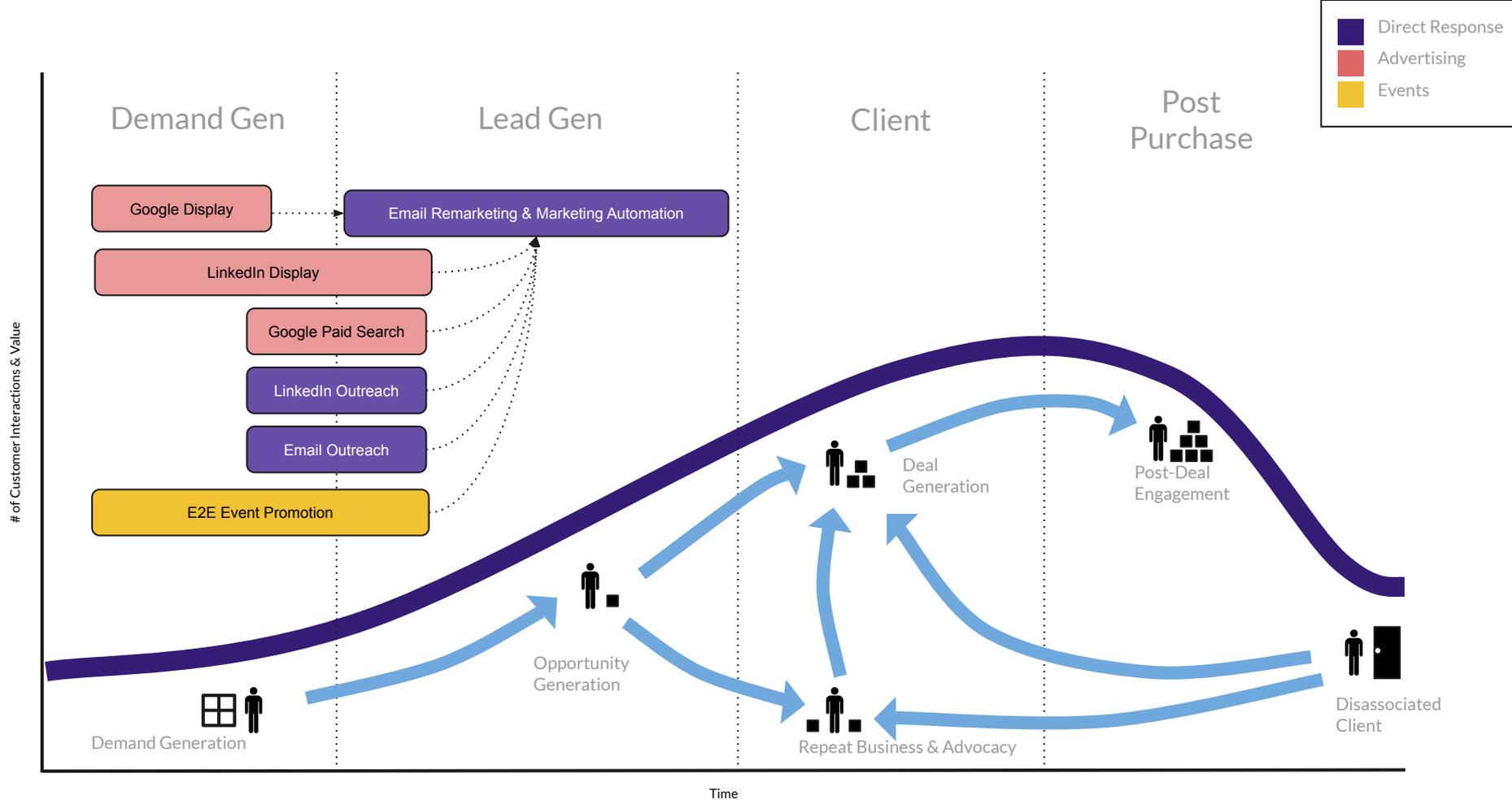




## Local Opt-In Programs



## Overview

Opt-In Programs	Description	Fees
Digital Advertising	Digital advertising will be used to get in front of audiences actively seeking or likely to be interested in franchise ownership within the target geography. We're recommending a monthly advertising budget to be allocated per an approved plan across a mix of the following platforms: Google, LinkedIn, Bing, Instagram, Twitter, and/or Facebook.	Advertising Budget + Service Fees
LinkedIn Cold Outreach	This program automatically sources prospects based on specific search criteria via LinkedIn Sales Navigator. Tailored messaging is created in collaboration for the FN consultant and the system automatically sends a mix of connection requests and messages in order to solicit a free consultation about franchise ownership.	Setup + Commission
Email Cold Outreach	Email Cold Outreach is an effective and budget-friendly outbound sales prospecting technique for generating leads. Our program allows you to automate and scale outreach efforts by sending a personalized email message to initiate conversations with potential prospects that have had no prior relationship with you.	Setup + Commission
Email Marketing & Marketing Automation Management	Email Marketing consists of sending triggered or timed promotional or educational emails to subscribers on a mailing list and enables the consultant to send out personalized messages to both prospects and customers on a schedule or when specific conditions are met. Personal contact lists may also be utilized.	Setup Fee + Monthly Fee
E2E Event Promotion	Support for the Employee to Entrepreneur events take a unique approach towards educating and empowering the audience while helping to showcase the value of franchising over other business ownership options. This format ensures that the event outcomes focus on answering questions, maintaining momentum, and providing evidence of the value of franchise ownership; specifically, by hearing from real business owners that chose franchising in their local markets. Support activities include event creation, advertising campaign deployment and optimizations on selected channels, management, and reporting.	Fixed Fee
Misc. Support	If a consultant requires additional marketing services or support outside of the above, 215 Marketing can provide a quote.	On-Demand; Variable

---

# Program Overview

# Digital Advertising

## How It Works

- Custom digital advertising plan based on strategy meeting, goals, and budget
- Option to spend monthly or on a campaign basis
- Can run different types of ads across different types of platforms to achieve your desired results

Platforms				
Google	Bing	LinkedIn	Facebook	Instagram

Ad Types			
Search	Display	Social	Retargeting

## Costing - Option 1: Monthly Basis

Monthly Budget		
Ad Budget	Service Fee	Total
\$1,500	\$500	\$2,000
\$2,500	\$600	\$3,100
\$3,500	\$700	\$4,200
> \$3,500	TBD	TBD

\*Consultants may form “groups” and achieve cost savings by sharing service fees based on combined budgets. Groups meet together and will share the same campaign approach within their respective territories. Final total cost and scope to be discussed and approved by Group.

## Costing - Option 2: Draw Basis

Monthly Budget		
Ad Budget	Service Fee	Total
\$5,000	\$1,000	\$6,000

\*Consultants may opt to do an advertising budget based on a “pool” of money rather than a monthly commitment. This money would be used on agreed upon campaigns for a period of time and would incur a flat service fee over that time.

# E2E Event Promotion

## How It Works

- We'll share with you the event protocol to help you manage and facilitate the event.
- From there, it will be up to you to contact Zors and Zee's in your market that would like to participate. You can also work with third parties for additional participants or fundraising.
- Once the event logistics are finalized, we'll send a work order to support the event asset creation (including flyers, emails, and materials) as well as the marketing and advertising for event attendance.

Platforms	
Eventbrite	To create/publish event
Google, LinkedIn, Facebook	For advertising

## Costing - Setup & Management

Budget		
Marketing & Advertising Media Buying	Setup & Ongoing Management	Total Fee
\$5,000	\$1,000	\$6,000

\*The E2E event has historically had a great Return On Investment as the cost is subsidized by Franchisors and Sponsors.

\*Given the "new normal", these events could also be done virtually which may allow more engagement and better participation from franchisors and sponsors.

\*Ideal promotional budget is \$6,000, but if done virtually, may be able to be reduced. Discussion required.

# Cold Outreach

## How It Works

- Lead scraping and direct outreach using Email and or LinkedIn
- Low up-front cost to run campaigns
- Only pay commission upon a deal closing; Two year window from outreach to close

Platforms	
Reply.io	Starting at \$55/User/Month
LinkedIn Sales Navigator	Starting at \$65/User/Month

## Costing - Campaign Setup + Commission

Low Cost, Low Risk Option			
Outreach Tactic	Setup & Ongoing Management	Commission Upon Deal Won	Total Fee
LinkedIn	\$150	\$2,500 / Deal	Dependent on Outcome; Min of \$150
Email	\$300	\$2,500 / Deal	Dependent on Outcome; Min of \$300

\*Campaigns are capped at 1,500 contacts per campaign

\*Subscription costs for outreach platforms and third party tools needed are paid by the Consultant

# Email Marketing & Automation

## How It Works

- Prospects who have opted into marketing communications are automatically subscribed to receive emails (personal lists may also be used)
- Digital advertising can also be used to grow subscribers if the consultant has opted-in to the program
- Three different email series are utilized in a sequential fashion spanning across a time frame of approximately 6 months. Additional series are rolled out ongoing.

## Platforms

ActiveCampaign

TBD; Likely paid to corporate

## Costing - Setup & Management

Low Cost, Low Risk Option		
Setup Fee	Ongoing Management	Total Fee
\$750 / Consultant	\$200 per month per Consultant	\$950 first month ; \$200 each consecutive month

\*Initial setup fee is to cover the email list organization and upload along with the new user account creation.

\*The emails will come from "you" (your name and email address), but be sent via ActiveCampaign

\*ActiveCampaign has advanced features not found in FranConnect Sky, such as A/B testing on subject lines and body copy, dynamic body copy, send time optimization, campaign linking, and more.



# Discussion