

the
GroundsGuys[®]

a neighborly company

BREAKING
BOUNDARIES
NEIGHBORLY REUNION 2019

Meet SOCi

Social Media Marketing

What is ?

Social Media Platform that aids franchise locations with their social media presence. From content creation to responding and interacting with your customers via engagements and reviews.



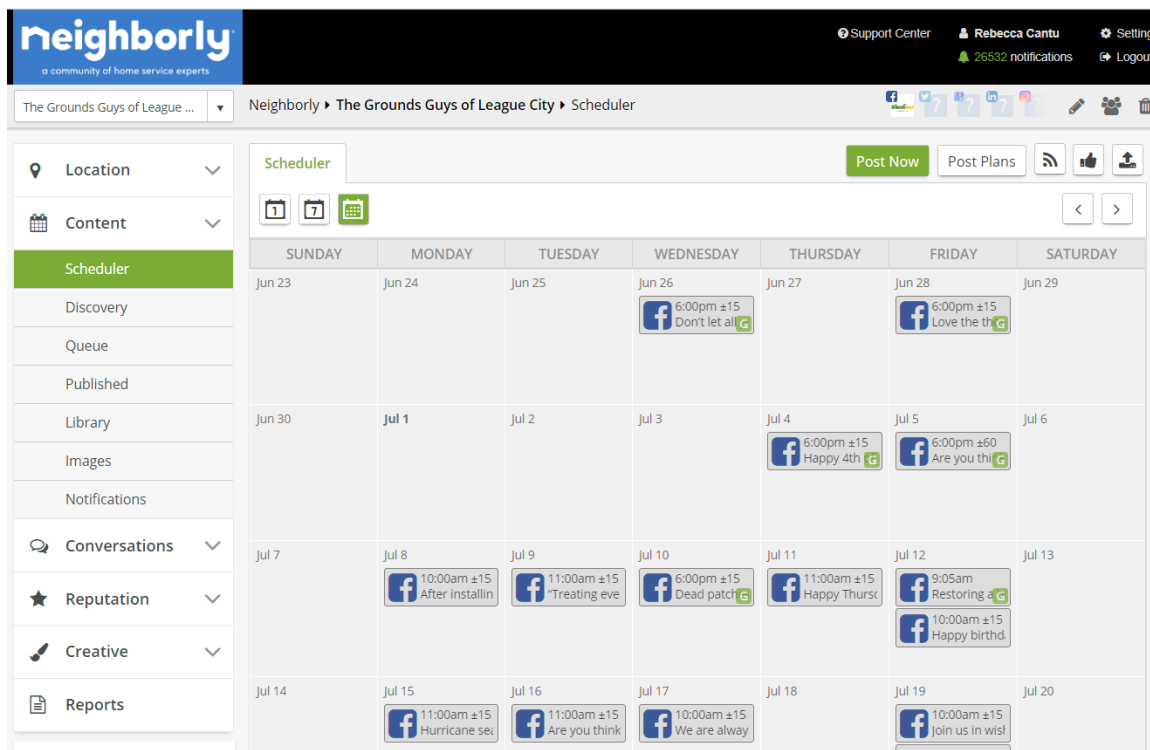
Social Engagements

78% of purchase decisions are influenced by social content

70% of consumers turn to social sites for customer care issues

#2 Social is second to customer referral as a customer acquisition source

SOCi Features:



- Content
 - Schedule all of your social media posts!
- Discovery
 - Discover relative news/blogs
- Library
 - Find your templates, and other Branded Libraries
- Conversations
 - Respond to your comments and private messages
- Reputation
 - Respond to your Facebook Reviews
- Reporting
 - Track and analyze your strategy

How to Login and View Locations

SOCi

SOCi Social Media Management Solved

Log into your SOCi account

Email
emma@meetsoci.com



Password

[Forgot password?](#)

Login

No account? Contact us at info@meetsoci.com.

The SOCi platform is now on the go, click the links below to download our mobile app!



Jump to group or location ▾ Neighborly ▶ 7 Day Insights

Account ▾

Insights

Locations

Groups

Content ▾

Conversations ▾

Reputation ▾

Creative ▾

44 page likes

0 followers

0 followers

0 followers

0 followers

Reach 3k Engaged 37

Reach 0 Engaged 0

Views Maps 0 Views Search 0

Post Likes 0 Comments 0

Post Likes 0 Comments 0

Content Status

1 Scheduled

0 Pending 0 Rejected 0 Failed

Fan & Engagement Demographics

Women

0% Fans 0% Engaged


Men

0% Fans 0% Engaged

Engagement Sentiment

0 Negative 0 Neutral 0 Positive

Engagement Activity



Jump to group or location ▾ Neighborly ▶ Locations

Locations (204) + Add Location

10 25 100 grounds guys

SCHEDULED	LOCATION	NETWORKS	MANAGERS	CREATED	SCORE
Matches name: Grounds Guys of McHenry Grounds Guys of McHenry			Rebecca Cantu	Apr 30th, 2019	2.34
Matches name: Grounds Guys of North Calgary Grounds Guys of North Calgary			Brittany Kruger	Dec 11th, 2018	0
Matches name: The Grounds Guys Brand - CAN The Grounds Guys Brand - CAN			Kellie Pearson	Feb 22nd, 2018	0
Matches name: The Grounds Guys Brand - USA The Grounds Guys Brand - USA			Kellie Pearson	Feb 22nd, 2018	1.52
Matches name: The Grounds Guys of Abbotsford The Grounds Guys of Abbotsford			Kellie Pearson	Feb 26th, 2018	5.04

How to Post Content

Neighborhood: Neighborly • Grounds Guys of McHenry • 7 Day Insights

Location: [Dropdown]

Content: [Dropdown]

Conversations: [Dropdown]

Reputation: [Dropdown]

Creative: [Dropdown]

Reports: [Dropdown]

Location details: You have not configured location details yet. Configure now.

311 page likes, 0 followers, 0 followers, 0 followers, 151 followers

Reach: 115, Engaged: 7

Content Status: 0 Scheduled, 0 Pending, 0 Rejected, 0 Failed

Fan & Engagement Demographics: Women (49% Fans, 78% Engaged), Men (51% Fans, 22% Engaged)

Engagement Sentiment: [Gauge]

Peak Time: [Line graph]

Engagement Status: 0 Engagements, 0 Open, 0 Past Due



The Grounds Guys of League ... Neighborly • The Grounds Guys of League City • Scheduler

Location: [Dropdown]

Content: [Dropdown]

Scheduler: [Dropdown]

Discovery

Queue

Published

Library

Images

Notifications: [Dropdown]

Conversations: [Dropdown]

Reputation: [Dropdown]

Creative: [Dropdown]

Reports: [Dropdown]

Post Now, Post Plans, [Social icons]

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 23	Jun 24	Jun 25	Jun 26 6:00pm ±15 Don't let allG	Jun 27	Jun 28 6:00pm ±15 Love the trG	Jun 29
Jun 30	Jul 1	Jul 2	Jul 3	Jul 4 6:00pm ±15 Happy 4thG	Jul 5 6:00pm ±60 Are you thiG	Jul 6
Jul 7	Jul 8 10:00am ±15 After installG	Jul 9 11:00am ±15 Treating eveG	Jul 10 6:00pm ±15 Dead patchG	Jul 11 6:00pm ±15 Happy ThursG	Jul 12 9:05am Restoring aG	Jul 13 10:00am ±15 Happy birthdG
Jul 14	Jul 15 11:00am ±15 Hurricane seG	Jul 16 11:00am ±15 Are you thinkG	Jul 17 10:00am ±15 We are alwayG	Jul 18	Jul 19	Jul 20



Neighborhood: Neighborly • Mr. Handman of Cape Cod and the Islands • Scheduler

Create Message

Message: Enter your message...

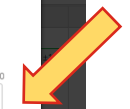
Upload Photos/GIF, Choose An Image, Shorten URL, Upload Video, Choose A Message

Tags: [Input field]

Schedule: This is a contest:

07/10/2019 10:00 AM ±15 minutes Peak Time

Cancel, Schedule Post



Choose a Message

Libraries: Grounds G..., Local Reco..., Local Reco..., Project Ph...

Search: [Input field], All Content, Creation Time, All Creators, High: Creation Time

20 messages found

Tue, Apr 9th, 2019 3:48pm
Have you been thinking about a backyard project? Turn your home into a relaxing retreat with help from The Grounds Guys. (Website slug)

Image: [Backyard fire pit]

SOCI Score: 0.0 / 10
Created by: Rebecca Cantu (Account) Apr 9th, 2019 3:48pm
Tags: [Hardscape Designs]

Create Message

Message: Have you been thinking about a backyard project? Turn your home into a relaxing retreat with help from The Grounds Guys. (Website slug)

Image: [Backyard fire pit]

Upload Photos/GIF, Choose An Image, Shorten URL, Upload Video, Choose A Message

Tags: [Hardscape Designs]

Schedule: This is a contest:

Cancel, Post Now

SOCi Conversations

The screenshot displays the SOCi Conversations interface for 'The Grounds Guys of Sugar Land'. The left sidebar contains navigation options: Location, Content, Conversations (highlighted), Engagements (highlighted), Discovery, Rules, Reputation, Creative, and Reports. Below these are location details including an email address: owner.sugarland@groundsguys.biz.

The main content area shows a list of engagements under the 'All Engagements' tab. The first engagement is from Eric Helmke, who commented on a post: 'That's fantastic. Hopefully it will help you with many future projects'. The engagement is positive, dated Jul 27th, 2019 4:17pm, and has a 'Respond' button.

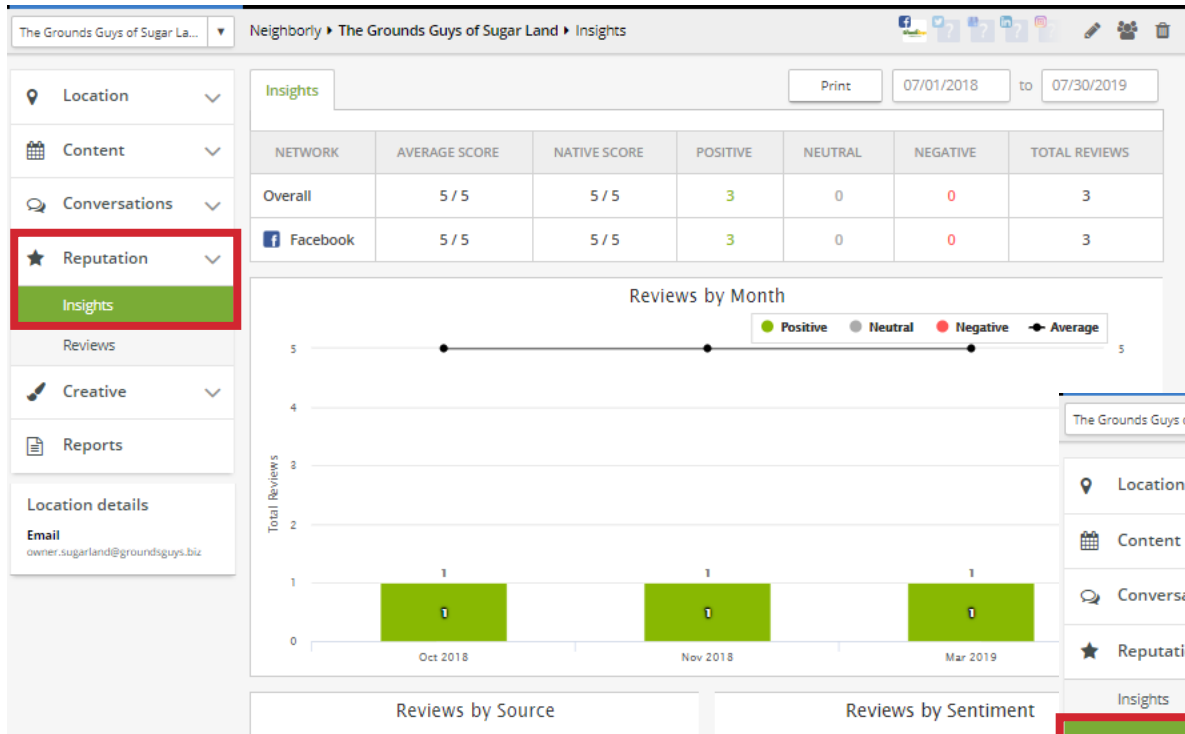
The second engagement is from Michele Mikulencak, who commented: 'I really like this idea'. This engagement is positive, dated Jul 23rd, 2019 11:33am, and has a 'Respond' button.

The third engagement is from Anu Meril Philip, who sent a private message: 'Sure'. This engagement is neutral, dated Jul 23rd, 2019 11:25pm, and has a 'Respond' button.

The fourth engagement is from Anu Meril Philip, who sent a private message: '832-441-5605 contact info'. This engagement is neutral, dated Jul 23rd, 2019 11:25pm, and has a 'Respond' button.

A detailed view of the Michele Mikulencak comment is shown on the right. It features a photo of a gravel path in a garden. Below the photo, the user's name and comment text are visible. At the bottom of the detailed view, there are buttons for 'Close', 'Go To Location', 'Mark Resolved', and 'Respond'.

SOCi Reputation



The Grounds Guys of Sugar La... Neighborhoodly > The Grounds Guys of Sugar Land > Reviews

Inbox (0) All Reviews (10)

Search... All Networks All Ratings All Time Response Status Sort: Date of Review

Nabeel Masood recommends **The Grounds Guys of Sugar Land** Thu, Mar 21st, 2019 12:42pm

The Grounds Guys have provided me landscaping service for over a year and a half, and have been nothing short of outstanding. They are extremely organized and professional, and they're owners are very generous and flexible and trying to meet your landscaping needs and schedule. They consistently perform a quality job. Needless to say I am very happy with their service!

The Grounds Guys of Sugar Land Published
Nabeel - Thank you so much for your kind words! We've enjoyed working with you and look forward to our

The Grounds Guys of Sugar Land responded on Thu, Mar 21st, 2019 3:08pm [Read More](#)

Jean-Marc Mifsud recommends **The Grounds Guys of Sugar Land** Thu, Nov 15th, 2018 11:45am

The Grounds Guys of Sugarland did an amazing job on my front yard. Everything was done as planned, on time. I really appreciate their professionalism and highly recommend them for any landscaping project.

The Grounds Guys of Sugar Land Published
Thank you so much Jean-Marc! It was great working with you!

The Grounds Guys of Sugar Land responded on Thu, Nov 15th, 2018 4:02pm

Roger Jones recommends **The Grounds Guys of Sugar Land** Mon, Oct 29th, 2018 8:04am

SOCi Reporting

Jump to group or location: Neighborly > The Grounds Guys of Sugar Land > Report Editor

https://app.meetsoci.com/p/851

Reset Page To Defaults | Email Report | Download PDF | Print Report

Edit Content
Customize to fit your branding

Language: English

Header Logo Scaling:

Footer Logo Scaling:

Reload Report

Overview

Show Logo

Show date range in header

From 06/29/2019 **to** 07/29/2019

Show header text

Show cover letter

Facebook

Show Facebook Title

Show Fan Counts


Show Total Fans

Show New Fans

Show blue overview metrics

Page Preview

Facebook Apps




Social Media Report
The Grounds Guys of Sugar Land
July 2019
06/29/2019 - 07/29/2019

Overview:

Welcome to your monthly report. This report gives you an overview of the content we've published to engage your audience and build your fan base, and a snapshot of how your page performed over the past month. We analyze this data to make monthly changes to your Facebook apps and to optimize your posts and promotions to better target your audience and deliver great results.

Regards,
Your Neighborly Social Media Manager

FACEBOOK

 **352** Total Fans **+10** New Fans

Your Page Had
12,813
impressions

You Reached
9,380
unique people

You Engaged
958
unique people

Your Page At-A-Glance

Sample Posts

These are examples of posts that were published to your Facebook page in the past month

The Grounds Guys of Sugar Land

Do you have an area in your yard where grass struggles and/or never grows because of lack of sun, moisture in the area, etc? Let us take a look! We have installed gravel and rock in similar areas for many of our clients as a multi-purpose solution. Gravel beds and walkways can extend your existing patio, give you an area for potted plants, make for a great pathway to walk on, and are so much more aesthetically pleasing! Call us for a free quote at 346-901-7310. 🌱🌿

#residential #landscape #landscaping #hardscape #hardscaping #blackstargravel #bendaboard #outdoorentertaining #patioextension #groundsguys #thegroundsguysofsugarland #getoutside #getneighborly #welcomehome #summerevenings #sugarlandtx #sugarlandtexas #missouricitytx #missouricitytexas #siennaplantation



Like 👍 27 · Comments 💬 0 · Shares ➦ 1

👤 Jeanna Honeycutt and 26 others like this.

The Grounds Guys of Sugar Land

Congratulations to Kenda Hajecate, our national Grounds Guys Spring Services Giveaway winner, who happened to be selected from right here in the Sugar Land area! Thank you so much for the opportunity to give your front yard landscaping a refresh this spring. We hope you enjoy your new, fresh look!



Like 👍 20 · Comments 💬 1 · Shares ➦ 1

👤 Great Western Growers, Inc. and 19 others like this.

Top Posts

The top performing posts that we posted on your Facebook page

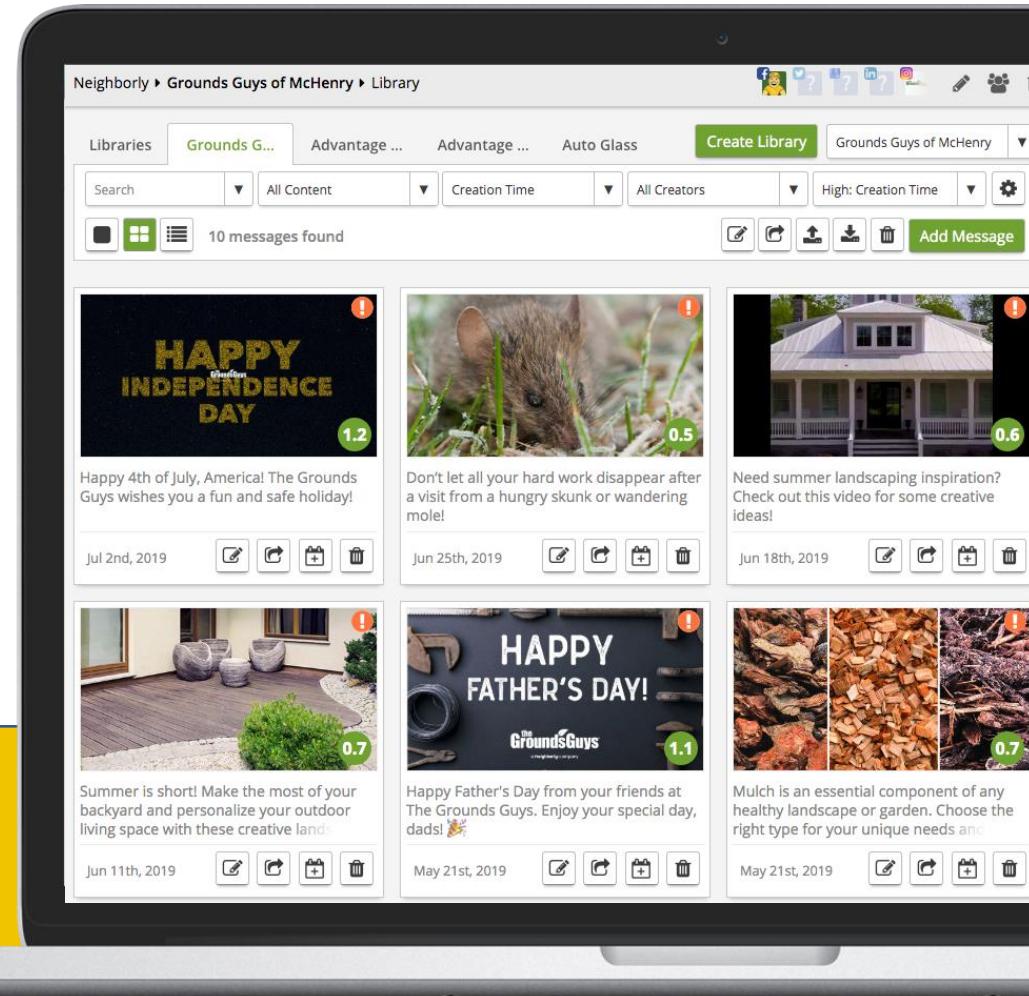
Date	Post	Reach	Engaged Users	Virality
Jul 17th	Do you have an area in your yard where grass strug...	3,360	386	0.89%
Jul 8th	Congratulations to Kenda Hajecate, our national Gr...	2,545	302	1.02%
Jul 9th	There's nothing I love more than a quality control c...	507	78	4.73%



USING TEMPLATES AVAILABLE VIA SOCI

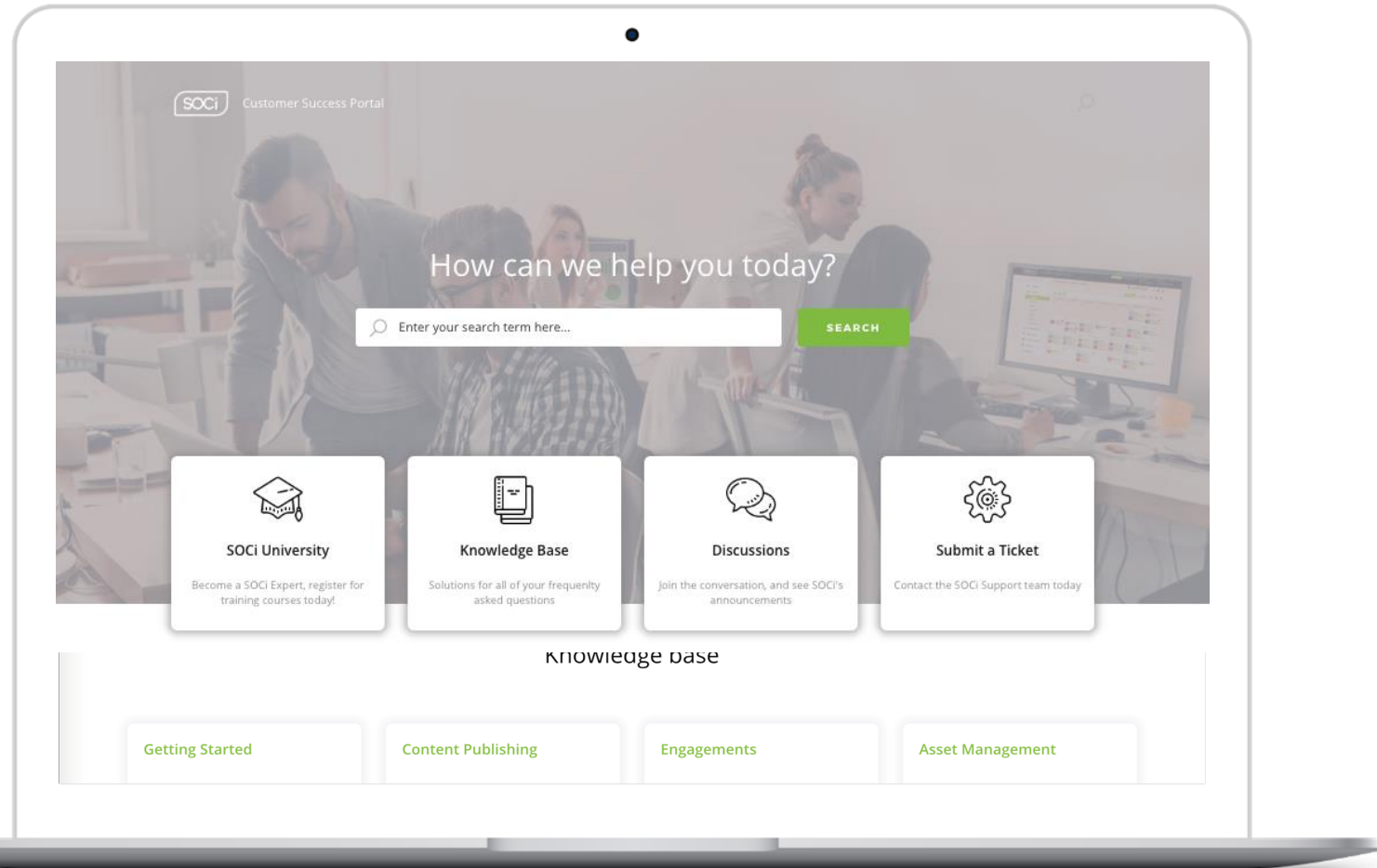
Infuse your local marketing efforts alongside National Campaigns using the templates that are available in SOCI!

Highlight your hard working staff and loyal customers!



Customer Success Portal

The single source for training, support, and updates



SOCI University

An all-in-one training center



Knowledge Base

Self-service help center to empower our users



Discussion

Community forums for updates and tips



Submit a ticket

Access to our support center

CS Portal

SOCi Customer Success Portal

Customer Success Portal > Solution home > Reputation Management > Reviews

How Do I Respond to a Review in the SOCi Platform?

Modified on: Tue, Mar 19, 2019 at 6:48 PM

You can respond to reviews in the SOCi platform by navigating to the Reviews tab under the Reputation dropdown at either the Account, Group or Location level. In order to respond:

1. Click on a review in the Inbox.
2. If the network is directly integrated with the SOCi platform, type your response in the text box and click respond. That response will go directly out to the review network.


Related Articles

How Can I Set Up Approvals for Reviews?

Discussions > SOCi Forums > Tips and Tricks










FOLLOW

Dynamic Content

 started a topic 6 days ago

What is the coolest thing you have done with dynamic content insertion? We have used it for addressing the city by name & sending people to appointment links. Any outside the box uses?

Do you have this question as well?

 **B** *I* U **+**        

Submit a ticket

Email *

Call Back Number *









User Email

SOCi URL (where are you experiencing the issue)

SOCi Location or Account Name *

Subject *

Description *

B *I* U **+**        

SOCi University

Self-Paced Training

Register for various courses that include video tutorials, user guides, and tips.

Mobile Optimized

Students can take courses from their mobile phone or tablet!

University Back to SOCi

The last social tool you'll ever need.

REVIEWS & REPUTATION

REPORTING SUITE

101: SOCi Platform Basics ~25 min

105: Content Management ~35 min

110: Social Media Engagements ~10 min

115: Reputation Management ~20 min

101: SOCi Platform Basics

Getting started with the basics of the SOCi platform

Register | FREE

About this course

In this course, you will learn the basics of managing your account and navigating within the platform. By the end of this course, you should have comprehensive knowledge of the following topics:

- User Roles
- Functions of Locations and Groups
- Navigating the Platform
- Collecting Analytical Data
- Creating Customized Reports
- Notifications & Email Subscriptions

Curriculum (~25 min)

Getting Started

- User Roles (1 min)
- Locations and Groups (1 min)
- Linking Your Networks (2 min)
- Creating a New Facebook Business Page (1 min)
- Instagram Linking Using Your Facebook Page (1 min)

Navigating the Platform

- Platform Toolbar (3 min)
- Notifications Overview (1 min)
- Email Subscriptions (2 min)
- Insights Dashboard (5 min)
- Customized Social Media Reports (1 min)

Locations

- Location Details (3 min)
- Favorite Location Data (1 min)

meetsoci.com/checkout/28etspwq085

SOCi Next Steps?

- Later communication about your login instructions and training webinars will come through your Brand Management Team
- Once you receive your login information, training materials will be available to you through SOCi University
 1. Receive your Login information
 2. Login to SOCi
 3. Select into Support Center
 4. Register via SOCi University

