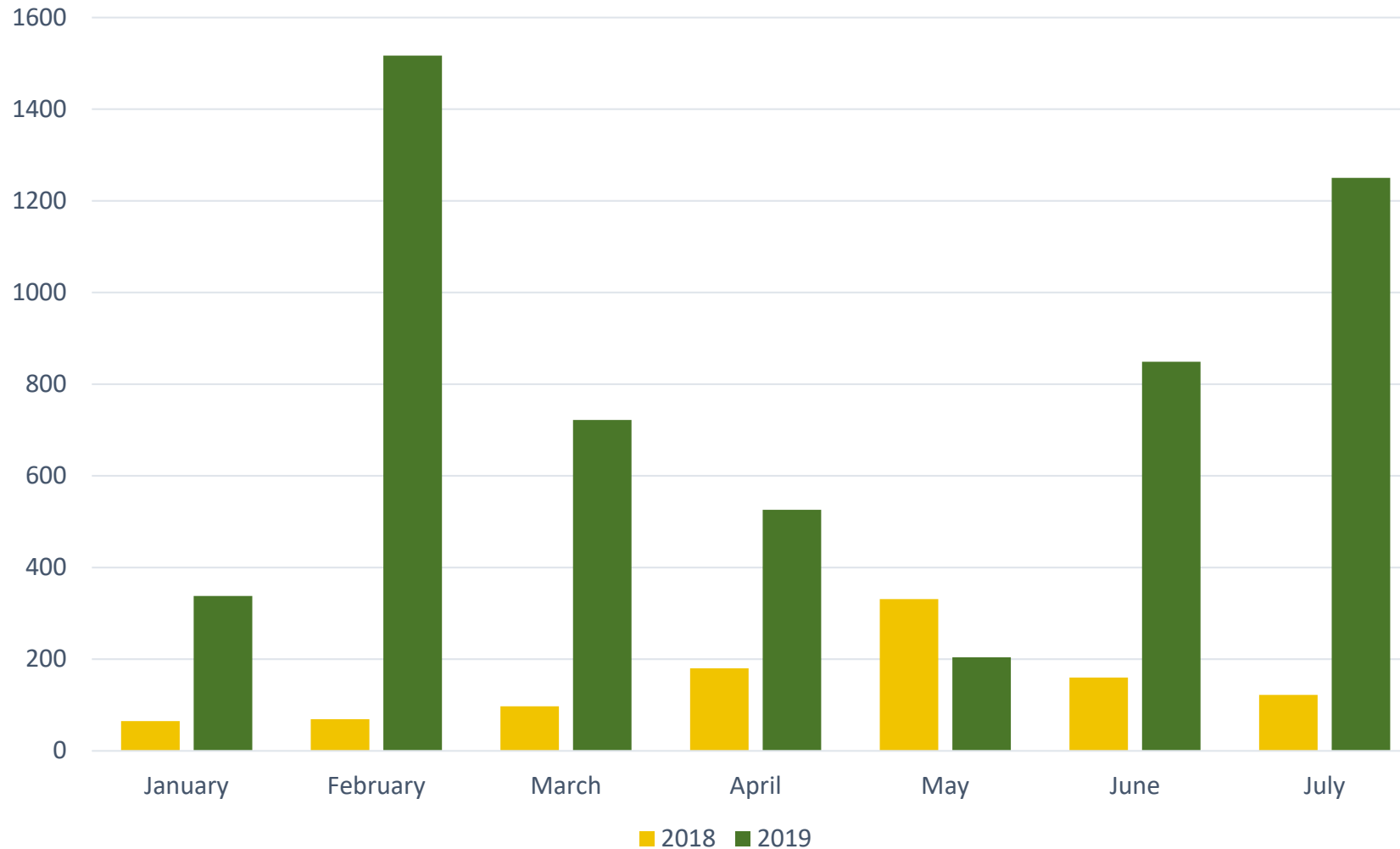
YOY Non-Paid Leads (US and CA)

	<u>Jan-June 2019</u>			<u>Jan-June 2018</u>
Calls > 60 seconds	33,590	↓	5%	35,599
Form Fills	9,710	↓	6%	10,336
GMB Click to Calls	<u>4,156</u>	↑	<u>361%</u>	<u>902</u>
TOTAL	47,456	↑	<u>1.3%</u>	46,837

Google My Business

+428%
YOY

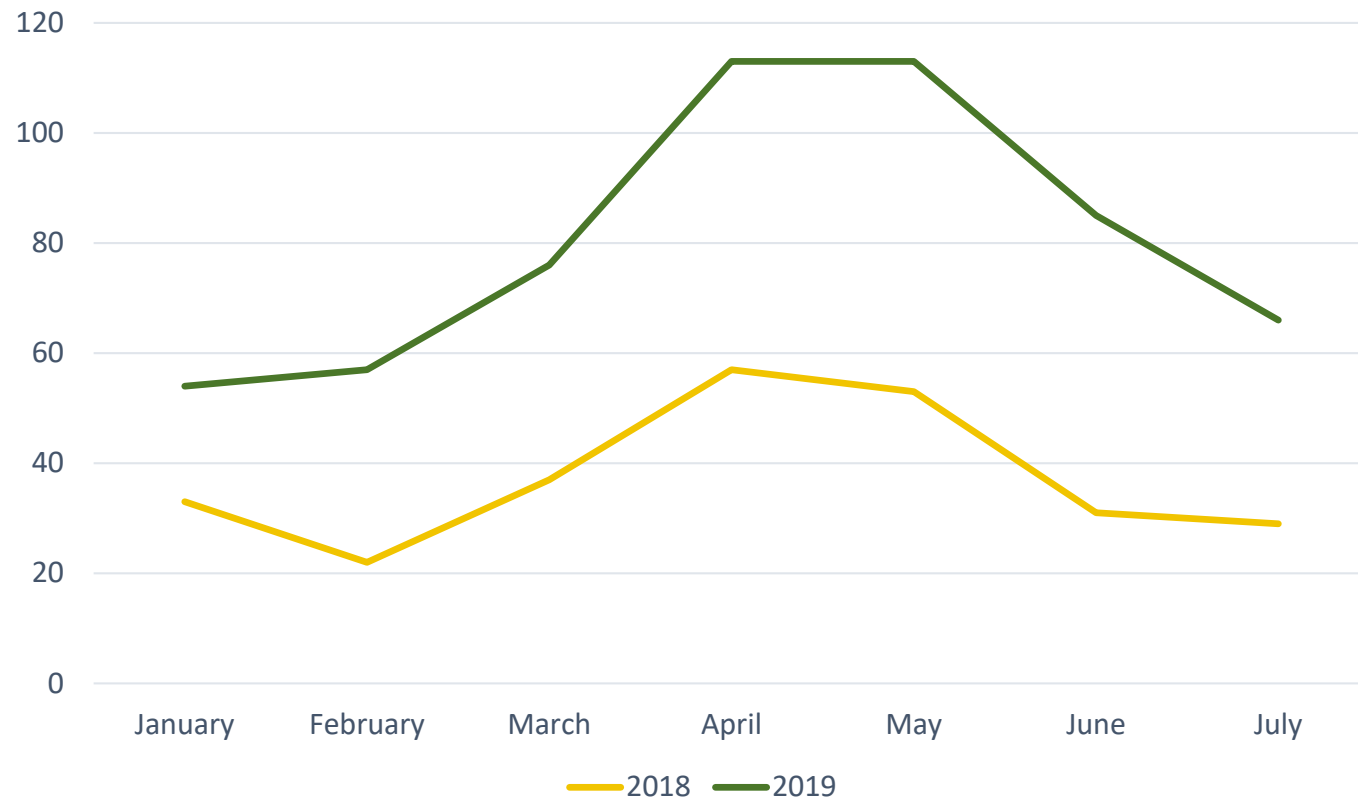
Click-To-Calls



Google My Business

+15% YOY

Reviews



The Grounds Guys of League City
4.8 ★★★★★ 61 Google reviews
Landscape in Friendswood, Texas

Address: 4109 FM 2351, Friendswood, TX 77546
Hours: Open · Closes 5PM
Phone: (713) 561-3589
Appointments: groundsguys.com

Questions & answers
See all questions (1)

Reviews from the web

Platform	Rating	Count
Facebook	5/5	26 votes
HomeAdvisor.com	4.8/5	179 reviews
Listen360	4.8/5	202 reviews
Listen360	4.3/5	29 reviews

Want More? Quarterly Business Update

MAP Fund Top Line Takeaways

- Traffic and Leads are trending about even YOY
- January – April we saw large increases YOY, but in May we saw a dip in traffic 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 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%
 - +XX% (XX vs XX) Jan-June 2019 vs Jan-June 2018
- Spring Services Facebook Contest – All results YOY 2018 vs 2019 Contest
 - Contest Entries: +90% (560 vs 295)
 - Impressions: +152% (69,969 vs 27,796)
 - People Reached: +207% (58,919 vs 19,206)

The screenshot displays the GroundsGuys intranet interface. At the top, there is a navigation bar with icons for Intranet, Franchise Opener, FIM, Support, Financials, Training, Smartconnect, and More. The user's name, Natalie Walker, is visible in the top right corner. The main content area features the GroundsGuys logo and the text 'a neighborly company'. Below this, a large green arrow points down to the title 'MARKETING REPORT' and the subtitle '2nd QUARTER | 2019'. On the left side, there is a sidebar menu with a 'Folder' section containing links to Home, Index, 2015 - The Year of Life with Brian Tracy, Business Tools, Commercial Services, Design Your Life, FranConnect Migration, GGpro Documents, and Industry Technical. The right side of the page shows a search bar and a 'Default View' button.

Communications:

1. GUY eNews, “LawnOrder” > **Marketing Update**
2. Franconnect> **Library > Marketing > Quarterly Business Updates**

POP QUIZ



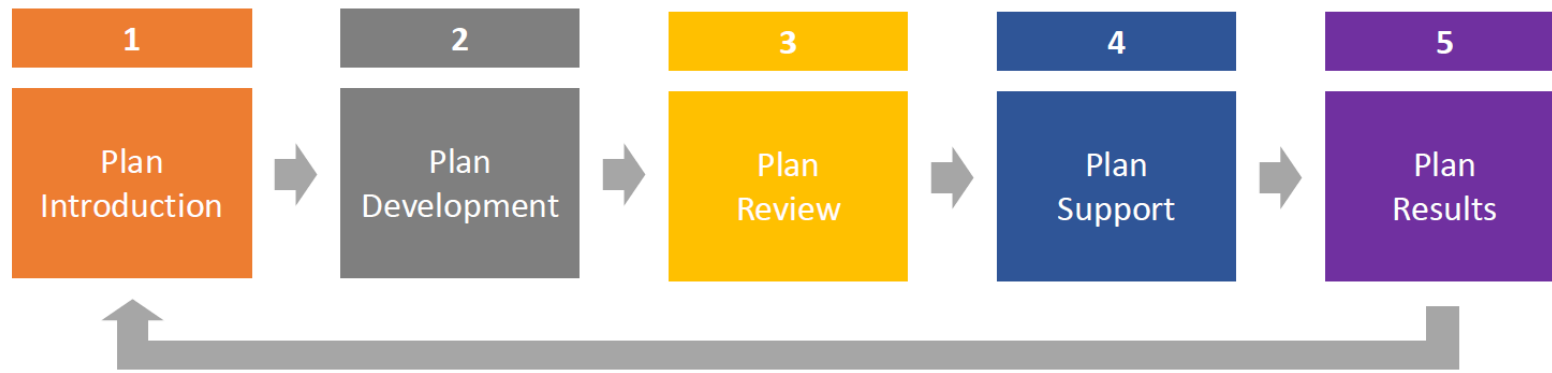
No one's mind
m... AP



How do we market to our customers?

Local Marketing System

WHAT IS THE LOCAL MARKETING SYSTEM?



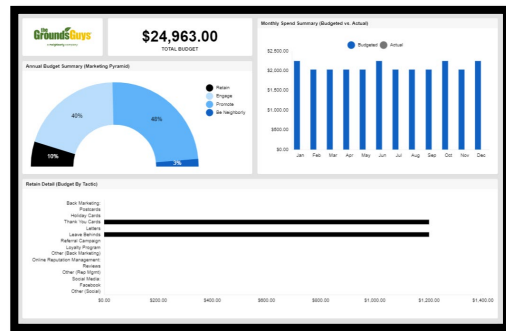
- Designed to **increase** and **enhance** the **consistency of our marketing planning efforts** at the local level
- Define top **priorities, expectations and key focus areas** for Local Marketing support.



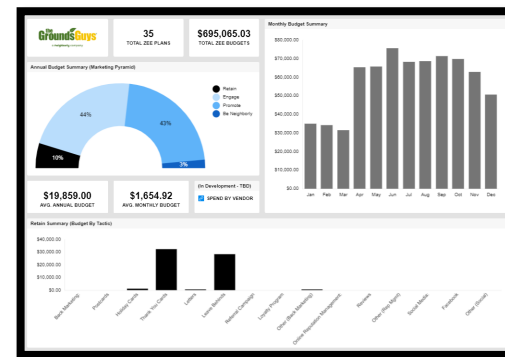
SMARTSHEET & DASHBOARD

In Use	Tactic	Vendor	Total Annual Budget	Jan Budget	Jan Week 1	Jan Week 2	Jan Week 3	Jan Week 4	Jan Week 5	Jan Total	Jan Actual
	the GroundsGuys a Neighborly company										
	Franchise Information										
	Retain		5%	\$1,425.00							
	- Back Marketing			\$1,425.00							
	Postcards		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Holiday Cards		\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Thank You Cards		\$660.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00
	Letters		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Leave Behinds (Door Hangers)		\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Referral Campaign		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Loyalty Program		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Online Reputation Management			\$0.00							
	Reviews		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Social Media			\$0.00							
	Facebook		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Engage			24%	\$2,400.00						
	- Online Display & Retargeting			\$2,400.00							
	Banner Ads		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Display Ads		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Facebook Ads		\$2,400.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00
	Facebook Boosting		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

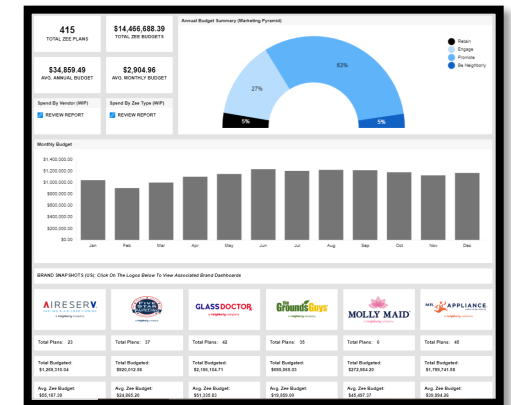
SmartSheet Planning



Local Dashboard




National Dashboard



Executive Dashboard

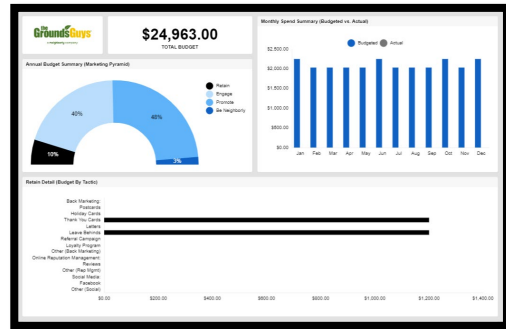


			In Use	Tactic	Vendor	Total Annual Budget	Jan Budget	Jan Week 1	Jan Week 2	Jan Week 3	Jan Week 4	Jan Week 5	Jan Total	Jan Actual	Feb Budget	Feb Week 1	Feb Week 2	
			<input type="checkbox"/>	 a neighborly company	Support Materials	Marketing Dashboard												
				+ Franchisee Information														
			<input type="checkbox"/>	Retain		5%	\$1,425.00											
			<input type="checkbox"/>	- Back Marketing			\$1,425.00											
			<input type="checkbox"/>	Postcards			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input checked="" type="checkbox"/>	Holiday Cards			\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input checked="" type="checkbox"/>	Thank You Cards			\$660.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	Letters			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input checked="" type="checkbox"/>	Leave Behinds (Door Hangers)			\$600.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$50.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	Referral Campaign			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	Loyalty Program			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	All Other			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	- Online Reputation Management			\$0.00											
			<input type="checkbox"/>	Reviews			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	All Other			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	- Social Media			\$0.00											
			<input type="checkbox"/>	Facebook			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	All Other			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	- Engage		24%	\$6,500.00											
			<input type="checkbox"/>	- Online Display & Retargeting			\$2,400.00											
			<input type="checkbox"/>	Banner Ads			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	Display Ads			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00
			<input checked="" type="checkbox"/>	Facebook Ads			\$2,400.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$200.00	\$0.00	\$0.00	\$0.00
			<input type="checkbox"/>	Facebook Boosting			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00

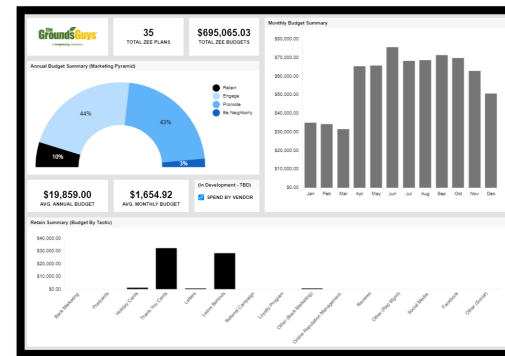
SMARTSHEET & DASHBOARD

In Use	Tactic	Vendor	Total Annual Budget	Jan Budget	Jan Week 1	Jan Week 2	Jan Week 3	Jan Week 4	Jan Week 5	Jan Total	Jan Actual
	the GroundsGuys a Neighborly company										
	Franchise Information										
	Retain		5%	\$1,425.00							
	- Back Marketing			\$1,425.00							
	Postcards		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Holiday Cards		\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Thank You Cards		\$660.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00
	Letters		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Leave Behinds (Door Hangers)		\$600.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Referral Campaign		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Loyalty Program		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Online Reputation Management			\$0.00							
	Reviews		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Social Media			\$0.00							
	Facebook		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	All Other		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	- Engage			24%	\$2,400.00						
	- Online Display & Retargeting			\$2,400.00							
	Banner Ads		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Display Ads		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Facebook Ads		\$2,400.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00
	Facebook Boosting		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

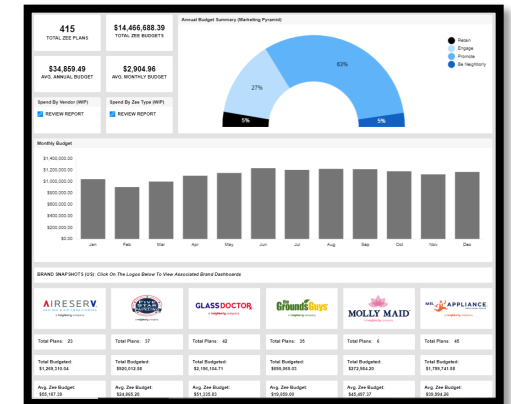
SmartSheet Planning



Local Dashboard



National Dashboard



Executive Dashboard

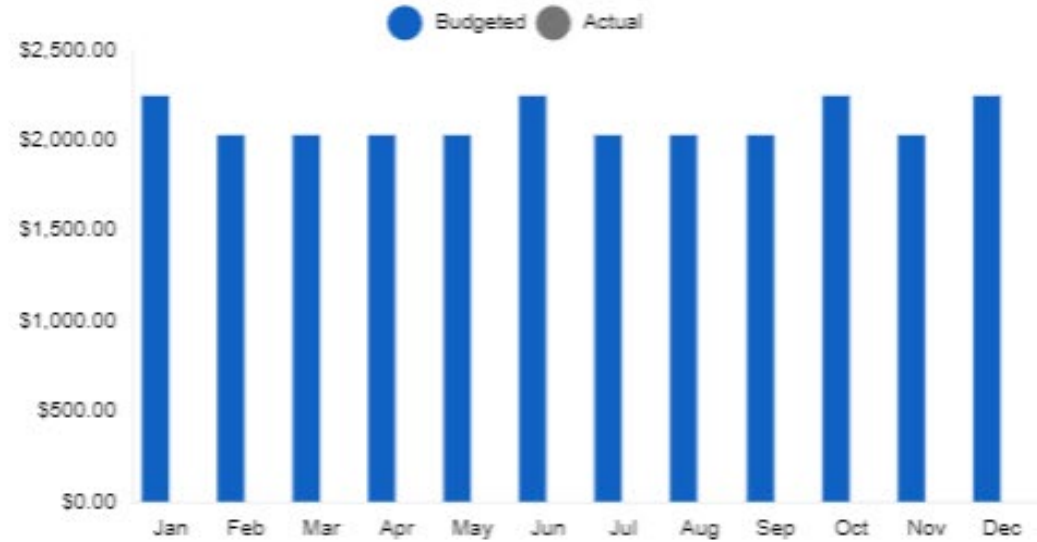




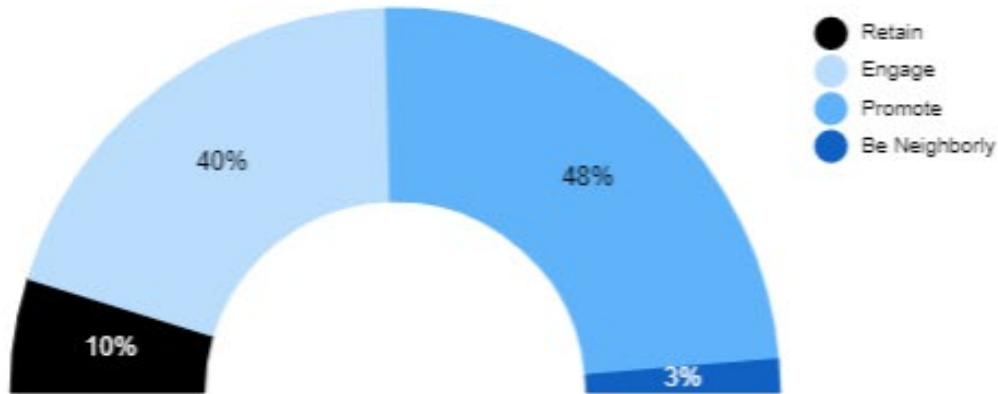
\$24,963.00

TOTAL BUDGET

Monthly Spend Summary (Budgeted vs. Actual)



Annual Budget Summary (Marketing Pyramid)



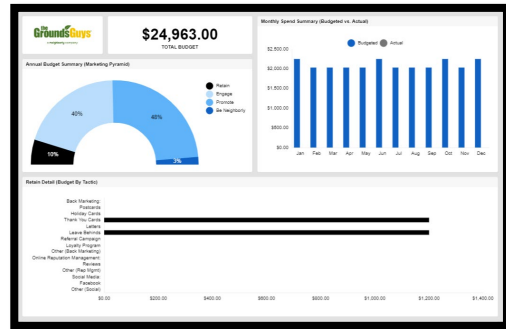
Retain Detail (Budget By Tactic)



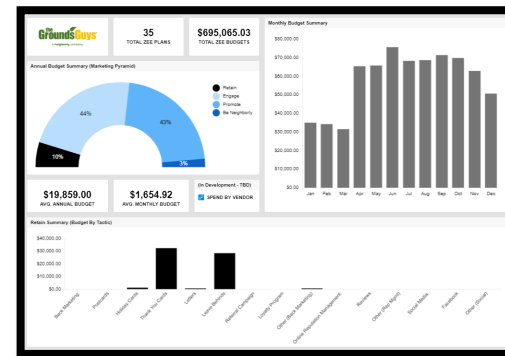
SMARTSHEET & DASHBOARD

Vendor	Total Annual Budget	Jan Budget	Jan Week 1	Jan Week 2	Jan Week 3	Jan Week 4	Jan Week 5	Jan Total	Jan Actual
the GroundsGuys									
Retain	5%	\$1,425.00							
- Back Marketing	\$1,425.00								
Postcards	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Holiday Cards	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Thank You Cards	\$660.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00
Letters	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Leave Behinds (Door Hangers)	\$600.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
Referral Campaign	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Loyalty Program	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Online Reputation Management	\$0.00								
Reviews	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Social Media	\$0.00								
Facebook	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Engage	24%	\$2,400.00							
- Online Display & Retargeting	\$2,400.00								
Banner Ads	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Display Ads	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facebook Ads	\$2,400.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00
Facebook Boosting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

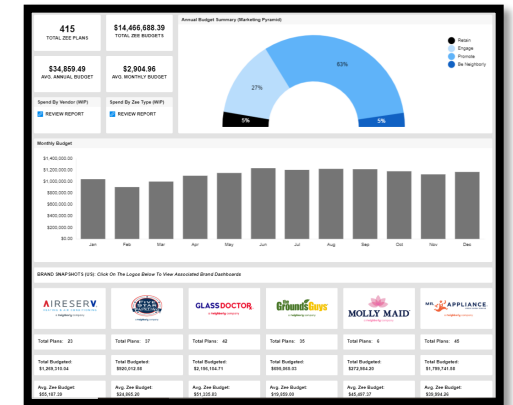
SmartSheet Planning



Local Dashboard



National Dashboard



Executive Dashboard

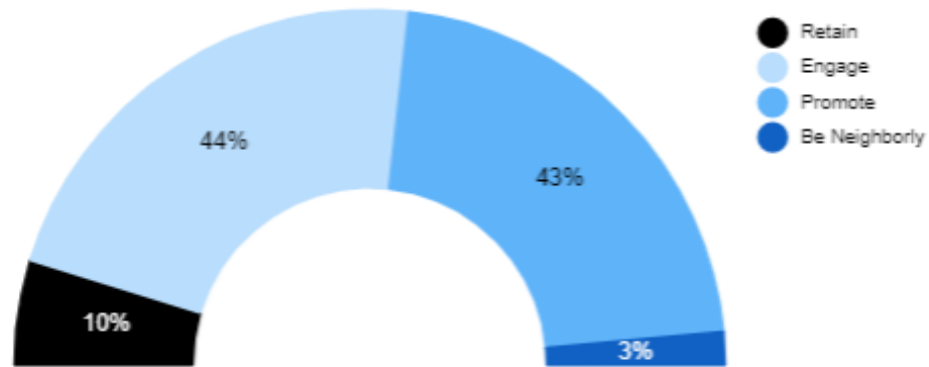




35
TOTAL ZEE PLANS

\$695,065.03
TOTAL ZEE BUDGETS

Annual Budget Summary (Marketing Pyramid)



\$19,859.00

AVG. ANNUAL BUDGET

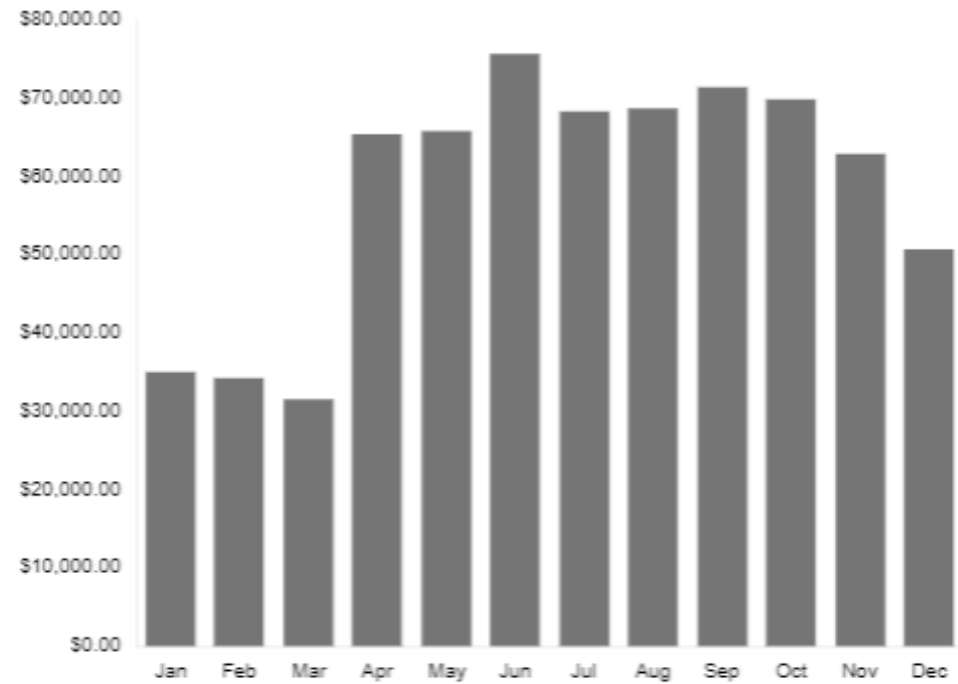
\$1,654.92

AVG. MONTHLY BUDGET

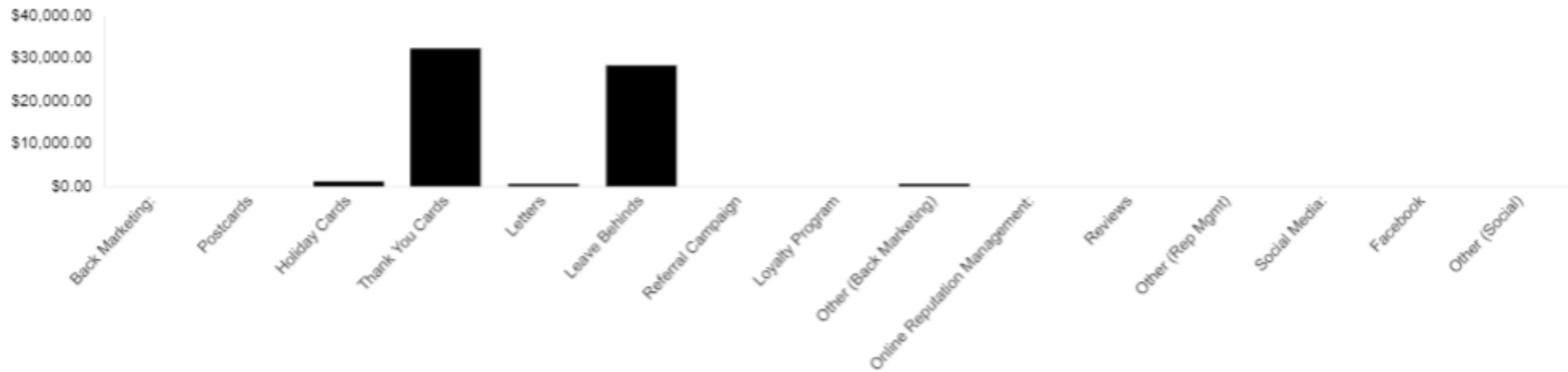
(In Development - TBD)

[SPEND BY VENDOR](#)

Monthly Budget Summary



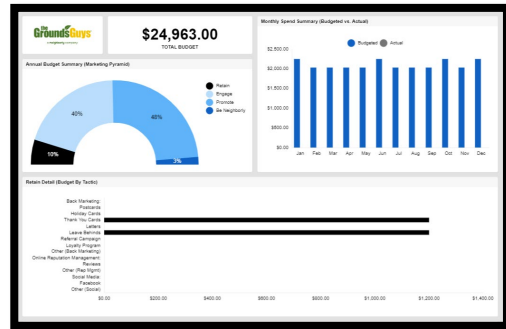
Retain Summary (Budget By Tactic)



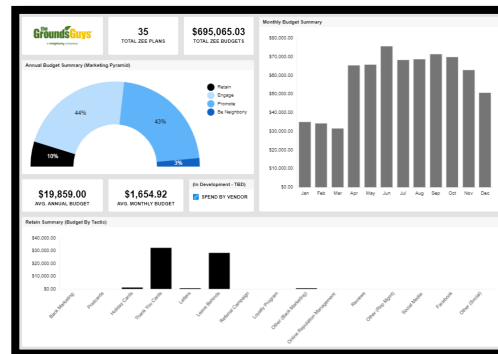
SMARTSHEET & DASHBOARD

Vendor	Total Annual Budget	Jan Budget	Jan Week 1	Jan Week 2	Jan Week 3	Jan Week 4	Jan Week 5	Jan Total	Jan Actual
the GroundsGuys									
Franchise Information									
Retain	5%	\$1,425.00							
- Back Marketing									
Placards	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Holiday Cards	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Thank You Cards	\$660.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00
Letters	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Leave Behinds (Door Hangers)	\$660.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Referral Campaign	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Loyalty Program	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Online Reputation Management									
Reviews	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Social Media									
Facebook	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
All Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
- Engage									
Online Display & Retargeting	24%	\$2,400.00							
- Online Display & Retargeting									
Banner Ads	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Display Ads	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facebook Ads	\$2,400.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00
Facebook Boosting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

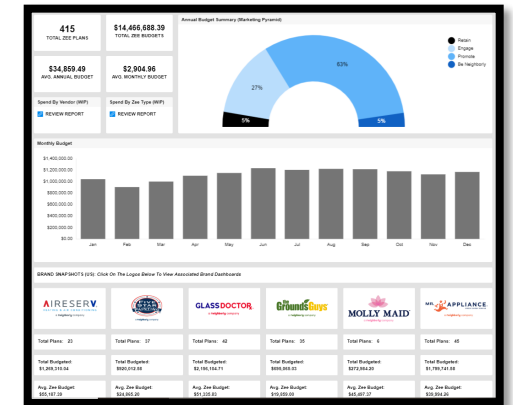
SmartSheet Planning



Local Dashboard



National Dashboard



Executive Dashboard



415
TOTAL ZEE PLANS

\$14,466,688.39
TOTAL ZEE BUDGETS

\$34,859.49
AVG. ANNUAL BUDGET

\$2,904.96
AVG. MONTHLY BUDGET

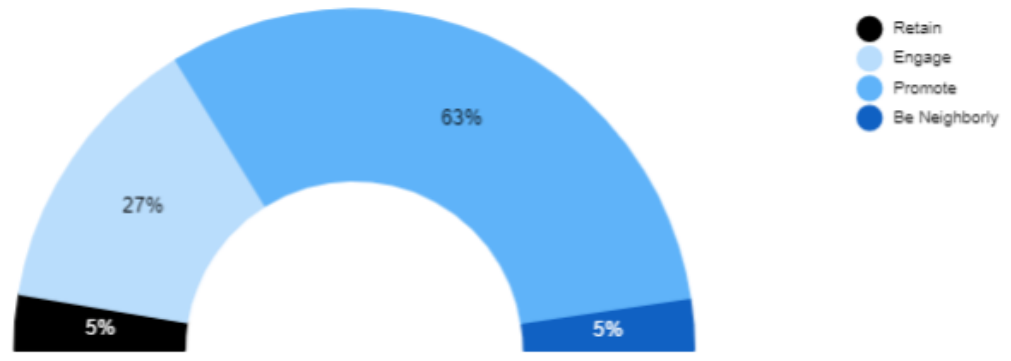
Spend By Vendor (WIP)

REVIEW REPORT

Spend By Zee Type (WIP)

REVIEW REPORT







Annual Budget Summary (Marketing Pyramid)



Monthly Budget



BRAND SNAPSHOTS (US): Click On The Logos Below To View Associated Brand Dashboards

					
Total Plans: 23	Total Plans: 37	Total Plans: 42	Total Plans: 35	Total Plans: 6	Total Plans: 45
Total Budgeted: \$1,269,310.04	Total Budgeted: \$920,012.58	Total Budgeted: \$2,156,104.71	Total Budgeted: \$695,065.03	Total Budgeted: \$272,984.20	Total Budgeted: \$1,799,741.58
Avg. Zee Budget: \$55,187.39	Avg. Zee Budget: \$24,865.20	Avg. Zee Budget: \$51,335.83	Avg. Zee Budget: \$19,859.00	Avg. Zee Budget: \$45,497.37	Avg. Zee Budget: \$39,994.26

WHY IS THIS IMPORTANT?

- Cloud Based
- Knowing your numbers
- Marketing Best Practices
- Efficient Support
- Retain, Engage, Promote, Be Neighborly
- Accomplish roll up data





Knowing Your Customer Acquisition Data

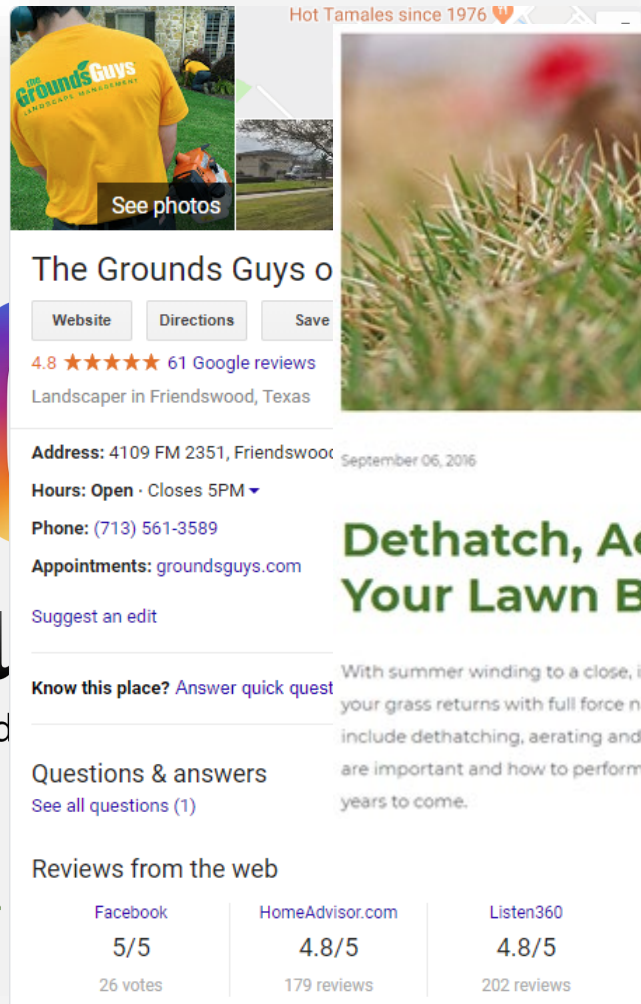
Let's Drive the Brand Forward Together – Know Your Numbers!

GMB and Organic Example

Understand Customer Acquisition Costs



You
Broad



Hot Tamales since 1976

The Grounds Guys o

Website Directions Save

4.8 ★★★★★ 61 Google reviews

Landscaper in Friendswood, Texas

Address: 4109 FM 2351, Friendswood

Hours: Open · Closes 5PM

Phone: (713) 561-3589

Appointments: groundsguys.com

Suggest an edit

Know this place? Answer quick quest

Questions & answers

See all questions (1)

Reviews from the web

Platform	Rating	Number of Reviews
Facebook	5/5	26 votes
HomeAdvisor.com	4.8/5	179 reviews
Listen360	4.8/5	202 reviews



Dethatch, Aer

Your Lawn Ba

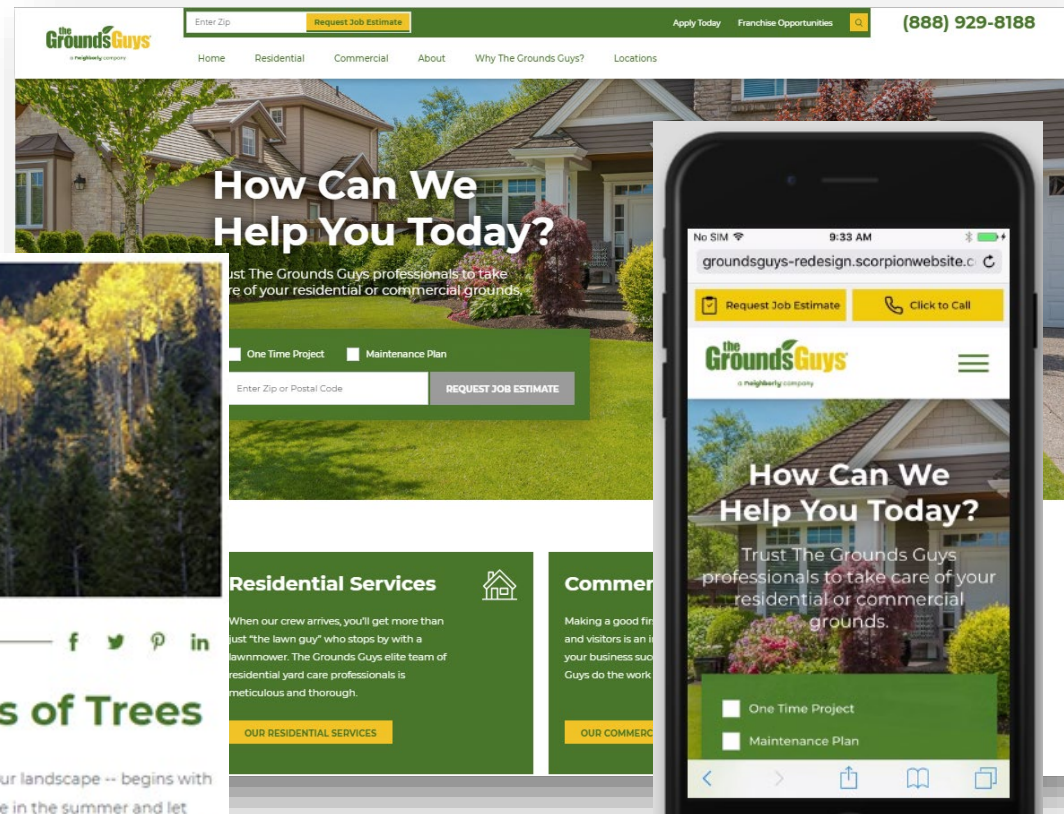
With summer winding to a close, it's tir your grass returns with full force next s include dethatching, aerating and seed are important and how to perform ther years to come.



Understanding Types of Trees

Caring for the trees in your yard -- or selecting trees for your landscape -- begins with understanding different tree types. Some trees offer shade in the summer and let sunlight in during the winter. Other trees have brilliant fall color, and many tree types provide food and shelter that beckon birds to your yard. The Grounds Guys can give you some pointers to help you handpick the right types of trees for your yard based on these -- and many other -- merits.

Broadly, trees are grouped into two primary categories: deciduous and coniferous.



the Grounds Guys

Enter Zip Request Job Estimate Apply Today Franchise Opportunities (888) 929-8188

Home Residential Commercial About Why The Grounds Guys? Locations

How Can We Help You Today?

Request Job Estimate Click to Call

One Time Project Maintenance Plan

Enter Zip or Postal Code REQUEST JOB ESTIMATE

Residential Services

When our crew arrives, you'll get more than just "the lawn guy" who stops by with a lawnmower. The Grounds Guys elite team of residential yard care professionals is meticulous and thorough.

OUR RESIDENTIAL SERVICES

Commer

Making a good first and visitors is an your business suc Guys do the work

OUR COMMERCIAL SERVICES

How Can We Help You Today?

Trust The Grounds Guys professionals to take care of your residential or commercial grounds.

One Time Project Maintenance Plan



GMB and Organic Example

Understand Customer Acquisition Costs

Location Annual Sales = \$250,000

Spend: \$2,000

Leads: 315

Cost-Per-Lead

$\$2,000 / 315 = \6.35

**MAP Fund
Contribution 2%
= \$5,000**

***40% towards
organic initiatives**

Closing at 25%

$315 \times 25\% = 79$ Jobs

Cost-Per-Job

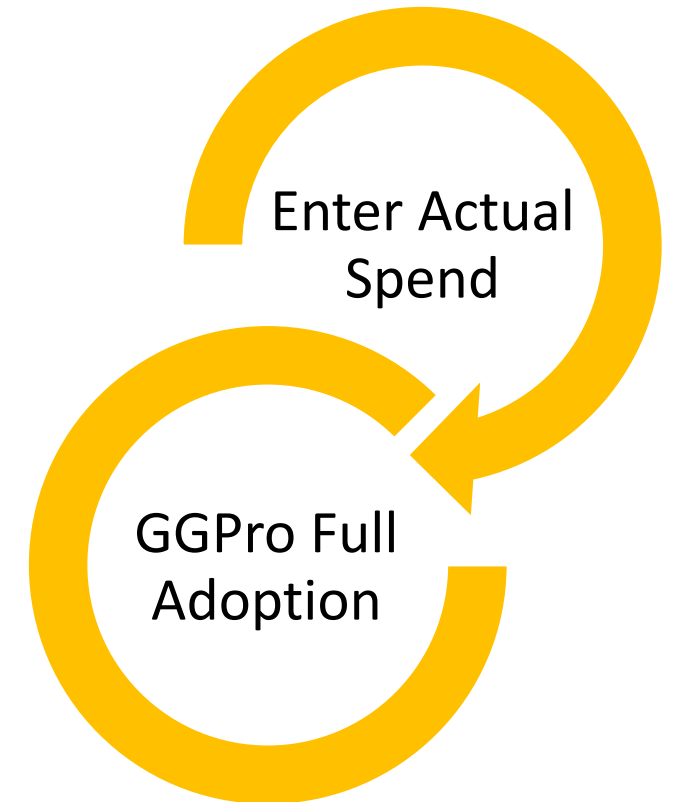
$\$2,000 / 79 = \25.32

Understand Customer Acquisition Costs

Why?



How?



NEXT STEPS . . .

Reach out to your Local Marketing Specialist if you do not have a plan created in Smart Sheets

US Support

Rebecca Cantu

254.759.5873

Rebecca.cantu@nbly.com

Canada Support

Brittany Kruger

254.759.5863

Brittany.Kruger@nbly.com



POP QUIZ





What's Neighborly got to do with it?

Derrick Biggs, Neighborly Brand Manager

Neighborly®

a community of home service experts

8.9M

Customers

AIRESERV
HEATING & AIR CONDITIONING



GLASSDOCTOR®

the GroundsGuys

MOLLY MAID



MR. APPLIANCE
SPEEDY EXPERT SERVICE

Mr. Electric



PG
Portland Glass
We're Everywhere You Look





- Enhanced Online UX
- National Call Center (US)
- PPC / Digital Display (US)
- Direct Mail Promotions
- Email Marketing Program
- Multi-Brand Promotions
- Local Neighborly Groups
- Neighborly Local Marketing Resources Site





7K

640K

+632K

6K Web & Call Leads YTD = 188% YOY Growth

15%

BROADEN

Leads from existing customers requesting service from a new brand for the first time

55%

DEEPEN

Leads from existing customers requesting service from a previously used Neighborly brand

30%

NEW LEADS

Leads from new customers requesting service that have never used a Neighborly brand before

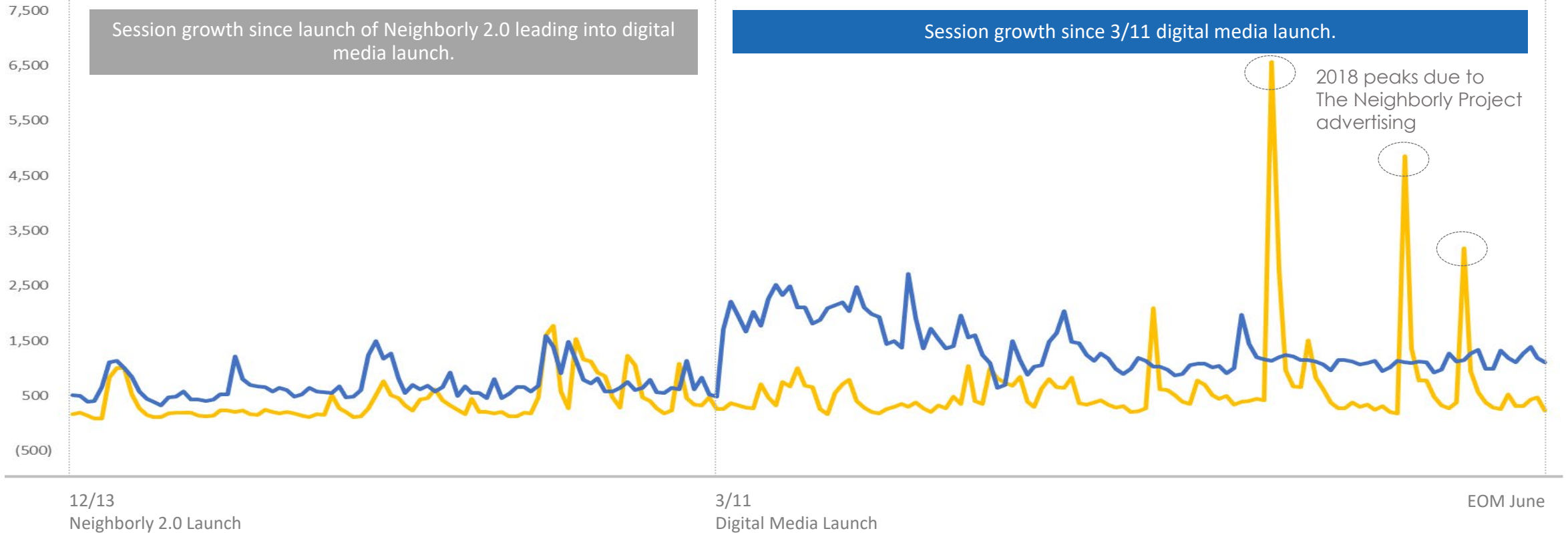
Website Sessions Performance

+73%
YOY Growth

Session growth since launch of Neighborly 2.0 leading into digital media launch.

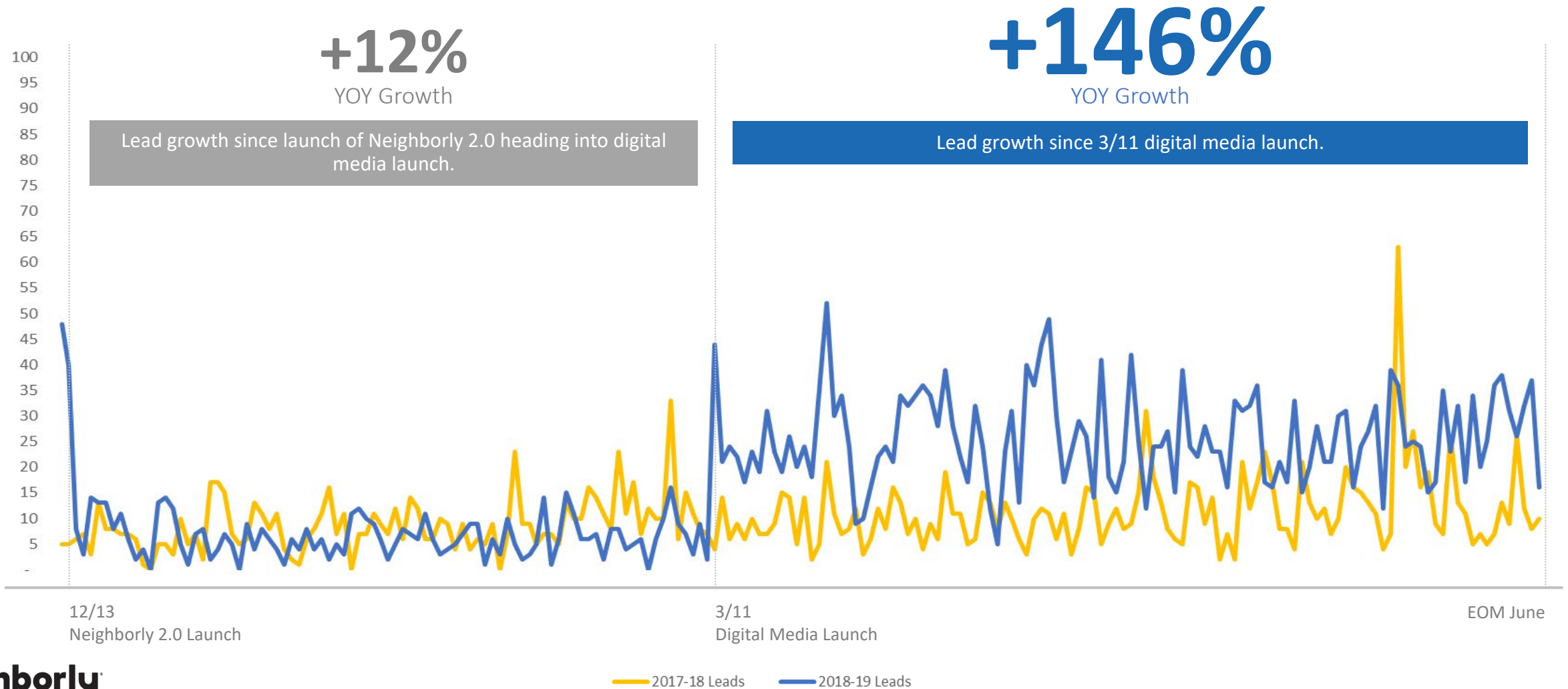
+165%
YOY Growth

Session growth since 3/11 digital media launch.



2018 peaks due to The Neighborly Project advertising

Website Leads Performance



Direct Mail Reached 2 Million Customers

AIRESERV
HEATING & AIR CONDITIONING
a Neighborly company

From our home to yours

Dear Sharon & Dan,

Thanks for trusting us at Aire Serv to take care of your home. We promise to give you our absolute best every time you call on us.

As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need to...

- Repair a leaky faucet,
- Replace foggy windows,
- Or use any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to.

No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too!

Go to GetNeighborly.com/HomeGift or call us at 833-877-4863 to learn more. We look forward to seeing you again soon!

Your friends at...

Aire Serv
a Neighborly company

P.S. This special offer expires August 31, 2019. Don't miss out!

Our gift to you...

\$20 OFF

when you schedule your next new Neighborly service by August 31, 2019

This coupon must be presented at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Ex. in person only. © 2019 Dwyer Franchising LLC. 1000 N. University Parks Dr., Waco, TX 76707

[Phone Number]
[CTA_URL]



Did you know Aire Serv is part of Neighborly?
We're an entire team of home service experts! Check out our services below.

neighborly
a community of home service experts

Services vary by area



neighborly
a community of home service experts

From our home to yours

Dear Ed,

Thanks for trusting our friends at Aire Serv, a Neighborly company, to take care of your home. We promise to give you our absolute best every time you call on us.

As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need to...

- Repair a leaky faucet,
- Replace foggy windows,
- Or use any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to.

No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too!

Go to GetNeighborly.com/Gift20 or call us at 833-877-4866 to learn more. We look forward to seeing you again soon!

Your friends at...

Neighborly
on behalf of Aire Serv

Our gift to you...

\$20 OFF

when you schedule your next new Neighborly service by August 31, 2019

This coupon must be presented at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Ex. in person only. © 2019 Dwyer Franchising LLC

[Phone Number]
[CTA_URL]



Did you know Neighborly has home service experts for most everything your home needs?
Check out our services below.

neighborly
a community of home service experts

Services vary by area



Learning:
Customers responded best to personalized letters and localized service offerings

Ongoing:
Testing magnets, messaging and other formats

neighborly
a community of home service experts



What can we help you with next?

- Air Conditioner Repair
- Lawn Maintenance
- One time cleaning
- Refrigerator Repair
- Drain Cleaning
- Window & Gutter Cleaning
- Interior Painting
- Foggy Window Replacement
- Mosquito Barrier Spray
- Electrical Safety Check
- Carpet & Upholstery Cleaning
- ALL My Fix-It Needs

833-778-9697
GetNeighborly.com/20Gift

Services vary by area. Locally-owned and independently-operated franchise companies.



6171C

Use GGPro to benefit from Email Program

Single-Brand

- New-customer nurture campaign
- Monthly newsletters
- Quarterly home maintenance reminders

Multi-Brand

- SureStart
- Multi-brand customer retention
- Cross-brand promotional offers

Inactive Customers

- Reengagement (“Winback”)

New Email platform (Eloqua) will enable more automation, dynamic content and faster campaign development (live at end of August)

Fresh Cut from **the GroundsGuys** a neighborly company



Keep that yard looking good all summer.

The Grounds Guys is ready to help.

[REQUEST JOB ESTIMATE](#)



How to Bring Your Lawn Back Next Year

Sadly, the end of summer is fast approaching. What can you do to ensure your lawn is lush and green again next year? We've got three words: dethatch, aerate and seed!

[Be Prepared](#)



Throw a Great Outdoor Dinner Party

Amid the ice pops and watermelon slices this summer, you might crave a more elegant experience from time to time. Host an awesome outdoor dinner party with these tips!

[Throw Party](#)



Install Drip Irrigation Like a Pro

A drip irrigation system is a perfect solution for those looking to save time and money while keeping plants healthy and happy. Read for tips on how to do-it-yourself!

[Install System](#)



7 Luxurious Ideas for Your Tiny Home

If you own a smaller home, embrace it! Tiny homes are trendy. We've got seven renovation tips for transforming your space into one of pure, pint-sized luxury.

[View Ideas](#)

neighborly
a community of home service experts

See your service history, set task reminders and find the right pro in your area, all for free!

[JOIN NEIGHBORLY NOW](#)

Does your landscaping need a little love?
Call The Grounds Guys at 844-210-8561

Connect with us!



©2019 The Grounds Guys LLC. All rights reserved.
1010 N. University Parks Dr., Waco, TX 76707

We have updated our Terms and Conditions and Privacy Policy. Please [click here](#) to review.

To unsubscribe from future emails or to update your email preferences, [click here](#).



27%

Open Rate

7%

Click-Through Rate

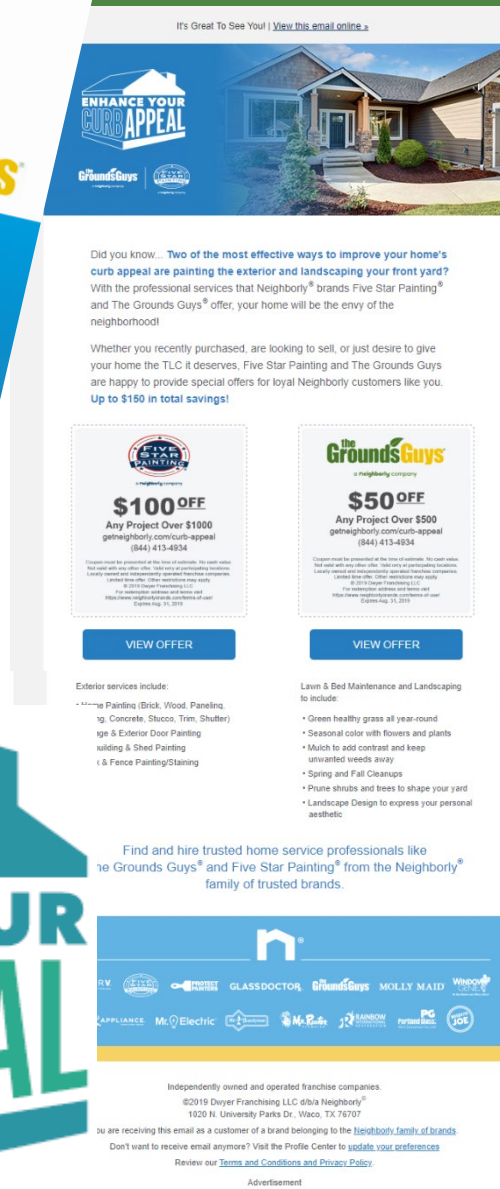


Curb Appeal (US)

Goal: To Drive Multi-Brand Customers

June - August 31st

- Facebook Advertising
- Digital Display Retargeting
- Email Campaigns
- Local Implementation Coming Soon!





27%

“At the local level, our best form of marketing is referring each other. It’s a long-term play. We continue to learn and try new things.”

- Paula Smith, The Grounds Guys of Spokane, WA

Access Neighborly Local Marketing Resources using your single sign-on

<https://resources.neighborlybrands.com>



- Outreach to other Neighborly franchisees
- Tips for meetings and events
- Multi-brand campaign planning tools
- Resources to learn about other brands



- Jacksonville, Florida Neighborly Group
Franchise Business GG Owner, Kenneth Odom

POP QUIZ



neighborly®

a community of home service experts

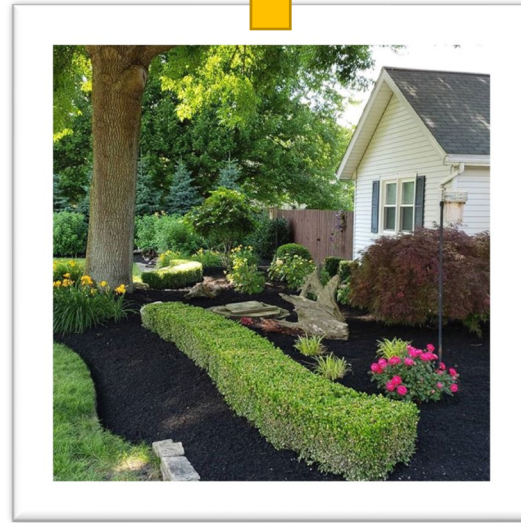
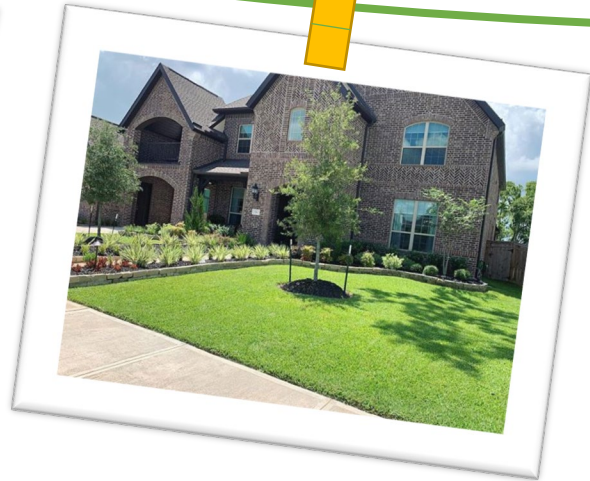


Mow Pics, Mo' Money Instagram Contest

WINNER

the GroundsGuys®

a neighborly company



... And the winner is....



The Grounds Guys of Avon



One more hat!

Wh
Prov



s?
ach

Your marketing team

- Lori Johnson, SVP of Brand Management
- Natalie Walker, Brand Manager
- Rebecca Cantu, Local Marketing Specialist
- Andrea Gaul, Communications Manager
- Holly Peterson, Marketing Manager - Canada
- Brittany Kruger, Local Marketing Specialist - Canada



Natalie.Walker@nbly.com

Holly.Peterson@nbly.com

Brittany.Kruger@nbly.com

Rebecca.Cantu@nbly.com