UPTRACS® Presents:

A "Get to the Point" Paper

What your Franchisees need to do to finally turn their Online Ad Spend into Real In-Store Sales

Point #1

How to get your Franchisees to do Their Share of the Marketing and Stop Fighting the Ideas they don't understand?

What's the point?

By and large the people who invest in franchises are not savvy at marketing.

They believe, right or wrong, that when they bought the franchise they would have a steady stream of customers and they just had to add "elbow grease."

They basically expect you, corporate marketing, to get customers to them.

When you push back and tell them they must do their own marketing in addition to yours, they default to old standbys like: local newspaper ads, coupon mailers, high school ball field banners, local fundraisers, etc.

As you know, these local marketing efforts produce small results and don't really "move the needle."

Online advertising would produce a far better ROI, but when you bring up any idea that is not something the franchisees have done before they start to complain.

But in today's marketplace, if they don't get online soon, their business will suffer and so will yours.

Here's the point:

You must **show** your franchisees an online process that will work for them. If you can do that they will adopt it immediately.

The only way to make it so simple that they instantly "get it" and instantly want it is to present it all in a single place: **A dashboard**

If you can hand your franchisees a dashboard that will track the ads, the spends, the results, and tell them where to invest more and where to invest less, they will do what you say.

Without a dashboard, your great online ad ideas are intangible to them and they will stick with what they know and fight you on what they don't.

<div align="center">**Point #2**</div>

How to Actually Connect the Marketing Dollars Spent on Online Ads with Real Foot Traffic and Customer Purchases in all your Locations

What's the point?

All the data proves that, when done properly, digital advertising is far and away the most cost effective method to drive sales.

But being able to track an online "click" or "share" directly to an in-store purchase can be so complex, that any money saved on the cost-per-lead is lost in the cost-of-manpower used in trying to correlate the two events.

So you are left with guesses and assumptions when it comes to your digital ad spend.

When you spend on ads and sales increase in some stores, everyone is happy.

When you spend on ads and sales don't budge, your boss is unhappy…with you.

Excuses like *"you can't quantify advertising like that"* or *"we're still figuring out the media mix of the digital strategy"* will only work once or twice on Management.

Here's the point:

You must be able to show your Management **stats** that directly connect ad spend to in-store buys. After all, the CEO and CFO are always focused on numbers.

The only way to produce those stats for Management is through the use of analytics software.

If you can hand Management stats that directly connect ad spend and increased sales you will earn more trust and secure your position.

Without those stats, Management will focus entirely upon you (since there is nothing else to focus upon) and your fate will be decided by how they feel instead of what they see.

<div align="center">**Point #3**</div>

How to Stop Poring Over a Bunch of Different Analytics, From Every Ad Platform, Hoping to Figure Out what they Mean and, Instead, Have Just a Few You Check Once in a While so You Know All You Need to Instantly

What's the point?

One of the biggest selling points of ad platforms like Google, Facebook and Bing is their analytics.

They promise that you will be able to track, measure and score virtually every aspect of advertising efforts with their platforms.

All that data can be useful to the right people, with the proper skill set and copious amounts of time.

For you, a marketer with a million priorities, that data is cursed blessing.

You don't have a data-geek to sort and correlate data for you, you don't really know how to do it yourself and, even if you do, you don't have the time to do it.

This data is a perfect example of "too much of good thing."

<u>Here's the point:</u>

You must be able to look at just a few key data points, so you know what ads are working and what aren't, so you can get on with your other work.

Since the data is constantly moving and changing you need **a software system** to continuously monitor it and keep you updated.

If you have this type of software system, you can spend a few minutes per day or per week reviewing key numbers, make simple changes, improve results and be able to focus on all your responsibilities.

Without this type of software system, you will continue to be mired in data, always wondering if you looked at the "right numbers," and making under-informed decisions about your online ad spend.

<p style="text-align:center;color:red;">**Point #4**</p>

<p style="color:red;">**How to Leverage Your (Too Small) Marketing Budget and get Better Results than Your Big Competitors Who have "Money to Burn"**</p>

<u>What's the point?</u>

When you boil it all down, marketing is all about money.

It takes money to pay for staff, pay for ads, pay for travel, and pay for everything else that drives marketing.

Although we all know that marketing should receive the lion's share when it comes to budgeting, you seem to find your piece of the pie to be very small.

Since online ads can be cheap and plentiful, you rightly focus some of your spending there.

But, unlike your large competitors, you do not have lots of money to "spray and pray" on online advertising.

Here's the point:

You must spend your budget on online ad campaigns that work. Really work.

But the only way to know if your campaigns work is to be able to **track** them from the very beginning to the very end; from the click on an email to the purchase in a store.

If you can track the full performance of your campaigns, you will improve sales, and you will be given ever increasing budgets.

Without the ability to track the performance of your campaigns, you will be stuck guessing where to invest your budget. And guesswork never leads to a bigger budget.

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Point #5

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How Your Marketing Department can Actually Help (brand) Franchisees with their Staffing Issues which also Helps with Marketing

What's the point?

Ultimately, your brand lives and dies by how well your franchisees sell.

One of, if not their biggest problem is staffing; Finding good people and keeping them.

The more time they spend on staffing issues the less time they spend on marketing.

The less marketing they do, the more their sales, and your brand, suffers.

It's a vicious cycle that can lead to smaller budgets and far greater demands on your department.

Here's the point:

You must give your franchisees the ability to handle their marketing quickly, cheaply and effectively.

The only way to do that is for them to use a **software system**, that **tracks** the performance of their marketing, and gives them easy to understand **stats** on a simple **dashboard**.

If you can give your franchisees this system, they will be able to focus more on staffing and hire great people to service all of the new customers they get from great marketing.

Without this system your franchisees will continue to face the tug-of-war between staffing and marketing, giving both less focus then they need with diminishing results.

<div align="center">**Point #6**</div>

Everything Points to This

What's the point?

Its 2016 and online ads are the present and future of advertising for your brand.

Depending upon franchisees to start online marketing on their own is a losing proposition.

Guessing at ad performance is a losing proposition.

Hoping you understand the analytics from a mixed bag of platforms is a losing proposition.

Gambling with your small budget is a losing proposition.

Waiting for staffing issues to go away is a losing proposition.

Here's the point:

You and your franchisees all want to answer one question when it comes to marketing.

<div align="center">***"What's working?"***</div>

When you can answer that question, _everything_ immediately falls into place.

Until you answer that question, nothing is safe.

How can they get to the point where they know "what's working?"

The point of technology is to make things easier.

Yet, for all of the good intentions, the technology you're using to perform your online advertising is making things harder.

You're at a point where that has to stop.

<div align="center">_How can we stop it?_</div>

By finally using a system whose _only point_ is to make online advertising easier.

UPTRACS™ is that system.

<div align="center">_How can we be sure it will help us?_</div>

You can't…until you've used it. Then you will certain.

How can we get to that point?

You want to be certain that UPTRACS makes your online ad process easier and more profitable.

You want to test it full on.

And you want to have ZERO risk.

Consider it done!

The Simple Point Challenge

The challenge is to make it perfectly simple for you to use UPTRACS and get rapid benefit from it

And the challenge is all on us, as it should be.

During this challenge you will get:

- 45 days of unlimited use of the UPTRACS system (put it through the paces)
- You get a dedicated System Advisor (so you know who to talk to)
- We set up everything in the system for you (you just sit back and answer a few questions)
- We walk you through every step of using the system (as many times as you want)
- We help you integrate UPTRACS into your daily workflow (so your job gets EASIER)
- You get control of your online advertising (and lose ALL the headaches)
- Your job gets simpler ('Cause that is the point)
- And it costs you ZERO DOLLARS (that means Free)!

How can I get it?

Simply go to our site and you can get started right away!

We look forward to the challenge!

Respectfully,

The UPTRACS Team

P.S. If you're still reading that means you're interested. You know that this is the type of system you've been waiting for. You just want to be "sure." We respect that. That is why we want you to "Challenge'" us! Make us earn it. Once we complete the challenge you will be "sure" you made the right decision. So just click on the link above to challenge us now!

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