



Webinar for FranNet  
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Prepared by  **RevLocal**<sup>®</sup>



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# Your ideal client.



**Business Professionals**



**Desire work-life balance**

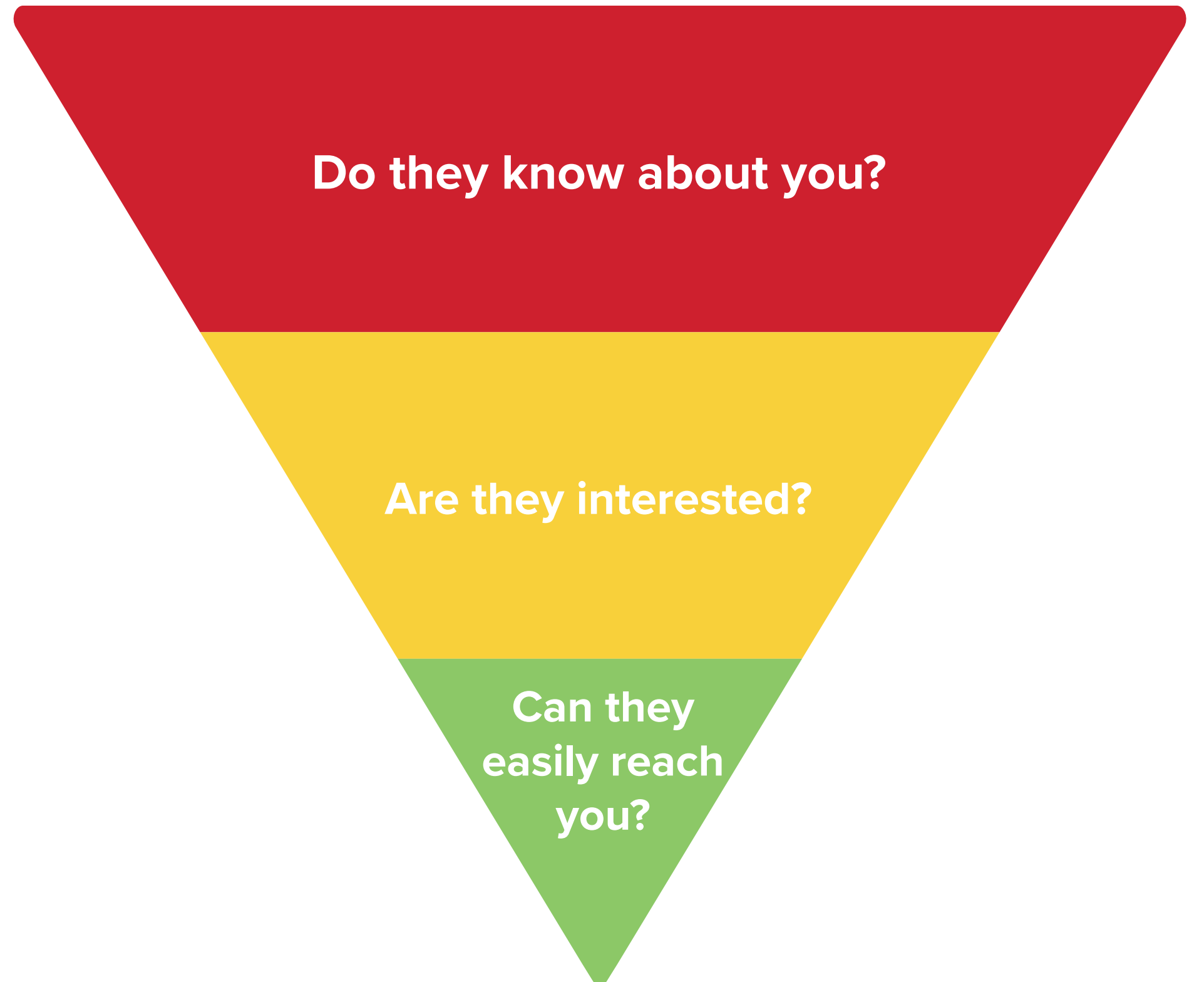


**Available capital**







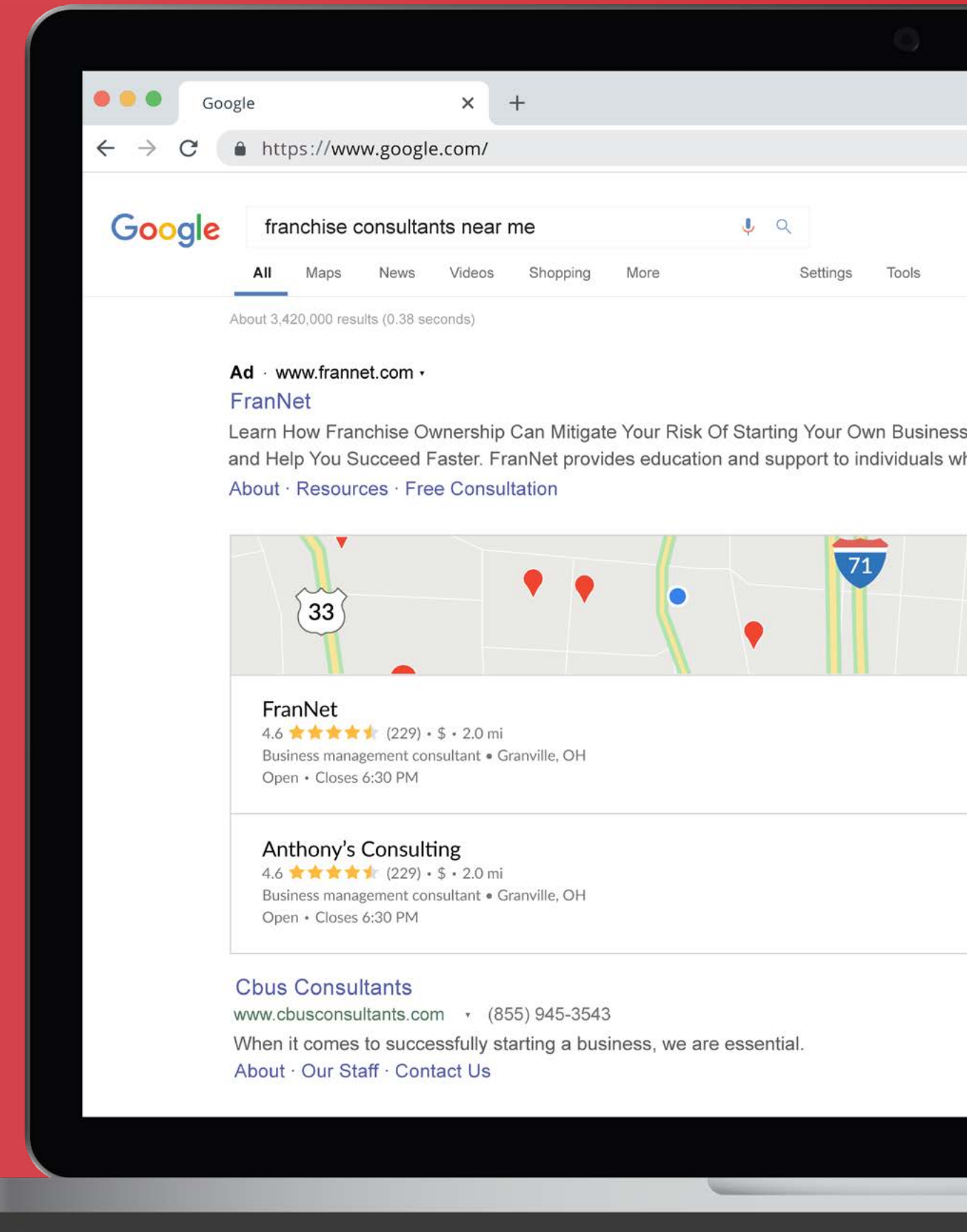
**May not know where to start**

**Connecting  
the ideal  
client to  
FranNet.**



# It all starts with a search...

-  "how to start a business"
-  "business for sale near me"
-  "franchise opportunities"
-  "how to get a franchise"



# Customized campaigns.

Reach your ideal audience with detailed targeting specific to your location and community.



**Age**



**Location**



**Time of day**



**Day of week**



**Income**



**Interest-based**



**Lookalike audiences**



**Retargeting**

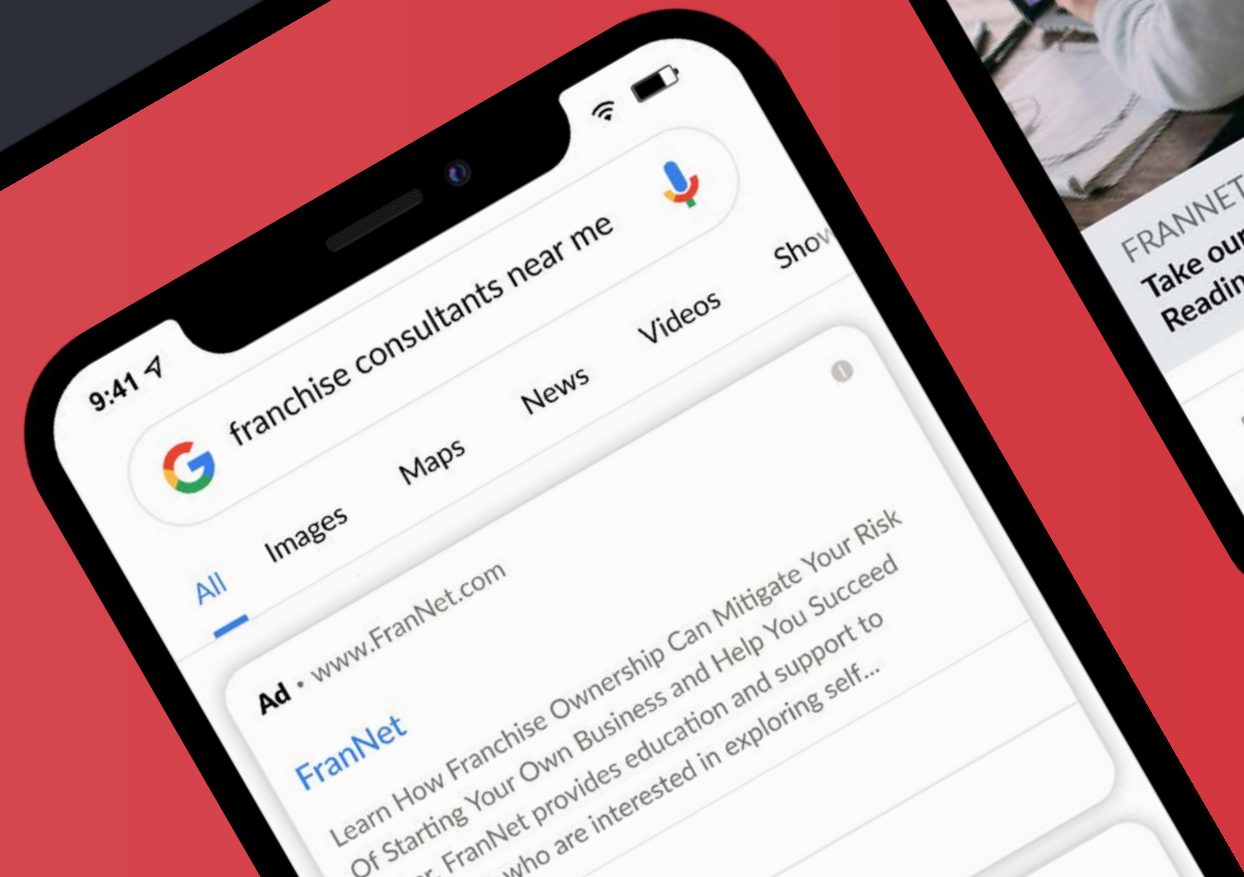
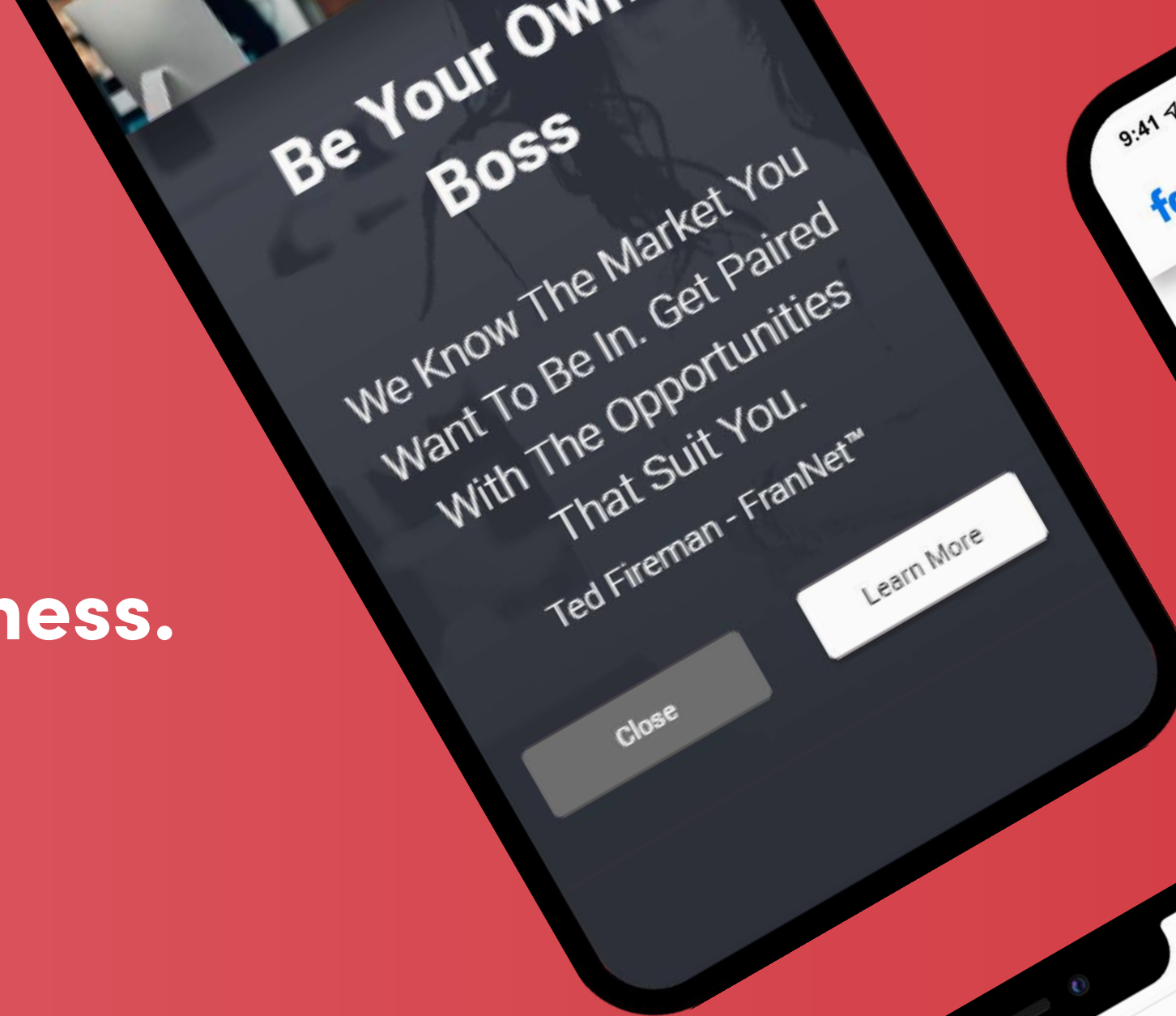


PAID ADVERTISING

Increase awareness.  
Drive demand.  
Generate leads.

65%

of consumers can recall a specific brand they have seen advertised on mobile in the last week.



# Trackable results.



## 500+ IMPRESSIONS/DAY

500+ daily impressions of the FranNet name



## 700+ INTERACTIONS

700+ individuals interacting with Facebook Awareness campaign



## 35% DECREASE IN CPC

35% decrease in Search cost per click since campaigns went live



## 2X CONVERSIONS

Conversion rate has doubled since campaigns went live

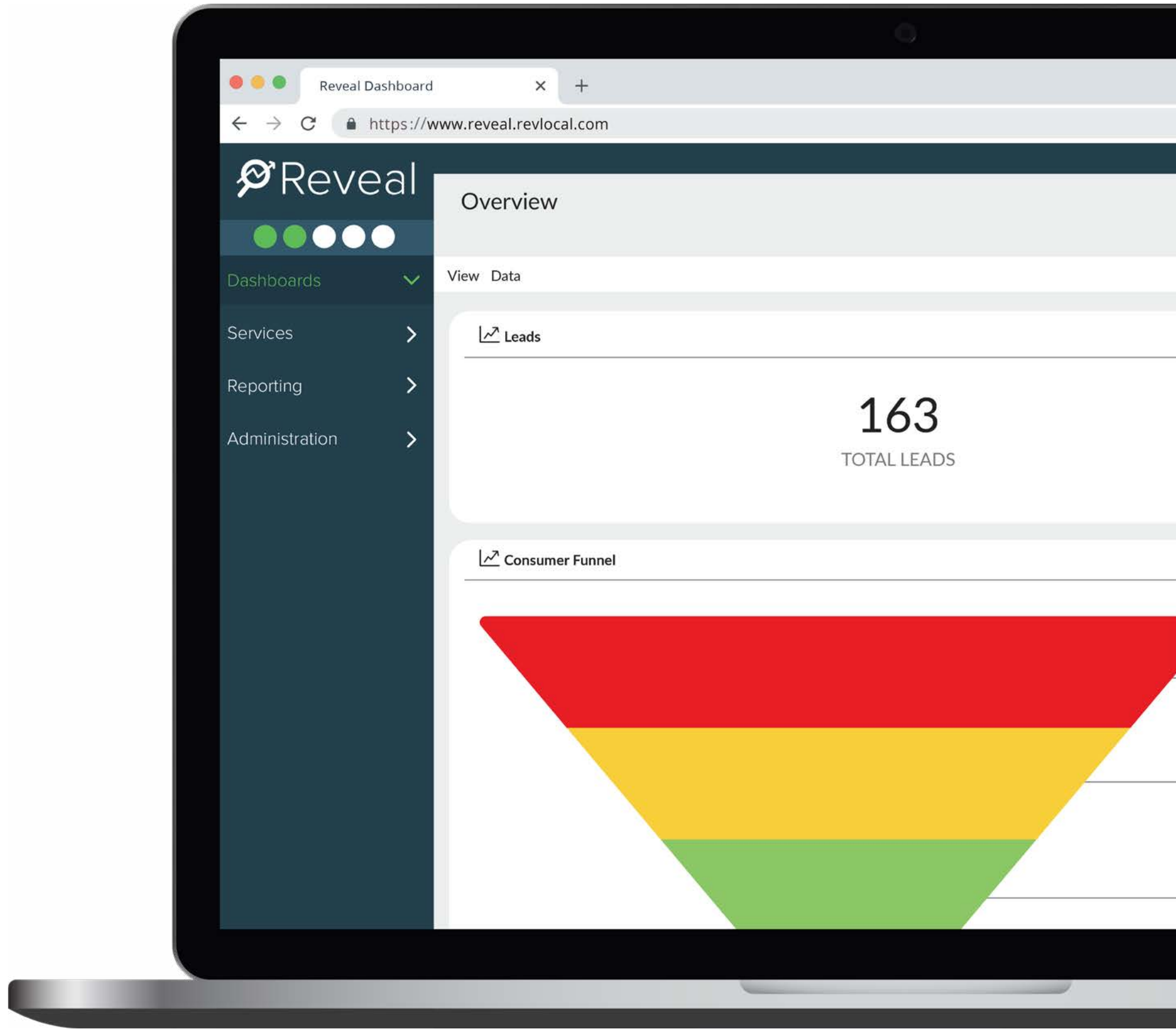


## 13% MORE SEARCHES

13% increase in direct searches for the business



Reveal  
marketing  
analytics.

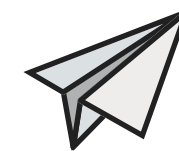


# FranNet Paid Ads strategies.

	<b>TIER 1</b>	<b>TIER 2</b>	<b>TIER 3</b>
<b>Objective</b>	Target potential prospects for FranNet's services on social and build brand awareness with display ads.	Target potential prospects for FranNet's services with a cross platform strategy including social and search and build brand awareness with display ads.	Target potential prospects for FranNet's services with a cross platform strategy including social and search and build brand awareness with display ads.
<b>Channels</b>	Facebook, Instagram, Google Display Network	Facebook, Instagram, Google Search, Google Display Network	Facebook, Instagram, Google Search, Google Display Network
<b>Guaranteed Impressions</b>	25,000 /mo	25,000 /mo	50,000 /mo
<b>Lead Tracking</b>	Calls + Form Fills	Calls + Form Fills	Calls + Form Fills
<b>Lead Expectations</b>	Unknown	6-8 per/mo.	10-12 per/mo

**Thank you  
so much!**

**Please reach out with any questions to learn more about what  
RevLocal can do for your Franchise!**



**Please email us at [FranNetMarketing@RevLocal.com](mailto:FranNetMarketing@RevLocal.com)**