

TRACKING NUMBERS ON CONSULTANT PAGES

Each consultant page has a unique trackable phone number on their consultant page. These tracking numbers capture data from the calls (including being recorded), allowing us to understand how many calls each marketing source is driving and gather basic demographic information. The tracking number automatically redirects the caller to the consultant’s direct phone number, so the caller experience will not be impacted.

The screenshot shows the FranNet website interface for Grant Bullington. At the top, there is a navigation bar with 'Franchises', 'Why a Consultant?', 'Learn', and 'Resales' links, along with buttons for 'FREE CONSULTATION' and 'FREE READINESS ASSESSMENT'. The main content area features a circular profile picture of Grant Bullington, followed by his name and title: 'Grant Bullington, Market President, Franchise Consultant'. Below this are social media icons for email, LinkedIn, YouTube, Facebook, and Twitter, and a note that he serves Alberta, British Columbia, and Saskatchewan. A video player is embedded in the center, showing two people in a business meeting. To the right of the video is a 'Next Steps' section with a prominent 'SCHEDULE A CALL' button. Below this are sections for 'Take Action' (with links to 'Schedule Consultation' and 'Free Readiness Assessment'), 'Contact Info' (with phone number '604-330-1947' and 'Email Grant Directly'), and 'Resources' (with links to 'Business Ownership Exploration', 'Franchise Ownership 101', 'Funding Options Calculator', 'Franchise Fit Survey', and 'View all learning resources...'). At the bottom, there is a 'Your Local Franchise Expert' section with tabs for 'About Grant', 'Upcoming Events', and 'Articles and Videos', and a brief description of what a FranNet consultant does.

How It Works



Items to Note: If you see a different number listed on your website, that’s okay! This is your tracking number. For marketing purposes, you should still use your actual phone number. If you list the tracking number on other materials, anyone who calls that number will be tracked as a website lead.