



# MARKETING STRATEGY

## APPENDIX K: STANDARD MARKETING SERVICES

Throughout the first several years of franchise marketing, we have found the below formula to be most successful in maximizing our marketing reach. This secret-secret sauce is what we will be providing as the standard marketing services:

- Corporate Strategy and marketing initiatives provided to franchisees each month
- 10-12 Social Media Posts, per location, per month
- Social media ad creation and management as needed within your budget
- 2 Blogs reviewed and posted on website
- 2 Videos reviewed and edited
- Website maintenance for search engine optimization, staff changes necessary, etc
- Google Ads creation and management as needed within your budget
- Monthly reporting on web marketing performance
- Monthly 1:1 calls for planning and strategy
- Quarterly in-depth reporting on marketing performance
- Bi-Weekly phone calls with all franchise owners to discuss marketing efforts, provide encouragement and problem solving as a collaborative group of business owners

## Additional Services Available Upon Request:

- Event planning, creation and management
- Build-out of online events on approved platform (such as Thinkific)
- Customized posts in addition to allotted above

Additional Marketing Services will be provided at \$65/hr as of January 1, 2020.

These customized and creative services are being provided at a rock-bottom deal. The industry standard for customized marketing at this level costs between \$150-\$300/hr(\*\*). We are thrilled to be able to provide it to our network at such an affordable rate!

\*\*Source: <https://www.beaconmm.com/2020/04/30/how-much-does-cost-hire-agency/>