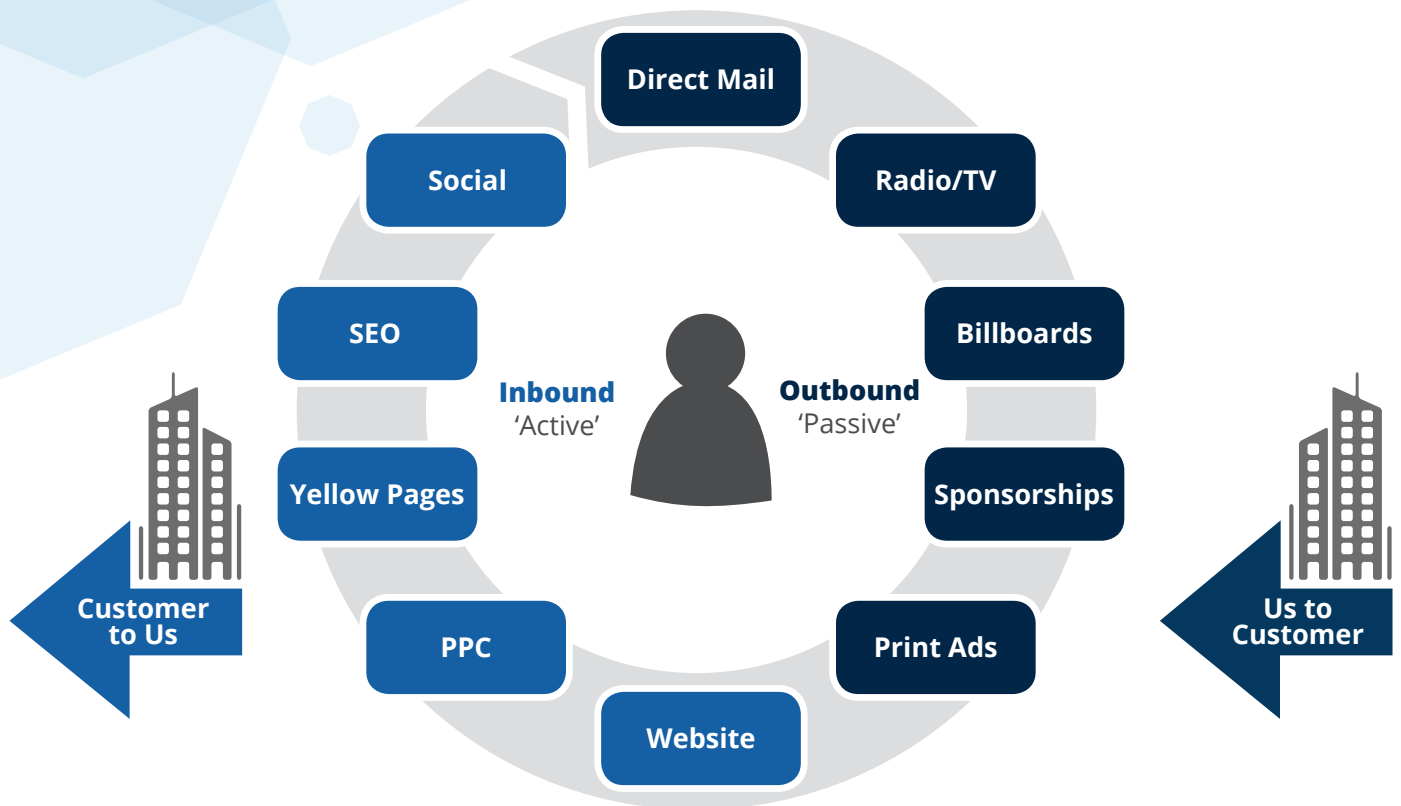


# Surround Your Customer and Unlock Success For Your Network

# GOOD MARKETING LEVERAGES MULTIPLE CHANNELS



**No single channel actually creates a customer; instead the steady mix of messages and response options surrounds the customer over time.**

**D**igital Marketing is the most measurable, effective, and important part of your presence in the marketplace. Without the right digital footprint across desktop and mobile platforms, including prominent organic placement, maps listings, directory syndication, good reviews, paid-search (PPC) presence, and a website built to convert visitors into customers, your odds of success in today's connected world are slim. It's easy for a franchise to get caught up in being digitally 'discoverable' and lose sight of the fact that inbound marketing and digital presence just isn't enough...

Being 'discoverable' only works if you've first created an appetite for your products, services or brand through coordinated **outbound** marketing like traditional radio, television, billboards, direct mail, and email. The problem is you **"PAY & PRAY"** that leads come in as a result of outbound marketing efforts without any reliable way to track the performance. But, if you put the pieces of digital and traditional, outbound and inbound, reactive and proactive marketing together, you can build a better picture of the performance of all of your efforts. And, if you use all the tools effectively, you can surround your customer with your brand.

# Tips to align your inbound and outbound marketing strategies:

- 1. Monitor & measure** your website traffic and sources (Organic, Paid, Direct, LinkedIn) frequently. Most of your offline/outbound marketing efforts will eventually lead to website traffic. Correlate the outbound media activity against the traffic to your site to see whether it's influencing consumer behavior when they become 'active.'
- 2. Look for patterns** in the days of the week, weather, or other influences that might affect your business by comparing your web traffic trend line against those signposts. You can use that information to tailor both your message and the timing of your outbound campaigns to capitalize on peek windows of opportunity.
- 3. Listen to the customer.** The keywords searched tell you a lot, not just what people are looking for, but also how your brand is perceived. Are you clicked on most often in search results when someone is looking for the 'inexpensive' option, the 'expedient/fast' option, or the 'premium' option? You can then use outbound marketing to move customers to view you the way you want to be viewed.
- 4. Measure holistically.** Having this analysis at a single Franchise location is great, but having it **EVERYWHERE** is incredibly powerful and can aid in franchise development/sales. You can understand how potential customers and potential franchisees view you by looking at the entire network, and you can assist struggling franchisees with the informed best practices from other locations.

Of course, capturing and consuming franchise-wide data across marketing channels is difficult, perhaps impossible... unless you have **Centermark by Yodle**.



At Yodle, we recognized several years ago that it was this need for collaboration and tools built specifically to respect the collaboration between Franchisor and Franchisee that represented the real challenge for franchise organizations, and we set out to solve it.

We created Centermark, a distributed marketing automation platform purpose-built for franchise networks, to empower them to achieve their goals through better collaboration.

## Centermark is a platform comprised of three pillars:

### 1. Insight:

An interactive business intelligence platform that provides ONE version of the truth for both franchiser and franchisee. Dashboards that provide clear information about what's working, what's not, where and why so that network members can accurately determine where to invest their limited resources.

### 2. Applications:

A suite of applications and services specifically engineered to allow franchiser and franchisee to collaborate and execute in the digital world. The franchiser can establish brand standards and communication cadences, while each location retains the freedom to implement and customize for local needs.

### 3. Collaboration:

A systematic and technology-driven approach to earning the participation of network members. This includes a custom portal, specific to your brand, that outlines how the available tools can help each franchisee and what the expected ROI should be for a given investment.

Dozens of networks and thousands of franchise locations already rely on Centermark as the backbone of a unified, scalable and collaborative franchise marketing strategy. The premise is simple: do the **RIGHT THINGS EVERYWHERE** courtesy of a platform that was built to evolve with the franchise business model. Make all of your marketing measurable, and get back in control of your brand.

For more information, please visit our website at [centermark.yodle.com](https://centermark.yodle.com) or call us at **855-973-8003**.