2020, 2021
Social Media Plan For
FranNet

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SocialJoey
Because Hyperlocal Matters
DID YOU KNOW?
The average
daily time
spent on social
is 142 minutes.

Our 2020, 2021 Social Media Strategy:

1. **Paid ads to drive business in the door 80%**

2. **Organic content to build the community 20%**

1. Paid Advertising

It's Cheap.
It's Targeted.

BIGGBY COFFEE
999 followers
Promoted

The BIGGBY COFFEE Sales Team is going to Nashville, TN! Come meet the team on March 22nd and 23rd to learn more about opening your own BIG(...see more

Come Say Hi in Nashville! Attend

It's not the same old suspects!

Paid Ad Strategy

One Monthly Ad Campaign on Facebook / Instagram per franchisee.

Our recommendation is to strategically target:

1. **New customers** by precisely targeting local prospects by activity and other demographic traits like current customers
2. **Website visitors** via Retargeting ads
3. **Previous Prospects** by matching lists

2. Organic Content

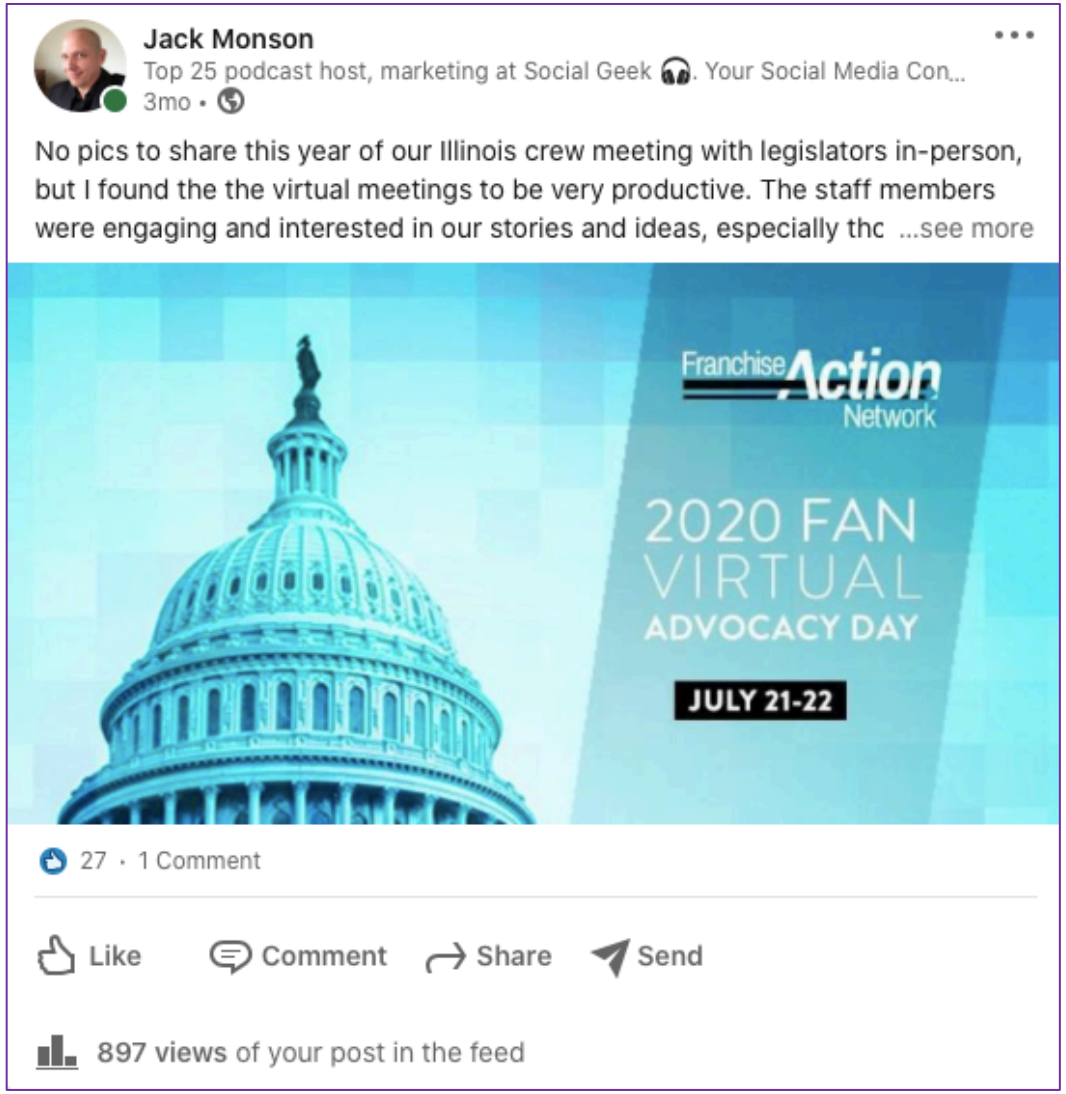
Post Content That Is:

- ✓ **Shareable, or**
- ✓ **Local**

Post Shareable Content

On Your LinkedIn Personal Profile:

- ***Share helpful content***
- ***Build your credibility stack***
- ***Be a Thought Leader!***



Post Local Content

Facebook wants:

Local businesses posting
Local real news for
Local consumers.

Organic Content Strategy

Daily organic posting Mon-Fri on Facebook and/or LinkedIn

Our recommendation is to strategically publish:

- **Local news** for local consumers from your local business
  - This is unique, not duplicated, “syndicated,” or “localized”
  - Curated content from trusted local publishers
- **Shareable content and images** that your connections will share with their friends!
- **Help, help, help, help, *ask*.**

Local Franchisee Packages

1. Foundation Package

1 Monthly Ad Campaign on Facebook + Instagram
5 Unique curated posts per week on LinkedIn

$249 per month + Ad Spend. Set Up Fee: ~~$200~~ WAIVED

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2. Premium Package

1 Monthly Ad Campaign on Facebook + Instagram
5 Unique curate posts per week on Facebook + Google My Business
1 Custom Image with logo per week on Facebook
2 Custom blog posts written per month

$449 per month + Ad Spend. Set Up Fee: ~~$500~~ WAIVED

Both packages include:

- Personal account manager
- Team of content Pros
- Ongoing Facebook page optimization
- Ongoing social guidance
- Monthly Analytic Reports
- 90 day minimum, then month-to-month

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