

3 Ways to Improve Local Advertising for Franchisees

Boost Franchisee Marketing & Drive
Local Engagement

Agenda

- | Understanding Local Performance
- | Creating an Optimized Advertising Strategy
- | Ensuring Accountability and Measurable Success
- | Q & A



Meet Your Speaker



SPEAKER

Gabriella Ferrara

VP of Strategic Sales



Understanding Local Performance



Understanding Local Performance



LOCATION 1

Ad Spend:

\$7,000

Leads Generated:

335

Revenue Generated:

\$35,000



LOCATION 2

Ad Spend:

\$7,000

Leads Generated:

475

Revenue Generated:

\$14,000



LOCATION 3

Ad Spend:

\$7,000

Leads Generated:

275

Revenue Generated:

\$63,000



Developing Clear Advertising Standards

To replicate success, you need to understand what makes one location perform better than others.

- | What was the advertising mix?
- | What channels provided the highest quality leads?
- | What channel generated the most revenue?
- | What was the return on investment of each channel?



LOCATION 3

Ad Spend:

\$7,000

Leads Generated:

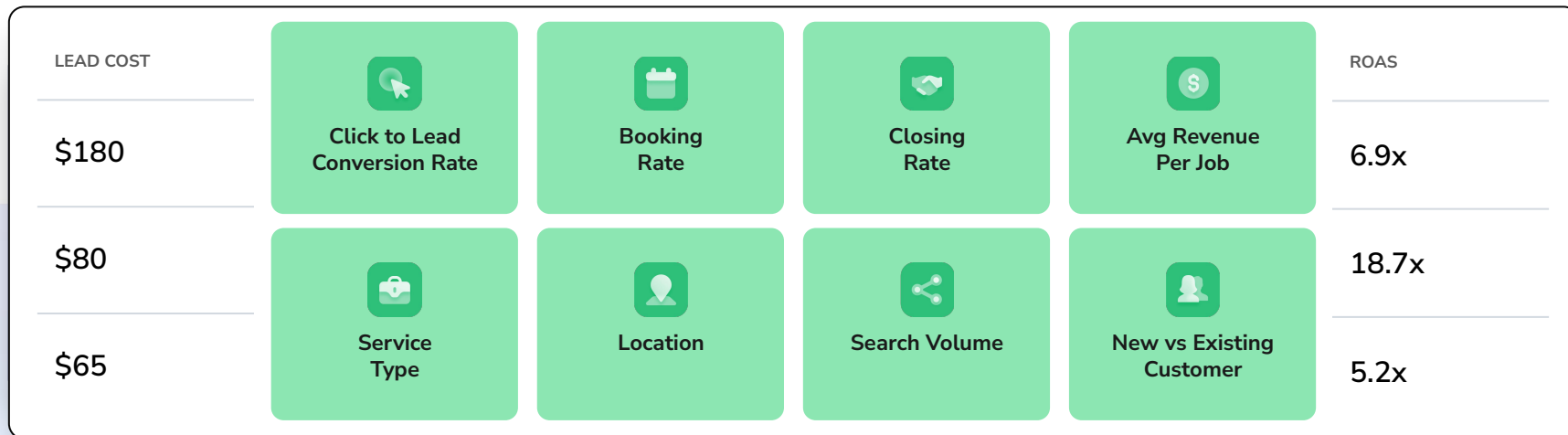
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Revenue Generated:

\$63,000

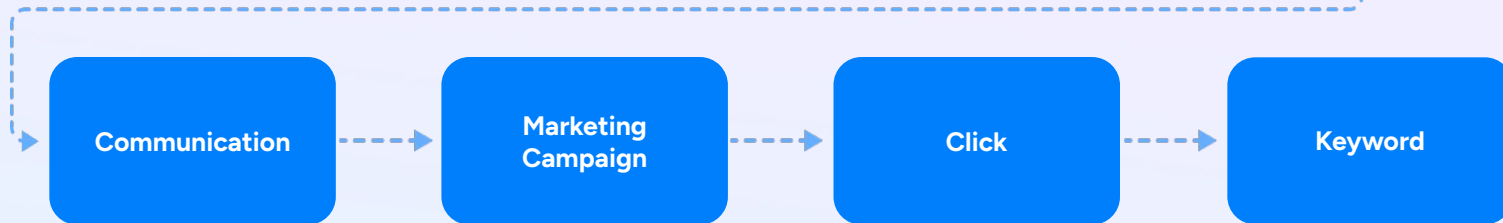
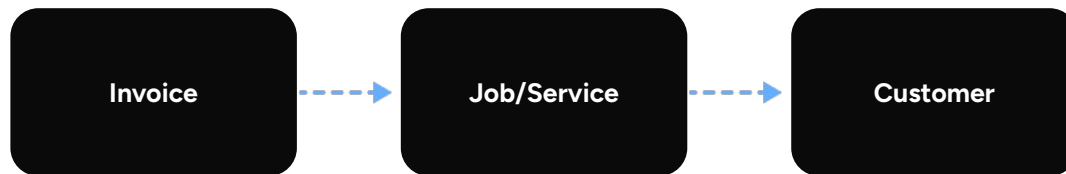


Do You Know What's Driving Revenue?



Connecting Data to Maximize Success

CRM



SCORPION



Measure End-to-End Revenue Impact

Connect the dots

- Connect data between Google, your website, Scorpion, and your CRM

Automate ROI visibility

- See leads, jobs, and revenue line up to your channels, campaigns, ad groups, and keywords

Smart attribution

- Automate manual call tracking
- Connect sequenced jobs in your CRM



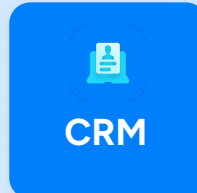
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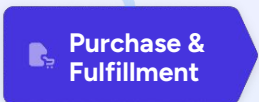
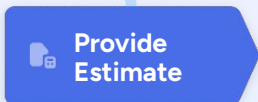
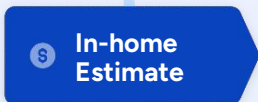
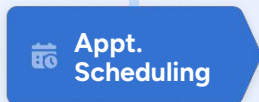
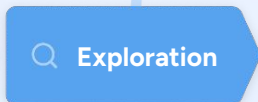
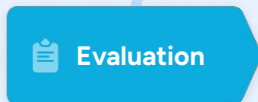
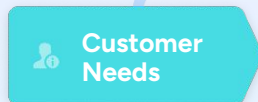


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1. Connect the journey
2. Gain full-funnel insight
3. Allow your tools to work better, together



Creating an Optimized Advertising Strategy



Creating an Optimized Advertising Strategy

To create and scale an effective advertising strategy across your network, focus on these areas.

- | Use data to make advertising and budget decisions
- | Diversify ad channels based on performance
- | Employ dynamic advertising budgets for the best ROI

Ad Spend Growth Rates

Bing vs. Google vs. Google LSA (2021-2023)



Cost-Per-Lead

↑ **20%**

It's more expensive to acquire a lead



AI's Impact on Advertising

Google, Meta, Bing, and others are using AI & 1st party data to disrupt advertising

The value of first-party data



Create a Competitive Advantage

The first-party data you collect with consent from customers is unique to your business.



Enhance Audience Strategy

Your first-party data can help you understand your most valuable customers and tailor messaging to improve campaign performance.



Inform Business Decisions

First-party data tells you how many people are engaging with your business, which can guide product development and inform strategy.



Fuel Machine Learning

Combining first-party data with machine learning can help you reach more customers and get an accurate picture of your media impact - even when less data is available.



RevenueMAX

No Guesswork. Only Growth.



Get Found Online

RevenueMAX makes sure your business is in the most important places potential clients are spending time and searching for you.



Website



Advertising



Ranking



Get Chosen

RevenueMAX ensures potential clients get everything needed to make you the obvious choice, converting more leads 24/7.



Scorpion Connect



Landing Page



Know What's Working

RevenueMAX immediately lets you know what marketing investments are working, what's not, and what's driving revenue for your business.



Revenue Attribution



Leads



Conversion Intelligence



Lead Intelligence



Revenue Intelligence



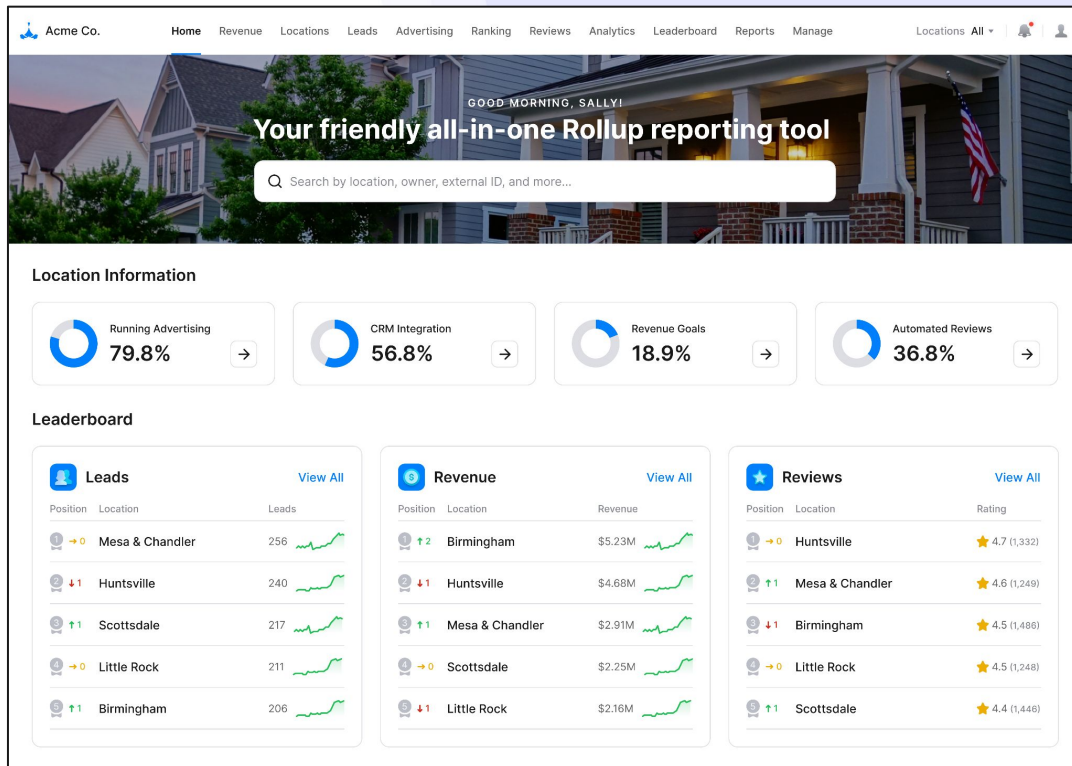
Drive **Maximum Revenue**

Ensuring **Accountability** & Measurability



Set the Standard

Use location performance to understand what success looks like and use that information to replicate across the network.



Understand Every Location with These Advertising Questions

To create accountability, ensure that every location can answer these questions.

- | What channels are most effective?
- | What is the return-on-investment on your digital advertising?
- | What is the channel breakdown of advertising spend?



Questions?



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