



a neighborly™ company

MARKETING REPORT

3rd QUARTER | 2018

WEBSITE RESULTS

Objective: Increase total and organic website traffic.



EXCEEDING All Website Goals!

NOTE: All results are for US YTD 2018 vs YTD 2017.

+21%

Total Traffic

Visits: 534,704 vs 420,567 | Goal: +16%

+28%

Organic Visits

Visits: 289,972 vs 208,729 | Goal: +23%

+42%

Non-Paid Forms*

Forms: 12,320 vs 7,120 | Goal: +28%

*completed Job Estimate or Contact Us form

+11%

Non-Paid Calls (>60secs)

Calls: 45,717 vs 40,852 | Goal: +8%

All information presented is intended for internal purposes only.

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Send Questions to:

Natalie.Walker@NBLY.com

Canada Campaigns

Update on PPC and SEO Initiatives.

PPC with Scorpion

Impressions: 684,564 | YE Goal: 1.3M

Leads: 2,171 | YE Goal: 2400

Cost Per Lead: \$29.52 | YE Goal: \$30.00



SEO with OneUpWeb

NOTE: All results are for CA YTD 2018 vs YTD 2017.

+27%

Total Traffic

Visits: 80,823 vs 57,779 | Goal: +23%

-12%

Organic Visits

Visits: 35,572 vs 37,201 | Goal: +6%

+17%

Non-Paid Leads

Leads: 7,856 vs 6,168 | Goal: +1.02%

+9%

Conversion Rate

CR: 12% vs 11%

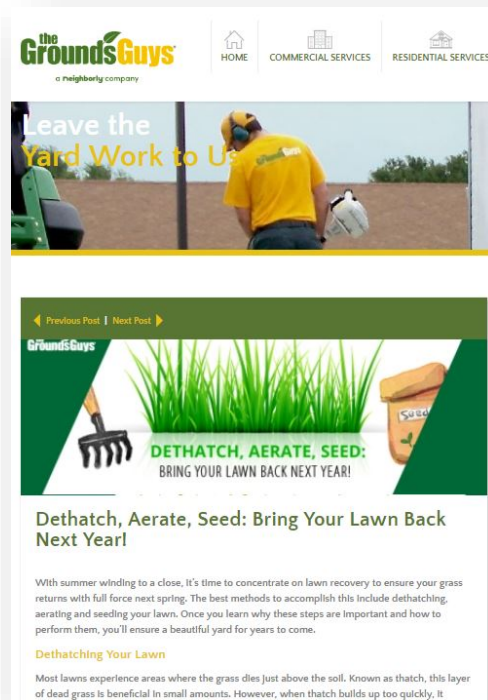


TOP BLOG POSTS

Objective: Increase brand awareness through organic traffic.

Dethatch, Aerate, Seed: Bring Your Lawn Back Next Year!

26,415 views



6 Most Common Types of Grasses

16,029 views



Driving organic traffic to the website, creating brand awareness and providing new, relevant content to our websites!

Total Unique Views

2018 Q3: 51,104

2017 Q3: 16,385

Achieved a Q3 YOY Increase of 211.9%!

NOTE: All results are for YTD 2018.

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SOCIAL MEDIA

Objective: Grow brand awareness.

The Grounds Guys US Results:

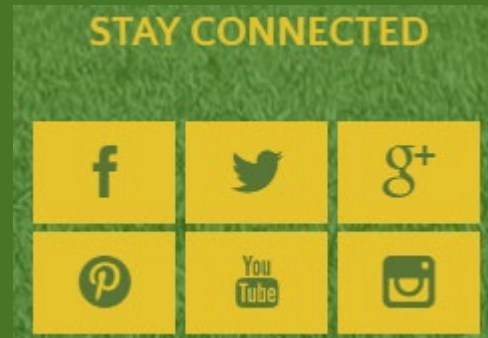
Total Reach 154,324

Website Click-Thrus 13,393 vs. 10,172 | +32%

Form Conversions 453 vs. 102 | +344%

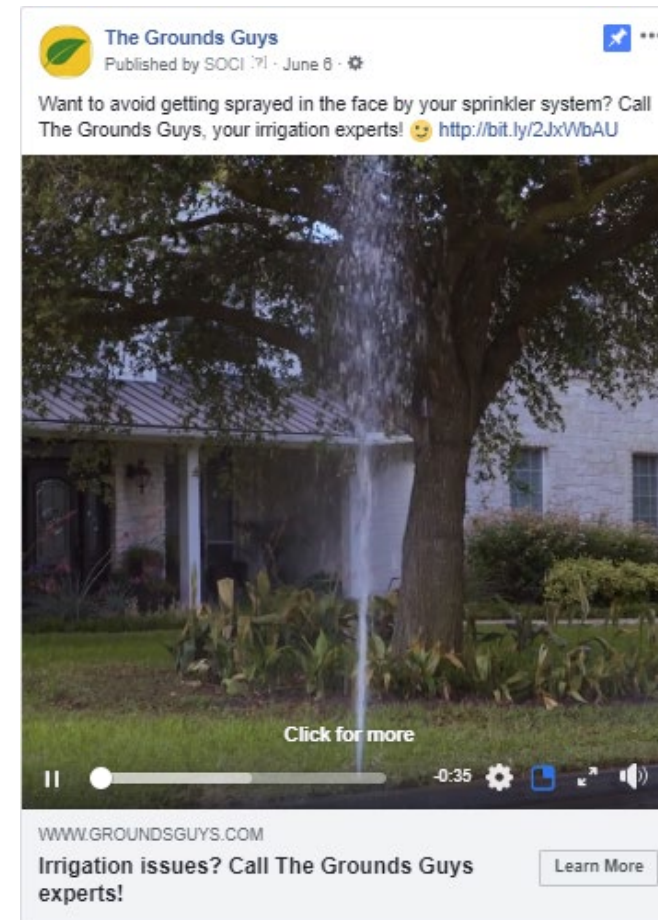
Post Engagements 2,799

Page Likes 136



MOST POPULAR POST

NOTE: All results are for US YTD 2018.



8,361
People Reached

154
Engagements

213
Post Clicks

SOCIAL MEDIA

Objective: Grow brand awareness.

The Grounds Guys CA Results:

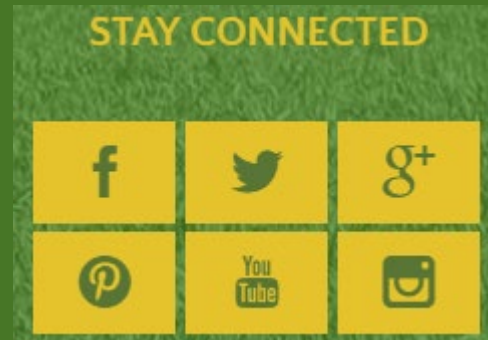
Total Reach 5,875

Website Click-Thrus 850

Form Conversions 6

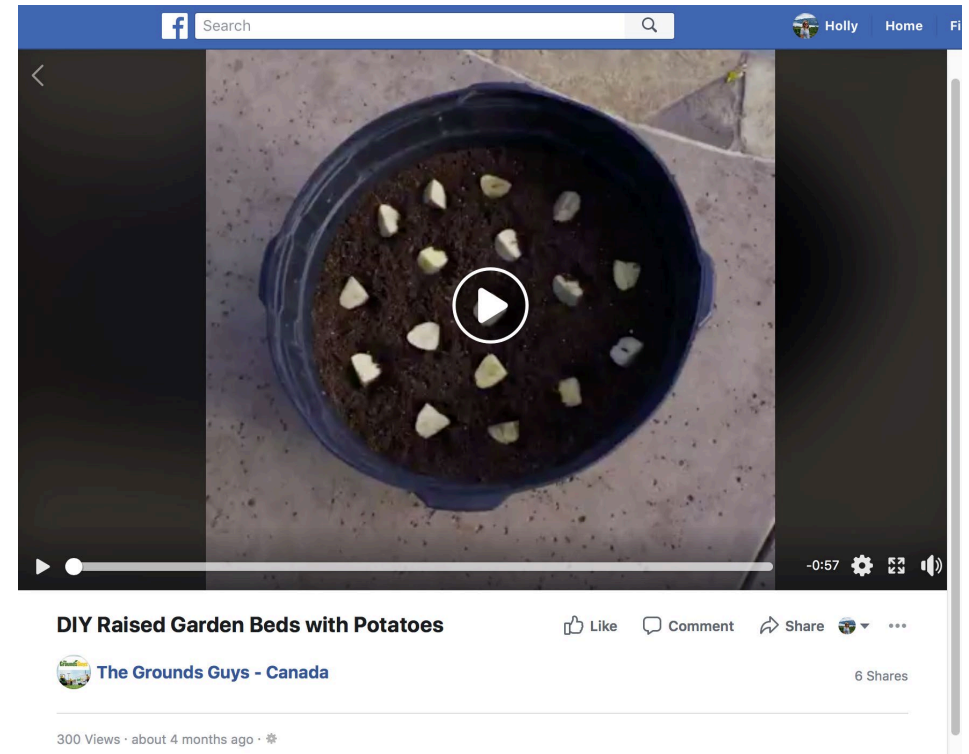
Post Engagements 191

Page Likes 307



MOST POPULAR POST

NOTE: All results are for CA YTD 2018.



ONLINE REPUTATION

Objective: Increase positive national Facebook reviews by 12 by Dec. 31, 2018.

Facebook New Rating System

- Recommend or Not Recommend – no more stars!

Listen360 for Customer Loyalty

- Invoice in GGPro to identify cheerleading customers and re-market to them, increasing referrals and retention
- This will improve our recommendations online which all reviews affects entire brand.

Example:
3.3 → 4.5 in 4 months



3.2 out of 5 ⓘ

Based on the opinion of 61 people

Total Positive* Reviews /
Recommendations on
Facebook

Jan – September 2018: 15

Jan – September 2017: 2

*Positive reviews count as 4 & 5 star Facebook reviews.

Staying in Front of Customers

The CRM program is focused on communicating with our customers through the customer lifecycle. The goals are to increase job frequency, cross-brand buying, and to drive revenue.

EXCEEDING Email Capture Rate Goal of 79.05%

Our ongoing-triggered campaigns:

- Monthly E-newsletter
- New Customer Campaign
- Neighborly Sign Up
- Task Reminders
- Sure Start Email Program



Spring is right around the corner.
The Grounds Guys is here to help.

Need a hand with your projects?

[REQUEST JOB ESTIMATE](#)

neighborly
a community of home service experts

The Grounds Guys is a trusted brand backed by Neighborly. From plumbers to maids and everything in between, find the experts at Neighborly.

[FIND A PRO NOW](#)



Transition Your Yard from Winter Dormancy to Spring Growth

Warmer weather is on the horizon! Is your yard ready? Prevent spring weeds and encourage beautiful landscaping by dethatching, fertilizing and more.

[PREVENT SPRING WEEDS](#)



Do You Need a Fancy Refrigerator?

You may have a smart thermostat in your home, but what about a smart refrigerator? Read more to discover if this new technology is worth the investment.

[EXPLORE NEW TECHNOLOGY](#)



Start Spring Landscaping Off Right

Still stuck in the snow? The first day of spring is right around the corner! Start your spring landscaping off right with these helpful tips and tricks.

[THINK THROUGH SPRING](#)



10 Ways to Save Money at Home

With "smart" technology emerging in almost every area of our lives, it matters to stretch your dollar where you can. Here are 10 ways to save money at home.

[SAVE MONEY](#)

Neighborly®

Overall lead conversion: 2.4%

(Apr 2017 thru Aug 2018)

This data is from Scorpion and includes Web forms and call center activities.

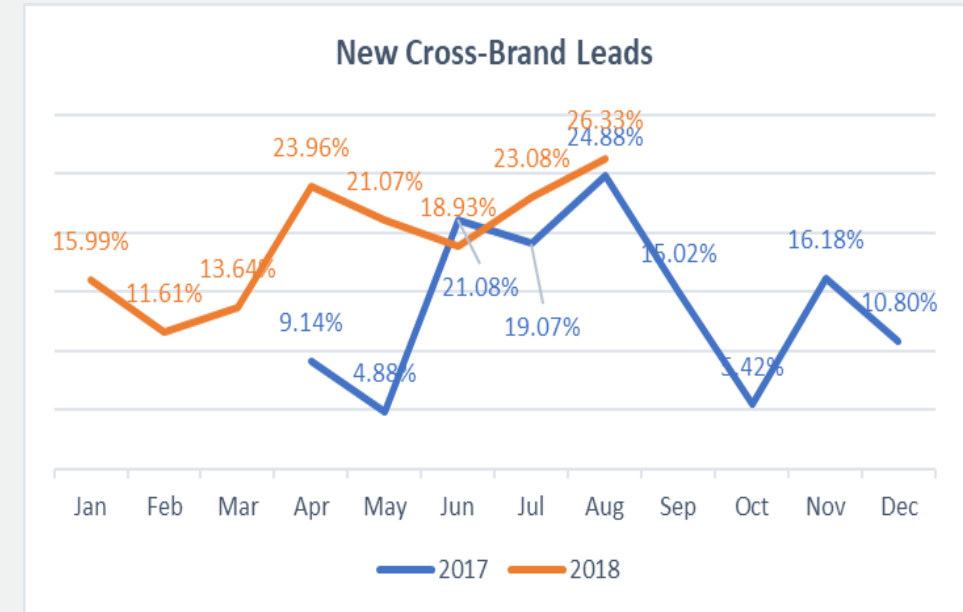
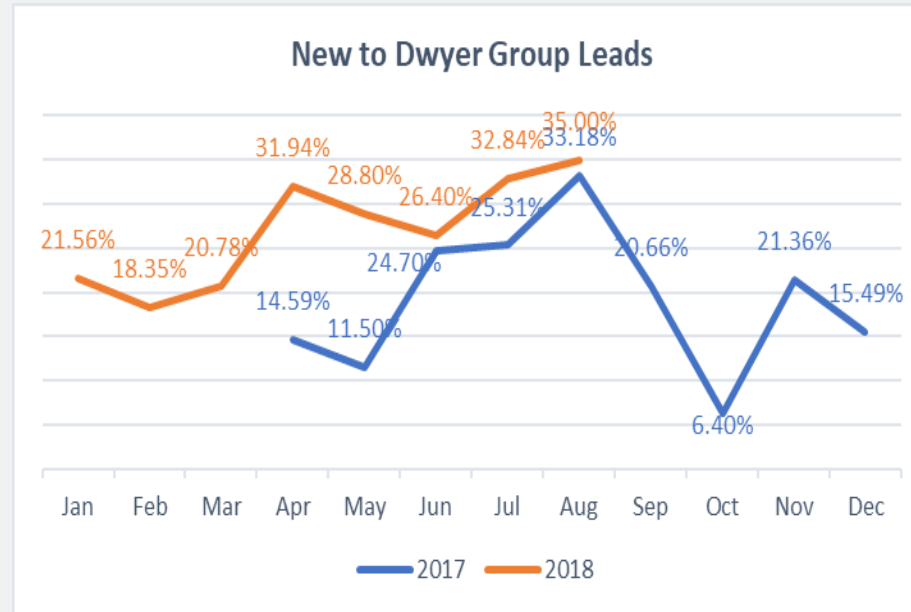
6,173
total leads

22.9%
Dwyer Group
New Leads

NEW

16.5%
Cross Brand
New Leads

BROADEN



The remaining 60.6% of leads are same-brand leads with existing customers!

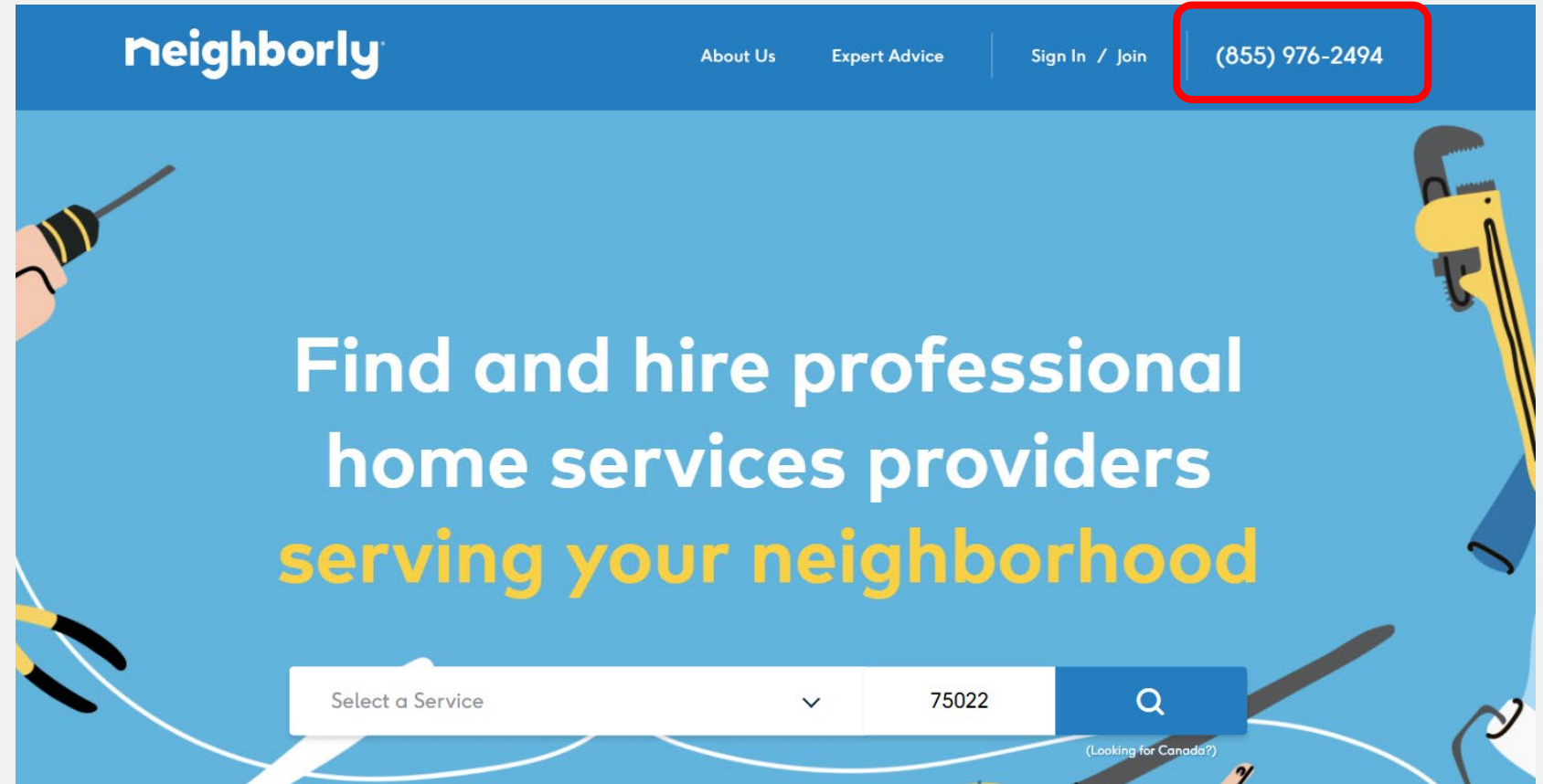
Neighborly®

National direct mail campaign kicked off this month!

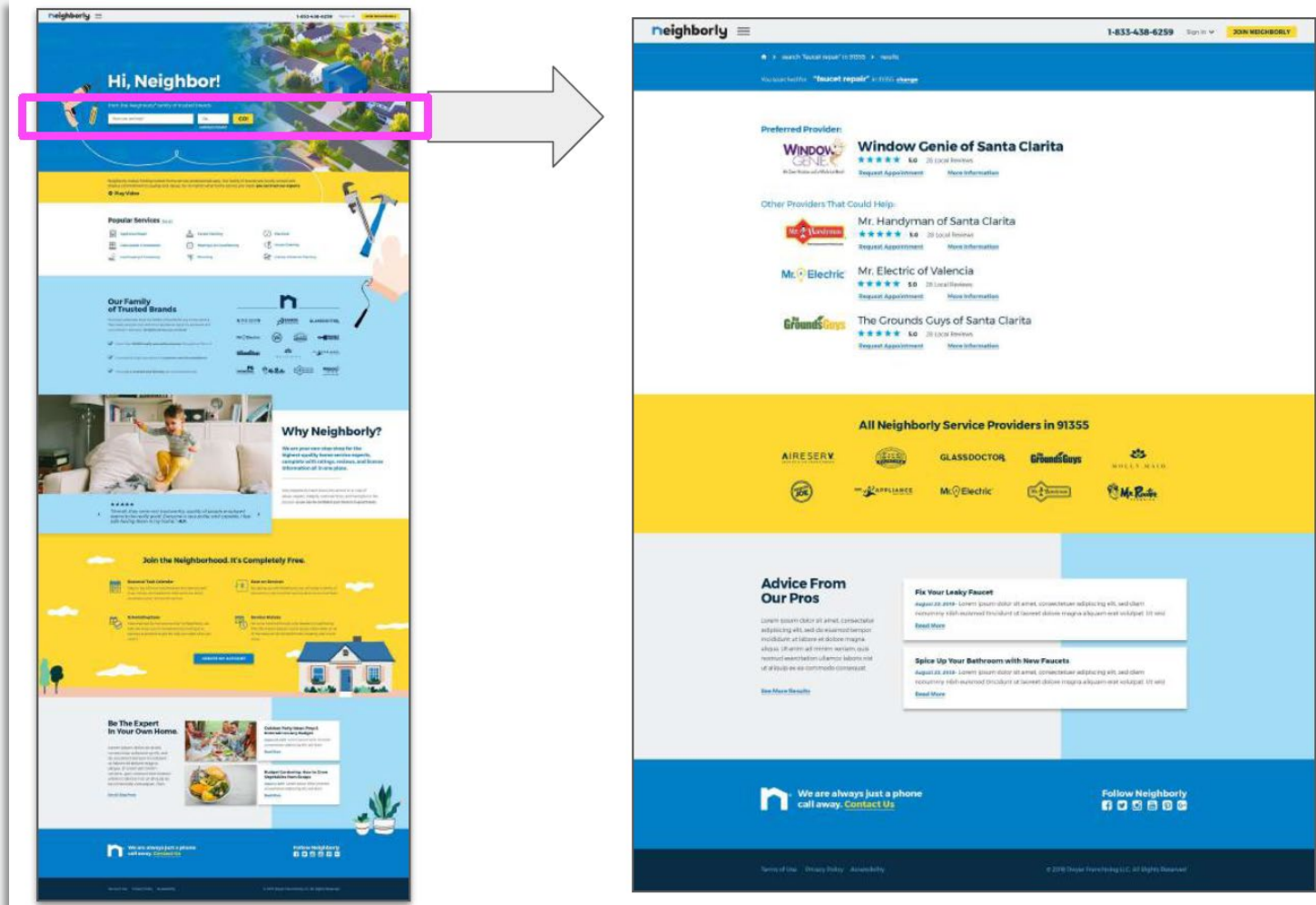
- Expect 1 million magnet mailers in homes by 11/9
 - 400K mailers currently in homes
 - Additional 600K mailers to be sent during the weeks of 10/22 and 10/29
- Mailers to pause in anticipation of the holidays
 - Before the holidays, all active customers in markets with 11 and 12 brands will have received a mailer
 - Remaining 650K mailers resuming in Q1 2019, focusing on all active customers in markets with 3 to 10 brands
- Mailers to US markets with 1 and 2 brands planned for Q1 2019
- Mailers to Canadian customers planned for Q2



- Supporting all brands on the Neighborly platform, including Mosquito Joe but not yet Real Property Management
- Integrated into brands' current experiences (not replacing it)
- Uses scripting for all brands, including service calls, emergency services, complaints, compliments, job inquiries, and general messaging



Neighborly 2.0 enhancements are underway



US Release December 6th

- Homepage layout and content improvements
- Value proposition clarity
- Benefits to customers
- Native search functionality
- Brand pages
- Popular services pages
- Linking brands to blogs
- Pro page enhancements
- Optimized conversion opportunities

Late December Release:

- Logged-In State enhancements
- New task categories and one-click calendar button
- Access to schedule services on "Your Experts" page

Canada Release Late December

Neighborly® Project

Local handbook for local implementation of *The Neighborly Project* will be available in 2019!

- Goal: provide a resource to guide local franchisee groups executing philanthropic efforts in their community
- We will be creating the marketing support process to help franchisees execute
- Resource includes planning and execution tips, public relations and communications, and key contact info
- US and Canadian versions will be available



[View the Franchisee Video \(2:34\)](#)



[View the Hearman Family Video \(1:55\)](#)



Local Marketing

Objective: Improve and influence local marketing results.

NOTE: All results are for US and CA YTD 2018.

- **Engagement with 60%** of owners | Goal: 50% of the system by EOY
- **65 locations** received local marketing plan (US and CA) | Goal: 25% (50) by EOY
- Six educational webinars **completed**
 - [Maximize & Diversify your Marketing](#)
 - [Lead Generators ARE Important](#)
 - [Ad Depot Webinars](#)
 - [Find a Neighbor, Make a Friend.](#)
 - [PPC, Why it is Important](#)
 - [Data-Driven Marketing](#)



Goal: Assess, Refine, Create

Top 4 Objectives: ***ON TRACK**

1. Gain 30% owner involvement for survey
36% of owners responded
2. Assess and correlate creative using the Seasonal Promotion Calendar and survey results by Q1
Completed in Q1
3. Refresh/Create Assets defined from results by Q3
Over 270 assets refreshed with new look, ambassador logo, and created Artificial Turf, Weed Control and Hardscaping Campaigns completed. Spanish Recruitment materials soon to come.
4. Ad Depot adoption results: 50% owners login EOY
YTD (thru Sept.): 91 owners have logged-in & 60 items ordered.

Aeration
Dethatching
Flyer



Fall Services
Brochure



Design/Build
Door Hanger





Ad Depot adoption results: 50% owners login
YTD (thru Sept.): 91 owners or 46% have logged-in and 60 orders have been placed.

Advantages

- Pricing is very discounted
- 3-5 business day turnaround time
- Ships to your doorstep - free!
- No cost to the MAP Fund!

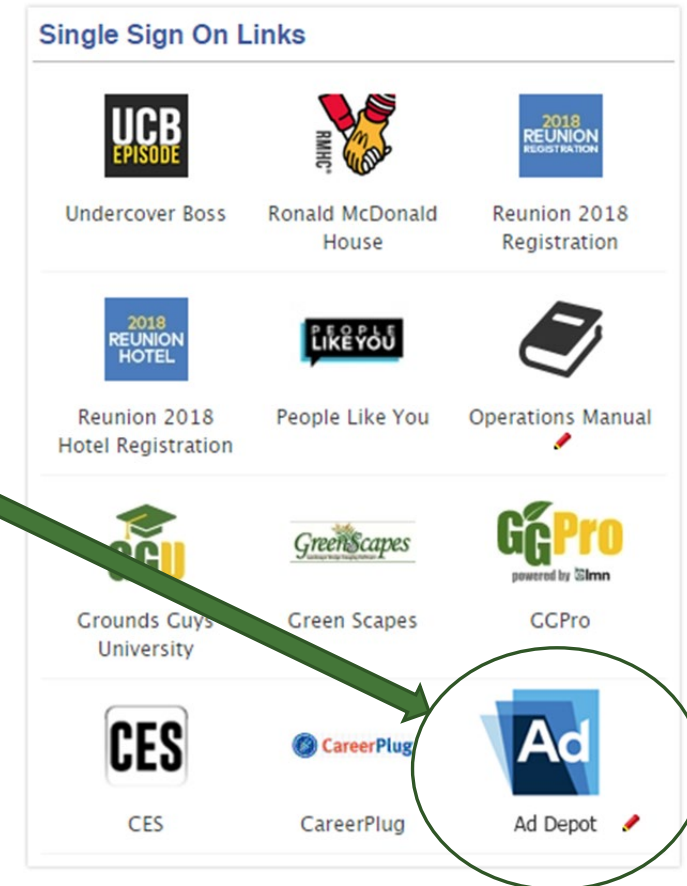
Your Action Items:

1. Log-in on FranConnect
2. Order Your Items

Feedback and Suggestions, send to Natalie Walker



Click here to be automatically directed to Ad Depot



Annual Marketing Calendar

	Q1				Q2				Q3				Q4																																								
	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER																														
	1/01	1/08	1/15	1/22	1/29	2/05	2/12	2/19	2/26	3/05	3/12	3/19	3/26	4/02	4/09	4/16	4/23	4/30	5/07	5/14	5/21	5/28	6/04	6/11	6/18	6/25	7/02	7/09	7/16	7/23	7/30	8/06	8/13	8/20	8/27	9/03	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/05	11/12	11/19	11/26	12/03	12/10	12/17	12/24	12/31
WEBSITE																																																					
Website Redesign																					Website Redesign Research and Development																																
Lead Optimization	Image Upload Feature; CTA Standardization; Ongoing Assessments												Mobile Optimization																																								
National & Local SEO	Scorpion: Site Audit, Keywords, Performance, Content Creation																																																				
Local Website Customization	Scorpion: Photo Gallery, Coupons, Meet the Team, Awards, Testimonials, In the News																																																				
CRM																																																					
Monthly E-Newsletters																																																					
Neighborly® Sign-Ups																																																					
Triggered Campaigns	New Customer Journey Campaign; Sure Start Email Campaign; Task Reminders; Home Checklist																																																				
Neighborly®	Neighborly® Project												Neighborly® Magnet Test						Website 2.0																																		
CREATIVE																																																					
Ad Builder	Creative Survey		Assess and Refine Materials				New Ad Depot Transition																																														
New Campaigns	Artificial Turf				Weed Control						Hardscaping				Snow Pricing Packages																																						
SOCIAL MEDIA/ ONLINE REPUTATION																																																					
Blogs & Social Media Editorial	Snow		Winter Pruning		Garden Beds		Bermuda Grass		Landscaping		Irrigation		Mosquitos		Oak Tree		Fall Flowers		Fall Lawn Care		Fallen Leaves		Holiday Lights																														
Promotions					\$300 Facebook Giveaway												\$500 Facebook Giveaway																																				
Online Listings	Scorpion Online Business Listings Management																																																				
Online Reputation	Continually monitoring and responding to national Facebook reviews; Neighborly Social Media Win-Back Program																																																				
Video Campaigns			Winter Pruning		Raised Garden Beds				Aeration Photos		Irrigation						Mums		Seeding		Leaf Composting		Holiday Lights																														
UNDERSTAND OUR CUSTOMERS																																																					
Customer Analysis Project	Conduct customer analysis and create persona bios																																																				
EVENTS & MEETINGS																																																					
Advisory Council																																																					
VP Webinars and Town Hall	TH		VP		VP		TH VP		VP		VP		VP		TH VP		TH		VP																																		
Local Marketing Webinars																																																					
School / Reunion																																																					
																								Turf School					Lighting School			Snow School																					

Creative Campaigns

New and Refreshed Artificial Turf
Weed Control
Hardscaping
Spanish Recruitment
Snow Pricing Packages

Ad Depot
POWERED BY Office DEPOT OfficeMax

*Moving to Ad Depot June 4!

Neighborly® Project

Neighborly® brands team up to help Upgrade a veteran's home in the Jacksonville, Florida community.

Contest runs from March 1st - March, 31st

GetNeighborly.com/Nominate



Education & Webinars

1 Local Marketing webinar / quarter

Education Pieces available:

- 12 Lead Generator Reports
- Marketing Ladder
- Local Website Customization Guide



Download from FranConnect for complete details.

GroundsGuys® Marketing Team

Brand Manager: Natalie Walker
Natalie.Walker@divyergroup.com

Local Marketing Specialist: Samantha Chamberlain
Samantha.Chamberlain@divyergroup.com

Local Marketing Specialist: Holly Peterson
Holly.Peterson@divyergroup.com

Local Marketing Specialist - Ceneda: Brittney Kruger
Brittney.Kruger@divyergroup.com

WHAT'S NEXT?

Upcoming Projects

- Winter \$500 Giveaway Winner Announced!
- NEW! Customer Persona Research and Bios
- Leaf Composting and Holiday Lighting videos and social posts
- NEW! Spanish Recruitment Materials Available - Ad Depot
- NEW! Enhancements to Ad Depot customizations
- 2019 MAP Fund Budget and Brand Plan
- Website research Q4 and refresh launch Q1

Let's End the Year Strong!



Your marketing team

Contact us at:
marketing@groundsguys.com

- Rachel Pletz, VP of Brand Management
- Natalie Walker, Brand Manager
- Shelley Blaszak, Sr. Communications Manager
- Rebecca Cantu, Local Marketing Specialist
- Holly Peterson, Marketing Manager – Canada
- Brittany Kruger, Local Marketing Specialist – Canada

