



a community of home service experts

# Drive ROI With Neighborly®

## Huntsville Media Test Achieved 149.22% ROI!

The Huntsville Media Test was a collaborative effort launched with local owners in the Huntsville, AL community from 8/14/17 through 11/14/17. They were faced with the challenge of competing against a major service provider who was outspending them in virtually every channel. Franchisees saw an opportunity to combine their resources and position themselves better in the market with Neighborly®. While partnering with Dwyer Group®, an awareness and direct mail campaign was created and deployed with tremendous results.

*“August is traditionally a very slow month, because of back to school, but this August has been a record month and the highest ever in Huntsville.”*  
Keith Pinkerton, Mr. Electric® of Huntsville

**A. Leave Behind Card**  
A card featuring the Neighborly logo and various service logos including AIRESERV, GLASSDOCTOR, and others. It includes a play button icon and the text 'Please let us help you save 10% OFF your next service call!'.

**B. TV Spot**  
A video frame showing a man and a woman in a home setting, with a play button icon in the center.

**C. Magnets/Direct Mail**  
A direct mail piece listing various service brands and their phone numbers:

<b>AIRESERV</b> HEATING & AIR CONDITIONING 833-673-8038	<b>SIX STAR PAINTING</b> 833-687-8453	<b>GLASSDOCTOR</b> 833-678-7541
<b>The GroundsGuys</b> 833-673-8039	<b>Mr. Appliance</b> EXPERT APPLIANCE REPAIR 833-673-8041	<b>MR. ELECTRIC</b> 833-673-8042
<b>Mr. Handyman</b> 833-673-8134	<b>Mr. Rooter</b> PLUMBING 833-673-8037	<b>RAINBOW INTERNATIONAL</b> RESTORATION 833-673-8135

Expert help, honest reviews and certified licenses all in one place.  
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We're excited to see such great results. Contact your Local Marketing Specialist or Brand Manager to find ways to work with other Neighborly® brands in your market.



For the full analysis on Huntsville, contact [Neighborly@DwyerGroup.com](mailto:Neighborly@DwyerGroup.com)

