



# ***MARKETING REPORT***

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**1<sup>st</sup> QUARTER | 2021**

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# MAP Fund

The purpose of the MAP fund is to drive brand awareness, brand preference at a National level to set up local marketing efforts for greater success.

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## NATIONAL

- Brand Persona Research
  - Brand Website
    - Creation, Hosting, Vendor Relationship
    - Optimization (Conversion Rate Optimization, Testing)
    - Compliance (ADA, CCPA, TCPA, Privacy Laws)
  - Brand Keyword Research and Blog Content (Content Calendar and Trend Research)
  - Brand Social Media Content and Posting Platform (SOCi)
  - Brand Content Materials and Platform (XpressDocs)
  - Brand Customer Journey Support (Triggered Email Campaigns)
  - Brand Digital Analytics (Quarterly System Updates)
  - Brand Dedicated Management Team
  - Brand Communications and PR Support
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## FRANCHISE OWNER

- Franchise Owner Market Analytics
- Franchise Owner Website
  - Creation, Hosting, Vendor Relationship
  - Optimization (Conversion Rate Optimization, Testing)
- Franchise Owner Website Initial SEO Optimization (Meet the team, Photo Gallery, Localized Content)
- Franchise Owner Business Listings (Direct Publishing on 150+ Websites, Maps & Search Engines)
- Franchise Owner Digital Dashboard Analytics (Monitor Performance and Calculate ROI)
- Franchise Owner Social Media Publishing Tool & Creative (SOCi)
- Franchise Owner Print Creative (XpressDocs)
- Franchise Owner Local Marketing Strategic Development (Local Marketing System)

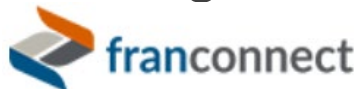
# 2021 Marketing Goals



1. Build the Brand
2. Improve Digital Presence
3. Improve Local Marketing Efficiency and Effectiveness
4. Engage and Maximize Enterprise Programs
5. Increase Neighborly Brand Business Impact

Download Marketing Calendar

[CLICK HERE](#)



2021 Marketing and Brand Event Calendar																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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ENTERPRISE PROGRAMS	1/02	1/13	1/19	1/17	1/04	1/01	2/1	2/14	2/03	2/18	3/1	3/14	3/01	3/22	4/4	4/18	4/02	5/1	5/14	5/23	5/06	6/13	6/20	6/27	7/4	7/11	7/18	7/25	8/1	8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26	10/2	10/10	10/17	10/24	10/31	11/7	11/14	11/21	11/28	12/5	12/12	12/19	12/26																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Neighborly® and Brand Digital Enhancements	Website Data Integrity: Current Site Redraft and Services Standardization with CES												Neighborly.com Enhancements, Alexa Skill and Mobile App Launch: Drive brand loyalty and cross-brand transactions																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
National Email Campaigns	Continue ongoing triggered campaigns and launch new automated campaigns. Run incentive test in Q1 to understand the impact of special offers. Launch at least two multi-brand email campaigns focused on seasonality or service.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
New-Mover Campaign	Direct mail and email campaigns targeting pre-movers and recent movers available to assist in the "make ready" and/or new home prep work in key markets across the US.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Neighborly® Own the Home Advertising	Austin OTH 12 Week National & Local Media Advertising													Continue Promotion through email																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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Search Engine Optimization (SEO)	Continue implementing technical and service-related website optimizations for optimal SEO. Post new blog content with the goal of acquiring featured snippets and driving organic traffic. Evaluate service page content to reflect accurately with best-performing keywords. Continue partnership with Scorpion for local customizations owners can implement in improving local SEO.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
ADA Compliance	Ensuring all The Grounds Guys websites continue to remain compliant with American Disabilities Act regulations, providing people with disabilities equal access to our content. This includes visually tagging photos and videos, script that can be read by screen readers, providing written captions, and more.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Lead Optimization	Implement landing page conversion rate optimization tests to increase conversion rates.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Yelp Branded Profiles	Partner with Yelp to create and manage Yelp business profiles for all The Grounds Guys North America locations through CES and Yext platforms.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Yext Listings Management	Continue utilizing Yext to accurately publish and manage 150+ online business listings for each franchise owner.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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Content Calendar	Spring Cleanup			Core Services (Lawn/Bed Maintenance Contracts)				Fall Cleanup				Winter Services																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Blog Strategy	Create brand voice guide, quarterly themes to guide all channels, revise 35 blogs and post 2 new blogs per month.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Social Media Strategy	Curate content with broader level of appeal to increase engagement on national Facebook, Instagram, and Twitter channels. Post 3-4 times/month and all national holidays, reserving Tuesdays & Thursdays for local franchise owner posts.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Seasonal Package Program	Promote seasonal package kits to complement national social media and blog efforts. Build out opt-in package program with NEW kits on XpressDocs to fulfill core services support: Turf care, Irrigation & Drainage, Landscape Lighting, and Landscape Design.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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Local Connect	Promote NEW Local Email Program													Develop local email calendar, and build out library of email campaign templates.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
SOG (Social Media Tool)	Create Local Social Media Posting Calendar			Build out SOG Library to include seasonal images/copy that complements package program and local email program				Build/Promote FranConnect social media library to include: hosted webinars, calendar, and best practices.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Franchise Owner Checklists	Promote Core Services Checklist: Provide "Share the Secret" best practices.													Promote Fall Cleanup + Holiday Lighting Checklists				Promote Winter Services + Snow and Ice Checklists																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Local Marketing Planning and Tracking	Build/Launch ROI System That Complements Marketing Plans. Build Lead Volume Workbook and Process for Pulling LM Spend.			Develop and Launch Prescriptive Upselling Marketing Plan				Launch and Promote Adobe Dashboards for Local Campaign and Keyword Tracking																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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# Goal #1: Build the Brand

NOTE: Results reflect US & CAN Jan-Mar YOY.



## OBJECTIVES:

Increase Facebook engagement rate by 28%

## TACTIC UPDATES:

### 1. Social Media

- Organic Facebook strategy shift to more UGC (user generated content), timely posting (holidays, events, weather, etc.), and question-oriented posts to pull in followers.
- To highlight our Culture of CARE, started to feature new owner opening posts.
- [Login to SOCI](#) to view/edit corporate posts and to [schedule out local posts](#) in advance.

### 2. Creative

- Released Turf Care Campaign and [Package Kit](#) on XpressDocs. Need assistance to implement? [Click here](#) for a library of checklists to follow in executing full marketing campaigns by service.

### 3. Blog

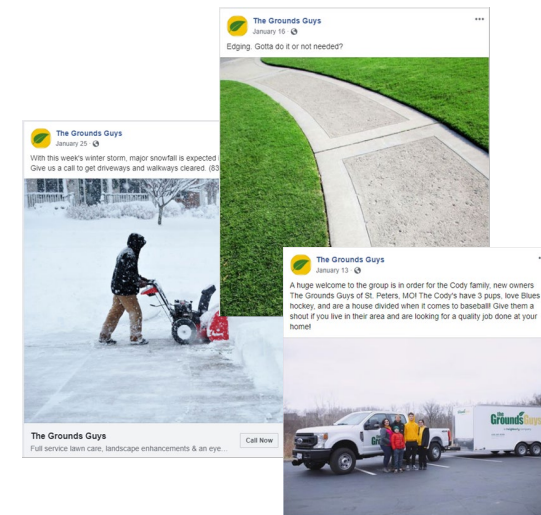
- Publish two new blogs per month based on keyword research and service seasonality.
- Dedicated Canadian freelance blog writer for Canada blogs.

## Q1 RESULTS:

Facebook engagement rate up 44% YOY

Blog Visits up 97% YOY; Blog Bounce Rate 0% YOY

- The blog accounted for 38% of our overall traffic and 63% of the organic traffic to the websites in Q1.





# Goal #2: Improve Digital Presence

NOTE: Results reflect US & CAN Jan-Mar YOY.



## OBJECTIVES:

- Increase digital leads by 28%
- Increase website visits by 28%
- Increase organic search visits by 28%

## Q1 RESULTS:

- Digital Leads up 23% YOY
- Website Visits up 36% YOY
- Organic Visits up 75% YOY

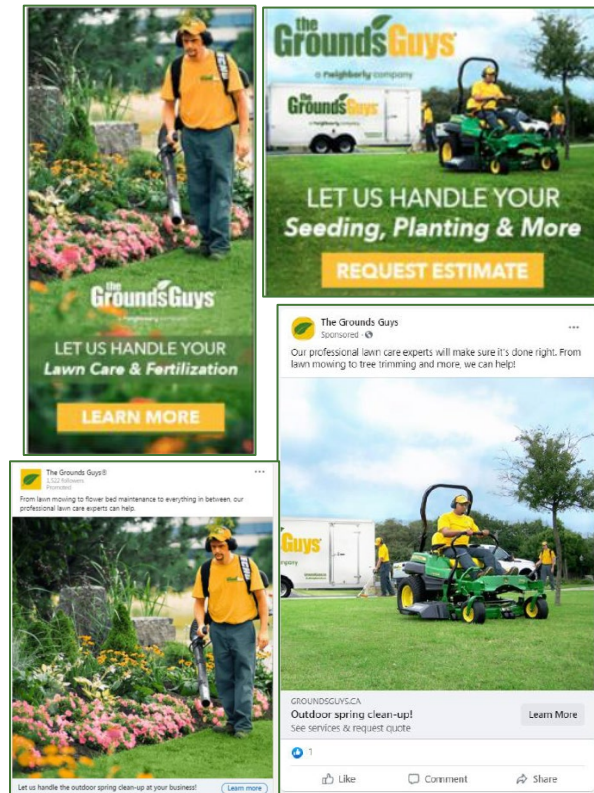
## TACTIC UPDATES:

### 1. Website Enhancements

- Refine blog structure and content to retain blog visitors, improving on-page content to drive leads from organic visits.
- Optimize service pages for more intent-oriented keywords.
- Evaluate and enhance service pages to reflect accurately.

### 2. Canada Seasonal Campaign

- Began working with digital agency to run targeted display and social campaigns, targeting specific services. The audience is 75% commercial (LinkedIn) and 25% residential (Facebook).
  - Nov-Feb: Snow-focused and received 2.1M Impressions and 53 Leads
  - Mar-May: Spring-focused and currently running





# Goal #2: Improve Digital Presence - CTA Testing

## Call to Action (CTA) Testing

- Both Commercial & Residential
- "Learn more" - Service Page
- "Request estimate" - Home Page

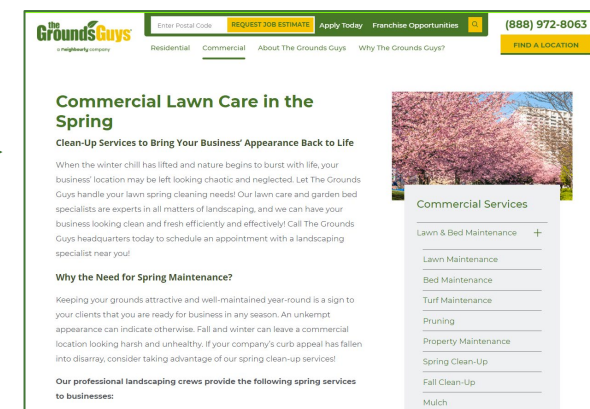
## Early Findings

- Residential
  - "Learn More" has a higher Click thru Rate (CTR)
- Commercial
  - "Request Estimate" has a higher Click thru Rate (CTR)

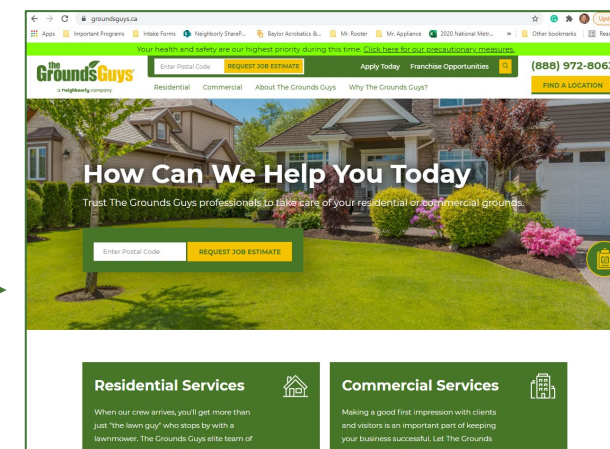
## Next Step

- Continue running test for a few more weeks

LEARN MORE



REQUEST ESTIMATE





# Goal #3: Improve Local Marketing Efficiency & Effectiveness

NOTE: Results reflect US & CAN Jan-Mar YOY.

## OBJECTIVES:

Establish a baseline of local marketing spend and performance.

## STRATEGIES:

By improving franchise owner's presence on social channels  
By developing local marketing benchmarks  
By increasing focus on optimization for local keywords  
By educating and enforcing digital standards

## TACTIC UPDATES:

### 1. Local Spend Analysis

- Developed marketing spend for "Phases of Development" and working on "Marketing Tiers" resources to illustrate tactics by phase of business.
- 21 local marketing plans created & reviewed one month later with franchise owners in Q1

### 2. Local Materials and Resources

- Return-On-Investment (ROI) franchise owner guide and resources added to FranConnect Marketing library: [Click Here](#).
- Local Marketing videos added to the Neighborly Local Marketing Resources single sign-on link on FranConnect: [Click Here](#). Q1 Webinar Recording (Online Marketing): [Click Here](#).
- [SOCi](#) and social media resources - Local social media calendar created and added to FranConnect Marketing Library: [Click Here](#).





# Goal #4: Engage and Maximize Enterprise Programs

NOTE: Results reflect US & CAN Jan-Mar YOY.

## OBJECTIVES:

- Increase business listing impressions by 20%
- Improve Brand CRM ROI by 5%

## Q1 RESULTS:

- Listing Impressions up 64% YOY
- CRM ROI results will be available in Q2 report*

## TACTIC UPDATES:

### 1. Listings Management

- Local online business listings are managed by the Neighborly digital team using a program called Yext. Yext allows our team to make updates on listings in one step, rather than managing all 150+ directory listings (per location) individually. Consistency of information within your online listings, improve SEO.

### 2. CRM Program

- Launched Lead Nurture Campaign in January. Current triggered campaigns: [Click Here](#).
- In Q1, we sent 47k GUY specific emails and achieved a 54% open rate.

### 3. Adobe Analytics

- Adobe Analytics is being implemented by our digital team to enhance our ability to track national and local campaign performance. National tracking will be implemented first, followed by local. The goal is to better understand performance to improve ROI.







# Goal #5: Increase Neighborly Brand Business Impact

NOTE: Results reflect US & CAN Jan-Mar YOY.

## OBJECTIVES:

Increase Multi-Brand Customer incidence among active customers to 9.5%

## Q1 RESULTS:

*Metric will be available in Q2 report*

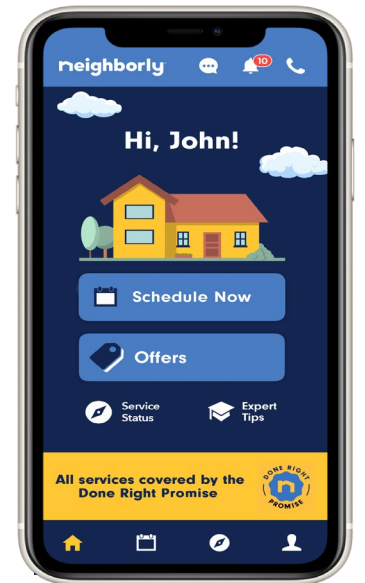
## TACTIC UPDATES:

### 1. Neighborly Advertising

- The Neighborly Done Right Promise fully launched in March 2021. For local guidance on how to implement in your local marketing: [Click Here](#).
- Two new Own the Home markets launched in Q1: Austin, TX and Raleigh, NC.

### 2. Digital Advancements

- Neighborly App (US): Development Stage
- Alexa skills app testing is currently underway.
- Neighborly.com is getting an overhaul; scheduled to launch in September.
- Data integrity is KEY for all these systems to work together correctly. Work with your FBC on how to update your business information in [CES](#).



# Marketing Team

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**Amanda Letbetter**  
*VP of Brand  
Management*



**Natalie Walker**  
*Brand Manager*



**Keith Sims**  
*Local Marketing  
Specialist, US*



**Open Role**  
*Marketing Director,  
Canada*



**Courtney Schriver**  
*Local Marketing  
Specialist, Canada*



**Andrea Gaul**  
*Communications  
Manager*