

# Introduction to LOCALACT

## Frequently Asked Questions

### Who is Location3?

Location3 is the preferred digital marketing partner of Mathnasium. The Location3 team works on your behalf, in conjunction with the Mathnasium corporate team, to provide best-in-class digital marketing programs to help you increase local customers and total revenue for your business.

### What is LOCALACT?

LOCALACT is the premier local marketing platform created and developed by Location3's team of software engineers. LOCALACT provides franchisees and business owners like you with access to key data and insights about your business' online presence. With your LOCALACT account, you can view analytics and insights for your business profiles and website performance, respond directly to customer reviews of your business, and enroll in local ad campaigns on channels like Google, Facebook and more to help you reach more customers in your area.

If you need to set up an account, enroll your business in local ads, or have questions about your existing account and marketing programs, you can always reach out to LOCALACT Support by emailing us at [support@localact.com](mailto:support@localact.com) and we'll follow up directly with you.

### What do Local Ads programs include?

The Local Ad program allows you to add your own local marketing budget and enroll in Paid Search and Paid Social campaigns. Ad programs can include a combination of Google, Bing, Facebook or Instagram, with performance reporting available to you with your LOCALACT account login.

### How will the Local Ads program benefit me?

Location3 & LOCALACT are the premier solution for local franchise systems. To paraphrase Google themselves, we are the only Google Premier Partner with the expertise and technology to effectively manage both complex national ad campaigns and performance-based local franchise campaigns at scale. The Local Ad program ensures you avoid overlap with other franchisees or national ad campaigns. Our intimate knowledge of the corporate team's national ad strategies and tactics, along with industry-leading local marketing expertise and franchise tactics, help you maximize your advertising dollars efficiently.

All locations should minimally launch local Paid Search (Google, Bing) and local Paid Social (Facebook, Instagram) as these are bottom-funnel digital marketing tactics that drive revenue. Paid Search and Paid Social help you increase your online traffic and reach more qualified customers, which can result in more sales for your business.

We provide local support at the store level, giving you the power of having direct access to an industry leading marketing team with a cost level that would normally be associated with non-expert, basic call-center support personnel and responses.

We value transparency in both costs and performance, so you can know exactly what you are getting from your marketing. LOCALACT provides a wealth of performance data to help you assess the value of your local ad programs, which can be accessed 24/7 with your account login.

### **Why am I charged 12% of my monthly ad spend on management? Is that in-line with industry standards?**

This covers the cost of ongoing local ad campaign management with includes ad copy updates, keyword and bid optimizations, social ad creative changes, target area updates, budget pacing and billing management. Our team has been creating and executing local ad campaigns for franchisees and business owners for more than a decade, allowing you to focus on your business while we work to bring more customers through your doors. [Many other companies hide these costs at a larger percentage](#) than 12%. LOCALACT provides complete transparency to you regarding your working advertising spend and associated management costs.

### **What are the LOCALACT contract terms for my Local Ads program?**

There is a minimum ad spend of \$200 on Google and \$300 on Facebook per month required to start. You should expect to allow for 90 days from launch for your campaigns to generate enough data for optimal adjustments to be made, however you can cancel at any time after the initial 90 days and your cancellation will take effect at the close of the then current monthly billing period (last day of the current month). You will be responsible for the ad spend and management fees associated for the active dates of the campaign including the then current full month. Please note that billing is in arrears.

### **Will I get a report of my Local Ads program activity?**

Yes, LOCALACT sends you a monthly email breaking down your previous months' performance data. You will also be able to login to the LOCALACT dashboard at any time to view your performance reports.

### **How will I know if my Local Ads program generated leads?**

You can check this by looking at the data with a month-over-month comparison. The graphs in LOCALACT make it easy to see increased traffic with increased spend and likely an increase in leads.

### **How do I know if I have set the right local ad budget for my business?**

LOCALACT's team of Local Marketing Advisors can provide you a Market Assessment for your business using geographic information, market opportunity and competitive intelligence data to help you set the right monthly budget in order to maximize your online visibility. Contact us directly to schedule one today.

### **If I increase my ad budget now, when will my additional spend start in my campaign?**

After the sign-up process is complete and the request is made through LOCALACT we will receive notification and will begin to make the change in your campaign. This process can take 3-5 business days to be implemented. For a new location launch **we launch new campaigns on the 1<sup>st</sup> business day of each month**. Your budgets and payment methods must be added to your locations in LOCALACT no later than the 20<sup>th</sup> of the current month in order to launch on the 1<sup>st</sup> of the upcoming month.

## Paid Search FAQ

### **How are the text ads structured in my Paid Search campaign?**

In franchise Paid Search campaigns, each location has the same set of ads, organized by ad groups, created for them based on top performance. These are all expanded text ads built around relevant ad groups and keywords. Different ads or keywords can often have different landing pages based on the user's search. This approach allows for better performance through generating greater volume of data to optimize against. Then custom local optimizations are employed per location such as ad elements, custom geo-modified keywords and targeting.

### **How are the keywords structured in my Paid Search campaign?**

Each location has the same set of keywords created for them, and appropriate proximity and geo modified keywords are applied to each location. We automatically and manually adjust bids for these keywords based on specific location-level performance, device performance, and local competition.

### **Will my ads appear in Google every time someone searches for my products and services?**

No one can promise 100% share of voice in a Paid Search auction or in social media streams, however your ads will have a greater chance of showing if the following requirements are met.

- The person searching is within your target area.
- The search was performed within your campaign hours.
- You still have enough budget left in the day to cover the cost of the click.

### **Why should my campaign be optimized for conversions and not for impressions?**

Conversions are most important because that is what drives revenue. Impressions are simply how many people see your ad. Our primary goal for your local ad campaigns is to drive quality leads. The ads and ad groups that drive the most conversions are frequently optimized to drive the most leads.

### **What are missing impressions?**

Missing impressions or lost impressions are when your budget is not sufficient enough to cover the search demand in your area.

### **Are customer phone calls that come from my paid search Local Ad program tracked?**

Yes, you can see the number of calls from ads in LOCALACT. All calls that came straight from the Google Ad itself on mobile phones, as well as calls that came from the website using custom tracking phone numbers. Website phone calls are further broken out in the LOCALACT dashboard to provide insight into number of phone calls lasting three minutes or longer.

## **Paid Social FAQ**

### **Why is paid social media advertising important?**

Paid social media advertising allows you to increase your own reach within your market. It places your business in the consideration set of users based on their own interests. Instead of waiting for a user to search for a product or service, we can actively showcase your capabilities to Facebook users and potential customers who are active on Facebook and match your target audience.

### **Are users actively looking for business information on Facebook?**

Yes, they are! Paid social media advertising is a way to get your business in front of users even when they may not be looking for sign and graphic solutions, so that you are top of mind when they do need those products and solutions for their business. Your campaigns are set up to ensure you are targeting the highest qualified users possible by leveraging the different data sets available to our teams.

### **What about Instagram?**

Yes, you can also run Local Ads on Instagram, which is part of the Facebook Business network. However, to effectively run advertising on Facebook and Instagram, we recommend a minimum monthly budget of \$300 per location. There are nuances to Instagram that limit our ability to manage Instagram the same way we manage Facebook so it's important to have the proper budgets in place to get the most value from advertising efforts.

### **How does the Local Ad program targeting work on Paid Social? Is it different from Paid Search?**

Targeting on Facebook and Instagram is very different than targeting in Paid Search. Paid Social allows us to target potential customers using demographic, geographic, and interest-based information related to users. All three of these targeting options are layered onto one another to identify potential customers and make the best use of your marketing dollars.

### **What if people comment on my Paid Social ad?**

Comments and engagements (Likes and Shares) are important to expand the reach of your Paid Social advertising. If a Facebook user comments on your ad, you will receive a notification through Facebook that there is a new comment on your Facebook business page. By clicking on that notification in the top right, you will be able to see the comment and respond if necessary. Often, franchisees will leave a generic comment and then private message the user to continue the conversation as needed in a more private manner. It's important to monitor and respond to any comments, as it could be individuals wanting additional support with their order or a potential customer looking for more information.