

Surefire Local Marketing Platform

Features
Digital Marketing Dashboard Unify all digital marketing activities in one place. Gain actionable visibility across various systems, including Google Analytics social media, online reputation and much more.
Local Directory Listing Management Ensure listing consistency across over 65 different directories, including Google, Yahoo and Apple. See how directories are impacting your business through integrated reports
Reputation Monitoring Monitor major profiles including Facebook and Google My Business, and reply to reviews your customers leave online
Review Acquisition Engage your best customers by asking them for Facebook and Google My Business reviews directly
Social Media Publishing & Analytics View your performance across up to 6 different social media platforms. Publish content out to these platforms directly from the marketing dashboard
Social Media Content Syndication Corporate provided social media posts to keep your audience engaged and your brand top of mind
Google My Business Insights View what actions potential customers are taking on your Google My Business page, including website clicks, phone call clicks, and driving direction clicks
Quarterly Strategic Review Discuss local marketing insights and recommendations on a call with your account manager
Chat Support Ask questions via a chat interface built directly into the marketing dashboard, available Monday – Friday, 8am to 5pm EST. Submit support ticket requests at any time, to be responded to on the next business day
Account Support Interact with the Surefire Local team in a variety of ways, including: <ul style="list-style-type: none">• Regularly scheduled webinars to learn more about the Surefire Local Marketing Cloud and new features, or learn more about local marketing best practices (how to best follow up with leads, how to respond to reviews, etc.)• Monthly reports with commentary – ex. optimization opportunities with actionable next steps• Engagement program to ensure adoption and success, with notifications around platform usage and specific events
\$149 setup / \$224 monthly

Supplemental Boosters

Social Media Content Creation – in Partnership with Rene Stark	\$100/mo.
<p>Additional Facebook Content Engaging content published to Facebook 3x/week in addition to the 2x Home Office curated content, totaling 5 posts per week.</p> <p>Hyper-Local Content Tailored to Your Location</p> <ul style="list-style-type: none"> • 1 custom post/month leveraging a positive review • 1 offer post per month (i.e. 30% Off, BOGO, etc.) • 2 posts per month to include sponsorships and local community involvement • Employment opportunities posted upon request • Customized install photos and videos, with keyword rich descriptions posted twice a month • New seasonal or holiday Facebook cover video, posted every 4–6 weeks 	Included

Social Media Advertising Campaigns	Essential	Premium
<p>Facebook Social Ads Campaign setup and management of your location’s Facebook ad account. Standard campaigns are developed in conjunction with the Home Franchise Concepts corporate team on a quarterly or bi-annual basis, as needed.</p>	✓	✓
<p>Instagram Ads Extension of the Facebook Ad campaign to have ads also appear on Instagram</p>		✓
Monthly Ad Management Fee	\$100	\$150
Recommended Minimum Paid Media Spend*	\$300	\$600

* Ad spend in excess of \$1,000 would transition to our advanced managed advertising program. This includes greater account and campaign management to deliver guidance and best practices, for a 20% management fee (based on monthly media spend). Advanced advertising programs offer additional ad types, targeting options, etc. Setup fees may apply, based on the complexity of the campaigns. A custom proposal would be developed on a location by location basis to accommodate specific needs and budgets.