

3 STEP LOCAL MARKETING PATHWAY



We've worked with hundreds of franchisees and licensed businesses just like yours, and while each brand approaches local marketing a little differently, there are some common challenges every business has.

You are busy and time poor, you want guidance and recommendations from a marketing expert, but you also want to stay in control of your marketing activities.

We've created a 3 step pathway, customised to your business and backed by expert consulting, that quickly and cost effectively takes you from planning to implementation.

1

LOCAL OPPORTUNITY PLAN

Your **Local Opportunity Plan** is a blueprint for all of the local marketing options available in your area. Totally customised for your business, this report covers 11 core activities that are the foundations of local area marketing. Our research of local opportunities and our contacts with different media outlets lets us build a consolidated marketing snapshot just for your business.

 [CLICK TO VIEW A SAMPLE](#)

2

QUARTERLY PLAN

The **Quarterly Plan** outlines all the specific marketing activities and their activation dates. Each quarter a consultant will take you through recommendations, and with your input, we'll build out a document that shows the options and activities for the next 90 days.

 [CLICK TO VIEW A SAMPLE](#)

3

IMPLEMENTATION

If you need help getting your activities into market, we can help you with **Implementation**. Our national buying power and strong media partnerships ensures our rates are very competitive. This means we can get your business into your local area quickly and cost effectively.

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