



Maximizing Local Lead Gen for Franchisee Growth

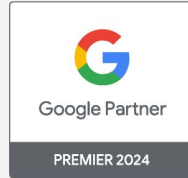
August 22, 2024



Herb Brittner
VP, Engineering



Jason Lynch
Head of Marketing



Google Display
& Video 360



Netserive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

Agenda

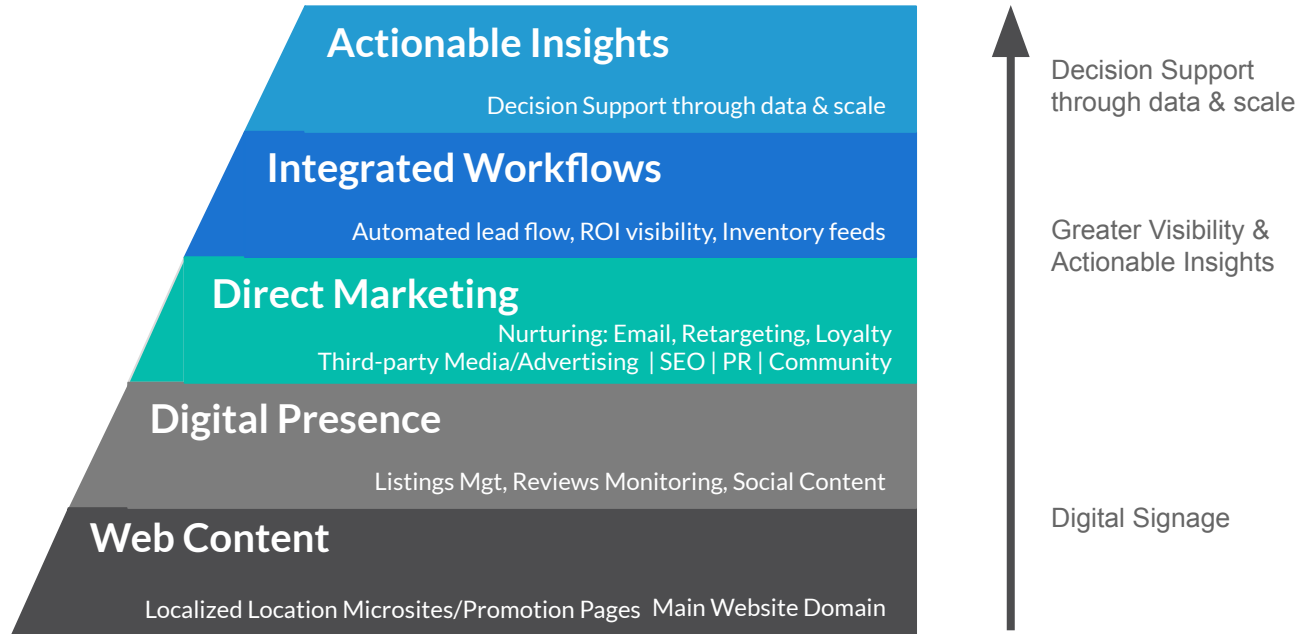
1. What is working well for local lead gen in 2024
2. How to use your data to do more of what's working and keep growing despite economic uncertainty
3. Q & A

Digital Marketing for a Franchise Brand is Fragmented, Siloed and Overwhelming

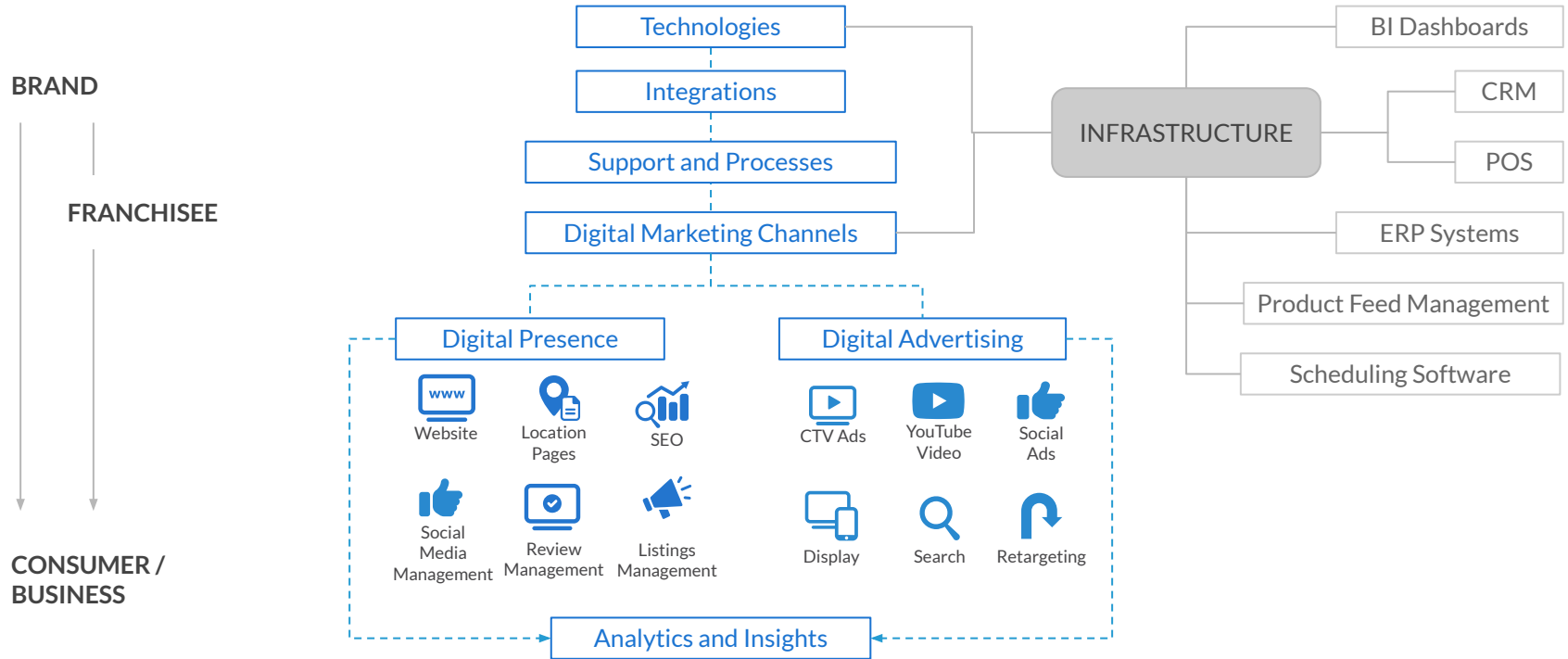
- Feels like the market is softening
- The cost-per-lead is rising
- Inconsistent local marketing execution
- Difficulty in tracking ROI and integrating data and workflows
- Budget allocation and marketing mix challenges
- Getting spam or low quality leads
- Unsure how SEO factors into the mix
- Seasonality and market fluctuations
- Adapting to changes in digital marketing trends
- Difficulty in scaling successful campaigns
- Discrepancy between franchisee expectations and reality
- Quality follow-up on best-fit leads

**Maximizing Local Lead
Generation Takes Optimizing the
Local Customer Journey Through
Better Experiences, Use of Data,
and Integrated Workflows**

The Digital Marketing Hierarchy of Needs

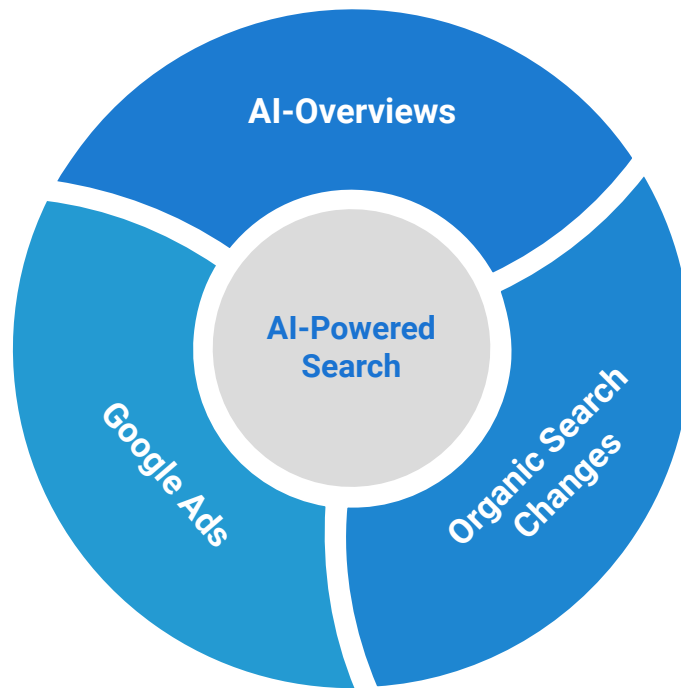


Key Pillars for Localized Digital Marketing Success



Trend: AI Impacting Search

How can you lead your brand to the AI-powered future of search?



Trend: The Impact of AI on Google Ads in 2024



Data-Driven Audiences

AI can analyze vast amounts of user data to identify ideal audiences and optimize targeting strategies.



More Dynamic Bidding

Google Ads AI algorithms can analyze real-time data and adjust bids for each ad auction, maximizing return on ad spend.



Contextual Targeting

Advertisers should create meaningfully specific ads and landing pages to allow Google's AI to match you to the right user intent.

Trend: Local SEO After Google's March 2024 Update



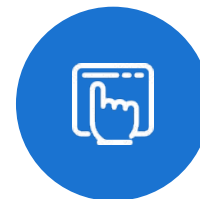
Helpful Content Is King

Google is prioritizing high-quality, informative content that addresses user search intent.



Reduced Spam Tolerance

The update targeted manipulative SEO tactics like keyword stuffing and generic content across locations.



Rewarding User Experience

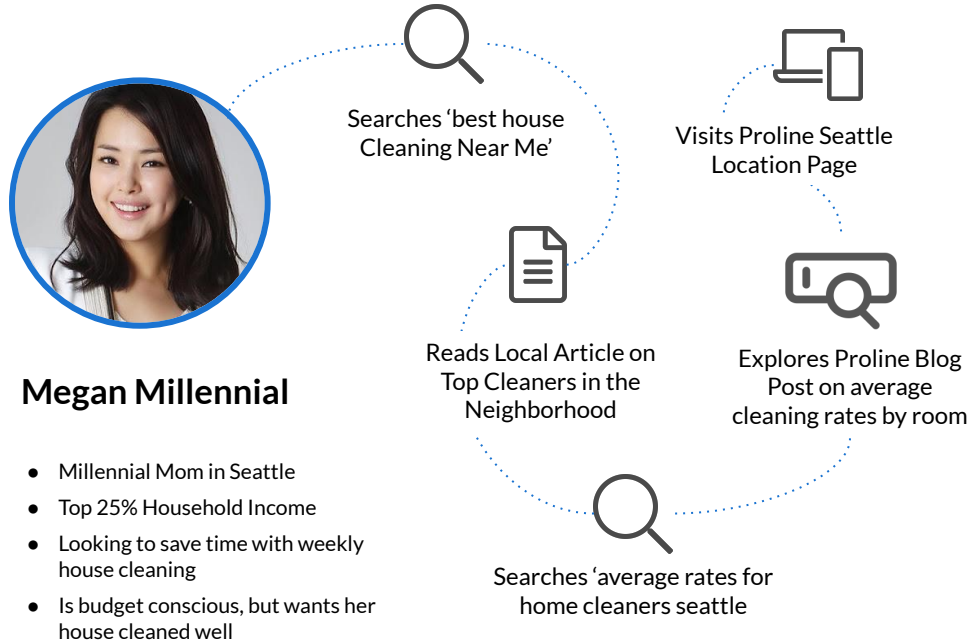
Google now prioritizes user experience in search results more than ever. Think optimize Google Business profiles and fast-loading, high-converting landing pages.

How Can You Maximize Local Lead Gen?



- [illegible]

Awareness

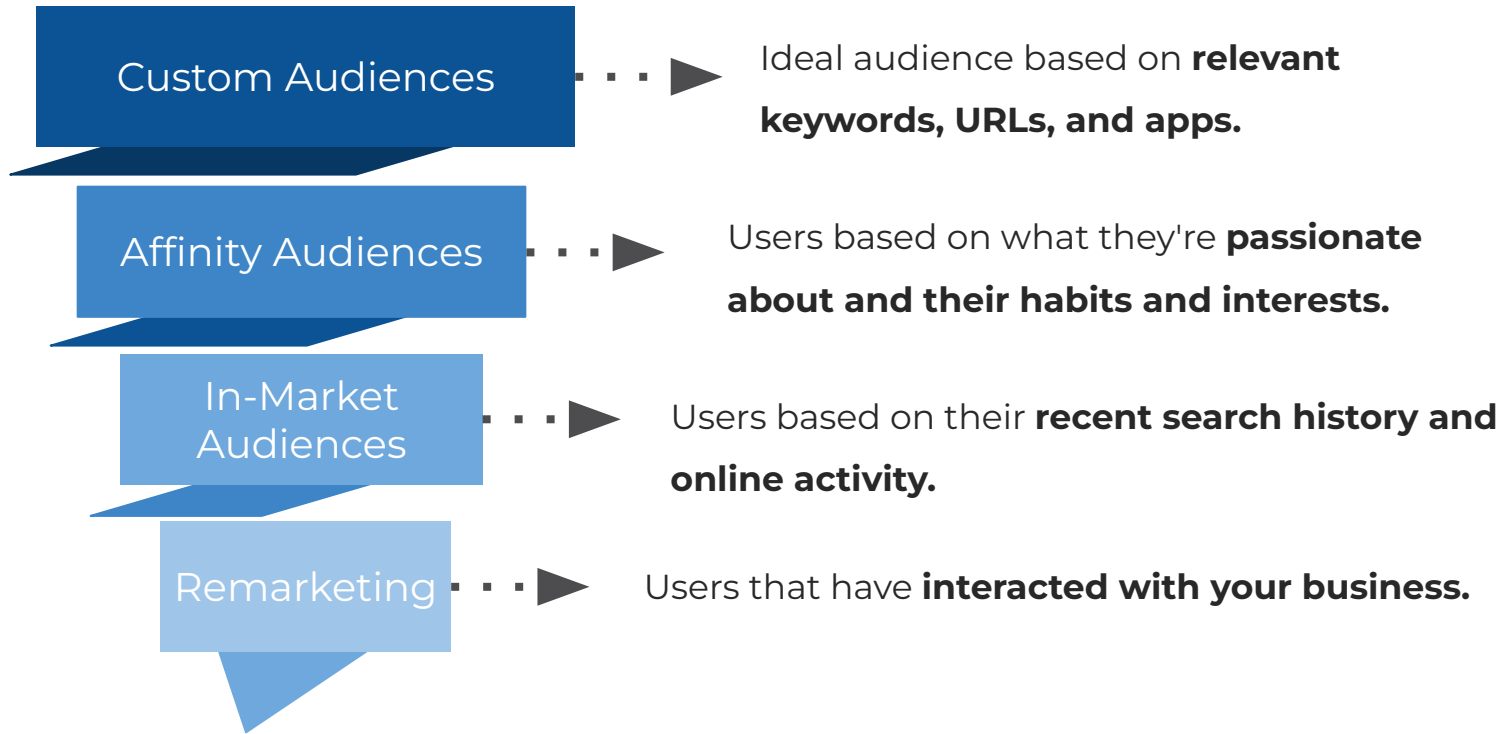


**Track Your Top of Funnel
Customer Journey**

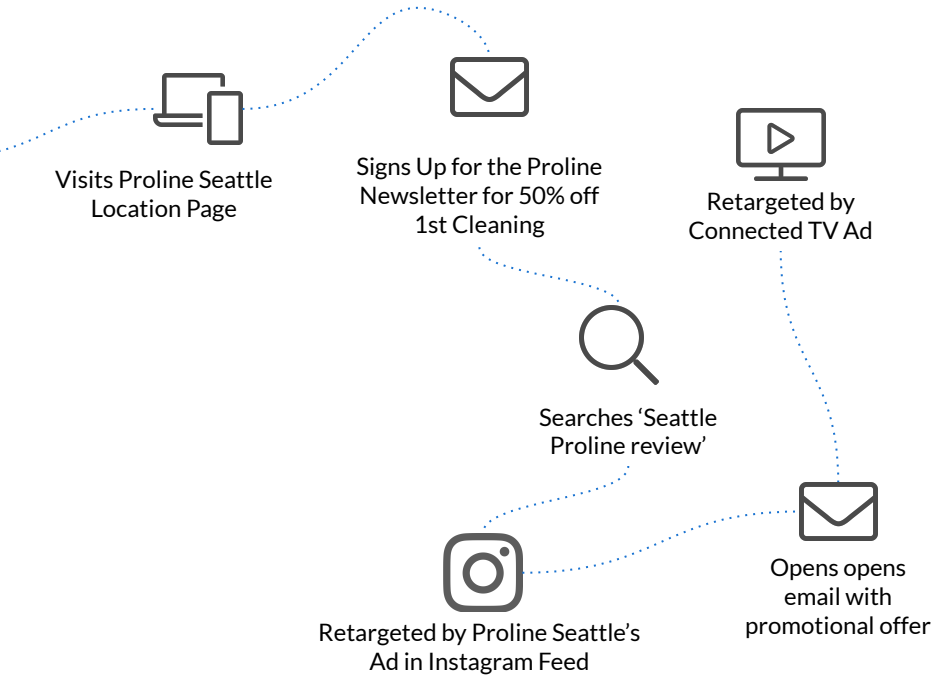
Identify Trends

**Build Hyperlocal Awareness
with Hyperlocal Insights**

Curating Your Awareness Audiences



Consideration



Audit Your Touch Points to Maximize Data Inputs

Use Context and Interest Checkboxes to Segment Leads

Retarget Leads with Email, SMS, and Offers Based on Segments

Purchase



Visits Proline Seattle's
Location Page Directly
and Books [Requests
her Free Quote](#)



Gets Added to a New
Customer Onboarding
Sequence



Mission
Accomplished!

A New, Happy
Customer for Proline

**Empower Local Staff with Lead
Data and Insights**

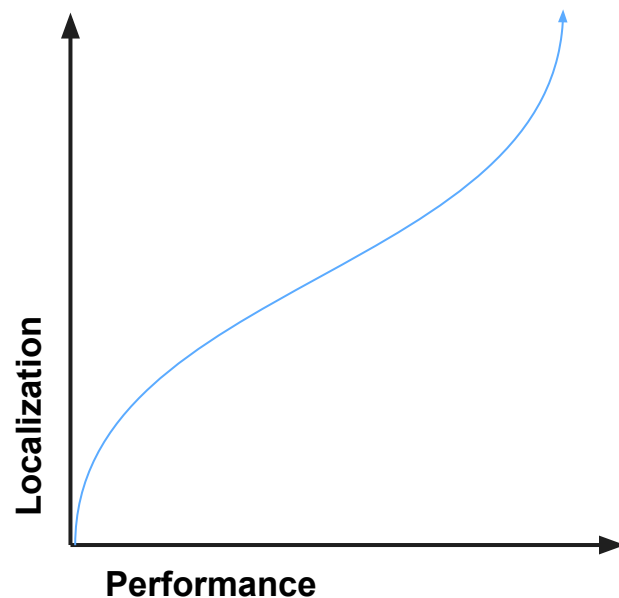
**Capture Key Decisions
Around the Purchase**

**Resegment Leads to Customers
to Update Campaigns**

Test-and-Learn Your Way to Success



- Audience Targeting
- Seasonality
- Bid Strategies
- Conversion Type and Source to Revenue
- Self-Reported Attribution
- Website Headlines
- Offers
- Content Localization
- New Location Finder
- Better Review Responses



A Sample Optimization Cadence

New Accounts	<ul style="list-style-type: none">● Account performance reviews on days 1, 3, 7, 14, 30, 45, 60, 75, and 90 post-launch
Daily	<ul style="list-style-type: none">● Alerting system identifies red flags for investigation
Weekly	<ul style="list-style-type: none">● Location rollup reporting performance review; identify trends for the month that may require additional optimizations or attention
Monthly	<ul style="list-style-type: none">● Conduct at least one monthly strategic performance review per account.● If significant account optimizations are implemented or the account is not on track to hit goals, additional performance reviews are completed throughout the month to ensure business goals are met.
Tech/Platform	<p>Tech can analyze:</p> <ul style="list-style-type: none">● Changes to bid strategies● Budget allocation across channels● Ads, ad groups, and ad format● Geo and targeting updates● Keywords to eliminate● Negative keywords to add

Areas Impacted by Optimization

KPIs

LEAD VOLUME

COST PER LEAD

REDUCED TIME
SPENT ON
MARKETING
OPERATIONS

ROAS / ROI

ORGANIC AND
PAID TRAFFIC

CONVERSION
RATE

COST TO ACQUIRE
A CUSTOMER

REVENUE

Relationships

FRANCHISEE
MARKETING
INVESTMENT

FRANCHISEE TRUST
AND SATISFACTION



Q and A



What marketing mix is
working well right now for
franchisees?

How can I localize
my brand?

What are benchmarks we
should be comparing our
results to?

What tangible strategies
work to help franchisees
understand the rising costs
of lead gen?

How can I best use
performance data to tell the
digital performance story to
my franchisees?

What are the more
advanced strategies that go
beyond the basics?

Thank you!

Questions? Contact Jason:
jlynch@netsertive.com



Jason Lynch
Head of Marketing



Herb Brittner
VP, Engineering