

# Digital Marketing SERVICES

Personalized automated online strategies for maximum results

 [RealGreenMarketing.com](http://RealGreenMarketing.com)



Powered by Real Green Systems®



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# Helping Companies Grow Since 1984



Welcome to Real Green Systems, creators of Service Assistant, the most comprehensive software suite in the service industry - designed to grow and manage your business. We have been providing easy-to-use, cross-functional business management and marketing tools since 1984!

Our innovative products have made us the leading software developers for service industries throughout North America. We help both large corporations and small companies grow with our turnkey solutions. The Real Green Systems team is continually improving and expanding our software and service offerings to provide you with tomorrow's technology and marketing solutions - today.

“ We strive to not make people wait for an estimate, or have them waiting to make a payment or anything like that - Real Green has allowed us to be able to do that. Everything we do in how we communicate to our customers, and how quickly we respond to their needs all stems from Real Green. ”

– Andrew Wesselman  
A&A Lawn Care (Florence, KY)



Your Real Green Systems experience, will benefit from attending several networking and educational events throughout the year. Hundreds of companies join us for the Solutions Conference - to network with other service industry professionals and meet one-on-one with our software technicians, business consultants, marketing professionals, and print experts. Attendees take full advantage of an extensive curriculum of software, business operation, human resource, personal development, leadership and marketing training classes during Solutions.

Formula offers you the opportunity to meet with our marketing experts to develop an actionable marketing plan for the current and upcoming year. You will attend a series of personalized consultations, as well as an intensive "season readiness" workshop. End the day with a marketing plan to grow your business during the months ahead.

Our business consultants also travel throughout the year - making customer care calls to make sure everything is running smoothly. They also embark on a multi-city Free Marketing Seminar tour each fall.

## Real Green Systems

### Providing mobile business

### software and marketing

### solutions to manage and grow

### profitability, since 1984.

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“ I love Real Green because they are my one-stop shop for everything. I get my invoices. I get my marketing. And they just help me do it all. ”

– Nicole McClellan  
Lawnscape Systems (Montclair, CA)



# Digital Marketing SERVICES

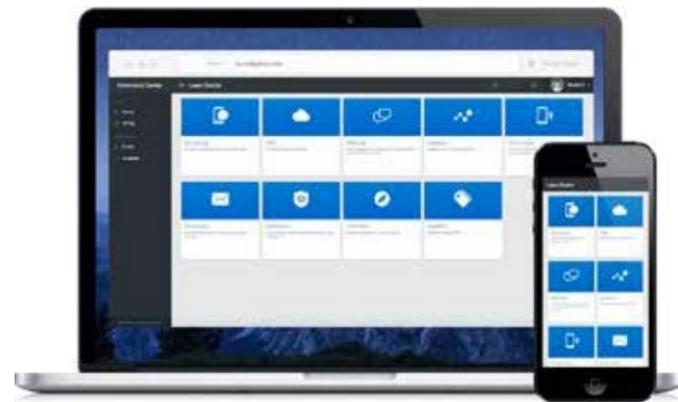
Marketing is for people, not faceless machines or malicious bots



Real Green Marketing is the full service digital and print marketing division of Real Green Systems. We plan and execute campaigns that differentiate your brand, target and attract the right customers and provide actionable analytics to increase ROI and grow your business. We're the marketing company that understands how to grow your business

## Why Real Green Digital Marketing?

Real Green Marketing's Command Center transforms intelligently targeted data into real people who respond to your message. The results of these interactions provide real-time analytics, which in turn inform campaign 'tweaks' to consistently increase performance and conversions.



This powerful dashboard allows you to take command of your marketing campaigns and data – translating analytics into the people who populate your ideal target audience. Your social interactions, communications and campaigns result in meaningful conversations and increased conversions.

Your Command Center is available 24 hours a day, 7 days a week for maximum marketing response and agility. With this easy to use web-based platform, you will never again have to request marketing campaign results or reports. You have complete control, powered by Real Green's marketing professionals.

## Search Engine Optimization

You want to dominate your competitors online. We want that too! Aggressive Search Engine Optimization (SEO) can make it happen. You need an SEO strategy that will help you beat contenders for specific keyword search terms your target audience is searching for.

We are constantly analyzing search trends for your industry, products and services. Based on that analysis, adjustments are made to your website to ensure each time someone in your service area searches for keywords describing your company's commercial profile, industry, products or services you appear above your competition.

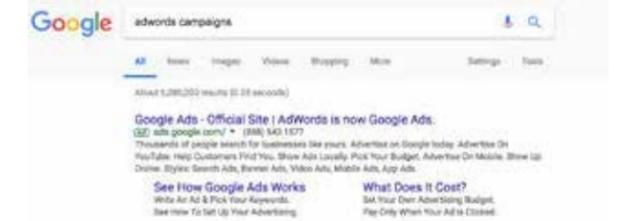
Increased visibility on search engines translates to increased leads and increased brand awareness.



## Paid Search

While SEO's purpose is to help your company's website rank for organic searches, Pay Per Click (PPC) drives traffic to a specific landing page on your website through paid ads that display in searches on Google, Bing or even Facebook and Instagram. These ads may be geo-targeted for specific services in specific local areas.

Using a combination of data analytics and A/B testing, we develop paid ad campaigns to not just achieve your lead generation and sales goals, but exceed them.



## Web Development

Have you ever worked with a web development company that produced cookie-cutter websites? Unless you look for a logo, they all look identical.

That's not our style and it shouldn't be yours. Your company is unique. It deserves to stand out from the others in web searches. That's what we do – make your website stand apart – in the best way possible. We incorporate the branding elements that make you unique, while ensuring your promotional messages, specialized industry news, announcements and most importantly, your products generate a positive response and create a buzz on the web.

You work hard to make your business stand out. So do we, with attention grabbing relevant design and content, that draws your audience in and causes them to want to engage and do business with you.





## My Local MARKETING

**Put your business on the map and keep it there – with My Local!**

This multi-touch engagement strategy optimizes websites for local searches, enhances branding through broader social media reach, manages reputation through reviews, uses text messaging to engage customers and employs tactical local engagement to get you noticed in the areas you do business.



## My Reviews MARKETING

**Take control of your online reputation.**

Customer reviews play a major role in establishing your business's online reputation, making reputation management critical. When potential customers search for your products and services, they are also looking for a company with good reviews. My Reviews helps you maintain your good online community standing and attract a wider purchasing audience by allowing you to directly correspond with customers who reviewed you poorly. You have a chance to right the situation and sweeten their sour impression of your business – resulting in a solid online reputation of great customer service.



## My Social MARKETING

**Control the conversation.**

Regardless of whether you have a social media account for your business, people will be talking about you. Take control of the conversation with My Social. With a combination of viral and custom posts, you will establish a personality for your business and attract followers. These followers will not only be customers, but also prospective customers. Win them over with informative posts, some fun general facts, and information about your industry to establish yourself as a subject matter expert. Your business's online presence will help reinforce your knowledge, commitment to customer service and show your audience that your business aligns with their values and lifestyle. This translates into leads and those leads have a high likelihood of becoming new loyal customers.



## My Email MARKETING

**Easy, quick and compelling customer communication.**

My Email is your email made simple. Drag and drop functionality allows you to create professional, highly actionable email campaigns which can be automated based on "triggered" events such as birthdays or anniversaries. List management features help build and maintain your database, while the Command Center's tracking and analytics provide valuable campaign insights. It's email done right in one simple platform.



## Intellimail MARKETING

**Trackable mail with intelligent insights.**

Intellimail is targeted mail that provides highly trackable insights into customer behavior and incites them to action. Personal URLs or PURLs create a custom, actionable experience for each user, the Command Center tracks campaign calls, clicks and scanned QR codes, allowing you to make informed campaign decisions. Your campaigns have never been so smart.



## My Texting MARKETING

**Control the conversation.**

Keep in touch with your customers on the device they use most – their phones! Send text messages based on their interactions with your business. If they are loyal customers, text them a special offer as a "thank you" or if they haven't ordered service in a while, send them a "come back!" text with an offer. You can also text service reminders such as, "We're servicing your property tomorrow. Please make sure Fluffy's inside."

## Command Center™

The marketing platform, which fully integrates with Service Assistant, to provide comprehensive access to your marketing campaigns, data and analytics – including text messaging, social media posting, online reputation management, direct mail and more. With the Command Center, you can manage your marketing, online reputation and branding anywhere on any device. It is your complete lead generation, brand control and customer engagement solution!

## Other Marketing Products & Services:

Digital Target IP Marketing

Listing Management

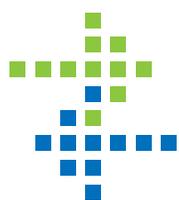
Every Door Direct Mail

Targeted Direct Mail

Marketing List

Data Cleansing

Custom Design and Print



Digital  
Marketing  
SERVICES

Personalized automated online  
strategies for maximum results

RealGreenMarketing.com

## #1 Software for the Service Industry

MARKETING  
AUTOMATION

**Total** Integration with Service Assistant® CRM

ANALYSIS

**Marketing** Integration, Direct Mail and List Services

**Mobile** Integration for Dynamic Routing Updates

VIRAL

**U.S. Based** Training and Support

**Complete** Digital and Print Marketing Services

**In-House** Printing and Direct Mail Processing

CONTENT

SEO



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