



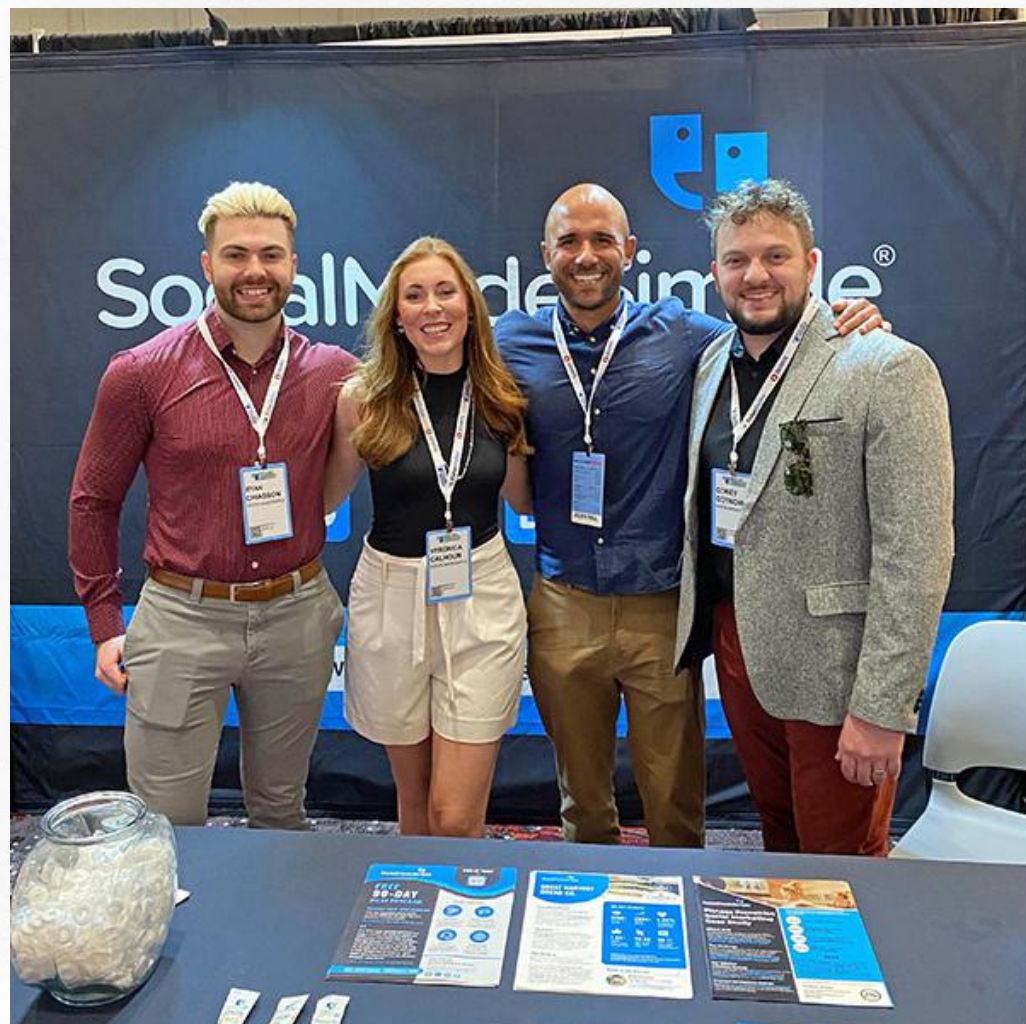
SOCIAL MARKETING PILOT PROGRAM:

GRASSROOTS TURF

AUGUST 2022 - NOVEMBER 2022

GrassRoots
TURF.com





*SocialMadeSimple was named to the **Inc. 5000** list for America's **Fastest-Growing Companies** in 2020, 2021, & 2022!*

SOCIALMADESIMPLE

We've been around the block and back. In our time, we've built a **proprietary social marketing platform** and rounded up some of the **industry's brightest minds** to bring an unmatched service to the franchise space.



FOUNDED IN 2009



LOCATED JUST OUTSIDE OF BOSTON, MA



ALL IN-HOUSE EMPLOYEES (NO OUTSOURCING)



HAVE PUBLISHED OVER 50 MILLION SOCIAL POSTS

PILOT PROGRAM OVERVIEW

SocialMadeSimple began the **GrassRoots Turf Pilot Program in August 2022.**

Since then, we have become the social media team for five GrassRoots Turf franchisees, creating **custom content posts** and executing **hyper-local advertising campaigns.**

We produce **world-class creative**, reach GrassRoot's **marketing personas**, & **optimize** strategies for the best results.

What's Included

- Custom Content
- Advertisements
- FranDev
- SocialModo
- Next Steps

FRANCHISEE CUSTOM

CONTENT POSTS

STRATEGY

POST EXAMPLES

RESULTS

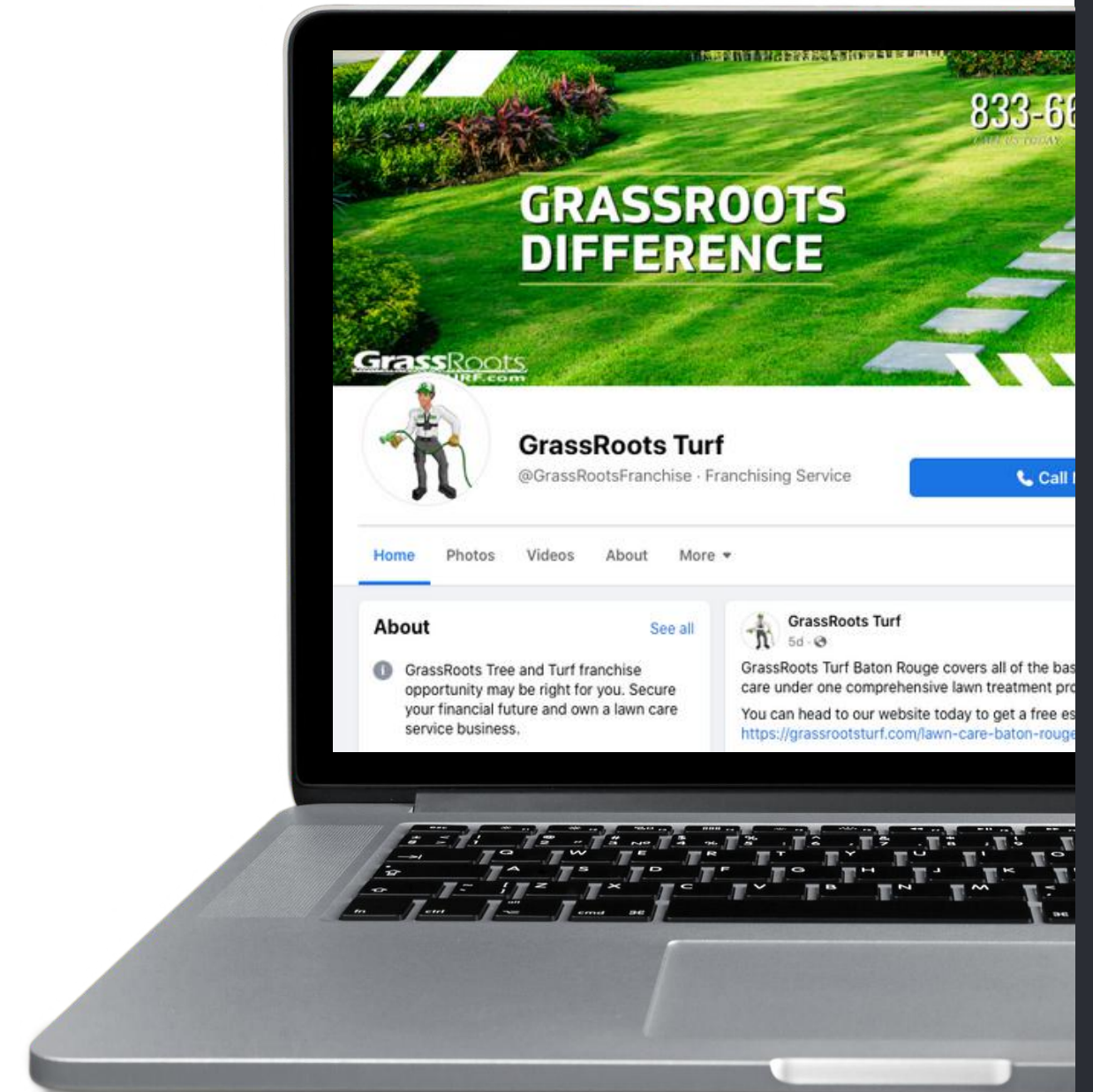
CONTENT STRATEGY

BOOSTED POSTS

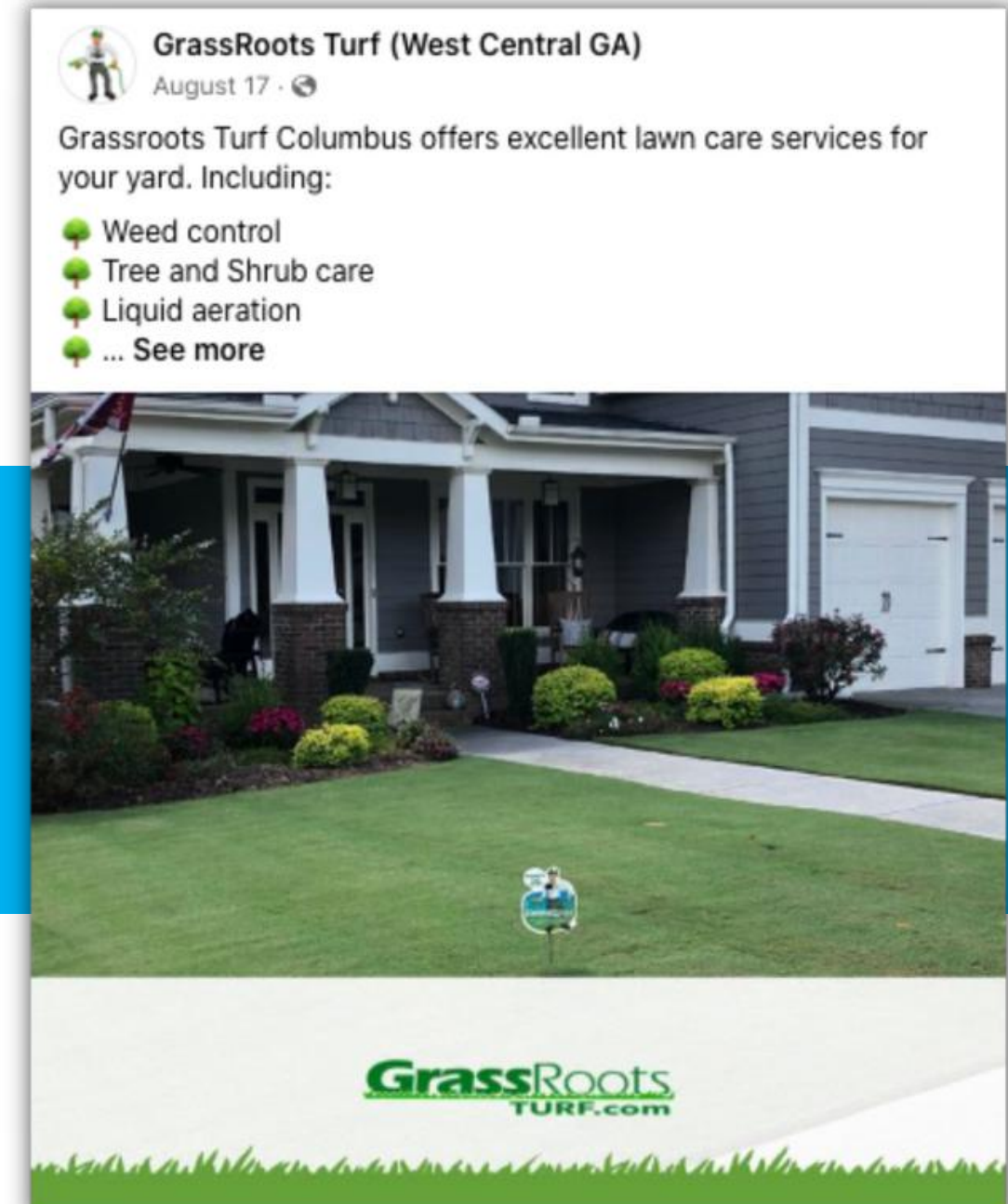
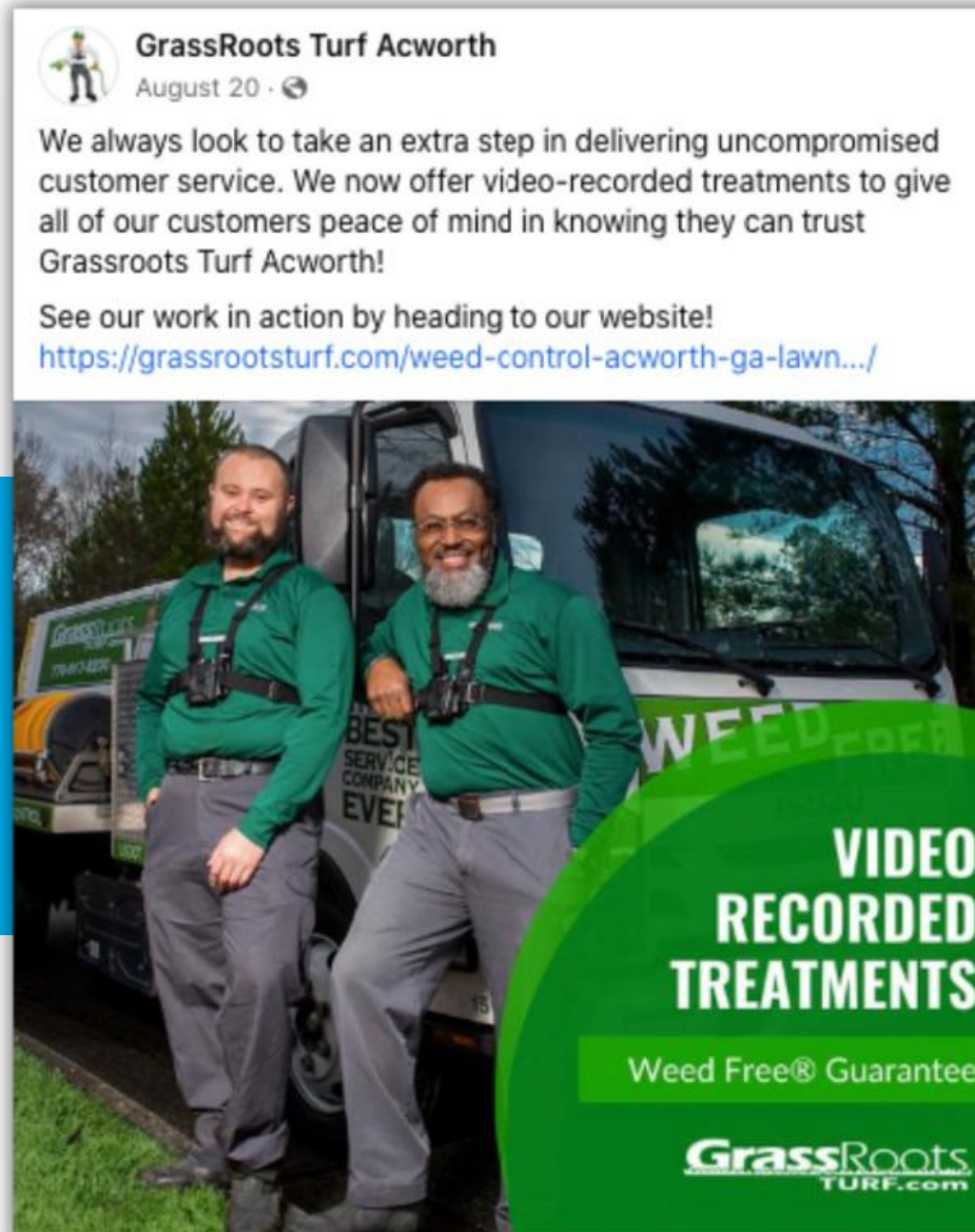
- SocialMadeSimple **posts 3x per week** & automatically turns published content into boosted posts.
- Sponsored posts **served to GrassRoot's target audience.**
- Reaches a wide audience **beyond existing followers.**

CONTENT GUIDELINES

- Goal: **Spread brand awareness & reach a wider audience** of lower-income families & individuals.
- Promote **competitive pricing** and **unique service components**, such as body cameras and seasonality posts, when appropriate.
- **Encourage audience to take care of their lawn** & to trust a great service company like GrassRoots.



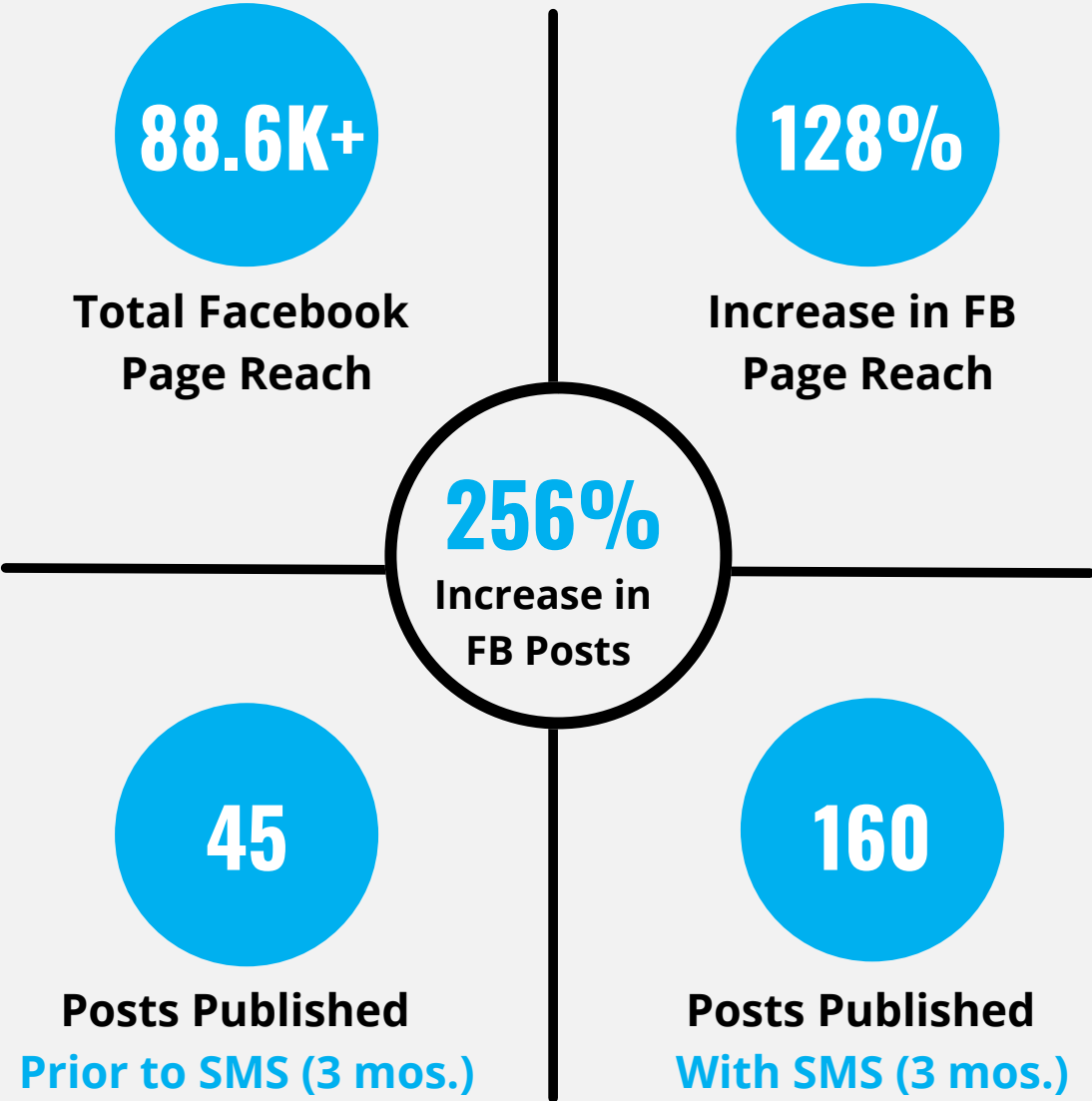
BEST-PERFORMING CONTENT POSTS BY REACH



CONTENT PERFORMANCE

BOOSTED POSTS

| LOCATIONS | CENTRAL MS | SOUTH LOUISIANA | ACWORTH | ALPHARETTA | WEST CENTRAL GA | TOTAL |
|------------------|------------|-----------------|---------|------------|-----------------|-------|
| POST ENGAGEMENTS | 28 | 6 | 23 | 13 | 23 | 93 |
| IMPRESSIONS | 37.5K+ | 6.7K+ | 22.5K+ | 36.8K+ | 35.9K+ | 140K |
| REACH | 16.6K+ | 5.8K+ | 9.1K+ | 19K+ | 15.5K+ | 66.2K |



LOCAL FRANCHISEE

AD CAMPAIGNS

STRATEGY

AD EXAMPLES

TOTAL RESULTS

ADVERTISING STRATEGY

FRANCHISEE CAMPAIGNS

Start of Pilot: We launched **Page Likes ads** for each location to start a foundation of Likes/followers on Facebook & Instagram and building brand awareness.

2 Weeks Later: Optimized ad strategy & pivoted to a **lead generation campaign**, promoting free estimates to generate leads in the form of new customers.

TARGETING

- **Location-Based** (*ZIP Code*)
- **Ages** (25 - 65+)
- **All Genders**
- Focused on **home improvement & lawn care**

PAGE LIKES CAMPAIGN

We created, monitored, & optimized Page Likes ad campaigns designed to **encourage users to give GrassRoot's Facebook Pages a LIKE.**


LEAD GENERATION CAMPAIGN

Generate qualified leads directly through **Facebook & Instagram** with **customized forms** for users to submit their info with a single click.

AD MESSAGING

- Highlight unique service aspects offered - ie. **all-inclusive, video-recorded treatments**, etc.
- Relate to the **needs of homeowners** as summer turns to fall.
- Position GrassRoots Turf as a **leader in the industry.**

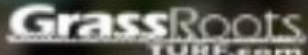
BEST-PERFORMING AD EXAMPLES





GrassRoots Turf of Central MS ...
Sponsored · 🌐

Looking for an all-inclusive lawn treatment program that works?

GrassRoots Turf covers all your lawn needs under our low-cost monthly service plan, video record every treatment, AND swing by anytime you need us 🤖





BEFOREAFTER

GET A **FREE** ESTIMATE AND
FREE UNLIMITED SERVICE CALLS

FORM ON FACEBOOK
Free Estimate!
Weed Free® Guarantee

Get quote



GrassRoots Turf
Sponsored · 🌐

Tired of dealing with stubborn weeds? 🌱

Get your **FREE** estimate today and let our friendly weed control and removal experts come to the rescue 🙌



THE GRASSROOTS DIFFERENCE

| Lawn Care Services | GrassRoots | Competitors |
|-----------------------|------------|--------------|
| Army Weeds Control | 👍 | 👎 |
| Power Patch Treatment | 👍 | 👎 |
| Grass Control | 👍 | 👎 |
| Weed Control | 👍 | 👎 |
| Antennary Control | 👍 | 👎 |
| Chlorophyll Control | 👍 | 👎 |
| Soil Conditioner | 👍 | 👎 |
| Water Seal Control | 👍 | None offered |
| Iron | 👍 | None offered |
| Urea | 👍 | None offered |
| Water Sealers | 👍 | None offered |
| Chlorophyll Control | 👍 | None offered |
| Soil Fertilizer | 👍 | None offered |
| Weed Control | 👍 | 👎 |
| Grass Control | 👍 | 👎 |
| Grass Control | 👍 | 👎 |
| Grass Control | 👍 | 👎 |
| Grass Control | 👍 | 👎 |

GET A **FREE** ESTIMATE TODAY!

FORM ON FACEBOOK
Free Estimate!

Get quote

ADVERTISING PERFORMANCE



Average Cost-Per-Lead for
Home Services Industry

\$76

| LOCATIONS | CENTRAL MS | SOUTH LOUISIANA* | ACWORTH* | ALPHARETTA | WEST CENTRAL GA | TOTAL |
|---------------|------------|------------------|----------|------------|-----------------|-------|
| TOTAL LEADS | 10 | 1 | 2 | 13 | 13 | 39 |
| COST PER LEAD | \$25 | \$97 | \$34 | \$21 | \$21 | \$40 |
| PAGE LIKES | 14 | 18 | 19 | 14 | 15 | 80 |

64K

TOTAL IMPRESSIONS

24K+

TOTAL REACH

340

TOTAL LINK CLICKS

FRANCHISE DEVELOPMENT

AD CAMPAIGNS

STRATEGY

AD EXAMPLES

RESULTS

ADVERTISING STRATEGY

FRANCHISE DEVELOPMENT FACEBOOK CAMPAIGN

The goal for GrassRoots's franchise development ad campaign was to **target and acquire potential business partners** in eight different states.

TARGETING

- **Location-Based** (ZIP Code)
- **Ages** (18 - 65+)
- **All Genders**

**Recruitment ads fall under a special ads category for employment, limiting some targeting parameters.*

LEAD GENERATION CAMPAIGN

Generate qualified franchisee leads directly through **Facebook & Instagram** with customized forms for users to **submit their info with a single click.**

FRANCHISE DEVELOPMENT

We created ads designed to generate leads in the form of qualified franchisee candidates by **highlighting the key benefits of owning a GrassRoots Turf.**

MESSAGING & OPTIMIZATIONS

- Utilize a **positive & excited** tone to spark interest.
- Highlight the **ongoing support** for growing their very own franchisee.
- Showcase engaging **imagery with happy franchisee owners.**

BEST-PERFORMING AD EXAMPLES

GrassRoots Turf
Sponsored · 🌱

Interested in owning your own GrassRoots Franchise? 🌱

We are always looking for great people to work with 🤝 Just click the link to get started!



GrassRoots TURF.com
OWN A FRANCHISE
With GrassRoots, you are in the lawn care business for yourself but not by yourself

FORM ON FACEBOOK
Become a GrassRoots Turf Franchisee!

[Learn more](#)

GrassRoots Turf
Sponsored · 🌱

Top reasons to become a GrassRoots Turf franchisee! Click "Learn More" to get started!

High ROI compared to competing lawncare franchises ✅
Fully family-owned & operated 🤝
Ongoing Support & Training 📚
Proven Revenue & Territory Systems 🏆



GrassRoots TURF.com
OWN A FRANCHISE

FORM ON FACEBOOK
Now's The Time!
GrassRoots Turf Franchisi...

[Learn more](#)



PERFORMANCE RESULTS

Through the success of these Facebook lead generation franchise development ads, GrassRoots Turf Corporate effectively **increased brand awareness** while generating a consistent flow of **leads in the form of qualified new franchisee candidates.**

88

TOTAL LEADS GENERATED

**83/88 LEADS = MALE*

\$12

AVG. COST PER LEAD (CPL)



Average Cost-Per-Lead for
Franchise Development

\$109

61,000

TOTAL
IMPRESSIONS

30,000

TOTAL REACH

600

LINK CLICKS

SOCIALMODO PLATFORM

With 24/7 access to our **social marketing platform**, SocialModo, GrassRoots Turf has the ability to view & manage content calendars, campaign stats, & aggregated messages in real-time.



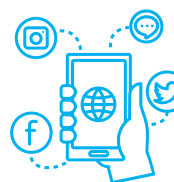
DETAILED REPORTING

Each location receives reporting via **analytics dashboards & emails**.



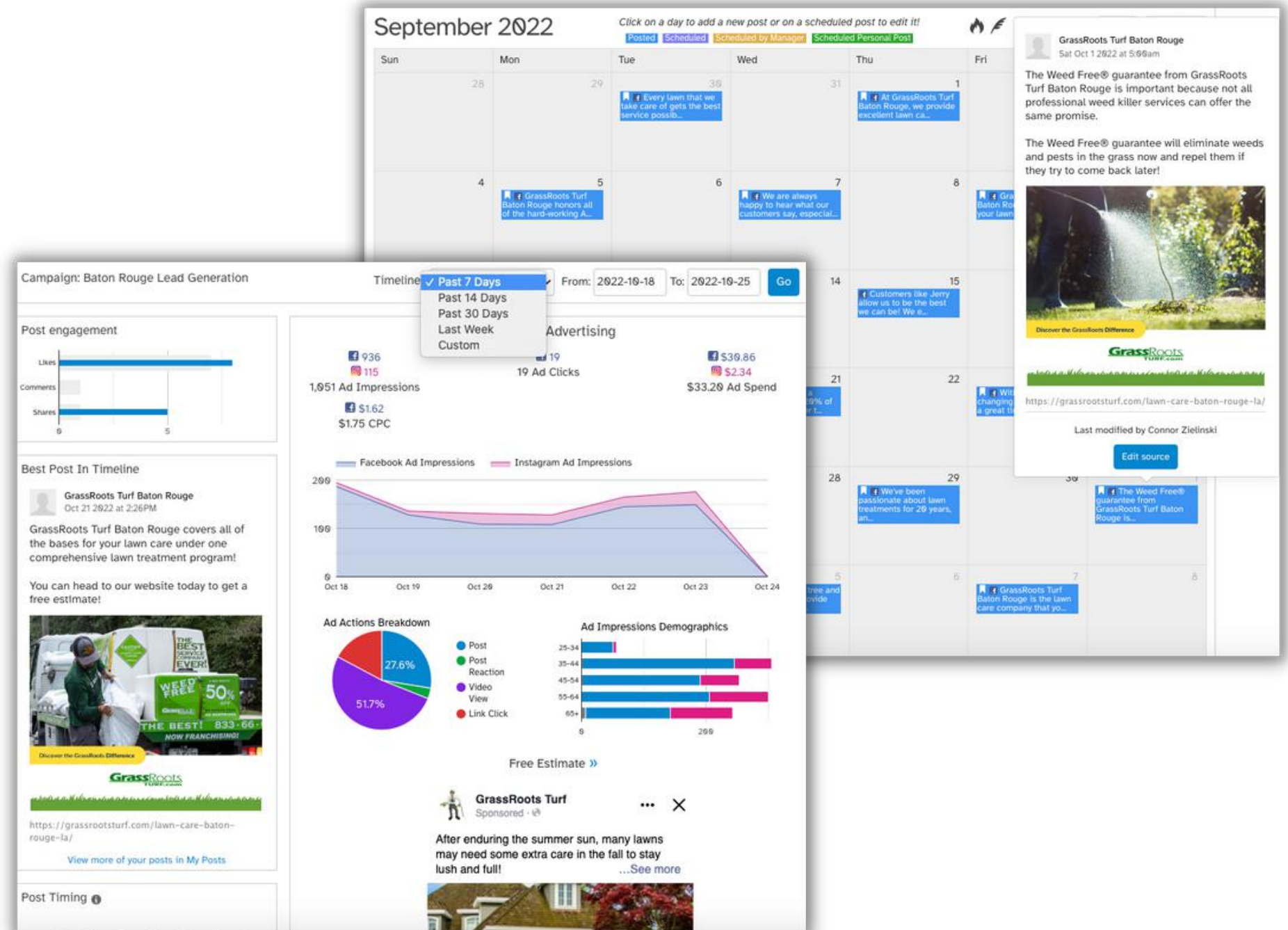
ACCESS TO SUPPORT

Your **dedicated Client Success Manager** is easily accessible for support.



CONNECTED PLATFORMS

Conveniently manage all your connected social media networks in one place.



PRICING



Franchisee Program

Monthly Cost:
\$500/MO.

\$315 Management fee + \$185 ad spend included

Management fee decreases to **\$215** when working with all locations

Franchise Development

Monthly Cost:
\$1,000/MO.

Management fee + 10% ad spend fee

***\$100 off first month** for locations signed up before 2023*

NEXT STEPS

1. **Review & sign** a partnership agreement.
2. Schedule & attend your **onboarding call** with your new Program Manager.
3. Provide a **franchisee list** of all GrassRoots locations.
4. Begin **introducing & onboarding** GrassRoots franchisees.



NEW TEAM OF EXPERTS

We assign a dedicated **Program Manager**, a **Digital Ads Specialist**, & a team of in-house **Content Specialists** to execute your social marketing program.



12-MO. SOCIAL MEDIA STRATEGY

Your new team of experts will create a custom 12-month social media plan to **engage** and **grow** your following **while generating leads**.



WEBINARS & CONFERENCES

We **host quarterly webinars** educating your franchisees on the impact social media has on business growth. We will also **attend GrassRoot's annual conference**.



GRASSROOTS RESOURCE CENTER

We'll create a **dedicated resource center for franchisees** to easily sign up, learn more about their program, & contact support.

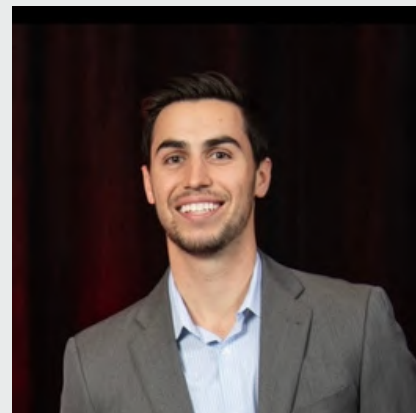
QUESTIONS?



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