

HIGH IMPACT PRODUCT/SERVICE



Drive-Thru Awnings,
Menu Boards, and
Canopies

AVATAR BREAKDOWN



They are looking to speak with
building and facilities directors as
well as construction managers
and franchise operations directors
at large national quick service
franchisors

IRRESISTIBLE ASSETS



REMARKABLE CONTENT

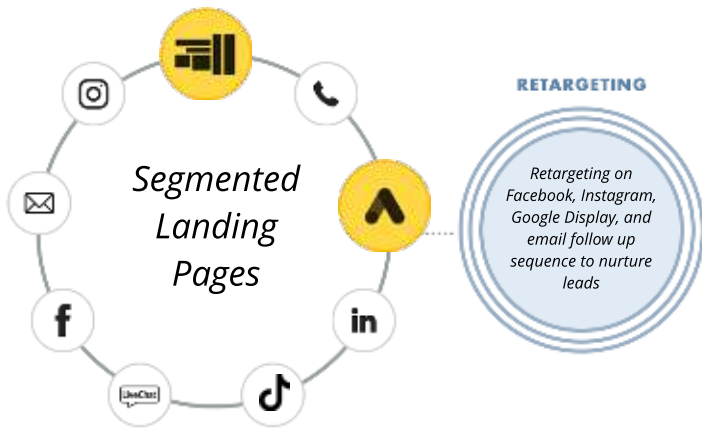
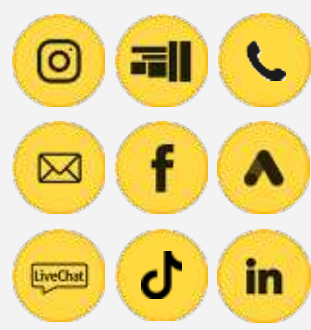
Think of resources, guides, checklists, etc. that your
"perfect buyer" will absolutely love and be willing to
watch, download, read, share, etc.

Ideal pieces of content can include **infographics, videos,**
white papers, checklists, slideshows, calculators,
tools, micro sites, and much more.

BE WHERE YOUR AVATAR IS

INTERRUPT & PROVIDE

Here is where it all comes together.
Your resources are put in front of your
avatar where they are. They could be
looking at pictures of their grandkids
on facebook, reading their favorite
news site, or searching online.
Whatever they're doing - when they
find your assets, they'll be intrigued
and start the ProfitPath® journey.

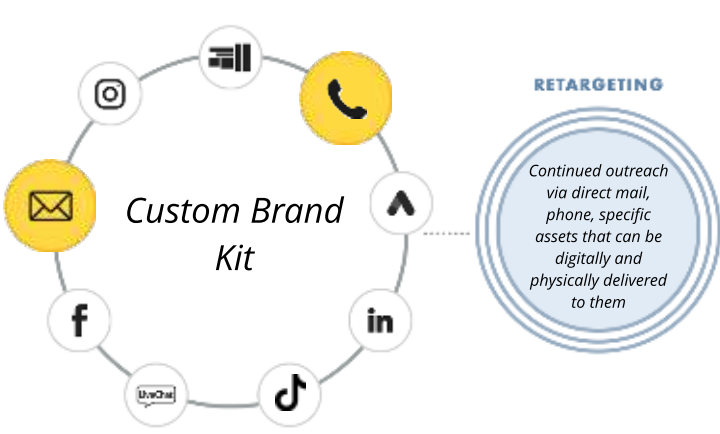


IDEAS

Because both the audience and product is so specific, we need
to make sure we're answering their question directly and
building authority as quickly as possible. Segmented landing
pages for each type of product allow us to showcase our work.

ASSET GOAL

Remove the friction to collecting and understanding the lead
and their specific intent

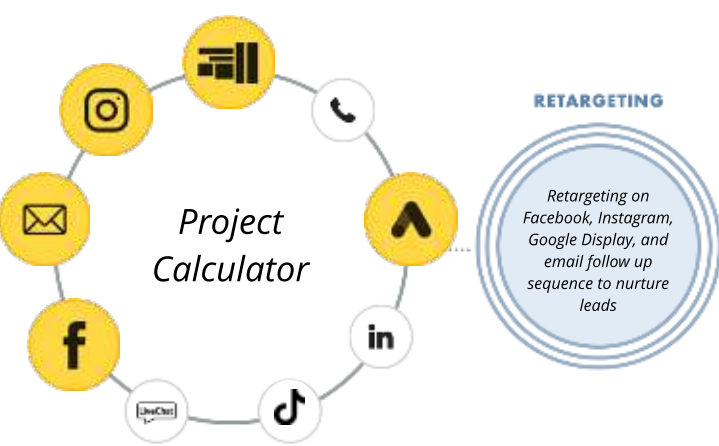


IDEAS

Because each lead is so valuable and can lead to so many
individual jobs, it's worth creating unique product offerings for
target accounts and hammering those contacts with value. If
they see you already have a plan for them, they're already in.

ASSET GOAL

Show that they are a valuable target to you and that they
won't have to hold your hand through the process. Build trust.

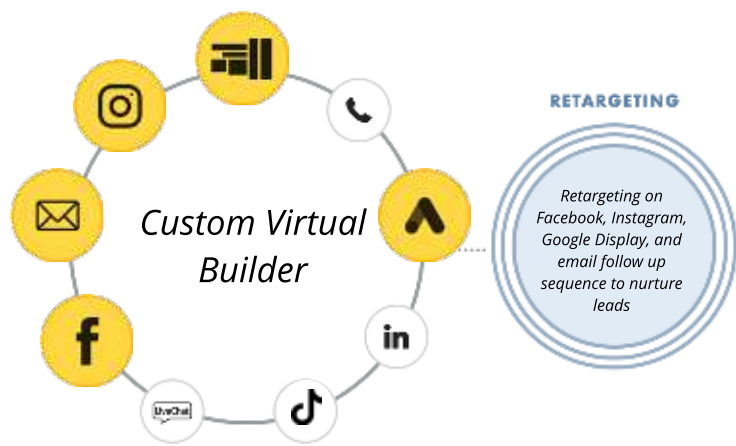


IDEAS

A key purchase driver for the specific audience we're targeting
is the cost and potential savings they can realize by going with
your business. Show them this by examining exactly what
system they're looking to build and how much they'll pay for it

ASSET GOAL

Create trust with your prospects by being transparent and
offering them value in exchange for contact information.

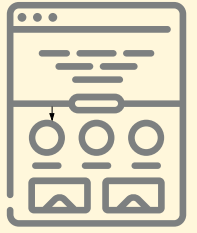


IDEAS

They have a standardized way that their stores and drive
thrus are constructed - with a tool like this, they can drag and
drop elements into their layout and understand some options
that are available to them they might not have known about.

ASSET GOAL

High-value offering designed to allow builder to understand
buyer objectives and scratch their immediate itch.



LANDING PAGE
Conversion Type:

ADDITIONAL PROJECT NOTES



The primary objective here was to get in front of the right audience.
Each corporate entity had a different title for the exact person we
needed to be in front of, but by focusing on industry groups, titles,
and narrowing to executives within a certain role in the companies
we were targeting, we were able to construct a reliable audience.

From there, the audience can be uploaded and utilized in a
cross-platform effort. We can set up custom audiences on
Facebook, Instagram, and YouTube and meet people who aren't
specifically in-market for our services as well as answering the
specific search queries that lead to conversions.

For this client, we focused heavily on identifying our highest-value
keywords through PPC and then building an SEO strategy around
those keywords so that they appeared in both paid and organic
search results.

HIGH IMPACT PRODUCT/SERVICE



AVATAR BREAKDOWN



IRRESISTIBLE ASSETS



REMARKABLE CONTENT

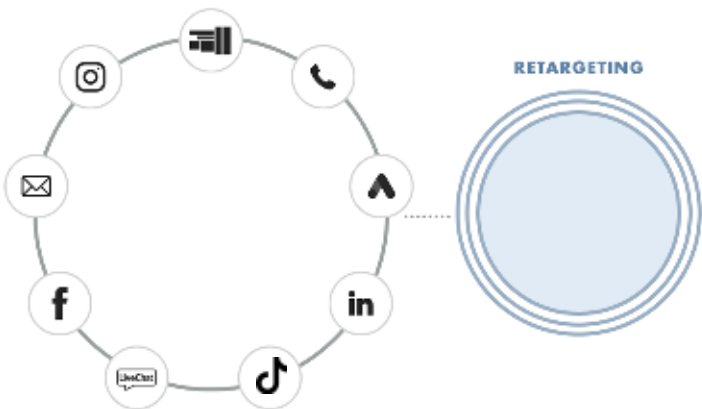
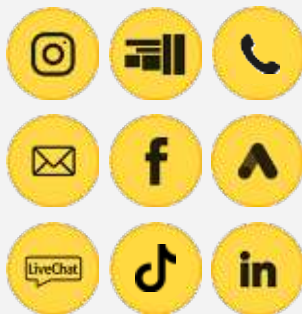
Think of resources, guides, checklists, etc. that your "perfect buyer" will absolutely love and be willing to watch, download, read, share, etc.

Ideal pieces of content can include **infographics, videos, white papers, checklists, slideshows, calculators, tools, micro sites**, and much more.

BE WHERE YOUR AVATAR IS

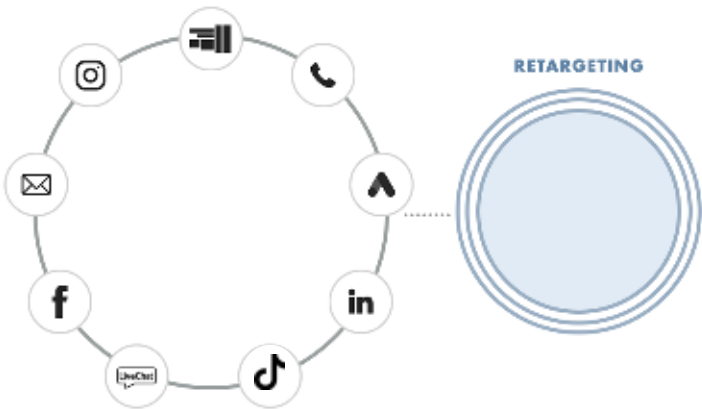
INTERRUPT & PROVIDE

Here is where it all comes together. Your resources are put in front of your avatar where they are. They could be looking at pictures of their grandkids on facebook, reading their favorite news site, or searching online. Whatever they're doing - when they find your assets, they'll be intrigued and start the ProfitPath® journey.



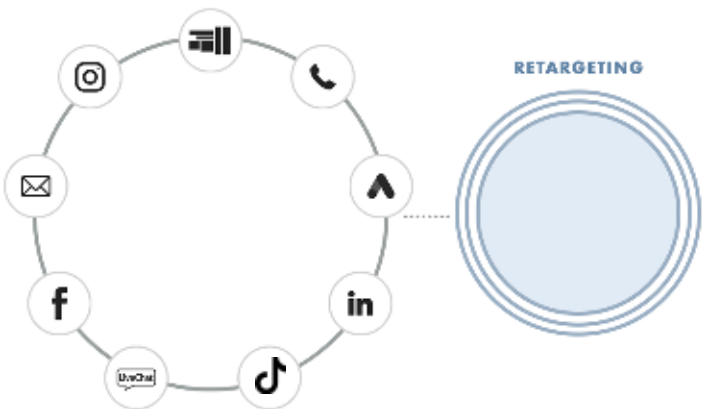
IDEAS

ASSET GOAL



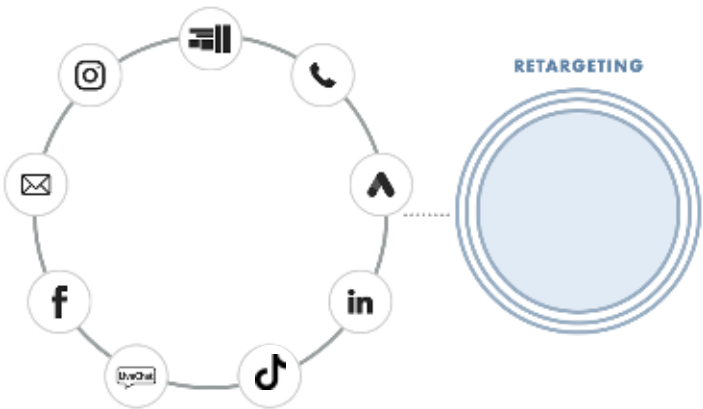
IDEAS

ASSET GOAL



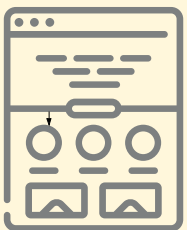
IDEAS

ASSET GOAL



IDEAS

ASSET GOAL



LANDING PAGE

Conversion Type:

ADDITIONAL PROJECT NOTES



WHERE DO WE GO FROM HERE?

If you're wondering where we've been all your life, and more importantly, wondering what's next, here's some good news. You can simply scan the QR code right over there, and we'll roll out the red carpet for you. We can start implementing your new ProfitPath® right away, and you can tell your friends it all started at T&C 2022.