



CARING
for People Services®

Marketing

Marketing at Caring for People Services

At Caring for People Services, an effective marketing program is essential to the prosperity of your business. Non-Medical Services is an advertising-driven business, and a large-scale initial campaign followed by a selective ongoing and continuous advertising is the key to sustaining business and generating new growth. At Caring for People Services, you will benefit from some level of national brand equity, and from certain national or regional marketing and advertising efforts. However, many franchises will be required to perform marketing and sales activities within local markets of operation. For that purpose, we will use this section of the manual to communicate ways to build an effective marketing and sales plan.

Marketing is a science and an art form. Companies across all industries spend billions of dollars each year to get their message out to potential customers who will buy their product or service. This is a science, as many statistics are gathered about segmenting and targeting potential markets, and the results are very carefully measured in hopes of improving the results for the next campaign. Marketing is an art form in the way some products take off and their appeal spreads like a virus (hence the term viral marketing). This type of word-of-mouth advertising is very powerful because people are recommending your product to others they know. Regardless of what form of marketing program you take on, you can be sure to experience a unique set of results that you will need to monitor closely. As every marketplace is unique, what works for one franchisee may not necessarily work for another.

The goal of the marketing campaign is to make Caring for People Services stand out with the best. All marketing materials must bear the Caring for People Services name and must use company standard logos.

Caring for People Services Franchisee Marketing Requirements

Caring for People Services National Marketing Fees

All Caring for People Services franchisees are responsible for a monthly marketing fee. This fee is due at the same time as your Caring for People Services royalty fee. This fee is required to be paid in full each month by check, pre-authorized check, electronic funds transfer or similar. National marketing fees are set at the beginning of each fiscal year for Caring for People Services, but are subject to change. Caring for People Services will communicate any changes 90 days in advance of implementation. Marketing fees include the national marketing fee of 2% of gross revenues, and the minimum local and cooperative marketing requirement of 6% of gross revenues or \$2,000 per month (whichever is greater). If you are in a marketing area that contains two or more franchisees, you must participate in a marketing cooperative. The marketing cooperative may assess up to five percent of gross revenues (five of the eight percent). You must continue to spend not less than three percent on local marketing.

Exclusive Use of Caring for People Services Brands, Logos and Likenesses

Approved marketing materials are supplied by Caring for People Services and are included in the company's operations manual. The franchisee may only use advertising materials that have been provided by Caring for People Services for the express purpose of marketing or related activities. Caring for People Services will not be responsible for any damages or claims resulting from your unauthorized use of advertising materials, including, but not limited to, the unauthorized use of music, song lyrics, stock photos, images, and testimonials/endorsements.

Marketing and Compliance with Caring for People Services

Caring for People Services franchisees are prohibited from entering into any agreements with any other franchise and/or service organization pertaining to their business, or to use the Caring for People Services-owned trademarks, service marks, or logos, without first securing Caring for People Services written consent. Consent may be withheld for any reason or cause that is sufficient, including the need to ensure that information about Caring for People Services offices is consistent, accurate and appropriately stated. In addition, Caring for People Services franchise operators are not permitted to establish or maintain any websites, or advertise on any Internet-related sites or activities.

Special Marketing Approval Request

In the event that you want to modify any Caring for People Services marketing materials, or you want to use materials you prepared or had prepared at your request, you must submit a copy of the proposed advertising materials, along with the Advertising Approval Request Form, to Caring for People Services at least 2 weeks prior to the first intended use. (refer to appendix for advertising approval request form).

Submit the Advertising Approval Request Form to:

CARING FOR PEOPLE SERVICES

Franchise Department

11128 John Galt Blvd. Suite 102

Omaha, NE 68137

Note: Such materials cannot be used until you have received written permission from Caring for People Services.

Getting Started with Your Marketing Plan

Before we can begin to understand how we would like to advertise and spend money, we must first understand the local marketplace to determine what the current business conditions are in the given geographical area.

Marketing activities can become very expensive, and it can be difficult to measure the immediate impact of many activities. The ability to determine how much revenue of advertising for each dollar spent will allow business owners to accurately forecast expected return on investment (ROI) of individual marketing activities.

Local Market Research and Answering Key Questions

The franchisee will be required to assess their local market(s) and conduct research about other companies offering non-medical. Understanding your potential customers and where they are located is also a priority. It allows you to customize local advertising to include certain zip codes, or target a specific type of customer. The goal of all local market research will be to have a simple form that will outline the demand by clients and the services being provided by the competition. This will help you determine the best pricing for services provided by your company. Your market will constantly will change so this process should be repeated on a consistent basis, and this may vary every 30-90 days.

There are many helpful resources available to assist in researching your local market. Books, websites, seminars, classes, and work groups can help gather information. Questions to ask during the research phase include:

Key questions to answer about your market:

- How many competitors exist within the geographic area you will target?
- What types of services do they offer?
- What is their pricing structure?
- What are the strengths of the competition?
- What are the weaknesses of the competition?
- How are your competitors advertising?
- What methods are they using?
- What types of customers are in your area?
- Are there large residential areas or large industrial or office complexes nearby?
- What specific needs does each customer group have? What are common concerns for your customers?

The Process of Creating a Marketing Plan

Although a marketing plan can be a very complex, multi-faceted set of programs and processes, we will take a look at a basic plan, Service, price, place, and promotion. In essence, your plan will focus on executing the basics of these four items. The price you charge for this service is dependent upon the level of service, cost, and value the company provides. But price is also affected by what your competition will charge. Place refers to the area that you want to sell this service: Whom will you target? And finally, promotion refers to the activities you will use to get the word out about our services. While this is a very traditional look at what a marketing plan consists of, this formula has been proven successful time and time again.

While keeping the 4Ps in mind, here are the basic steps:

- 1) **Collect information:** We've already taken a look at the importance of understanding the market you will be serving.
- 2) **Plan the campaign:** Now that you understand your market, and the service you're selling, how can you use your resources to effectively draw customers to my business.
- 3) **Implement the campaign:** Execution of the plan is often the most difficult part of any business, and requires discipline, dedication and a commitment to success. It also requires understanding the daily dynamics of success and failure and adjusting on the fly.
- 4) **Review and assess the results:** The proper formula for success will be a combination of trial and error with a careful eye on good business judgment.

Planning a Marketing Campaign at Caring for People Services

We've already discussed the exercise of market research, so let's now focus on step 2 in the process: planning the campaign. The goal is to understand what forms of media are most effective at getting out message out. First, we must raise awareness of the services we have to offer. Second, we must communicate to the public that we are the premier company to meet these needs. One way of looking at advertising is through various forms of communications. For example:

- The **written medium** includes the use of news releases, fact sheets, feature articles, newsletters, brochures and handbooks, advertising, white papers and books.
- The **spoken medium** uses face-to-face discussions, speeches, radio newscasts, news conferences, press parties, interviews, meetings, and word-of-mouth exchanges.
- The **visual medium** includes television newscasts and appearances, videotapes, motion pictures, slides and filmstrips, transparencies, photographs, teleconferences, charts and graphs, billboards and other graphics.

Another way to examine types of advertising is to take a media approach. Marketing and advertising campaigns use media as a method of delivering a compelling message about your product or service. Types of media:

- **Print:** Probably the oldest form of advertising and still very effective. Print can consist of direct mail, a magazine ad, newspaper ad, posters, flyers, etc.

- **Radio:** Radio is another form of advertising that has been around for many years, and is very effective at targeting a specific geographic area.
- **Television:** Most of us think of national broadcast networks or cable, but TV can be very effective for regional advertising, and can give you the ability to segment your audience by channel subject manner.
- **Internet/web-based:** This is the newest form of advertising, but quickly becoming the most powerful. Many franchises have elaborate websites to display product information, and also collect data and feedback from customers. Paid web searching through concepts such as search engine optimization (SEO) or pay-per-click is a powerful way to generate leads for your business.
- **Billboards:** This format will allow you to target many people over a given time period in a geography that is very relevant to your business.
- **Electronic media:** More businesses today are sending out sample CDs DVDs and other forms of digital information to advertise business and services.

One of the most important components of a marketing plan is the amount of money the franchise will spend, also known as the marketing budget. When a new business is started, a marketing budget should be allocated from start-up funds and set aside for the launch of the business. Starting a business always seems to cost more than entrepreneur's project, so it's very important to plan what types of media you would like to use, how they differ in cost, and a measure of effectiveness (ROI). The start-up marketing budget could also include the cost of a "Grand Opening," which is discussed later in this section.

While it's a good idea to plan for additional marketing dollars at startup, a good rule of thumb is to allow approximately 12-15% of your projected first year annual revenue for marketing. However, new franchises may have different requirements based on your market research.

Target Marketing with Selected Media

Now that we've taken a look at forms of advertising, we have to analyze our prospective customer base, and overlay the various forms of media to determine how we can "target market" with the most effective use of our budget. Throughout the operation of your business you will notice several distinct groups of customers that typically use Caring for People Services. In your local market research you will likely encounter a slightly different set of customers. Recognizing these different groups will allow you to custom tailor your response to best meet their needs. These groups can be divided into 3 very different target markets, and their respective segments:

1) Residential:

- Single family home owners
- Multi-unit or apartment buildings (key contacts would be property managers and real estate holding companies)
- Condominiums (condo owner associations)
- Shopping centers and other retail businesses

2) Institutional:

- Schools, universities, institutions
- Hospitals and other medical facilities

At this point in the plan, the franchisee must determine the best mix of customer and revenue potential. For example, residential customers will occupy many of the company's resources, while the amount of revenue earned per customer will be the lowest of all segments. In contrast, if Caring for People Services has 3 or 4 regular commercial buildings to clean every other month that could be a substantial base of revenue that would allow the company to make a nice profit margin. Larger customers (or those with more to clean) typically equal a greater amount of marginal revenue for the job. This is the concept of scalability - applying a fixed amount of resources to a target that has a significant amount of opportunity.

Many companies focus on serving one market very well. As the adage goes, "you can't be everything to everybody." There is much truth to this in business. Companies that are able to serve a market or niche very well typically find more efficiencies over time, and become very effective with a given customer. Obviously, when building a marketing plan, the types of media used will differ depending on your target market. For example, advertising in a local business magazine would be a great way to lure commercial customers, but would not be effective for the residential market. And a billboard would not be effective for government because all government purchasing goes through an open bid process where the low bidder wins.

The summary for this section is simple: pick your target market, determine what forms of media or what medium is most likely to attract that target, and plan a mix of advertising for those areas. Like most things in business, you must learn from results and adjust your plan over time.

A Closer Look at Various Forms of Media

Advertising can be a powerful medium for both drawing in new customers and building brand recognition in your community. Although there are many forms of advertising, the mediums described below can be very effective, especially for Caring for People Services franchisees. Here's a closer look at several formats:

Phone Directory (e.g. Yellow Pages)

For many contractors, their largest annual advertising expenditure is a "Yellow Pages" ad. After all, it remains a reliable method of attracting new customers outside the word-of-mouth referral process.

Yellow Pages ads are effective because they are different from traditional ads. With a newspaper ad, you are fishing for customers who might be in the market for your specific service. With the Yellow Pages, they are already swimming toward you, trying to find the names of reliable local providers.

Many contractors believe that Yellow Pages ads are unnecessary because they have a steady stream of referrals. I challenge that assumption by reminding them that customers who may have been imprecisely referred to their company will inevitably look in the Yellow Pages to find the correct contact information. And if you're not there, you just lost a prospect.

When buying your Yellow Pages ad, remember that the sales representative may not always give you the best advice. He or she is receiving a commission on the space and will often try to sell you extras that may not add value. Many contractors upgrade to full-color ads with photos that are simply stock images

provided by the designer. Unless the image showcases a specific competitive advantage, it may be superfluous. Do you really need to see a picture of sprinklers watering a lawn when shopping for an irrigation contractor? The same goes for cute logos and graphics, which often distract from what the customer is looking for.

What should your ad include? First, grab their attention with a bold headline. Your company name is not a headline. Try something that communicates an important benefit that differentiates you from the others. Chris Agee of Sprinkles Irrigation in Atlanta advertises “A Live Person Answers Our Phone” and “We Show up When We Promise.” You can bet those headlines keep his less-organized competitors squirming. Consider reverse type (white letters against a black background stripe) to make your headline really pop.

If you have a company web site, include its address. More people are going on-line, and an effective Yellow Pages ad can serve as a portal to your site, where customers can then learn much more about your business and its strengths.

Second, promote your services and experience. Be sure to focus on listing your benefits and what you can do for them, rather than providing a laundry list of options. Avoid bragging as in “we’re the best.” Instead, use phrases that will cause potential customers to read on, such as “No Extra Charge for Weekends,” “Free Estimates,” and “Fast Response.”

Third, remember your geography. Property owners want to hire someone who is conveniently located. If you have a defined area of coverage, say so. If you cover all areas, make sure that’s known too.

You’re spending a lot of valuable dollars on your Yellow Pages Ad. If it conveys a professional and reliable image, then get ready for your phone to start ringing!

Depending on the size of your territory, you may need to renew your listing(s) in your local Yellow Pages directory(s) more than once a year.

Contact the Caring for People Services marketing manager for assistance in setting up your Yellow Pages advertisements. Caring for People Services will provide all the page copy and graphics needed to launch your campaign.

If your franchise will support print advertising, it's important to make clear what types of marketing support are available to your franchisees. Many companies offer digital files that are ready to be sent to local printers for ad placement. Taking advantage of the scale of your enterprise is important to lower overall costs and increase profitability.

Local or Regional Newspapers

Newspaper advertising continues to remain a popular choice for service-based businesses. Typically, newspaper ad programs are placed over a significant time period to allow deep saturation of readership. Sunday papers have the highest circulation, but you are also competing with more ads. However, there has been a significant decline in the subscriber base for newspapers nationwide. Many papers have merged with the traditional cross-town rival to maintain profitability and offer a competitive vehicle for advertisers. As a result, costs to advertise in print have dropped. One of the most effective types of print

advertising remains the coupon. Newspaper advertising can be effective in building name awareness and generating some inquiries from prospects, although it can also be expensive. Even a small ad can run several hundred dollars per insertion. In general, a single ad is worthless. A series of 4 to 12 is needed to build interest and desire on the part of potential customers.

Marketing in local and regional newspapers is a great way to start your Grand Opening marketing campaign. This can be a great alternative for new franchisees while they are waiting for the next printing of their local Yellow Pages.

Contact the Caring for People Services marketing manager for assistance in setting up local and regional newspaper advertising campaigns. Caring for People Services will provide all the page copy and graphics needed to launch your campaign.

Direct Mail

Direct mail has proven to be an effective advertising medium for Caring for People Services. Advancements in technology now allow variable data printing, which means companies can target customers much more accurately than in the past. Through the use of digital technology, the effectiveness of direct mail has improved, while the overall cost per piece has declined. It remains one of the most effective ways to advertise for new customers or to existing customers who may be in your database. Direct mail providers are now able to print advertising pieces that match customer data you may have collected during previous sales calls. They can also canvas specific zip codes or integrate mailing lists of a very specific customer type, such as all the members of a landlords association. This flexibility allows the advertiser to become very creative in crafting a message to his target market.

Advantages:

- **Targeting:** Historically, the most important aspect of direct mail was its ability to precisely target previous customers. If a suitable list was available, it also did a good job of targeting prospects. However, with the arrival of email and the use of cookies on websites, organizations could have a dialogue with their customers via the internet far more cheaply and easily.
- **Personalization:** Direct mail can address the customer personally and be tailored to their needs based on previous transactions and gathered data.
- **Optimization:** Because of its direct accountability, direct mail can be tested to find the best list, the best offer, the best timing, and many other factors. The winning tests can then be rolled out to a wider audience for optimal results.
- **Accumulation:** Responses (and non-responses) can be added to the database, allowing future mailings to be better targeted.

Disadvantages:

- **Cost:** The cost per thousand will be higher than almost any other form of mass promotion (although the wastage rate may be much lower).
- **Waste:** Large quantities of paper are thrown away (see below).

- **Alienation:** Some recipients resent direct marketing being "forced" upon them, and boycott companies that do so. Moreover, they may obtain Prohibitory Orders against companies whose direct marketing mail they find offensive.

Direct mail advertising is another great medium to start your Grand Opening marketing campaign. This can be a great alternative for new franchisees while they are waiting for the next printing of their local Yellow Pages.

Contact the Caring for People Services marketing manager for assistance in setting up Direct Mail Advertisements. Caring for People Services will provide all the page copy and graphics needed to launch your campaign.

Internet Marketing

Each year more and more Caring for People Services leads come from the internet, and more and more of our business transactions occur over the information superhighway. This trend is expected to continue exponentially for quite some time. While demographics certainly play a role, you will find customers who prefer to search Google instead of leafing through the Yellow Pages. Many lower income references come from the internet. Designing an effective and highly ranked website is difficult and time consuming and for most companies it is beyond their scope of interest and ability. For Caring for People Services, the company has already invested significant resources to take advantage of the national branding. For a franchise this type of support is expected by the franchisee. After all, that's one of the values in committing to a franchise.

In many businesses or industries a web-based advertising program is becoming the main focus of marketing funds, and one of the primary sources of new leads, accounting for a significant amount of all new business generated. Web-related leads have the added benefit of producing high sales ratios because customers tend to be more informed and educated.

Internet marketing in terms of website management will be primarily handled by the Caring for People Services web development team. Contact the web development team for assistance in making revisions to your website.

Search Engine Optimization (SEO) and Pay-Per-Click (PPC)

We have found the internet is a powerful resource for marketing your Caring for People Services franchise. In some regions, up to 70% of all new customers are generated through internet marketing. To help you utilize this resource, Caring for People Services will dedicate a portion of the CompanyABC.com website for your business. In addition to your Caring for People Services website it is essential that you establish a pay-per-click advertising program. Google AdWords, Overture, and Yahoo Search Marketing are the three most powerful pay-per-click advertising campaigns available today.

Upon signing the franchise agreement, we will begin to create your website on CompanyABC.com. You will be sent a link, via e-mail, to your business page on the Caring for People Services website. This will include assisting in the setup of pay-per-click accounts. After your account is set up, the ongoing maintenance and upkeep will be your responsibility. This will include setting a monthly budget, tracking results, evaluating the overall effectiveness of the campaign, etc.

Online marketing will become a daily function of operating your Caring for People Services franchise. Though you may have periodic campaigns that use specific internet resources, your overall web campaign will be a constant feature of your marketing program.

Contact the Caring for People Services IT manager for assistance in setting up your website or pay-per-click ad campaigns. Additionally, a wealth of resources is available online with articles pertaining to search engine optimization, web site design, etc.

Outdoor Advertising

All signage must contain the Caring for People Services® registered trademark logo including the ®. Submit all sign proposals to the Caring for People Services promotional director in the corporate offices for approval along with copies of regulating ordinances. Banners must be pre-approved by corporate office. They should contain the Caring for People Services colors and registered logo.

Check local ordinances regarding banners. Some areas only allow banners with a permit or for a limited length of time, some areas do not allow banners at all, and others do not have any governing rules. In the case where banners are not allowed, creativity is necessary, such as putting up signs or posters inside the building. The banner rules frequently extend to other types of outdoor attention grabbers such as pennants and lights.

Billboard Advertising

Caring for People Services Position on Outdoor Advertising

Too often, outdoor advertising is passed over or is, at best, an afterthought to other more popular forms of advertising media. That shouldn't be the case; outdoor offers a dramatic and effective presentation that can help show a strong image.

Outdoor billboards are seen all day, every day. They can't be turned off like TV or radio, or thrown away like print materials. Outdoor will be there continuously, each and every time a commuter passes by that site in their vehicle.

Make a Meal of Leftovers

Billboard companies typically want customers to sign contracts that commit you to a particular board location for a set length of time, often 6 months, or a year. But a more advantageous approach is to seek out their odds and ends around town and sign up to take the "leftovers" that they haven't sold.

You can often get these currently unsold boards with a 30-day contract. But, many times there is no one waiting in line to take over the board and put up their ad after your contract expires. When that happens, the billboard company will usually leave your ad up because it is cheaper to do that than to paint over the board until a new customer is found. So, you can often get well over a month's worth of exposure out of your 30 days paid advertising.

Keep the Message Short

Unless a board is in an area where traffic crawls at a snail's pace and motorists have time to study everything around them as they sit and wait, your audience is going to have only a few seconds to see your sign and read its message. Therefore, make sure what you want to say is simple and easy to view.

Your logo and/or name are most important – you want them to know whose ad it is, right? If you want them to know your location, make sure that is easy to understand. “ABC Company Lynnwood – Serving the West Side of the Valley” says it all and keeps it short and to the point.

Lettering needs to be clear and easy to read – capitalize first letters and lower case the rest. Provide adequate spacing between letters and words, since print has a tendency to run together from a distance. Colors of type and background should contrast for best readability.

Get the Most Out of Your Messages

If you have the opportunity to use multiple boards, consider where they will be placed to determine how best to maximize their message potential. If the boards are on opposite ends of town or opposite sides of the highway, use the same message.

However, if you can get two boards on the same stretch of road, you can let them work together...perhaps using the first as a “teaser” for the second. Let the message you have on the first board leave them wondering about something that is “paid off” with the message on the follow-up board.

If you do enter into a long-term contract, consider changing your message several times throughout the year. Companies typically charge for the cost of having your boards changed, but perhaps you can negotiate some free or reduced rate re-working of your boards in exchange for extending the contract.

If you have the ability to change your messages in a cost-effective manner, you’ll be able to update your board seasonally. As an example, you can advertise your spring clean-up services as spring approaches and your winterization services in the fall.

More Than Billboards

In addition to billboards, outdoor advertising is also available on a smaller scale. Telephone booths, bus shelters, sidewalk ads, shopping mall kiosks, and bus side panels are just some of the many places where ads have proliferated.

These types of media have helped advertisers target areas once unreachable by standard outdoor boards. In markets where billboards have been either outlawed or severely limited, these smaller options have blossomed to fill that void.

Costs are going to vary based upon the part of the country you are in, the number of billboards or sites (both total and available) in your area, and the desirability of the location you are seeking. But the good news is that, as a Hunter Preferred Contractor, you can pay for the cost of outdoor ads with Program Points, as this fall in the category of advertising for your business. Thus, you can use your business development funds to cover your expenses.

If your industry utilizes billboard advertising, describe the requirements and recommendations here.

TV Advertising

TV advertising is generally the most flexible and expensive of all media outlets. Because of the high expense associated with TV ads, they are often purchased with national marketing funds. If TV advertising will be a component of your marketing campaign, describe the requirements and recommendations here.

Radio Advertising

One of the biggest benefits of radio is the ability to target a particular demographic segment. This is especially important if your industry focuses on a particular segment of the market. For example, if your services are geared towards the elderly, focus your radio campaign on a station that caters toward a senior demographic.

Using the Local Press as a Marketing Tool

Press releases or interviews in a news story are a great example of using local press for a very cost effective form of advertising marketing. Because you cannot simply buy your way into a press release, you must first present something unique and newsworthy about your business. Are you offering a new unique service in the area? Are you offering a new product that strikes a chord with a segment of the population? Try to put yourself in the shoes of a journalist...what would you find interesting enough about your business to showcase it in the local news?

But, attempting to directly display your services you are unlikely to get your name on the front page of the Sunday newspaper. But if you set up a program where once a month you offer onetime services free to local seniors, it may not make the front page, but it's certainly newsworthy. The trick is to think creatively, and be persistent.

Association Memberships

Participating in local business associations such as the Chamber of Commerce or similar types of organizations can be valuable methods for both networking and learning about related industries. These include builders' associations such as the Master Builders Association, Realtor Associations, trade groups, etc.

Radio, television, and billboard advertising can be very effective advertising methods for business. Each of these outlets offers some ability to segment to your specific market. If you feel that any of these forms of media would be germane to your particular business, this is the place to go into details regarding any national or local programs.

Lastly, as business owners we must ask ourselves, does hiring a sales person make financial sense? Are there enough profit margins in the product to pay a sales person a decent wage? Will my budget allow for a salary plus commission, or will the sales representative need to be 100% commission? What markets could a sales person penetrate for my business where other forms of marketing would not be as effective?

Hiring and keeping a sales team on staff requires a significant amount of management expertise. Sales people need to be motivated and key performance measures are often vital to keeping good morale, which is important for producing results. Franchise owners who take on a sales force should spend significant time researching successful hiring and staffing practices

Miscellaneous Marketing Activities

Conducting a Grand Opening for your franchise: A Grand Opening is a great way to introduce a newly opened business to the community, especially if the franchise is the first of its kind in that area. It gives the public (potential customers) an opportunity to see your business first-hand and begin to understand your offer of a high-quality service. Although the cost of a Grand Opening is difficult to estimate, we feel, in most areas a franchise can accomplish an adequate grand opening spending between \$3,000 and \$10,000.

Regional advertising within the franchisee's territory: It is the goal of Caring for People Services to make regional or national advertising services provided by the company available to all franchisees. The territory granted by Caring for People Services under a License Agreement does not mean that the franchise operator "owns" the customers residing within his or her territory. However, it does guarantee that no other person or entity will operate a Caring for People Services franchise within a specific number of miles of current franchises. This clause is subject to any exceptions stated in the License Agreement.

Except for media forms whose circulation cannot be limited to the franchise operator's territory, franchise operators shall not, under any circumstances, place advertisements promoting and publicizing Caring for People Services in another franchise operator's territory without Caring for People Services prior written permission.

In addition, franchise operators shall not solicit the services of their own business within:

- Any home, business or commercial building or other entity not listed here, whose jurisdiction is exclusively within the territory of another franchise operator or a company-owned center
- Any private entity whose geographic location lies entirely within the territory of another franchise operator or company-owned center.
- Any business whose jurisdiction is exclusively within the territory of another franchise operator or a company-owned center

All potential customers should be fully advised about alternative Caring for People Services offices that may be more convenient for that customer. Misrepresentations or purposeful omissions concerning other centers negatively affect the goodwill of the Caring for People Services franchise system and will be addressed by the franchisor.

Business Cards

Businesses have been using business cards for decades for a simple reason: it's a great way for prospects and customers to be reminded to call you. Every time you interact with a potential client, a friend or a builder, be sure to hand out your business cards. This method of advertising will cost you pennies on the dollar, and it's a great way to establish credibility. Any business cards will be the responsibility of the franchisee. The franchisor will only be responsible for providing company logos and artwork.

Using Customer Databases Effectively

Keeping customer data is a great tool as your business grows and your marketing plan changes. Eventually your business will begin to mature, and many of your sales will come from satisfied

customers. A database is a tool to keep your company and customers informed about where you've been, and more importantly, where you're going.

A database provides an excellent way to keep a sales history of a particular customer. For example, if Susie likes service Friday, the database can ensure we're reminded to schedule the service. Management can view account history for payment information, incident reports, and to see how the Susie's spending habits have changed.

Customer databases are also excellent tools that work well with other marketing tools like direct mail. Sending your database of key customers to a direct mail provider will allow them to mail a coupon to a select group of customers to increase sales. It will also allow you to market directly to customers who have not purchased any services from you. It's a great way to revive cold sales leads.

Of course, the company must maintain the database, and keep it updated to ensure the company is realizing enough of a benefit from the cost.

Executing Your Marketing Plan

Tracking Your Progress

After determining which methods will most successfully promote your message, you will need to develop specific goals and attach a timetable. Build a simple calendar that details each project within the framework of the total program. This simplifies tracking your progress, because you can check off each task as it comes up day by day. Let's take a look at examples of daily, weekly, and monthly marketing-related goals.

Weekly goals:

- **Power Point Presentation:** Arrange and complete one presentation each week. Typical presentations last between 20-30 minutes and are an excellent tool for quickly gaining name recognition for your business.
- **Check internet rankings:** Using primary search engines such as Google, Yahoo and MSN, investigate the ranking of your website in the natural results section.
- **Monitor pay-per-click internet advertising:** Check budget and monitor results.

Monthly goals:

- **Press coverage:** Examples include press release of new product or service, local newspaper article regarding interesting project, interviews by local news organizations, etc. Plan at least one activity per month to build interest in the industry as a whole and point customers to your business.
- **Competitor research:** Using the local phone directory and internet listings, update your list of local competitors. Track changes in competitors' service offerings, pricing, etc.
- **Review sales figures:** Look for trends, establish the success or failure of specific campaigns, etc.
- **Attend membership meetings:** Network groups, Local Chamber, etc.

Quarterly goals:

- **Direct mailing:** Launch a direct mail piece to customers within the database. While not necessary every quarter, consider a direct mail campaign to either general customers or targeted groups such as contractors, realtors, etc.

Marketing Pitfalls to Avoid

As we've explained in previous sections, marketing is both an art and a science, and there are no perfect solutions or products you can buy to magically enable you to reach your sales goals. But there are some common mistakes that occur during the trial-and-error process that is a result of learning what works. Some tips to keep your programs on track include:

- **Stick to your budget as best you can:** Spending too much money is easy when your means of advertising are not producing tangible leads that turn into revenue. Re-think the campaign. Do not continue to throw money at a campaign with the idea that more money will make it work.
- **Spending too little money:** Professionals who shy away from investing capital in advertising and marketing will never receive the proper exposure. Even if you don't see an immediate return on your investment from a marketing effort you may see long-term benefits when a client remembers the company name or image.
- **Spending too much time:** Marketing campaigns can require a significant amount of your time. You must constantly evaluate the return on your time spent on each campaign. Each hour spent on a poor marketing campaign is time lost that could have been effectively used elsewhere.
- **Impatience:** Don't assume that the week after your marketing has been set in place your phones will be ringing off the hook. Give your campaigns a chance to produce fruit over a period of a couple of weeks, and if nothing comes of it then rethink your strategy.
- **Misinterpreting results:** Don't assume there is a lack of demand in a marketplace based on the failure of a marketing effort. Make sure that you are utilizing the right tools for the right audience. Remember to consult the franchisee section of the website for input on effective marketing techniques for your specific region.

Recording the Results of Your Campaign

The last step to consider is assessing the results of your campaign. When setting objectives, you should consider a method of tracking the results. For example, after launching a campaign promoting your business, each time a new customer calls, ask them where they heard about your business.

There are several tools that can help decide which techniques are working and which are not. These include the Sales Tracker, Phone Form, etc. It is impossible to judge the success of any part of the advertising program without having numbers to back up your assumptions.

Each type of marketing effort will have different expectations of results. Direct mailings for example typically do not have higher than a 1-3% conversion rate. Websites, door hangers and other types of advertising also have their own unique percentage of success. As you perfect your marketing campaign you will begin to set a baseline of expectations for each component. This will ensure that you direct your efforts to the most effective channels possible.

