FRANCHISE ELEMENT™ + Quickads

LOCAL + BRAND MARKETING

ONE STANDARD. A PLAN FOR EACH LOCATION.

One brand. Every location.

Local marketing and website services,
built around the way your business operates.



franchisemarketinghq.com

EXPLORE THE PROGRAM

MAKE THE LOCAL JOURNEY WORK

From first search to the next step.

Connect the campaign, the information and the page.
Each has a job to do.

01

Reach nearby customers.

Google and Meta campaigns with local targeting, approved messaging and a clear action to track.

LOCAL CAMPAIGN

Territory	Agreed
Message	Approved

02

Keep the facts consistent.

AI-answer checks and local-page work help identify outdated details and correct accessible sources.

LOCAL INFORMATION

Services • Hours • Address

Check the answer.
Log the source. Review the facts.

03

Make enquiry easier.

A useful website gives people the service details, location information and booking path they need.

WEBSITE EXPERIENCE

Your service. Your location.

Book an enquiry ↗

Illustrative deliverables. No performance outcome is guaranteed.

THE PRICE, UP FRONT

Choose the work. Know the commitment.

Buy services individually. Keep media spend separate.

01

Google Ads

$1,000

per location / month

Territory targeting, approved ads, call tracking and a monthly report.

02

Meta Ads

$1,000

per location / month

Facebook and Instagram campaigns, local audiences and conversion tracking.

03

AI visibility

$1,000

per location / month

Monthly AI-answer checks, accessible source corrections and a dated log.

Location pages & SEO

From $1,000 / month

Location content, structured data and an approved landing page.

Website creation & management

Custom quote

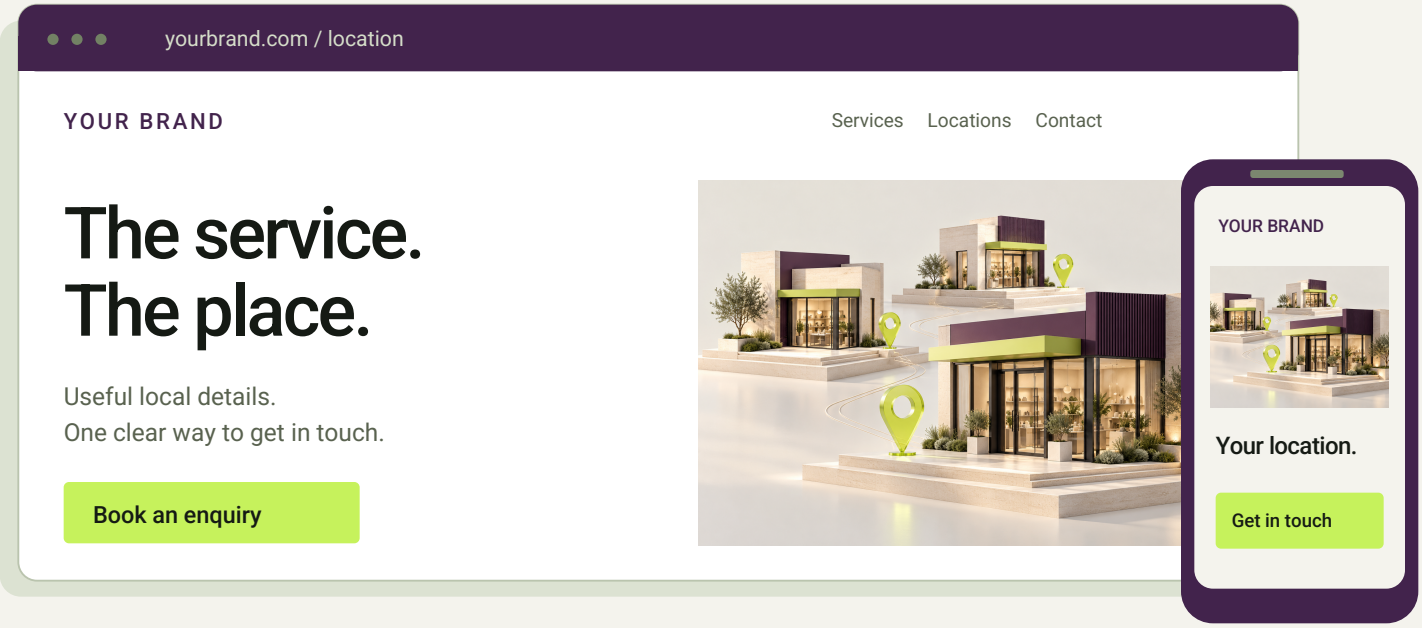
New builds, redesigns and an agreed plan for ongoing support.

Published monthly services: six-month initial term per location. No setup fee and no percentage of ad spend. Website project and management terms are agreed separately. Hosting, software and additional work are listed in the proposal.

YOUR DIGITAL FRONT DOOR

Build it well. Keep it working.

A corporate website, approved location pages, or support for the site you already have.



ILLUSTRATIVE PAGE CONCEPT / NOT A CLIENT WEBSITE

Create.

Build around the next step.

- ✓ Responsive pages and service content
- ✓ Forms, booking links and agreed integrations
- ✓ Page list, assets and approvals agreed first

Manage.

Keep the details current.

- ✓ Content, offers and location updates
- ✓ Form checks and agreed maintenance
- ✓ A written schedule and clear responsibilities

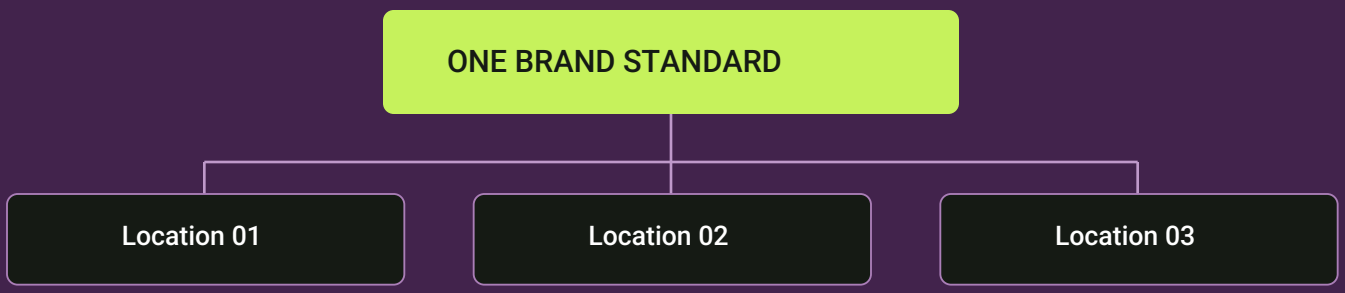
Custom quote. Full builds and ongoing management are scoped separately from location-page optimization. Hosting and software costs are identified before you commit.

FOR ESTABLISHED BRANDS.

One brand plan. Every local market.

Support national campaigns with local execution.
Clear standards, approvals and reporting.

ILLUSTRATIVE PROGRAM STRUCTURE



Brand & marketing teams

Turn national priorities into local campaigns. Keep creative, messaging and approvals consistent across markets.

Digital & ecommerce teams

Connect ads, search visibility and your website. Agree platforms, access and integrations before work begins.

Operations & regional teams

Keep local offers, services and location details current. Give regional teams a clear way to request and approve updates.

Brand programs are scoped with your head-office team. Confirm market priorities, budgets, reporting and the rollout sequence in one written proposal.

Your next chapter is local.

Bring your locations, your priorities and your website.

Book a conversation ↗

SCAN TO BOOK

A CLEAR PATH FROM BRIEF TO ROLLOUT

01

Map the locations.

Goals, services, accounts and website access.

02

Agree the scope.

Fees, budgets, approvers and a launch plan.

03

Launch and review.

Approved work, location reporting and next steps.

Franchise Element

Your first contact and ongoing check-ins.

QuickAds

Delivery, invoicing and reporting.

Franchise Element is an independent channel partner with no authority to bind QuickAds or guarantee results. QuickAds is a trading name of 88 Ventures US LLC. Franchise Element is a trading name of Estrada Global Consulting LLC.