

IFA 2018

CONVENTION

TOGETHER

WE

ARE

FRANCHISING

IFA 2018
CONVENTION

TOGETHER

WE

ARE

FRANCHISING

The KPIs and Analytics that Matter – How to Measure Content Marketing Programs

IFA 2018

CONVENTION

TOGETHER

WE

ARE

FRANCHISING

Matt Phillips, CFE

AdvantaClean
President and Chief Marketing Officer

IFA 2018

CONVENTION

TOGETHER

WE

ARE

FRANCHISING

Jayson Pearl

ServiceScore
President

**David
Chapman**

919 Marketing
CEO

**Martin
McDonald**

V Digital Services
VP Strategic Sales

Justin Mink

Scorpion
Senior VP of Sales

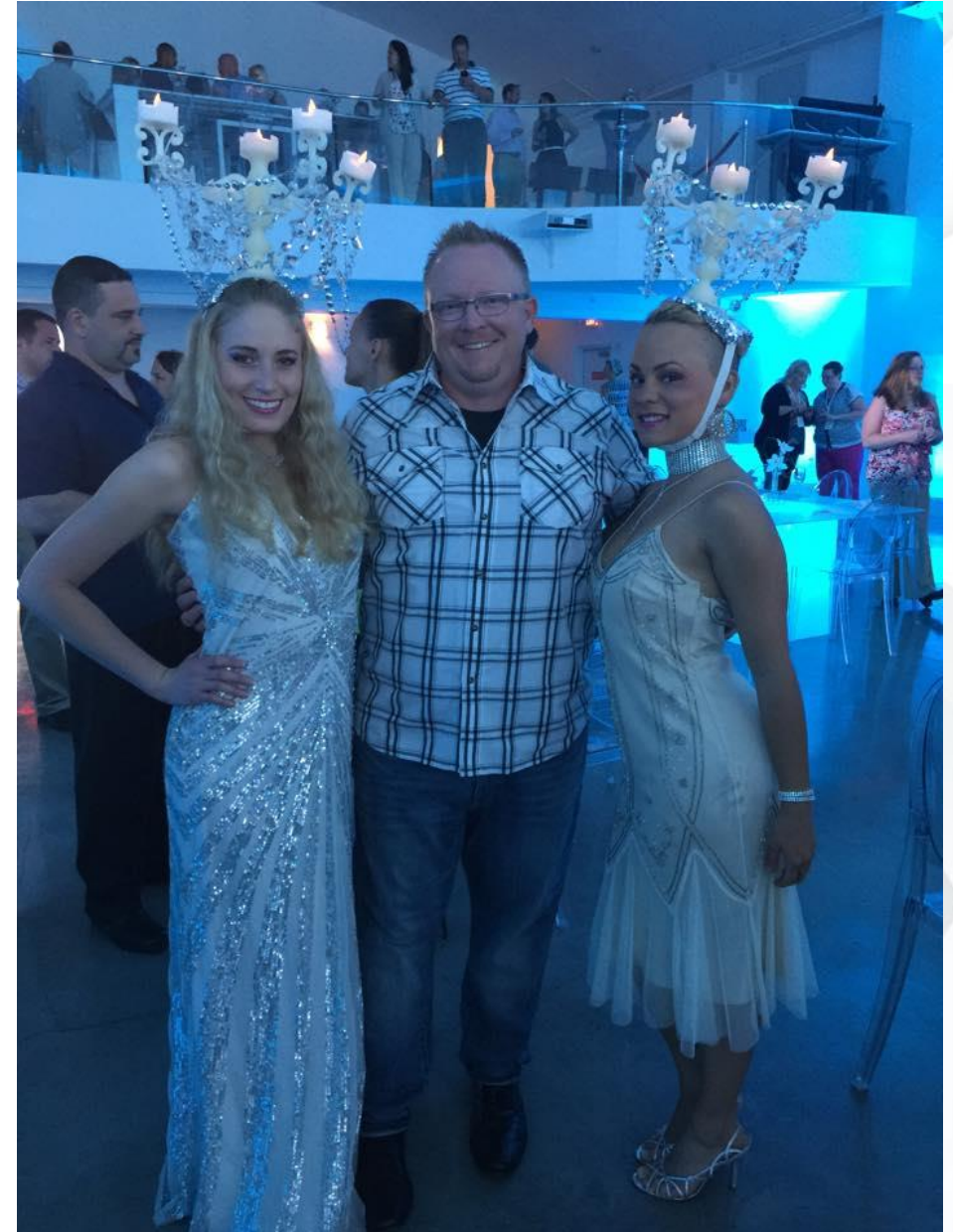
OBJECTIVES FOR TODAY'S SESSION:

- Top 2 Takeaways from each Expert
- Case Study to backup the Takeaways
- Questions
- Final Thoughts



- President and Chief Marketing Officer AdvantaClean
 - 225 Locations in 35 States
- Successfully Built and Sold 3 Franchise Home Service Brands
- Love the Outdoors

- VP Strategic Sales – V Digital Solutions
- Baseball Coach
- An industry veteran for 6+ years, he's worked with AAMCO, Massage Envy, Menchies, ARCpoint Labs
- He's married to his high school sweetheart and they have a Siberian Husky named Royal Sparkle McDonald.





- Founder and CEO of 919 Marketing Company
- Contributing writer for Forbes and Franchising World
- He has an open marriage – his wife loves his mistress
- David has no chance of ever scoring high in Google searches
 - Mark David Chapman shot John Lennon



- Senior VP of Sales – Scorpion
- I wrote a monthly column for two years for a DC-area magazine under the pen name “Sebastian St. Croix”, called “Sebastian on the Rocks”
- I was a “flag guy” for the Washington Redskins for several years (one of the guys running around on the field waving a big team flag)

- President – ServiceScore
- Past CBO and EVP-Ops with BrightStar Care®
- First job in Franchising – putting Whoppers through the Broiler at Burger King at age 15
- 3 adopted sons under 12 years old
- Saves a lot of money on haircuts



Jayson Pearl

KEY TAKEAWAY #1

What gets measured, moves

Jayson Pearl

KEY TAKEAWAY #2

Include Recruiting in your KPI Goals, Tracking and ROI

Martin McDonald

KEY TAKEAWAY #1

Social Seeding Works!

Martin McDonald

KEY TAKEAWAY #2

Content is King but Context Shall be Queen

David Chapman

KEY TAKEAWAY #1

Franchise sales and marketing KPI's are changing –
and the follow the herd mentality will get you slaughtered.

David Chapman

KEY TAKEAWAY #2

Your “rent but never own” sales lead pipeline
is riskier than ever before.

David Chapman

BONUS TAKEAWAY

The average cost of a prospect database is \$250,000 – yet few franchise brands are truly monetizing their investment.

Justin Mink

KEY TAKEAWAY #1

Content CAN be leveraged for lead generation...but must be part of a holistic lead generation strategy.

Justin Mink

KEY TAKEAWAY #2

Content can not only help compete for and capture leads...but
can **CREATE** them.

Martin McDonald

Case Study

Valley Chevy Dealers

How We Actually Drove Traffic

Valley Chevy Dealers Teamed Up with V Digital

Part 1: Create keyword-rich content for strategic categories to increase website traffic:

- Persona-based content
- Chevrolet car model insights
- Car buying process
- Locally relevant content
- Industry news

Part 2: Create multiple “hub and spoke” models to link onsite content together. This helped link website visitors and allowed them to find relevant content faster, stay on the website longer, and have a more positive experience with the Chevy brand.

Part 3: Repurpose content and optimize it further by recreating it in various formats (e.g. infographics, videos, quizzes) and publishing it offsite.

What is Social Seeding

Putting Your Product/Message Into Their Ecosystem

Purpose & Goals:

Leverage social seeding to optimize content, drive brand awareness offsite, create high quality backlinks, and increase website traffic.

What is Social Seeding?

Social seeding is an online marketing tactic where quality content is showcased on highly visible platforms like blogs, social aggregation sites, social communities, portals, email and even messaging services. This enables more people to discover and engage with the content, which ultimately leads to increased brand awareness and more ways to access the brand's website. Examples include:

- Blogs
- Video
- Images
- Forums
- Podcasts
- Wikis

What Were The Goals and KPI's

Plan to Succeed or Plan to Fail....but Have a Plan

- Increase Valley Chevy's rankings in SERPs for strategic keywords
- Increase backlinks to the site to improve its DA and drive referral traffic
- Increase brand awareness
- Increase traffic to the website, especially organic and local
 - Increase local website traffic
- Increase goal completions
 - 2+ minutes on site
 - Locate a Dealer page visits
 - Clicks to dealership websites
 - Two or more page views
- Increase form fills and leads

Results

It worked!

- Keyword Rankings – 66% increase
- Backlinks - 45% increase
- Brand Awareness – Brand score increased 31% and we placed 3,600+ KWs inside first 12 organic rankings
- Actual Traffic – third party verified 33% increase in web site traffic with over 208K visitors over two separate 90-day windows
- Goal Completions – 132% increase
- Time on Site of 2+ minutes – 25% increase
- Locate a Dealer Page Visits – 32% increase
- Dealership Website Clicks – 32% increase
- 2 or More Pages Viewed – 25%
- Schedule a Test Drive Form Fill – 133% increase

Content Examples

Competitive Advantage Pages:

VALLEY CHEVY DEALERS [Locate Dealer](#) [About Us](#) [Compare](#) [Go Green](#) [Go Small](#) [Go Big](#) [Blog](#)

2017 CHEVY SILVERADO VS **2017 FORD F-150**

THE INTERIOR

The Silverado's spacious cabin features a column-shift transmission and significantly more headroom and legroom than the Ford F-150. It also offers more USB ports, cup holders and rear view visibility than the F-150 does. The Silverado's triple-insulated doors and tuned exhaust keep the ride nice and quiet as well.

At the lower trim levels, the F-150 features a column-mounted shifter that isn't as accurate as the Silverado's. And unfortunately, none of the F-150 trims offer a rear seat entertainment system or head-up display like most of the Silverado trims do.

[Download Brochure](#)

THE TECHNOLOGY

The Silverado's features Chevrolet MyLink for streaming music, Bluetooth connectivity, and hands-free calling and navigation. The impressive infotainment also offers voice recognition and real time weather updates. Choose between a 7- or 8-inch touchscreen with 4G-LTE WiFi.

The F-150 features a Sync 3 infotainment system with an optional 8-inch touchscreen, but its response time is noticeably slower than the Silverado's. It also lacks a WiFi hotspot, which comes standard in the Silverado.

[Download Brochure](#)

SAFETY FIRST

The Silverado offers advanced safety features like available rear vision camera, lane keep assist, front and rear park assist, and side blind zone alert. It also includes Autonomous Emergency Braking, which does not come standard in the Ford F-150.

The F-150 offers the Advanced Security Pack that includes a Blind Spot Info System and the SOS Post-Crash alert system. However, the truck's aluminum body makes it more susceptible to severe damage when accidents occur.

[Download Brochure](#)

2017 CHEVY SILVERADO

TEST DRIVE ONE TODAY

No matter how many advantages the 2017 Chevy Silverado has over the Ford F-150, it's still important that you feel comfortable and satisfied when you're in the driver's seat.

To verify that the Silverado is the right choice for you, visit your nearest Valley Chevrolet dealership and take it for a test drive. Going for a spin in the new 2017 Silverado will allow you to experience everything it has to offer and ensure it lives up to its I.D. Power rating.

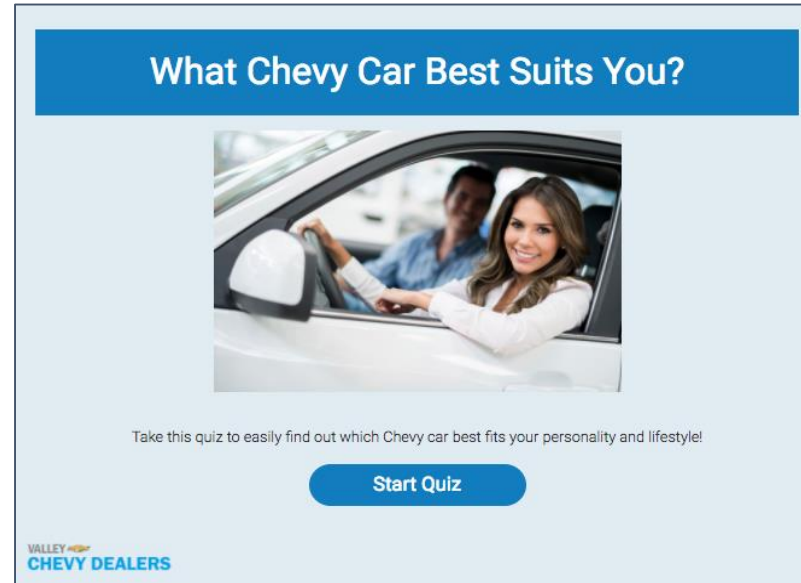
[Locate a Dealer](#) [Download Brochure](#)

Content Examples

Curated Posts:



Quiz:



Content Examples

“Hub and Spoke” Content:



Jayson Pearl

Case Study



ServiceScore[™]

Case Study: BrightStar Care®



- 325 Locations Nationwide
- Home Care & Medical Staffing
- Skilled and Non-Skilled Services
- Joint Commission Accredited

The Challenge

- Critical “Inside Sales” Process
- Opportunity to Increase Conversion
- Tools and training developed
 - ...but not widely used





of smartphone users call a business after searching because they want to talk to a real person

Google: "The Role of Click to Call in Path to Purchase"



The Opportunity (General Example)

Improving Inquiry to Customer Conversion from 46% to 50%

250 Unit Franchise System | 65,000 Inquiry Calls | Ave Customer Value = \$5000

2600

More Customers

\$13,000,000

Systemwide Revenue Increase

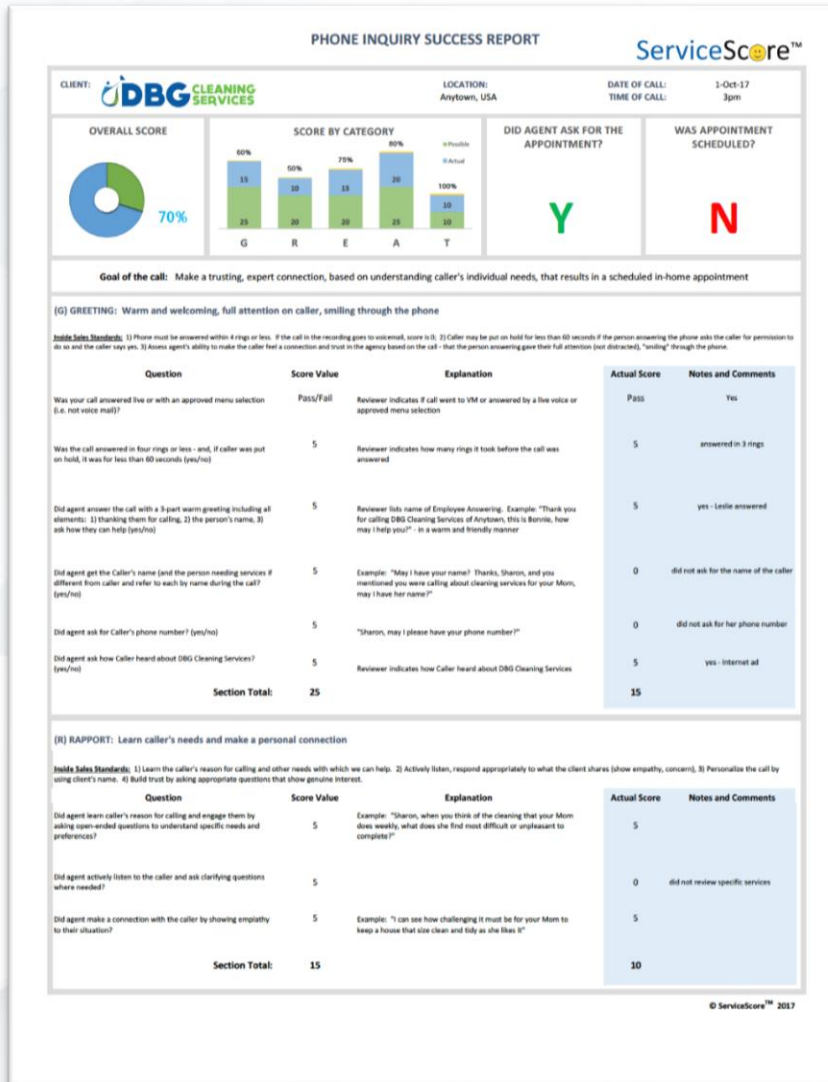
\$52,000

Per Franchisee Ave Revenue Increase

ServiceScore™ ROI Tool	
How many stores (units) do you have?	<input type="text" value="250"/>
What's the average # of Inquiry phone calls each store receives per week?	<input type="text" value="5"/>
What's the Average Lifetime Value of a Customer?	<input type="text" value="\$5,000.00"/>
What's your CURRENT conversion rate?	<input type="text" value="46%"/>
What's your GOAL conversion rate?	<input type="text" value="50%"/>
Results:	
# of additional customers (systemwide, annual)	<input type="text" value="2600"/>
Incremental revenue (systemwide, annual)	<input type="text" value="\$13,000,000"/>
Average revenue increase per store (annual)	<input type="text" value="\$52,000"/>

Copyright 2018 ServiceScore™

The Project



Push reports to Franchisees make it easy to review & forward to team

Summary view of Inside Sales KPI's (mobile friendly)

Drill down into scores and reviewer comments to pinpoint opportunities to improve

Report designed with examples to double as a training guide – easy, real-time feedback

The Result

More Customers

higher call to appointment ratio and ROI

Better Customer Service

Increased empathy and expertise

Sales & Marketing ROI

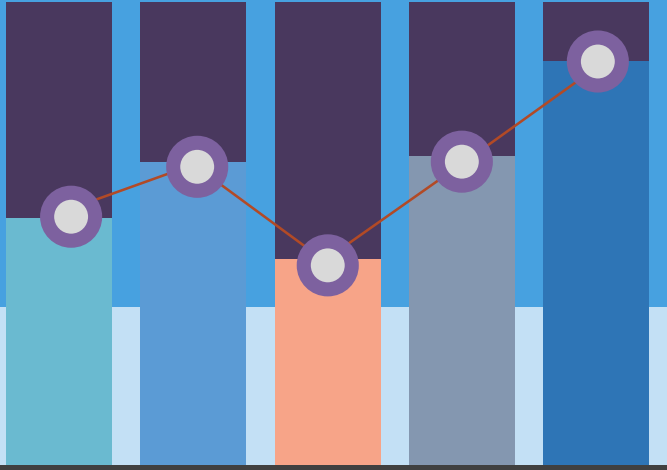
Increased profitability from sales and marketing investments

Easier Training

Real calls, report serves as training guide

More Employees

higher call to interview ratio and recruiting ROI



More Employees

- Key challenge
 - Growing economy
 - Specialized skills
- Developing systems to improve recruiting and conversion
- Brand advertising drives calls by job seekers, not just consumers



77% of job searches originate
on a mobile device

Indeed Hiring Lab, July 2017



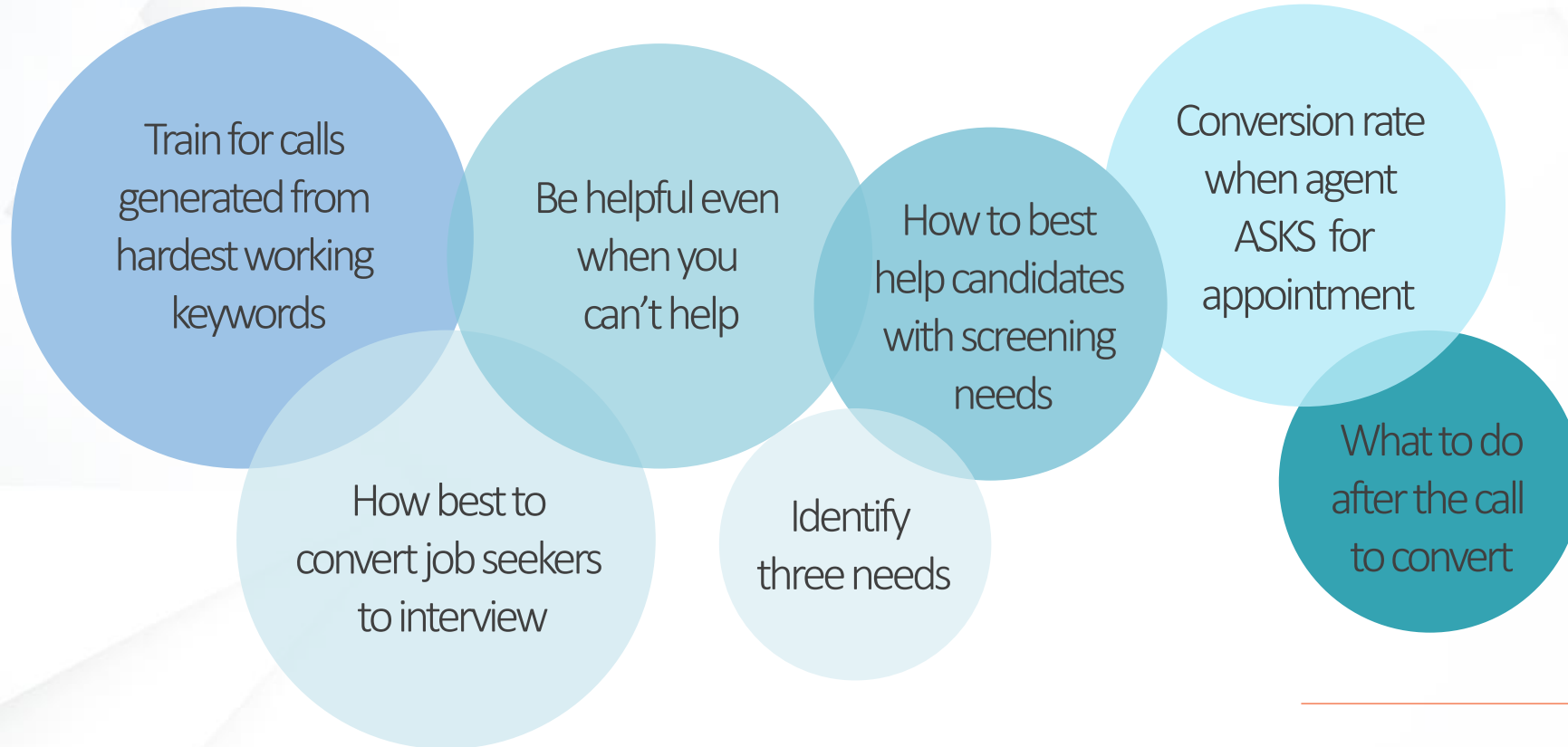
Key Learnings

- Online advertising and content utilized by job seekers at every point of the funnel (info seeking to post-interview)



- Quantify ROI of Marketing Spend
- Efficiency metrics of recruiting activities
 - Calls to interview conversion
 - Employment Calls per campaign

Biggest Result? Trends and Insights



David Chapman

Case Study

HOW YOU CAN OWN VERSUS RENT YOUR
FRANCHISE SALES CHANNELS

HOW YOU CAN OWN VERSUS RENT YOUR FRANCHISE SALES CHANNELS



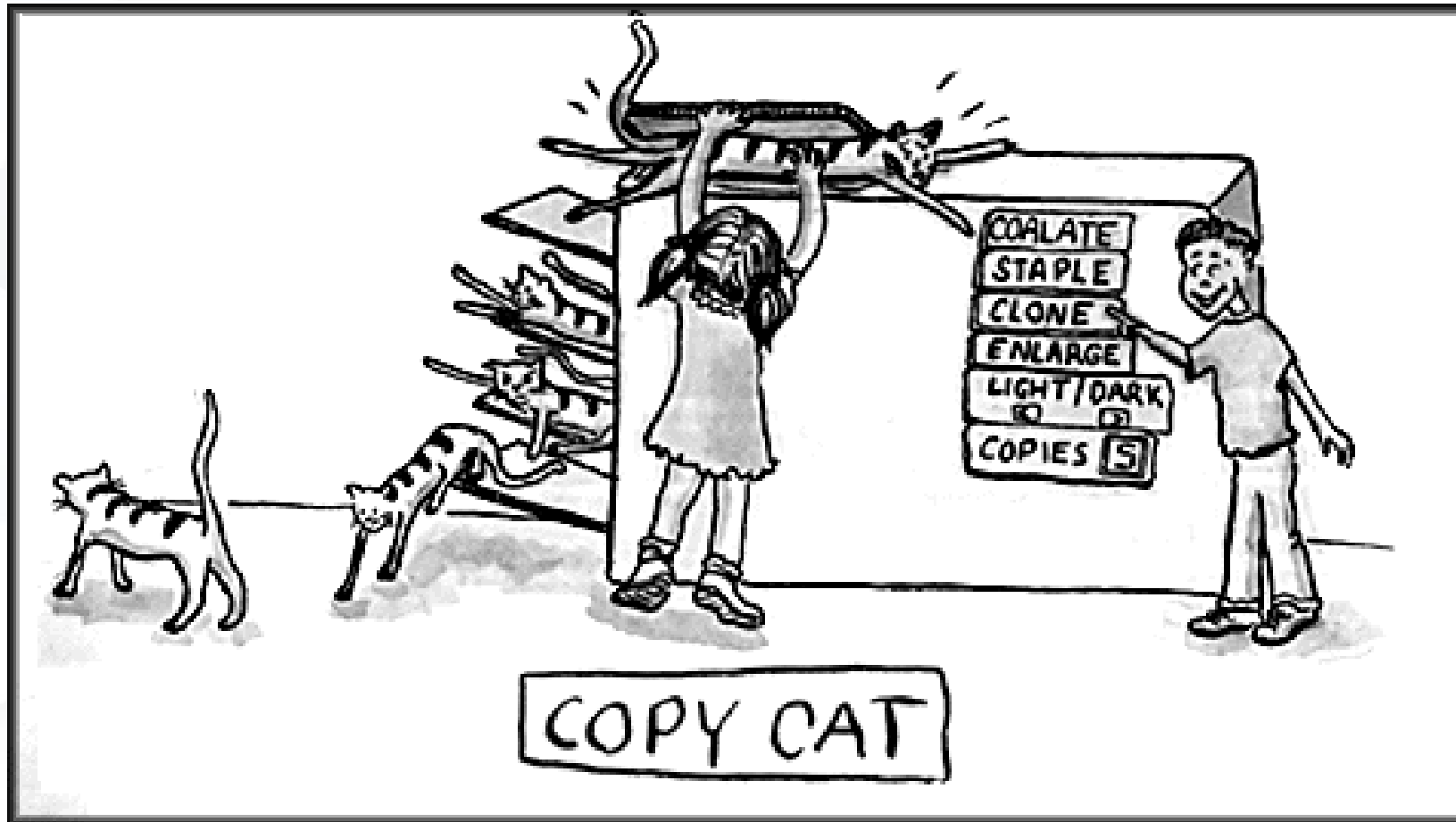
THE HERD MENTALITY IS PERVASIVE IN FRANCHISE DEVELOPMENT MARKETING

FRANCHISE PORTALS

BROKER NETWORK



Traditional Advertising



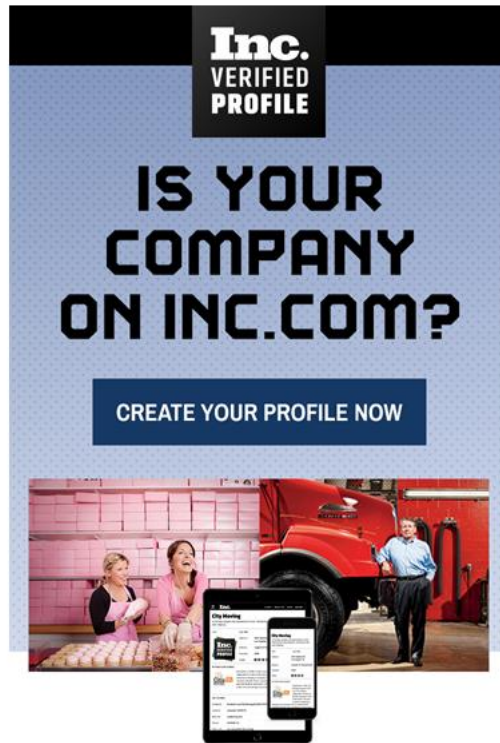
Social Media



Online Advertising



THE HERD MENTALITY IS PERVASIVE IN FRANCHISE DEVELOPMENT MARKETING



**Inc.
VERIFIED
PROFILE**

**IS YOUR
COMPANY
ON INC.COM?**

CREATE YOUR PROFILE NOW

The advertisement features a blue background with a white dotted pattern. At the top, a black box contains the text 'Inc. VERIFIED PROFILE'. Below this, the main question 'IS YOUR COMPANY ON INC.COM?' is written in large, bold, black letters. A dark blue button with white text 'CREATE YOUR PROFILE NOW' is positioned below the question. At the bottom, there is a photograph of three people in a warehouse setting, with a red truck and a smartphone displaying a profile page overlaid on the image.

Thousands of companies are on Inc.com. It's time



Thousands of companies are on Inc.com. It's time
SailTime joined too.

Stand above your competition and increase the reach of your business by creating a [dedicated company profile](#) for SailTime. Benefit with an SEO-optimized profile in your arsenal and tout your presence on Inc.com—the most trusted source for entrepreneurs.

Don't get left behind, create your [Inc. Verified Profile](#) today.

CREATE YOUR PROFILE

Use your profile to tell your company's story.

Why SailTime could use an Inc. Verified Profile:

TOO MANY DOGS, NOT ENOUGH DOG FOOD



YOUR “RENT BUT NEVER OWN” APPROACH IS RISKIER THAN EVER

You don't own the content / access to the audiences.

FRANCHISE
PORTALS

BROKER
NETWORK



Traditional
Advertising



SUCCESS



Social Media



Online
Advertising



WHAT IF YOU CREATED YOUR OWN FRANCHISE DEVELOPMENT LEAD CHANNEL?



- You own the access to the audience
- You can impact % of addressable names
- You can build a brand relationship on your terms
- No more sharing access with other companies
- You control the message
- You control the timing of the interaction
- You can create monetary value from your contacts

THE REAL VALUE IS THE AUDIENCE, NOT JUST THE LEADS YOU ARE WORKING



- Convert to franchisees
- Nurture warm leads
- Referrals from cold leads
- Find “like” prospects on social channels
- Product/service surveys
- Test sales messaging
- Monetize - rent to other brands
- Launch new brands / create new revenue streams like Red Bull

HERE'S HOW YOU DO IT



HubSpot



- Addressable contacts
- Fed new data and contacts constantly
- Brand Messaging Intelligence / Research
- Monetized



DATABASE



- EMAIL Marketing
- Direct Mail
- Self-Paced Webinars
- Live Webinars
- E-Books
- Virtual Events
- Branded Magazines
- Road show events

Case Study: Red Bull



BUT ROME WASN'T BUILT IN A DAY.

“The secret of getting ahead is getting started.”

Mark Twain



919marketing.com/IFA2018

Justin Mink

Case Study



- Gregory Burdett
Co-Owner of Discovery Point Zoar Road

The New Buying Journey

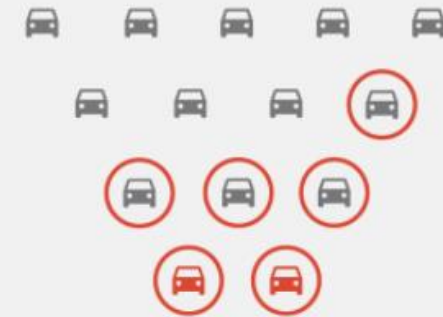
Stacy's car-buying journey included over 900 digital touchpoints* in a 3-month period



Occurred on Mobile

-  **139** Google Searches
-  **14** YouTube Videos
-  **89** Images
-  **69** Dealer Interactions
-  **186** Manufacturer Interactions

Explored
14 Brands



Considered
6 Brands

Decided Between
2 Brands

Sources: think with Google, The Car-Buying Process: One Consumer's 900+ Digital Interactions, March 2016

Discovery Point Zoar Road ran a Scorpion Social Media Package that included:

-  **4 Blog Posts** Each Month
-  **20 Social Posts** per Month on Facebook & Twitter
-  **Content Promotion to Boosting Posts** on Facebook
-  **Follower Growth** Campaign, including a Facebook Like Driver Campaign
-  **Social Monitoring** Services



Scorpion updated their blog with fresh and relevant content each week for promotion on their Facebook page and website. This led to an improvement in the company's social media presence and organic search result placement, while at the same time using boosted posts and demographic targeted ads to reaching users that fit their potential customer profile.

Quarter over Quarter Results:

638

266% Increase in Social Media Visits



107% Increase
in Leads from Paid Ads



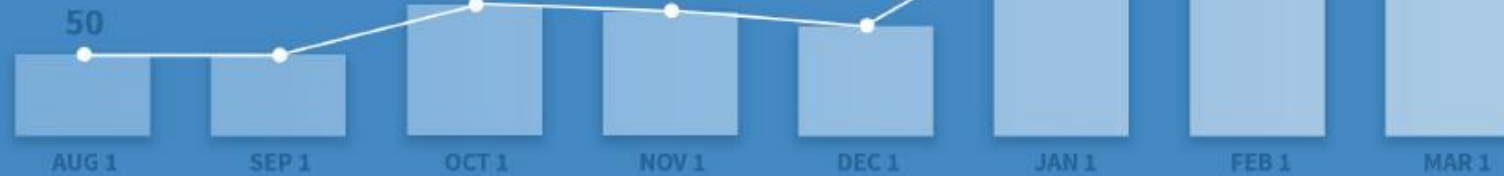
60% Increase
in Online Visitors



48% Increase
in Organic Ranking



85% Increase in Lead Volume



187%
Increase in New Customers



What Does this Mean for YOU: The Marketing Focus

More and more potential customers are reading testimonials, checking out your social media profile, and trying to figure out the option that is right for them...all being done before they submit a lead through your form or pick up the phone.

- **Persona Marketing** – Shifting from outbound to inbound marketing
- **Content that resonates** – Educate & Inform vs. Sell
- **Give your content wings** – Search engines, social media, paid ads, email
- **Give them a reason to take action** – Give away your knowledge, insights, and thought leadership, but get their info in exchange
- **Nurture leads** – Not all prospects are ready to talk immediately, but they are ready to continue to learn and be educated
- **Track and adapt** – The beauty of digital is that everything is measurable

Questions from the Audience:



CONCLUSIONS:

