



Unlocking Growth

A Neighborly® Webinar Series

December 2025

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Customer Engagement Platform focus

Objectives:



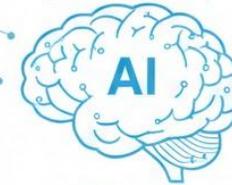
CONVERSION



UPSELL/FREQUENCY



CROSS-SELL



Channels:



SMS/Text



Email



Call Center

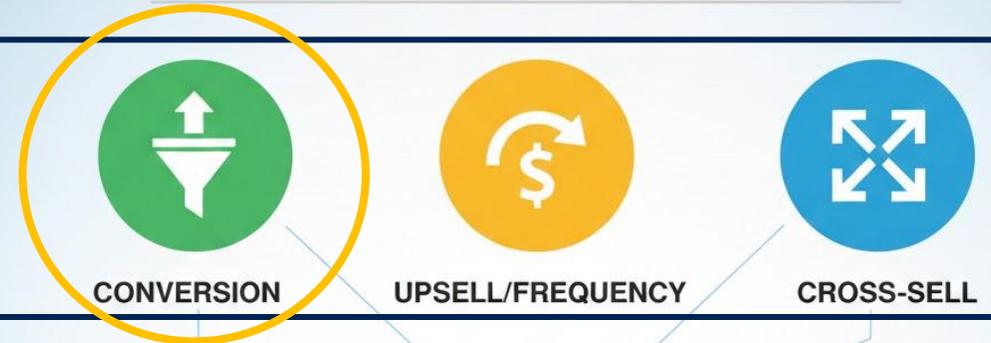


Web Chat

AI-DRIVEN CUSTOMER GROWTH STRATEGY

Customer Engagement Platform focus

Objectives:

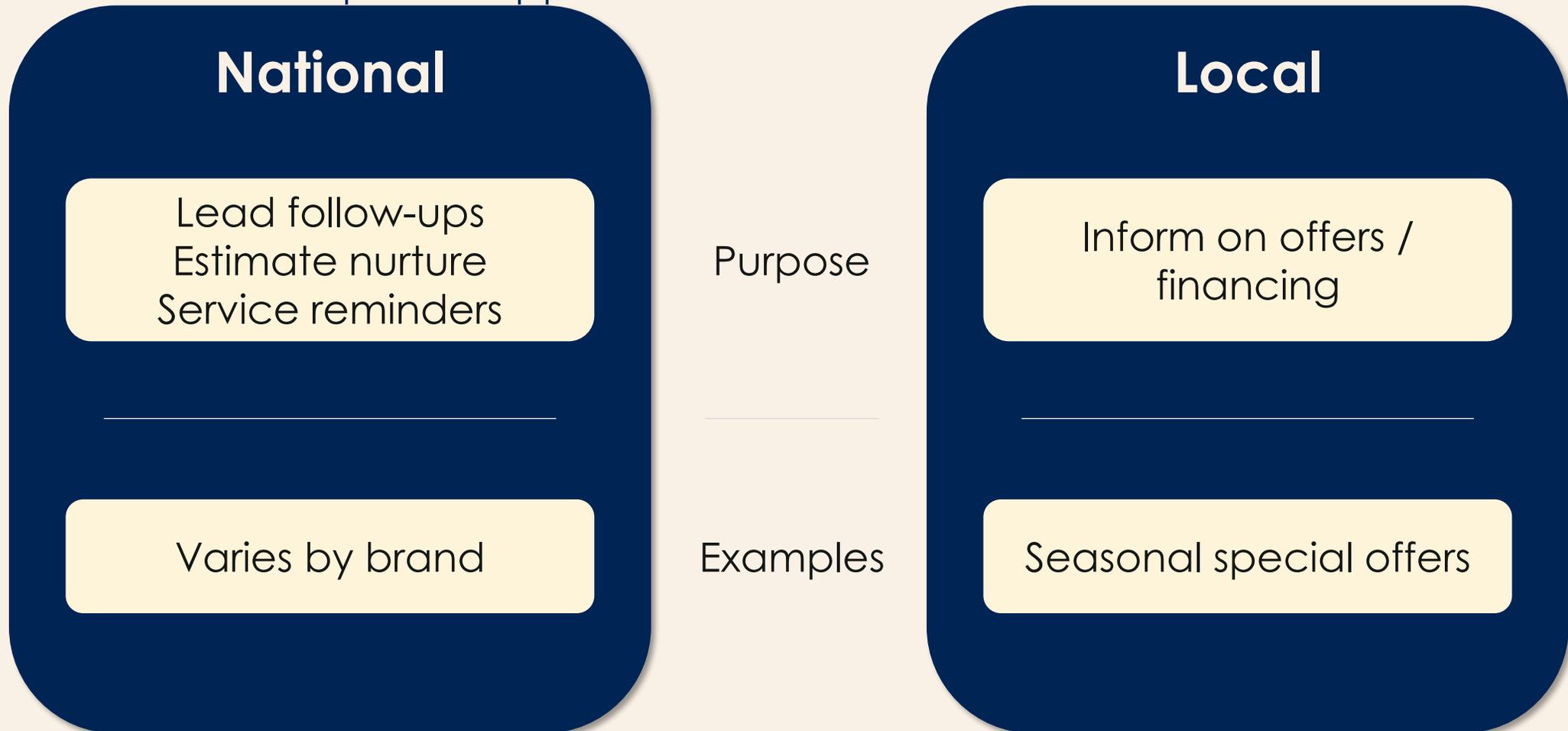


Channels:



Conversion happens both nationally and locally

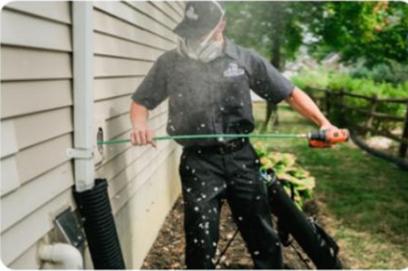
National campaigns deliver consistent nurture across brands, while local campaigns address market-specific opportunities and seasonal demand.



Example | Dryer Vent Wizard service reminders



It's Time Again to Service Your Dryer Vent System



Can you believe it's time again? Your recommended dryer vent service date is fast approaching. Since we've last seen you, lint and debris have been building up in your dryer vent system. Ensure the safety of your home and the efficiency of your dryer by scheduling your service today.

[Schedule Maintenance](#)

Key Benefits of Dryer Vent Cleaning:

- ✔ Fire Prevention
- ✔ Increased Efficiency
- ✔ Improved Air Quality
- ✔ Reduce Wear & Tear
- ✔ Save Time & Money

[Schedule Maintenance](#)

Want to talk to someone?
Call us at: 833-744-0896

Send Volume: 15K
Open Rate: 43% (above average)
Click Rate: 4% (above average)
Jobs Generated: 307
Revenue: \$80K
Program Launch: June 2025

Dryer Vent Wizard Journey Architecture

- 1 Touch 1:** Annual/interval reminder (safety + efficiency message)
- 2 Final CTA:** Last chance before next season—signaling

Trigger Logic:

- Based on recommended service interval
- Calculated from customer's last completed job date
- Suppress customers with an active job or recent service

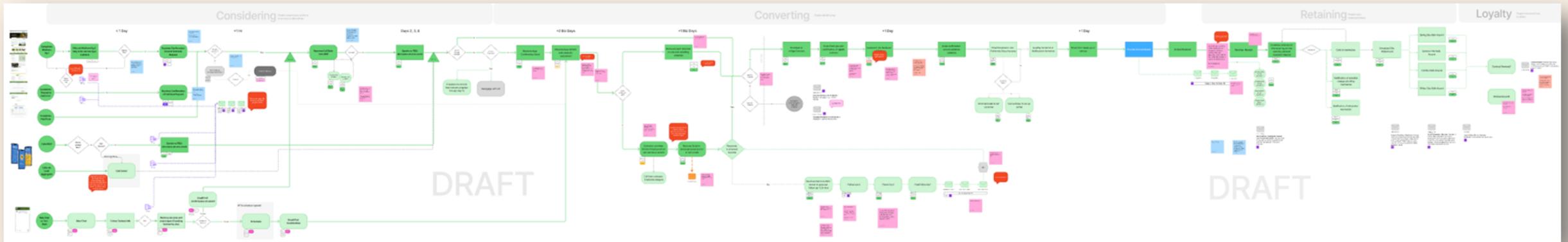
Why This Matters (2026 Expansion)

- Validates automated service reminders as a high-ROI lever
- Establishes a scalable journey framework for other brands
- Demonstrates strong lift from timing, content, and CTA clarity
- Highlights revenue impact from a single trigger—signaling upside when scaled

More campaigns and channels are planned in 2026

- **New Mover Conversion Triggers**
Maintain, enhance, and scale automated journeys that welcome and convert new movers into first-time service appointments.
- **Weather-Responsive Campaigns**
Integrate real-time weather data to trigger timely, service-specific outreach (e.g., storms, freezes, heat waves) that increase urgency and booking rates.
- **Life-Event-Based Lead Nurture Programs**
Develop nurture paths tied to major life events (e.g., moving, home purchase, new baby, retirement, seasonal transitions) that guide prospects into selecting the right Neighborly brand at the right moment.
- **Cross-Sell + Upsell Journeys**
Use first-party data to promote relevant additional services after a completed job, creating multi-brand household penetration and increasing lifetime value.
- **Service Reminder & Maintenance Intervals**
Automated reminders for recurring or preventive services to re-activate customers and reduce churn.
- **Speed-to-Lead & Estimate Follow-Up Automation**
Strengthen follow-up workflows for missed calls, unconverted estimates, and stalled quotes to reduce leakage across the funnel.
- **Abandoned Booking or Form Completion Recovery**
Triggered outreach when a customer starts but does not complete an online booking or quote.

Customer Journey Mapping



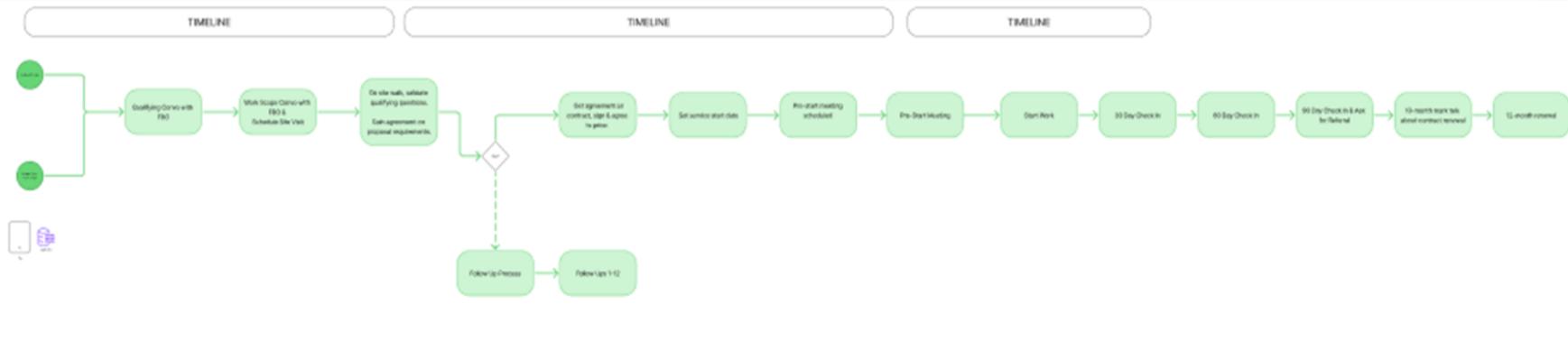
GUY Customer Touchpoints New Commercial Recurring

This diagram illustrates touchpoints that a potential commercial customer should experience. We will use this as a guide to discuss opportunities and pain points.

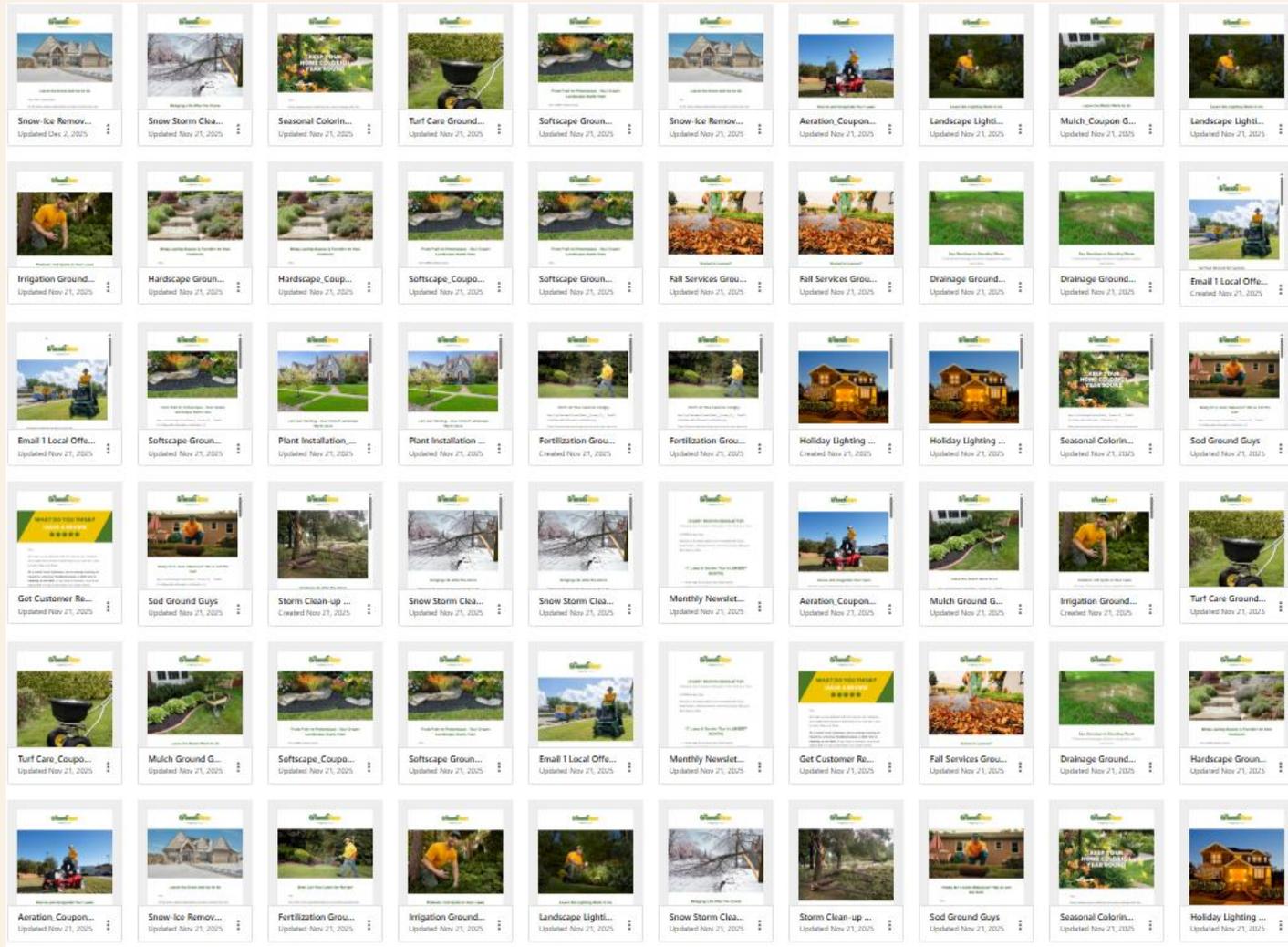
This diagram maps:

- Anticipate Customer sales
- Touchpoints from the ground

Key observations in this journey would leverage the same options for immediate and long-term for additional efforts. Adoption of these steps will follow up to create focus for GUY Sales.



broadly Email Templates



Grounds Guys
neighboring.com

Buried in Leaves?
Leave the Yard Work to Us!

Hey Tim,

The key to a beautiful property in the spring isn't found at the beginning of the year - it's actually during the fall when you prepare your landscape to make it through the colder winter months. The Grounds Guys know that fall is one of the toughest times to keep an immaculate lawn. That's why we're standing by with an array of lawn care services to help including:

- Cleanup of fallen leaves and branches
- Aeration
- Dethatching
- Overseeding
- Fertilization
- Mowing
- Tree trimming and pruning
- Seasonal color
- Winterization of irrigation systems

We Treat Your Yard Like It's Our Very Own!

REQUEST FREE ESTIMATE

GET \$50 OFF*
ANY FALL SERVICE

*See below for terms and conditions.

Want to talk to someone?
Call us at: 833-451-1078

Still need convincing? Know our work comes with the Neighborly Done Right Promise™. If a job's not done right, we'll make it right.

broadly Campaign Emails




Buried in Leaves?

Leave the Yard Work to Us!

Hey There,

The key to a beautiful property in the spring isn't found at the beginning of the year. It's actually during the fall when you maximize your landscape to make it through the colder winter months. The Grounds Guys know that fall is one of the toughest times to keep an accessible lawn. That's why we're standing by with an array of lawn care services to help including:

- Clearing of fallen leaves and twigs
- Aeration
- Dethatching
- Overseeding
- Fertilization
- Mulching
- Tree limbing and pruning
- Seasonal color
- Watering of irrigation systems

We Treat Your Yard Like It's Our Very Own!

[REQUEST FREE ESTIMATE](#)

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By enrolling in GroundsGuys you agree with the Neighborhood Care-Right Promise.SM
If you're not sure, we'll make it right.

Get the Neighborhood app. Connect with us.

Additional conditions apply/apply




KEEP YOUR HOME COLORFUL YEAR ROUND

Hey There,

Many people enjoy watching the colors change with the seasons. Our team can help you keep your home looking beautiful, lively, and seasonal through the year. We are proud to help our clients enjoy the seasons as they change by offering landscaping with a nod to seasonal color. At The Grounds Guys, we offer a wide range of landscaping and lawn care services.

Our experts have horticulture training, which allows us to design landscapes around multi-seasonal flowers and annuals. This ensures your landscape stays gorgeous more often than the seasons change, with bright colors lasting throughout the year. Our seasonal color program is seasonal, unique, and specialized to the climate and preferences of our customers and the climate where they live.

[REQUEST FREE ESTIMATE](#)

GET \$100 OFF ANY SERVICE

Not valid with any other offer. Valid only at participating locations. Limited time offer. Independently owned and operated franchise.

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Home is Where the Lights Glow the Brightest, Let Us Make Yours Shine!

Hey There,

From front porches, security for homes, and joyful work spaces, our customers find home and attention to detail can brighten your holidays with care.

Our experts have horticulture training, which allows us to design landscapes around multi-seasonal flowers and annuals. This ensures your landscape stays gorgeous more often than the seasons change, with bright colors lasting throughout the year. Our seasonal color program is seasonal, unique, and specialized to the climate and preferences of our customers and the climate where they live.

Flexible Payment Options

- Design
- Installation
- Removal
- Storage

[REQUEST FREE ESTIMATE](#)

We were in the neighborhood and wanted to wish you a happy holiday season in the spirit of giving, please accept this gift from The Grounds Guys.

GET \$1000 OFF ANY HOLIDAY LIGHTING SERVICE

Not valid with any other offer. Valid only at participating locations. Offer expires 12/31/2023. Independently owned and operated franchise.

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Revive and Enrich Your Lawn

Aeration and Core-aeration services to help improve the health of your lawn today!

Hey There,

Over time the soil in your lawn naturally compact, making it hard for water to get down and nutrients. Soil aeration is a simple solution that means less watering, better water infiltration, and a healthier lawn.

An aeration performed by our team will loosen all soil that your lawn shrinks and compact over time and promotes new growth.



Core-aeration when performed with an aerator will loosen the grass roots to help fill in bare areas, smother broken, broken lawn. This can improve your lawn's health, drainage, and seed retention.

Our team professionals can help restore your lawn and recommend services for the upcoming season.

[REQUEST FREE ESTIMATE](#)

\$50 OFF Aeration / Core-aeration

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Leave the Lighting Work to Us

Hey There,

Outdoor lighting can be a simple way to add the ambient lighting touch to your outdoor space while increasing the value of your property. Professional lighting systems can increase the safety and beauty of your home.

Invest in your property and make your family safe with quality outdoor lighting solutions from The Grounds Guys.SM

[REQUEST FREE ESTIMATE](#)



Enjoy Your Outdoor Space Year Round

Whether you need porch lights or spotlights, we can make your dream a reality with your outdoor lighting solution.

- Landscape Lighting & Installation Service
- Patio Lighting & Installation Service
- Holiday Lighting

[REQUEST FREE ESTIMATE](#)

GET 20% OFF your next lighting project of \$2,000 or more (price value \$500)

*Not valid for trees and conditions.

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Additional conditions apply/apply




Problem: Hot Spots in Your Lawn

Solution: The Grounds Guys Irrigation Services

Hey There,

A healthy lawn starts with the right irrigation. Whether it's a broken system, inefficient system, or a brand new installation, we'll get you covered.

- System Repair & Reinstall - Our team can install and/or repair your entire system.
- Leak Detection - Professional installation for a healthy, efficient lawn all year.
- Smart Water Management - We take on broken systems before they have your grass.
- Repair Solutions - Custom irrigation plans tailored to your yard's needs.

We Treat Your Yard Like Our Own. And We Really Love Our Work!

[REQUEST FREE ESTIMATE](#)



A Hydrated Lawn is a Happy Lawn

For green lawns and lush landscaping, our irrigation system can unlock your perfect outdoor space.

- Irrigation Repair
- Irrigation Installation
- Irrigation Conversion
- Irrigation Maintenance & Repair
- Irrigation Installation
- Smart Irrigation System Installation
- Irrigation System Installation

Don't let your lawn dry out. Contact us today!

[REQUEST FREE ESTIMATE](#)

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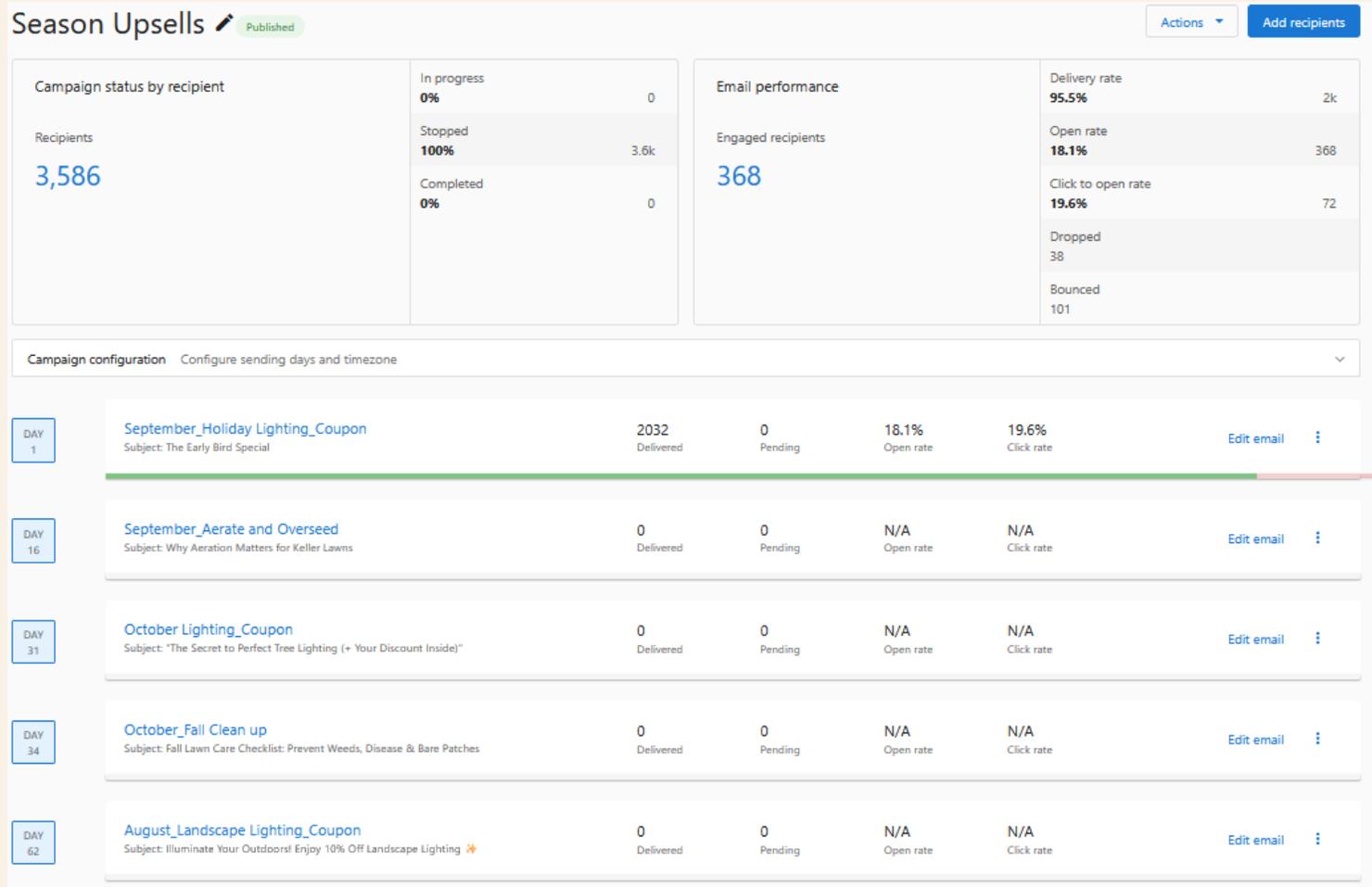
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Additional conditions apply/apply

Example | Local campaigns driving impact for The Grounds Guys of Keller, TX



Franchise Business Owner Testimonial

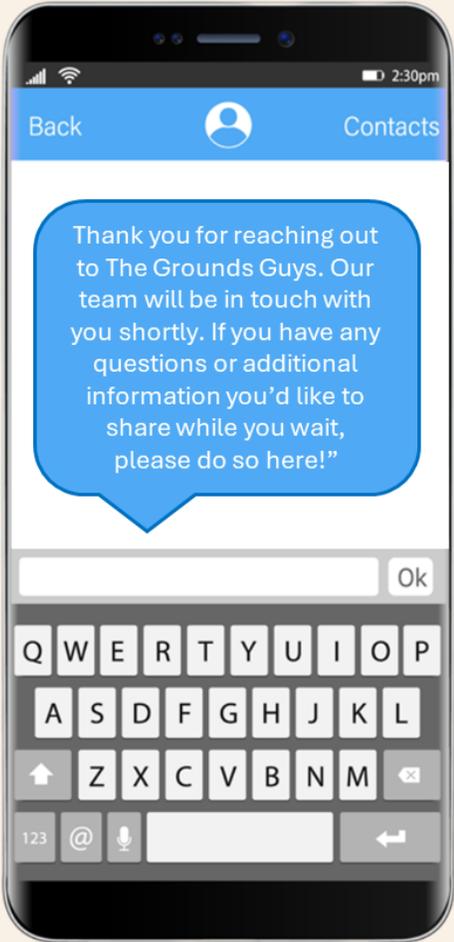
"We have found Broadly to be incredibly easy to use and a powerful tool for our business. The AI-generated social media posts are a great starting point, and the ability to edit them allows for customization. The email campaign feature is intuitive, making it quick to get up and running, whether we're sending out batch communications or proactively reaching out to customers. We even use it for holiday messages and other timely communications to stay connected with our customers. It's a very useful tool, but like any best friend, it needs to be actively utilized to maximize its benefits."

- Jim Cook, Owner
The Grounds Guys of Pflugerville
The Grounds Guys of Cedar Park

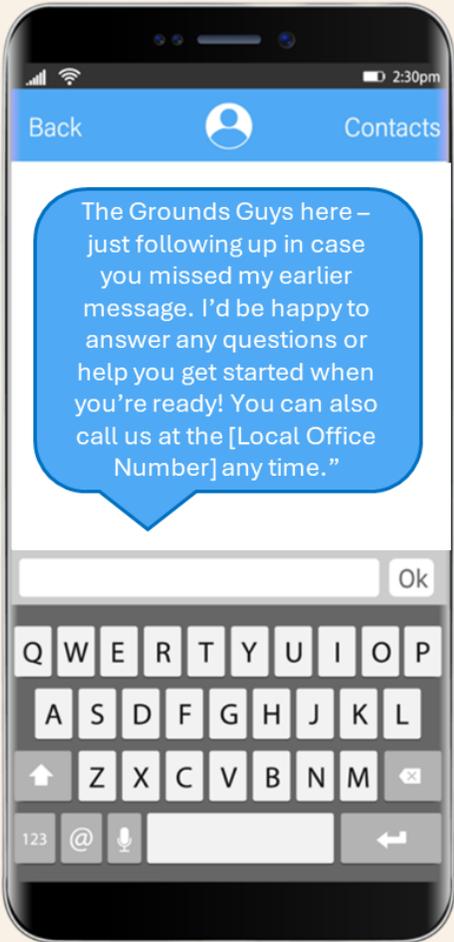
Lead Nurture



When the lead is received



The following day



Estimate Nurture



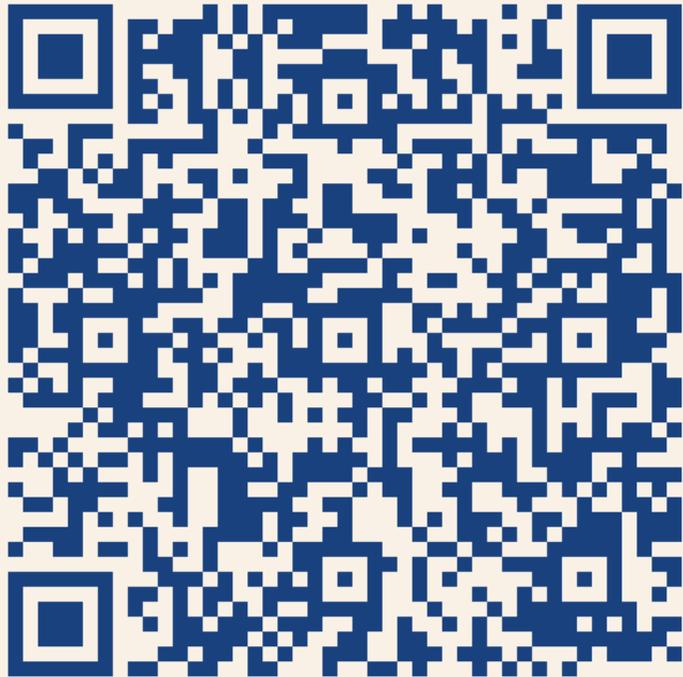
When estimate is sent

Follow-up 1

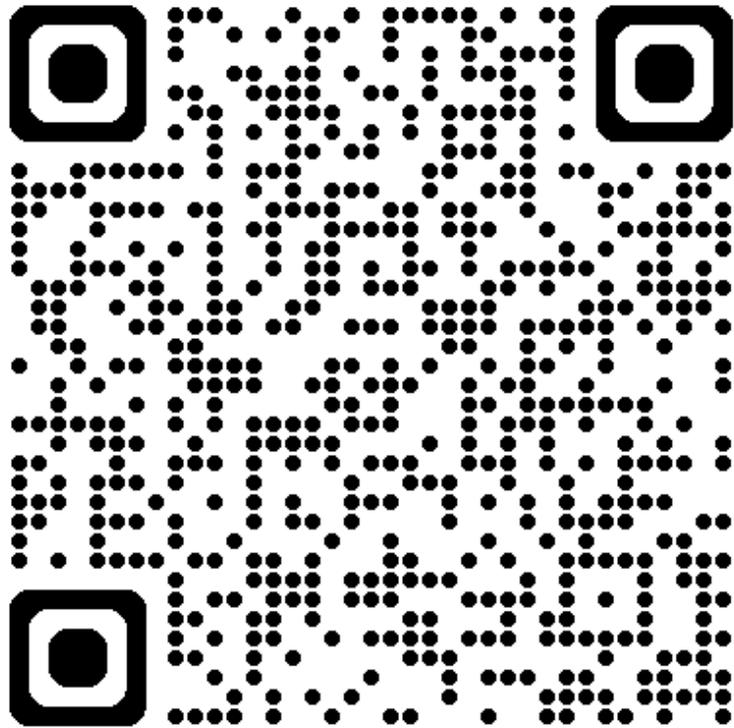


Immediate actions to unlock growth with Customer Engagement Platform conversion

- Attend Broadly office hours to turn on campaigns for your locations
- Complete the SMS marketing form so SMS conversion campaigns can start



Unlocking Growth Webinar Recordings and Resources



Survey



Thank You