

What is the Local Marketing System?



The Local Marketing System is designed to increase the efficiency of our marketing planning efforts at the local level.

Why is it important?



Cloud based platform that can be accessed through any device



Monitors local marketing spend with roll-up dashboard reporting



Planning and tracking consistently with Smartsheets enables your Local Marketing Specialist and Franchise Business Coach to provide efficient support



Incorporating the Local Marketing System in to your business helps you promote your brand, engage with new customers and retain existing relationships

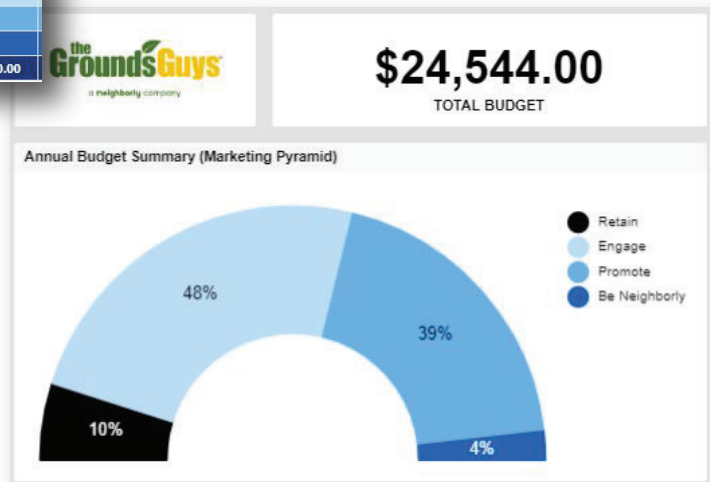


So...what now?

1. Contact your Local Marketing Specialist or Franchise Business Coach to set up a plan introduction call.

2. Plan, track and maintain your marketing efforts!

the GroundsGuys a neighborly company		Support Materials	Marketing Dashboard		
Franchisee Information					
Retain	10%	\$2,400.00			
- Back Marketing		\$2,400.00			
Postcards		\$0.00	\$0.00	\$0.00	
Holiday Cards		\$0.00	\$0.00	\$0.00	
Thank You Cards	Ad Depot	\$1,200.00	\$100.00	\$0.00	
Letters		\$0.00	\$0.00	\$0.00	
Leave Behinds	Ad Depot	\$1,200.00	\$100.00	\$0.00	
Referral Campaign		\$0.00	\$0.00	\$0.00	
Loyalty Program		\$0.00	\$0.00	\$0.00	
All Other		\$0.00	\$0.00	\$0.00	
+ Online Reputation Management		\$0.00			
+ Social Media		\$0.00			
+ Engage	48%	\$11,760.00			
+ Promote	39%	\$9,500.00			
+ Be Neighborly	4%	\$884.00			
Total		\$24,544.00	\$2,350.00	\$30.00	



3. Grow your business!



AIRESERV
HEATING & AIR CONDITIONING



GLASSDOCTOR

the GroundsGuys



MR. APPLIANCE

Mr. Electric



PG
Portland Glass
We're Everywhere You Look

