



OPPORTUNITY

RESEARCH

CUSTOMER

INNOVATE

ADVERTISING

MARKETING

STRATEGY

BRANDING

CONCEPT

SOLUTION

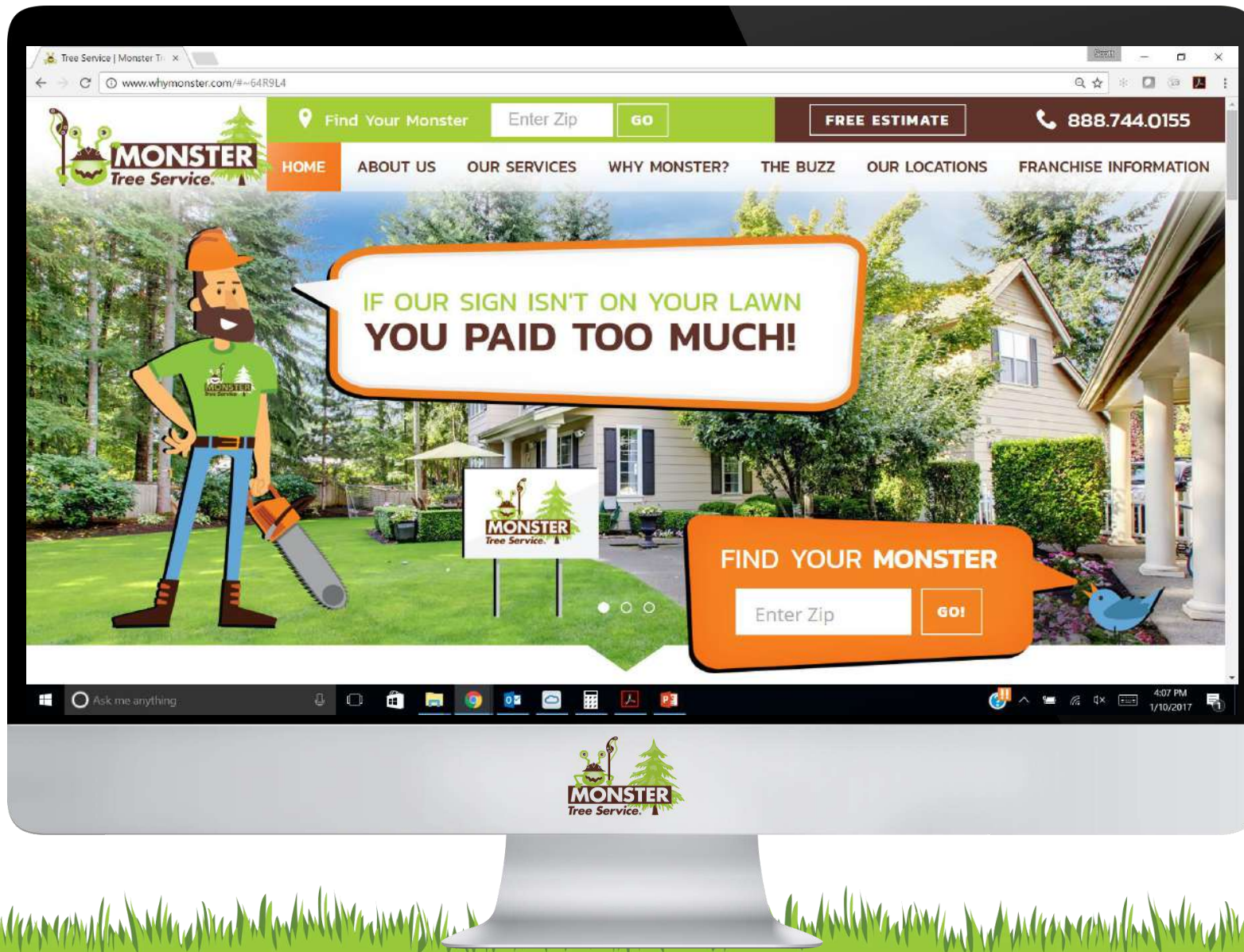




MARKETING PIECES THAT WERE UPDATED IN 2016



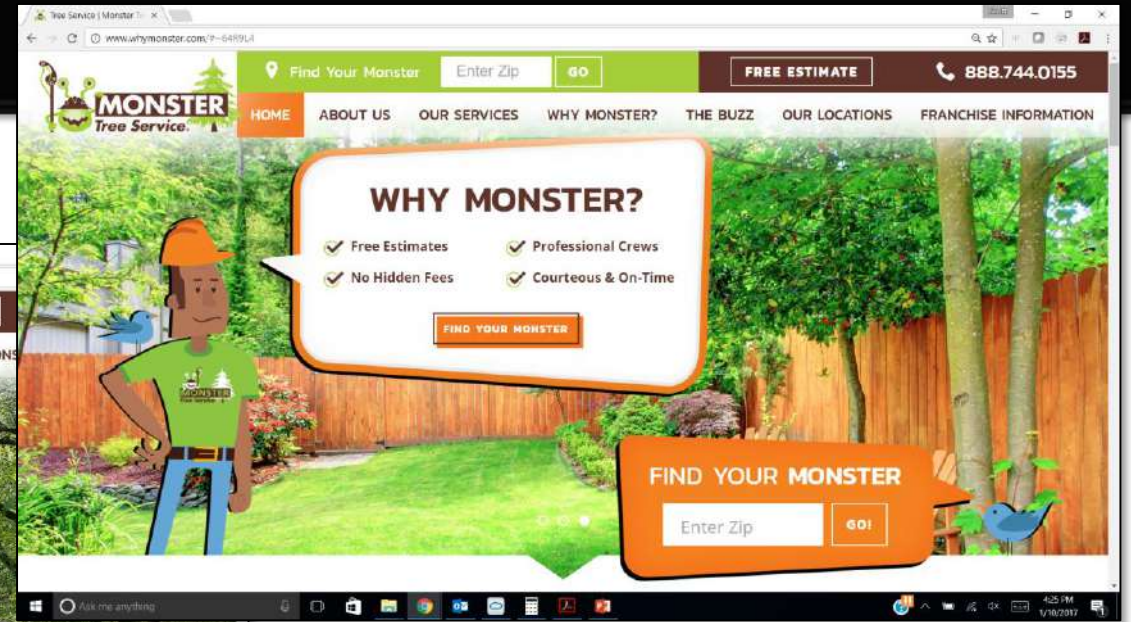
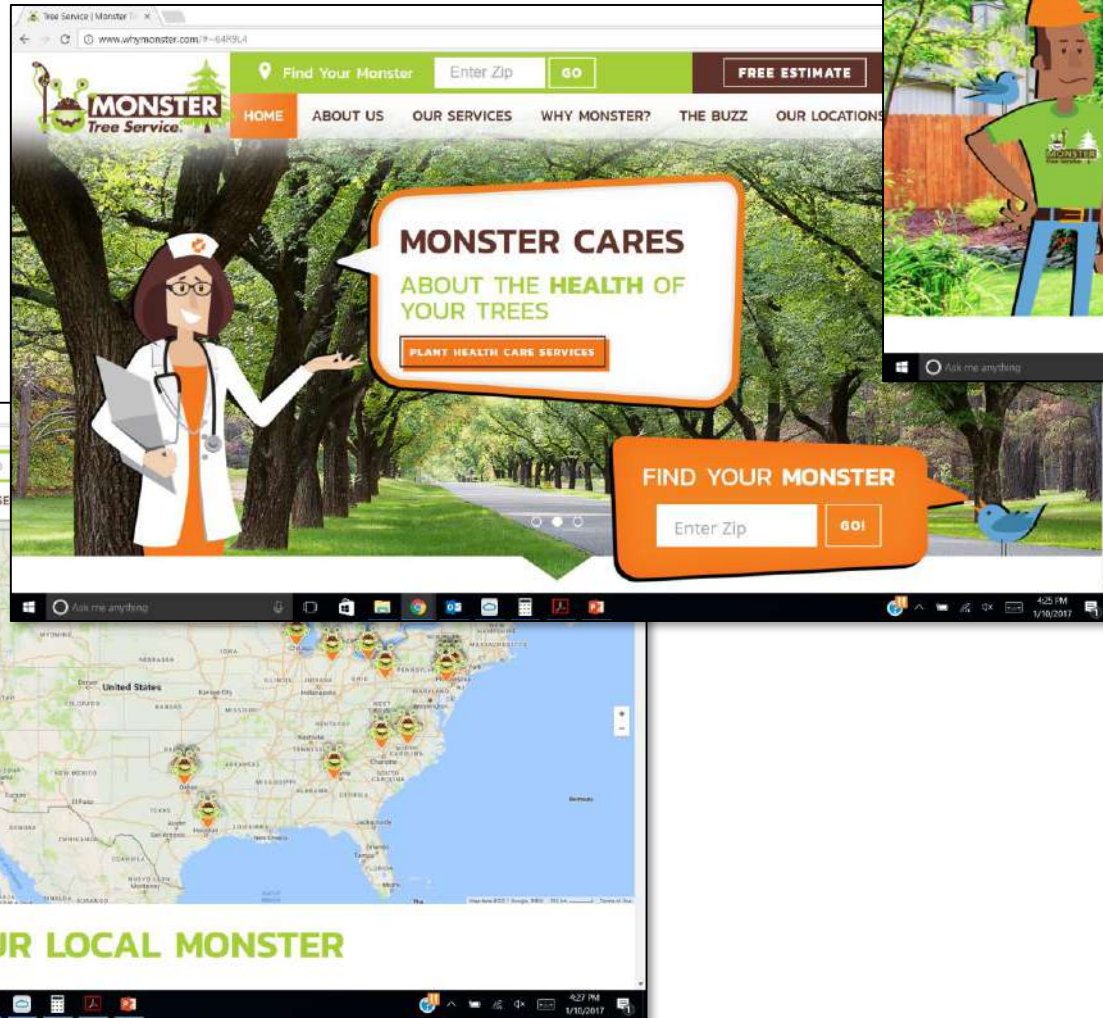
Website



NEW
VERSION OF
WEBSITE
RELEASED IN
MARCH 2016



Website *Continued*



RESPONSIVE
BETTER SEO
MICRO-SITES
POP-UPS



Direct Mail Inserts 2015

TIME FOR A MONSTER TREE SPRING CHECKUP



OUR CERTIFIED ARBORISTS RECOMMEND THESE STEPS TO HELP PREVENT STRUCTURAL & DISEASE ISSUES:

- ☒ **SPRING CLEANING** Pick up leaves, fruits, twigs and branches that have fallen around your trees during winter to prevent fungal disease.
- ☒ **INSPECT BRANCHES** Note broken branches, branches without leaves or with fungus or missing bark.
- ☒ **INSPECT TRUNKS** Look for oozing, missing bark, exposed roots, trunk fungus, soil fungus and cracks in trees and soil.
- ☒ **LEAF WATCH** Yellowing of leaves may signal excess moisture or poor drainage, which may affect tree stability.

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100 below competitor price. Some restrictions may apply. Expires 6.15.15

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer. Expires 6.15.15

\$50 OFF ANY SERVICE OF \$350 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer. Expires 6.15.15

\$100 EXTRA SIGNING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Valid on jobs of \$1,000 or more. Only valid at time of estimate. Not valid on prior estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Restrictions Apply. Expires 6.15.15

Monsters Don't Hibernate!
TURN OVER TO FIND OUT WHY!
215.695.4176



MONSTER Tree Service FREE ESTIMATES
LOCALLY OWNED AND OPERATED • FULLY INSURED • PH043270

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100 below competitor price. Some restrictions may apply. Expires 3.31.15

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer. Expires 3.31.15

PLUS

EXTRA SIGNING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE

\$200 OFF JOBS OVER \$1,000
Only valid at time of estimate. Not valid on prior estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Restrictions Apply. Expires 3.31.15

\$100 OFF JOBS UNDER \$1,000
Only valid at time of estimate. Not valid on prior estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Restrictions Apply. Expires 3.31.15

LEAVES ARE FALLING AND SO ARE OUR PRICES



215.259.4135
CALL NOW FOR A FREE ESTIMATE

MONSTER Tree Service Nobody beats our prices!

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100 below competitor price. Some restrictions may apply. Expires 12.31.14

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer. Expires 12.31.14

PLUS

\$100 EXTRA SIGNING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Only valid at time of estimate. Not valid on prior written estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Restrictions Apply. Expires 12.31.14

WE THOUGHT THESE WERE TOO "BUSY"



Direct Mail Inserts 2016



MONSTER Tree Service.

PREPARE YOUR TREES FOR WINTER!

- 24-Hour Emergency Service
- Complete Tree Removal
- Tree & Shrub Pruning
- Planting & Tree Replacement
- Lot & Land Clearing
- Commercial & Residential Stump Grinding

CALL NOW FOR A FREE ESTIMATE

Nobody beats our prices!

\$200 OFF ANY SERVICE OF \$1,000 OR MORE

\$50 OFF ANY SERVICE OF \$350 OR MORE

PLUS \$100 EXTRA SIGNING BONUS

ON WORK BOOKED AT TIME OF ESTIMATE

919.762.3014

www.WhyMonster.com/Triangle

LOCALLY OWNED & OPERATED FULLY INSURED PAID-43270



WHY YOU SHOULD PRUNE TREES NOW...NOT LATER:

MONSTER Tree Service.

NOTICE ANY TREE OR SHRUB PROBLEMS?

Call for a FREE Summer Tree & Shrub Checkup performed by a Monster Tree Certified Arborist

OUR CERTIFIED ARBORISTS EXPLAIN WHY IT'S THE PERFECT TIME TO GET YOUR TREES PRUNED:

- ✓ **SAVE YOUR HOUSE** Get your trees storm-ready so hazardous or dead limbs and branches don't cause damage in heavy winds.
- ✓ **SAVE YOUR TREES** Failing to prune out dead branches can allow decay to move into the rest of the tree. Leaving cracked or defective branches can lead to hazards and damage.
- ✓ **SAVE YOUR VIEW** With the weight of foliage on the branches, our Arborists will know exactly how to prune your trees to look their best without being too close or in the way.

HUGE SUMMER SAVINGS ON OTHER SIDE!

www.WhyMonster.com/NorthDallas

72.395.5404

Estimates in Hours... Not Days!

SUMMER TREE CARE ENSURES HEALTHY GROWTH. MONSTER TREE SERVICE PROVIDES COMPREHENSIVE TREE AND SHRUB CARE LED BY CERTIFIED ARBORISTS. OUR HIGHLY TRAINED STAFF USES STATE-OF-THE-ART EQUIPMENT TO CORRECT, MAINTAIN, PRUNE OR REMOVE ANY TREE, REGARDLESS OF SIZE, LOCATION OR CONDITION.

LOCALLY OWNED & OPERATED FULLY INSURED



MONSTER Tree Service.

MONSTER TREE DOESN'T HIBERNATE!

OUR CERTIFIED ARBORISTS EXPLAIN WHY NOW IS THE BEST TIME FOR TREE CARE.

- **IT'S EASIER TO SPOT & REMOVE PROBLEMS ON DORMANT TREES** When foliage is gone, our arborists can easily identify and remove dangerous, dead or dying branches to protect your trees, your family and your property.
- **WINTER PRUNING REDUCES DISEASE RISK** Trees heal better in winter, before new growth begins and insects appear.
- **DORMANT TREES ARE HAPPY TREES** Pruning and shaping trees in the winter maintains optimal growth, structural integrity and beauty, with less stress to the tree.
- **IT SAVES YOU MONEY!** Dormant trees are less difficult to prepare so you pay less!
- **REDUCE LIABILITY FROM WINTER ICE & SNOW STORMS** Diseased or awkwardly growing branches can snap under the weight of ice and snow. Better safe than sorry.

HUGE WINTER SAVINGS ON OTHER SIDE!

Estimates in Hours... Not Days!

215.695.4176

www.WhyMonster.com/BucksMont

LOCALLY OWNED & OPERATED FULLY INSURED PAID-43270

SO WE SIMPLIFIED THE LAYOUT



Direct Main Inserts 2016 *Continued*

LOCALLY OWNED AND OPERATED | FULLY INSURED | PA#043270



MONSTER TREE SERVICE
CARES ABOUT YOUR TREES!
REGULAR MAINTENANCE
CAN PREVENT FUTURE
STORM DAMAGE. CALL FOR
A FREE CHECKUP TODAY!

**LEAVES ARE FALLING AND
SO ARE MONSTER'S PRICES!**

**OUR CERTIFIED ARBORISTS
EXPLAIN WHY IT'S THE PERFECT
TIME TO GET YOUR TREES PRUNED:**

- ✓ **SAVE YOUR HOUSE** Get your trees winter storm-ready so hazardous or dead limbs and branches don't cause damage to your home.
- ✓ **SAVE YOUR TREES** Pre-winter Pruning Reduces Disease Risk and Encourages Optimal Tree Growth.
- ✓ **STRATEGIC PRUNING** When foliage is gone, our arborists can easily identify and remove dangerous, dead or dying branches

HUGE FALL SAVINGS ON OTHER SIDE!

NOTICE ANY TREE OR SHRUB PROBLEMS?
Call for a **FREE Fall Tree & Shrub Checkup** performed by a Monster Tree Certified Arborist

FREE Estimates in Hours... Not Days!
215.259.4135 www.WhyMonster.com/BucksMont

IT'S TIME FOR A MONSTER TREE SPRING CHECKUP



MONSTER Tree Service.

- 24-Hour Emergency Service
- Complete Tree Removal
- Tree & Shrub Pruning
- Commercial & Residential Plant Healthcare
- Lot & Land Clearing
- Storm Risk Assessment
- Stump Grinding
- Planting & Tree Relocation

FREE Estimates in Hours... Not Days!

804.212.1540
www.WhyMonster.com/NorthRVA

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100 below competitor price. Some restrictions may apply. Expires 6/2/16.

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
\$50 OFF ANY SERVICE OF \$350 OR MORE
Coupon valid at time of estimate. Not valid on any other offer. Expires 6/2/16.

\$100 EXTRA SIGNING BONUS
When work is booked at time of estimate. Valid on any service. Only valid at time of estimate. Not valid on any other offer. Expires 6/2/16. Some restrictions may apply. Expires 6/2/16.

MONSTER Tree Service.



Direct Main Inserts 2016 *Continued*



MONSTER
Tree Service.

Estimates in Hours...
Not Days!

CALL NOW FOR A FREE ESTIMATE

Nobody beats our prices!

COMMERCIAL & RESIDENTIAL
PREPARE YOUR TREES FOR WINTER!

- 24-Hour Emergency Service
- Complete Tree Removal
- Tree & Shrub Pruning
- Stump Grinding
- Hazardous Tree Assessment
- Plant Healthcare
- Lot & Land Clearing
- Planting & Tree Replacement

215.695.4176
www.WhyMonster.com

LOCALLY OWNED AND OPERATED | FULLY INSURED | PAW043270

\$200^{OFF} ANY SERVICE OF \$1,000 OR MORE

\$50^{OFF} ANY SERVICE OF \$350 OR MORE

Coupons only valid on payments made by invoice due date. Late payments result in forfeiture of all discounts and coupons. Coupons valid at the time of estimate. Not valid on PHC Services, prior written estimates or invoices. May not be combined with any other offer. Expires 10.31.16

PLUS

\$100^{OFF} EXTRA SIGNING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE

Valid on jobs of \$1,000 or more. Only valid at time of estimate. Not valid on PHC Services, prior estimates or invoices. Coupons only valid on payments made by invoice due date. Late payments result in forfeiture of all discounts and coupons. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Expires 10.31.16

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE

Not to be combined with any other offer. Maximum value of \$1,000. Only valid on payments made by invoice due date. Some restrictions apply. Results in forfeiture.

LEAVES ARE FALLING AND SO ARE MONSTER'S PRICES

HUGE FALL SAVINGS ON OTHER SIDE!

WINTER IS AROUND THE CORNER. OUR CERTIFIED ARBORISTS EXPLAIN WHY IT'S TIME FOR TREE CARE.

- ☒ **SAVE YOUR HOUSE** Get your trees winter storm-ready so hazardous or dead limbs and branches don't cause damage to your home.
- ☒ **SAVE YOUR TREES** Pre-winter Pruning Reduces Disease Risk and Encourages Optimal Tree Growth.
- ☒ **STRATEGIC PRUNING** When foliage is gone, our arborists can easily identify and remove dangerous, dead or dying branches

MONSTER
Tree Service.

Estimates in Hours...Not Days

LOCALLY OWNED & OPERATED
FULLY INSURED | PAW043270

215.792.6967 www.WhyMonster.com



EDDMs - 2015

NOW is the Best Time for Tree Service!

Turn Over for Winter Specials

www.WhyMonster.com

MONSTER Tree Service

PLACE STAMP HERE

OUR CERTIFIED ARBORISTS EXPLAIN WHY:

- **IT'S EASIER TO SPOT & REMOVE PROBLEMS ON DORMANT TREES**
When foliage is gone, our arborists can easily identify and remove dangerous, dead or dying branches to protect your trees, your family and your property.
- **WINTER PRUNING REDUCES DISEASE RISK**
Trees heal better in winter, before new growth begins and insects appear.
- **DORMANT TREES ARE HAPPY TREES**
Pruning and shaping trees in the winter maintains optimal growth, structural integrity and beauty, with less stress to the tree.
- **WINTER PRUNING AND THINNING ARE ECONOMICAL**
Dormant trees are less difficult to prepare so YOU SAVE MONEY.
- **REDUCE LIABILITY FROM ICE & SNOW STORMS**
Diseased or awkwardly growing branches can snap under the weight of ice and snow. Better safe than sorry.

Monster Tree Service offers comprehensive tree service under the direction of a Certified Arborist. Our highly trained staff utilizes state-of-the-art equipment to safely and proficiently prune or remove any tree, regardless of size, location or condition.

Estimates in Hours... Not Days

CALL NOW FOR A FREE VISUAL & STRUCTURAL TREE ASSESSMENT.
We'll respect your property for tree-related hazards.

Monsters Don't Hibernate!

Turn over to find out why!

CALL NOW FOR A FREE ESTIMATE
302.763.3600

MONSTER Tree Service

Nobody beats our prices!

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100 below competitor price. Some restrictions may apply. Expires 2.28.15

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer. Expires 2.28.15

PLUS
EXTRA SIGNING BONUS
\$200 OFF JOBS OVER \$1,000
\$100 OFF JOBS UNDER \$1,000

WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Only valid at time of estimate. Not valid on prior estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Restrictions Apply. Expires 2.28.15

IT'S TIME TO
FRESHEN
THINGS
UP A BIT...



EDDMs - 2016

LET MONSTER PREPARE YOUR TREES FOR WINTER

MONSTER Tree Service
14524 West 74th St. #220 | Eden Prairie, MN 55346
612.999.1089 | www.minneapolis.whymonster.com

CALL NOW FOR A FREE ESTIMATE!

Local Postal Customer

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior services. Maximum discount of \$200. May not be combined with any other offer. Expires 2/28/16.

\$100 SIGNING BONUS PLUS EXTRA \$100 OFF WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Coupon valid at time of estimate. Not valid on prior services or previous estimates. MAY BE USED WITH OTHER OFFERS. Some restrictions may apply. Expires 2/28/16.

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$100. Some restrictions may apply. Expires 2/28/16.

MONSTER Tree Service

MONSTER TREE DOESN'T HIBERNATE!

WINTER IS HERE! OUR PROFESSIONAL ARBORISTS EXPLAIN WHY NOW IS THE BEST TIME FOR TREE CARE.

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Diseased or awkwardly growing branches can snap under the weight of ice and snow. Better safe than sorry.

HUGE WINTER SAVINGS ON OTHER SIDE!

FREE Estimates in Hours... Not Days!

NOTICE ANY PROBLEMS?
Call for a FREE Winter Tree and Shrub Checkup performed by a Monster Tree Professional Arborist

www.Minneapolis.WhyMonster.com
612.999.1089

BBB BUSINESS VERIFIED

MONSTER Tree Service

EDDMS ARE SUCH AN EXTREMELY EFFECTIVE WAY TO TARGET PRIME NEIGHBORHOODS



EDDMs - 2016

FREE ESTIMATES IN HOURS...NOT DAYS

OUR CERTIFIED ARBORISTS EXPLAIN WHY NOW IS THE BEST TIME FOR TREE CARE...

- ✓ **STRATEGIC PRUNING** Our professional arborists are experts at identifying and removing dangerous, dead or dying branches.
- ✓ **SAVE YOUR HOUSE** Get trees storm-ready so hazardous or dead limbs and branches don't cause damage to your home.
- ✓ **SAVE YOUR TREES** Trimming and pruning reduces disease risk and encourages optimal tree growth.

FREE Estimates in Hours... Not Days!

MONSTER Tree Service.

MONSTER TREE SERVICE PROVIDES COMPREHENSIVE TREE & SHRUB CARE LED BY PROFESSIONAL ARBORISTS. OUR HIGHLY TRAINED STAFF USES STATE-OF-THE-ART EQUIPMENT TO CORRECT, REPAIR, PRUNE OR REMOVE ANY TREE, REGARDLESS OF SIZE, LOCATION OR CONDITION.

NOTICE ANY PROBLEMS?
Call for a FREE Tree & Shrub Checkup Performed by a Monster Tree Professional Arborist

VETERAN-OWNED

LOCALLY OWNED & OPERATED | FULLY INSURED

888.627.4411

Nobody beats our prices!
www.WhyMonster.com/OV

HUGE MONSTER SPECIALS ON OTHER SIDE!

WE'RE IN YOUR NEIGHBORHOOD

MONSTER Tree Service.

Monster Does It All!

- 24-Hour Emergency Service
- Complete Tree Removal
- Tree & Shrub Pruning
- Stump Grinding
- Lot & Land Clearing
- Commercial & Residential

The Monster Advantage

- Expert Arborists
- Tree Safety
- Professionals On Staff
- Licensed & Insured
- No Job Too Small or Too Monstrous
- Clean, Efficient, Respectful
- Prompt Service
- Locally Owned & Operated
- BBB Accredited A+ Rating

NOBODY BEATS OUR PRICES!
We're in Your Neighborhood! Call NOW for our Best Prices!

LOCALLY OWNED & OPERATED

FREE Estimates in Hours... Not Days

www.WhyMonster.com/OV
888.627.4411

MONSTER Tree Service.

259 Circle Bucks Road | Wheeling WV 26003
866.627.4411 | OV.WhyMonster.com

PRSR STD ECRWSS U.S. POSTAGE PAID EDM RETAIL

Local Postal Customer

\$200 OFF
ANY SERVICE OF \$1,000 or more
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer.

\$50 OFF
ANY SERVICE OF \$350 or more
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer.

PLUS

\$100 SIGNING BONUS
EXTRA \$100 OFF WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Valid on jobs of \$1,000 or more. One week of this coupon. Not valid on prior estimates or invoices. COUPON MAY BE USED WITH OTHER OFFERS except in combination with 10% Competitor's Estimate Discount. Some restrictions may apply.

10% OFF
ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$1,000 before competitor price. Some restrictions may apply.



Door Hangers

DOORHANGERS SHOULD
BE PLACED ON THE
SURROUNDING 20 HOMES
BEFORE YOU START EACH
JOB. BETTER YET....
DISTRIBUTE THEM WHEN
YOU DO ESTIMATES!

We're In Your Neighborhood!
Call NOW for our Best Prices!

Monster Does It All!

- 24-Hour Emergency Service
- Complete Tree Removal
- Tree & Shrub Pruning
- Stump Grinding
- Lot & Land Clearing
- Planting & Tree Replacement
- Commercial & Residential

The Monster Advantage

- ISA Certified Arborists
- Certified Tree Safety Professionals On Staff
- Licensed & Insured
- No Job Too Small or Too Monstrous
- Clean, Efficient, Respectful
- Prompt Service
- Locally Owned & Operated
- BBB Accredited A+ Rating

MONSTER Tree Service.

FREE Estimates in Hours... Not Days!

215.672.5296

www.WhyMonster.com

LOCAL FRANCHISES AVAILABLE IN THE PHILADELPHIA AREA

Nobody beats our prices!

NOTICE ANY PROBLEMS?
Call now for a FREE Tree & Shrub Checkup performed by a Certified Arborist

MONSTER Tree Service.

WE'RE IN YOUR NEIGHBORHOOD
Call now for a FREE consultation with our Certified Arborist and to get our best prices!
215.672.5296

www.WhyMonster.com

\$200 OFF ANY SERVICE OF \$1,000 OR MORE
Coupon valid at time of estimate. Not valid on prior written estimates or invoices. May not be combined with any other offer.

\$50 OFF ANY SERVICE OF \$500 OR MORE

PLUS

\$100 EXTRA SIGNING BONUS
WHEN WORK IS BOOKED AT TIME OF ESTIMATE
Only valid for new customers. Valid through 12/31/2012. Not valid on prior estimates or invoices. CALL US NOW! 215-672-5296. WITH 10% OFFER. Estimate Checkbook. Restrictions Apply.

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE
Not to be combined with any other offer. Maximum value of \$1,000 below competitor price. Some restrictions may apply.



NEW Oversized Business Cards

BUSINESS CARDS
SHOULD REALLY BE
CALLED,
"HEY...REMEMBER ME!"
CARDS. MAKING A
MEMORABLE FIRST
IMPRESSION IS KEY!



Our Old Car Design



2016 – Our Update to Car Wrap

LET'S
CREATE SOME
RUBBER
NECKING!



2016 – Our Update to Car Wrap

BUSINESS
IN THE
FRONT AND
BACK!



Our Old Truck Wrap



2016 – Updated Truck Wrap



555.555.5555



MONSTER
Tree Service®



www.WHYMONSTER.com

FREE Estimates in Ho





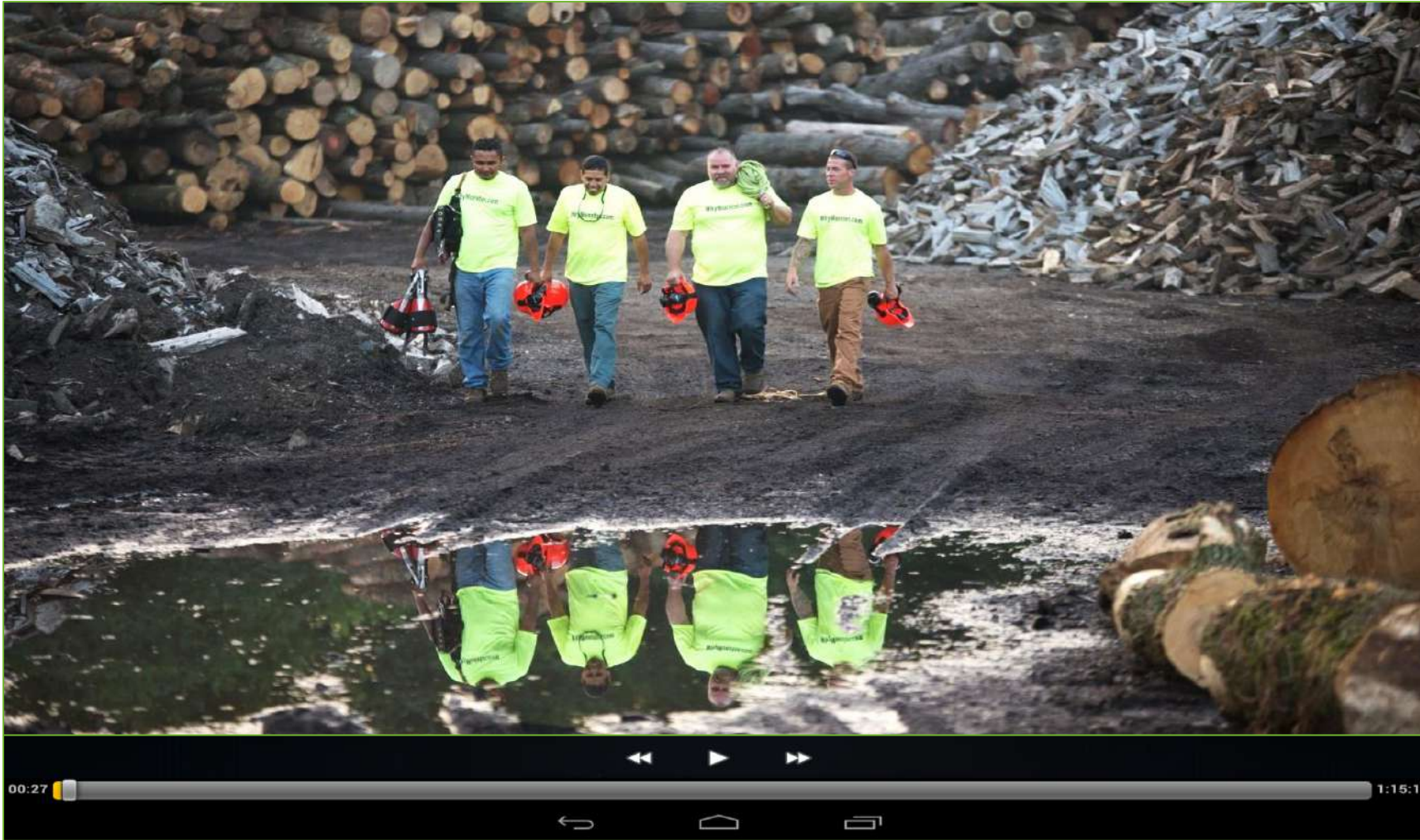




NEW MARKETING PIECES THAT WERE CREATED IN 2016



New Monster Tree Service – Commercial



Behind the Scenes



REALLY COOL
DRONE
FOOTAGE!



Notepads



EVERYTHING
THAT
CUSTOMERS
SEE SHOULD
BE BRANDED!



Facebook Ads



TARGET CUSTOMERS WHERE YOU KNOW THEY ARE SPENDING THEIR TIME!



facebook.



PHC Direct Main Inserts 2016



IT'S TIME FOR A TREE & SHRUB CHECKUP!

LOCALLY OWNED & OPERATED
FULLY INSURED | PA043270

MONSTER Tree Service.  **PLANT HEALTH CARE**

Monster Tree's Plant Health Care Technicians can assure that your trees and plants are thriving and pest free!

215.268.6612
www.WhyMonster.com/BucksMont

CALL NOW FOR A FREE ESTIMATE

\$50 **PLANT HEALTH CARE SERVICES**

Only valid at time of estimate. Not valid on prior estimates or invoices. COUPON MAY NOT BE USED WITH OTHER OFFERS except in combination with FREE MONSTER BUCKS. COUPON. Restrictions Apply. Expires 5.31.16

PLUS

Free MONSTER BUCKS

USE YOUR MONSTER BUCKS LIKE CASH ON FUTURE MONSTER TREE PRUNING & REMOVAL SERVICES.

Receive Monster Bucks (valued at 20% of your Plant Health Care services) to be used on future services.



LOCALLY OWNED & OPERATED | FULLY INSURED | PA043270

MONSTER PLANT HEALTHCARE EXPERTS HELP YOU GET A JUMP START ON SPRING PEST CONTROL & FERTILIZATION.

HUGE PLANT HEALTH CARE SAVINGS ON OTHER SIDE!

Estimates in Hours... Not Days!

215.268.6612 www.WhyMonster.com/BucksMont

MONSTER FERTILIZATION & PEST CONTROL TREES & SHRUBS NEED HEALTH CARE TOO!

Plant health care includes both preventative treatments like fertilizers and micronutrients as well as remedial treatments designed to eradicate an insect infestation or a disease outbreak.

- Monster's Plant Health Care (PHC) Technicians are trained to identify and resolve tree and shrub health concerns (insect infestation, disease infection, nutritional deficiencies) and will help you "nip them in the bud" before they get out of control and result in the death and/or removal of the tree/shrub.
- Monster's PHC Technicians will implement preventative treatments with fertilizers and micronutrients to keep trees vigorous and resistant to insects, disease, and extreme weather.

MONSTER Tree Service.  **PLANT HEALTHCARE**



Mini Handouts

ARE YOU USING
THESE? WHY NOT?
GREAT TO HAND
OUT AT FAIRS &
PARADES.....AND TO
LEAVE ON
WINDSHIELDS

LOCALLY OWNED AND OPERATED | FULLY INSURED

MONSTER Tree Service.

MONSTER DOES IT ALL:

- 24-Hour Emergency Service
- Complete Tree Removal
- Planting & Tree Replacement
- Tree & Shrub Pruning
- Storm Risk Assessment
- Commercial & Residential
- Lot & Land Clearing
- Stump Grinding

OUR CERTIFIED ARBORISTS EXPLAIN WHY NOW IS THE BEST TIME FOR TREE CARE:

- SAVE YOUR HOUSE:** Get trees storm-ready so hazardous or dead limbs and branches don't cause damage to your home.
- SAVE YOUR TREES:** Trimming and pruning reduces disease risk and encourages optimal tree growth.
- STRATEGIC PRUNING:** Our arborists are experts at identifying and removing dangerous, dead or dying branches.

FREE Estimates in Hours...Not Days

888.627.4411
www.WhyMonster.com/OV

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE

\$200 OFF ANY SERVICE OF \$1,000 OR MORE

\$50 OFF ANY SERVICE OF \$500 OR MORE

\$100 EXTRA SAVING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE

NOTICE ANY PROBLEMS? Call now for a FREE Tree & Shrub Checkup

LOCALLY OWNED AND OPERATED | FULLY INSURED

MONSTER Tree Service.

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- SAVE YOUR TREES:** Trimming and pruning reduces disease risk and encourages optimal tree growth.
- STRATEGIC PRUNING:** Our arborists are experts at identifying and removing dangerous, dead or dying branches.

FREE Estimates in Hours...Not Days

888.627.4411
www.WhyMonster.com/OV

10% OFF ANY COMPETITOR'S WRITTEN ESTIMATE

\$200 OFF ANY SERVICE OF \$1,000 OR MORE

\$50 OFF ANY SERVICE OF \$500 OR MORE

\$100 EXTRA SAVING BONUS WHEN WORK IS BOOKED AT TIME OF ESTIMATE

NOTICE ANY PROBLEMS? Call now for a FREE Tree & Shrub Checkup

LOCALLY OWNED AND OPERATED | FULLY INSURED

MONSTER Tree Service.

MONSTER DOES IT ALL:

- 24-Hour Emergency Service
- Complete Tree Removal
- Planting & Tree Replacement
- Tree & Shrub Pruning
- Storm Risk Assessment
- Commercial & Residential
- Lot & Land Clearing
- Stump Grinding

OUR CERTIFIED ARBORISTS EXPLAIN WHY NOW IS THE BEST TIME FOR TREE CARE:

- SAVE YOUR HOUSE:** Get trees storm-ready so hazardous or dead limbs and branches don't cause damage to your home.
- SAVE YOUR TREES:** Trimming and pruning reduces disease risk and encourages optimal tree growth.
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NOTICE ANY PROBLEMS? Call now for a FREE Tree & Shrub Checkup



Embrace Monstrous Humor



Hey There
Good Looking...

**I'VE BEEN
THINKING
ABOUT YOU**



Hey There
Hot Stuff...

**I HAVEN'T
HEARD FROM
YOU LATELY**



Hey There
Sugar Lips...

**WAS IT
SOMETHING
I SAID?**

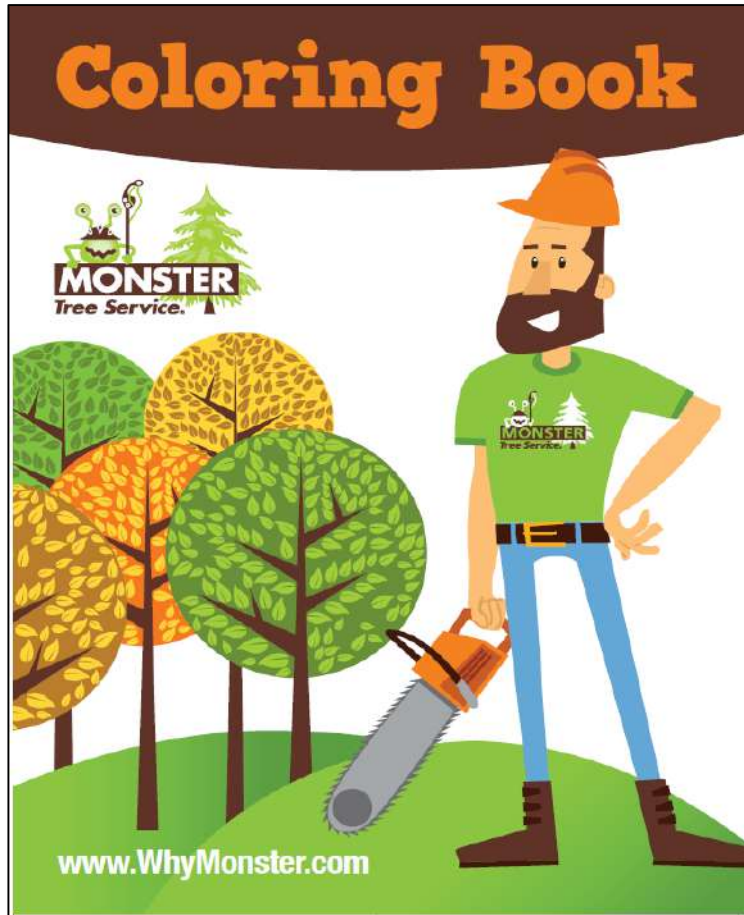


Hey There
Sweet Thang...

**I'VE BEEN
WAITING BY
THE PHONE**

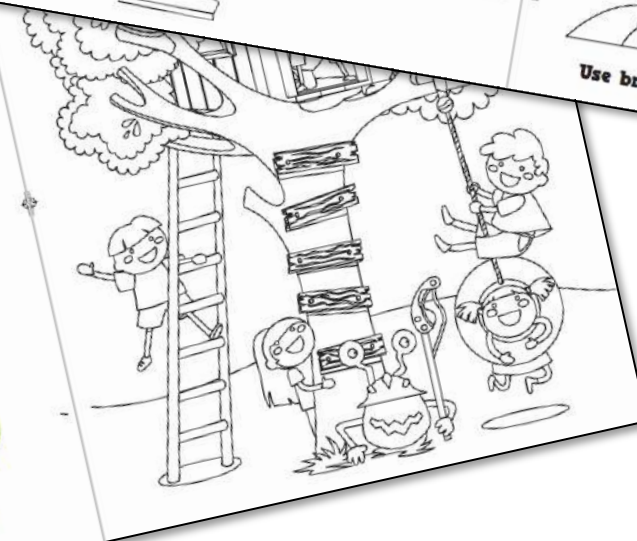
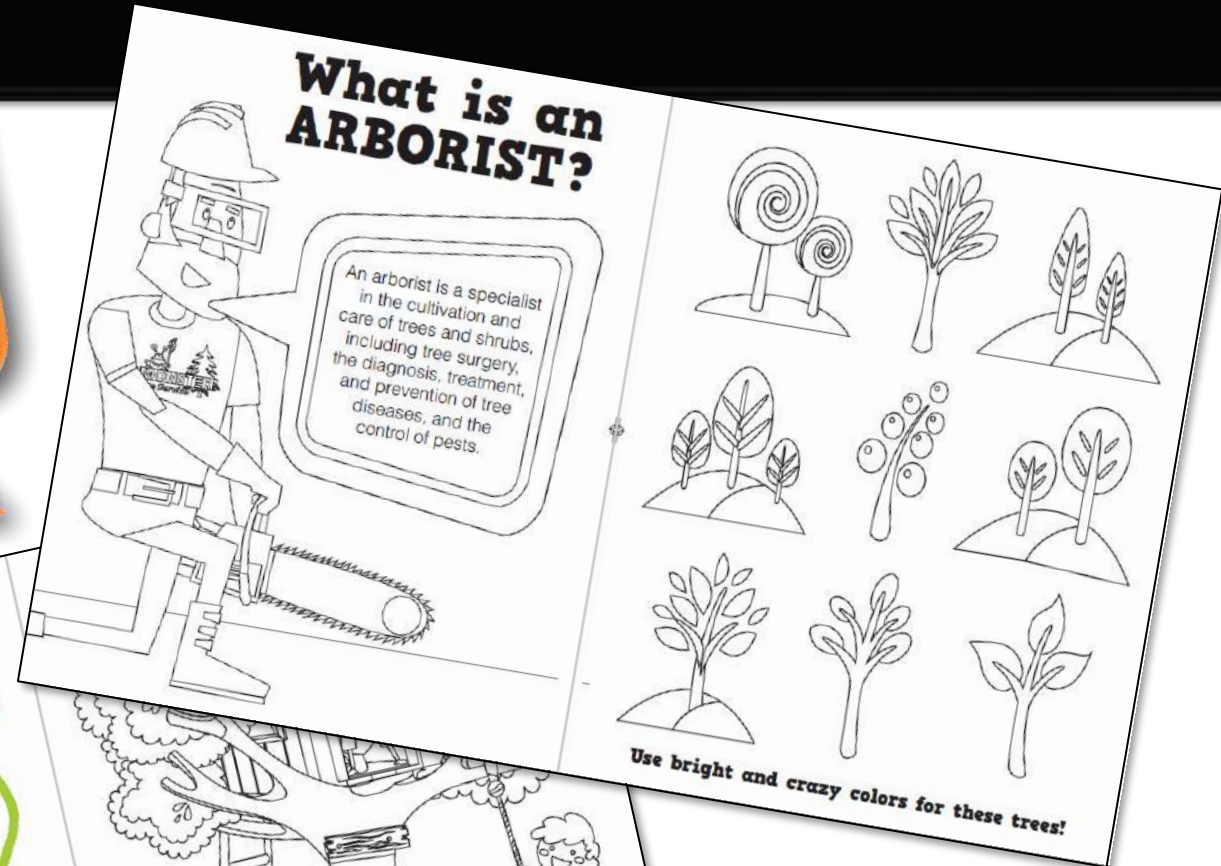


Coloring Book



MOST PROMO ITEMS
GET TOSSED.
COLORING BOOKS
DON'T....AND THEY
OFTEN END UP
HANGING ON
REFRIGERATORS!

Hi! My name is Chip
and I'm the Monster
Tree Mascot. I made
this book just for
you so you could
have some tree fun!



Stickers & Tattoos



TATTOOS & STICKERS ARE AN INEXPENSIVE WAY TO CREATE SMILING, WALKING BILLBOARDS



Shwag



BAGS ARE GREAT
GIVEAWAYS AT
COMMUNITY EVENTS
BECAUSE THEY BECOME
WALKING
ADVERTISEMENT
AND WILL BE REUSED
MANY TIMES



Referral Generation Cards



WE ARE SO GLAD YOU
DECIDED TO TRUST MONSTER
WITH YOUR TREE SERVICE!

Don't keep us a secret! If you know
someone who needs tree service, tell
them about Monster. If they hire
us and give us your name,
we'll send you a \$50 gift
card to say thank you.*



*To receive your Gift Card, your referral must be a first-time Monster Tree Service Customer and must book and pay in full for completed work by Monster Tree Service.



Referral Thank You Cards – Gift Card



MONSTER
Tree Service

Monster Tree Service of Bucks & Montgomery Counties
PO Box 706 | Fort Washington, PA 19034
215.672.5236 www.WhyMonster.com/BucksMont



ENJOY THIS \$50 GIFT CARD!

Thank you for referring us.
We've completed the work for
your friend and want to say
THANK YOU!!! Keep spreading
the word about Monster.
There's no limit to how many
gift cards you can earn.*

*To receive your Gift Card, your referral must be a first-time Monster Tree Service Customer and must book and pay in full for completed work by Monster Tree Service.



Home Show Booths



THIS IS
THE BIG MAMA
OF BOOTHS! THE
ENTIRE THING
PACKS UP INTO
THE PODIUM





BRAND
EVERY INCH OF
YOUR SPACE



GET
CREATIVE!





New PHC Rig Wrap





MONSTER
Tree Service



**PLANT
HEALTH
CARE**

215.672.5296

www.WhyMonster.com

DELAWARE
6 12 2016
XP353883

Answering Machine Script



*Hi! Thanks for calling Monster Tree Service
with FREE estimates in Hours....Not Days.*

*Hi! Thanks for calling Monster Tree Service
where no job is too small or too Monstrous!*

*Hi! Thanks for calling Monster Tree Service!
When it comes to trees, there's
nothing we can't handle.*



4th of July Cards

HAVE FUN ON THE 4th!

FRIDAY 7/1
Fireworks | Location | Time
Parade | Location | Time
Carnival | Location | Time

SATURDAY 7/2
Fireworks | Location | Time
Festival | Location | Time
Carnival | Location | Time
Parade | Location | Time
Festival | Location | Time
Carnival | Location | Time

SUNDAY 7/3
Fireworks | Location | Time
Festival | Location | Time
Carnival | Location | Time
Fireworks | Location | Time
Festival | Location | Time
Carnival | Location | Time

MONDAY 7/4
Fireworks | Location | Time
Parade | Location | Time
Carnival | Location | Time



HAPPY 4TH
FROM YOUR
NEIGHBORHOOD
TREE EXPERTS

000.000.0000 | www.WhyMonster.com



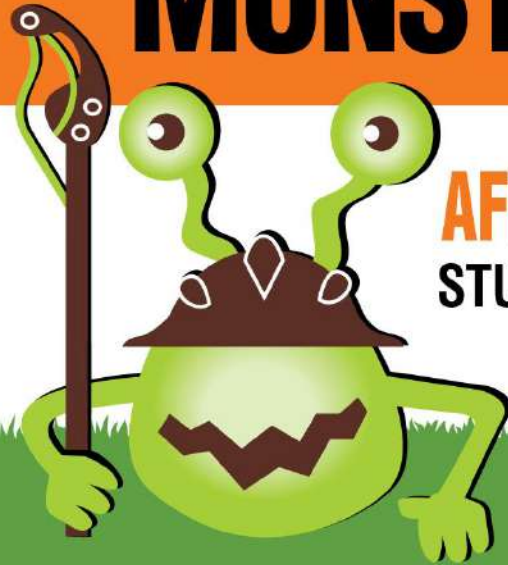


**2017
BIGGER AND
BETTER!**



Billboard

MONSTER TREE SERVICE



AFFORDABLE QUALITY. FAST. LICENSED.
STUMP GRINDING • TREE REMOVAL • EMERGENCY

Serving all of Central Wisconsin



www.WhyMonster.com 715.952.1344

THE KEY IS INTEGRATION OF ALL MARKETING INITIATIVES



Email Campaign



Toll Free Phone Number

855.WHY.MONSTER



PHC Oversized Business Cards



Door Hangers

HERE IS A NEW TAKE ON
THE DOORHANGERS...
ALLOWING YOU TO
IDENTIFY ISSUES TO
HOMEOWNERS WHO
MIGHT NOT EVEN KNOW
THEY NEED TREE CARE.

Don't
Let Just
Anybody
Trim Your
Trees.

972.597.4000

We're In Your Neighborhood!

Suggested Services

PRUNING	FRONT	BACK
1. PRUNING - NUMBER OF TREES: _____	☐	☐
2. RAISE CANOPY	☐	☐
3. RAISE INNER CANOPY	☐	☐
4. THIN UPPER/OUTER CANOPY	☐	☐
5. HOUSE CLEARING (____ FEET)	☐	☐
6. ROOF CLEARING (____ FEET)	☐	☐
7. STREET CLEARING (____ FEET)	☐	☐
8. DEADWOOD REMOVAL (UP TO ____ FEET)	☐	☐
COST*		

REMOVAL/TRIMMING	FRONT	BACK
9. TREE REMOVAL - LOCATION: _____	☐	☐
10. STUMP REMOVAL	☐	☐
11. SHRUB TRIMMING	☐	☐
12. TRIM TO SHAPE	☐	☐
13. BRUSH REMOVAL	☐	☐
14. LEAF REMOVAL	☐	☐
15. TREE/PLANT FERTILIZATION	☐	☐
16. MISTLETOE REMOVAL	☐	☐
COST*		

NOTES: _____

ESTIMATE PREPARED BY: _____



CALL TODAY TO
SCHEDULE YOUR WORK
972.597.4000

www.WhyMonster.com/NorthDFW
Service in Days... Not Weeks!

* Plus Sales Tax

Locally
Owned &
Operated!

We're In Your Neighborhood!

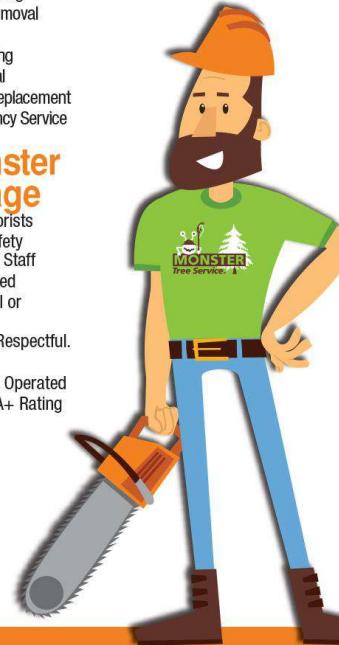
Monster Does It All!

- Commercial & Residential
- Tree & Shrub Pruning
- Complete Tree Removal
- Stump Grinding
- Lot & Land Clearing
- Mistletoe Removal
- Planting & Tree Replacement
- 24-Hour Emergency Service



The Monster Advantage

- Professional Arborists
- Certified Tree Safety Professionals On Staff
- Licensed & Insured
- No Job Too Small or Too Monstrous
- Clean, Efficient, Respectful.
- Prompt Service
- Locally Owned & Operated
- BBB Accredited A+ Rating



Service in Days... Not Weeks!

972.597.4000

www.WhyMonster.com/NorthDFW



Promotional Tshirts

FRONT



BACK



TSHIRTS ARE
WALKING
BILLBOARDS. THE
AVERAGE T IS
WORN 43 TIMES.
TOTALLY WORTH
THE INVESTMENT!

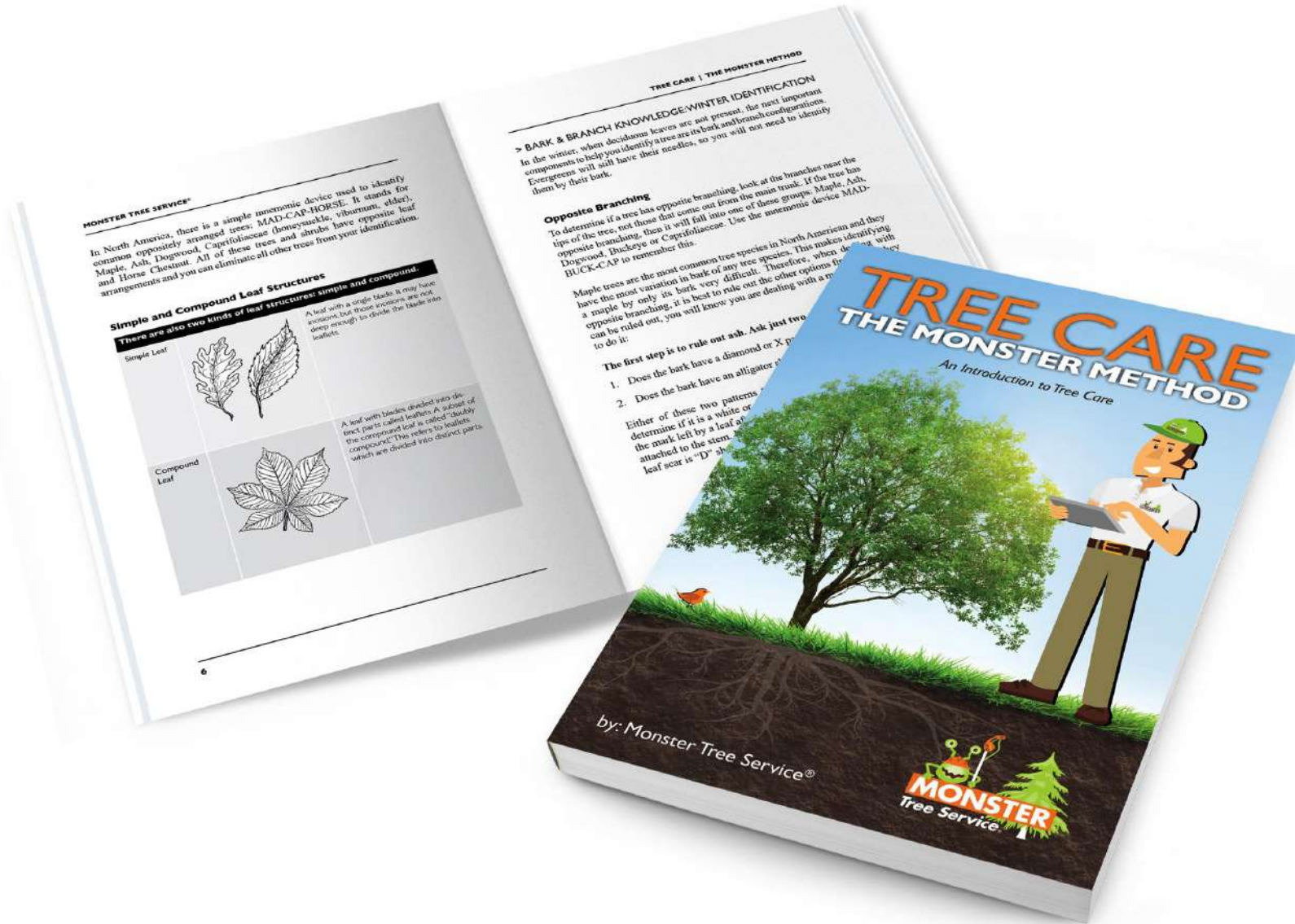


Promotional Tshirt

STAY AWAY FROM
STANDARD WHITE
TSHIRTS! GET
NOTICED WITH
DESIGNS THAT
PEOPLE WILL
ACTUALLY WEAR!

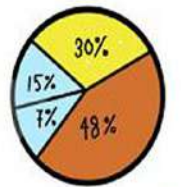
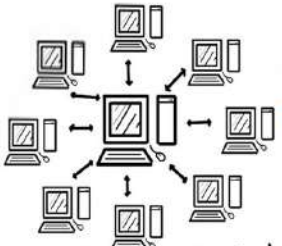
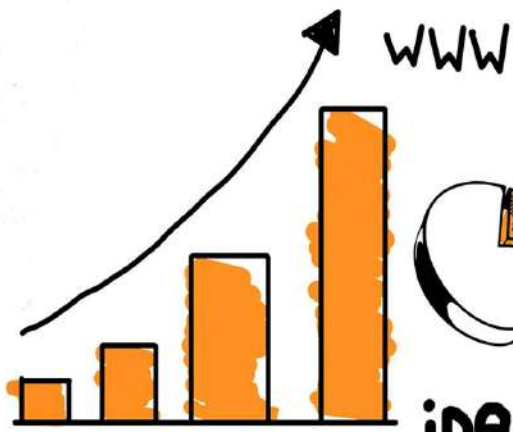


New Book

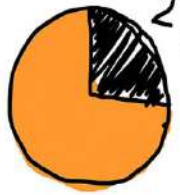
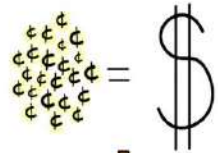


YUP....
WE ARE
GETTING
PUBLISHED

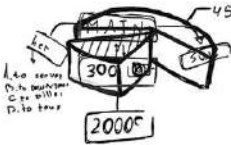




idea 45% is SALE!



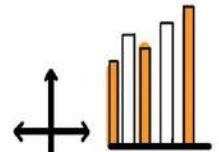
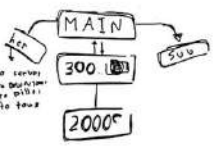
25% time



TEAM



internet



MARKETING



SUCCESS

