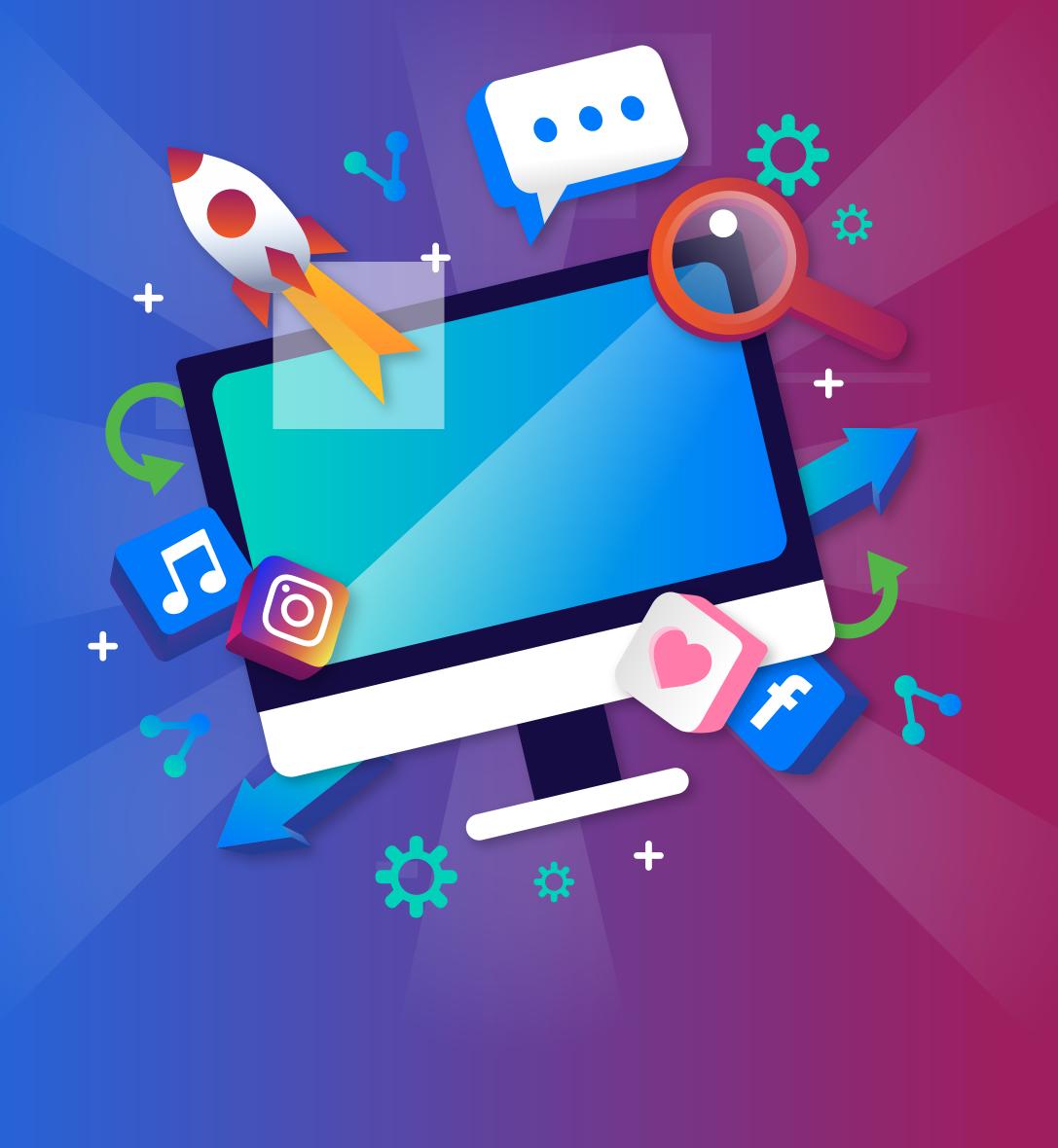


# CyberMark's **Digital Utilities**

### Empowering growth for YOU!

Managing an internet presence for a business of any size can be a big job especially if you want to reach new heights of success and blow away the competition. With CyberMark's Digital Utilities, we make it easy and cost effective to have a high-performing digital presence for your business. The Digital Utilities program utilizes CyberMark's Franchise Website platform and is loaded with features to supercharge your growth.

Join us on a tour of our Digital Utilities program, where each component is strategically crafted to keep your business miles ahead of the competition.



### **Your Online Presence Foundation**

**Our Website Platform Packed With Features To Attract & Engage Clients** 



**Eye-Catching Design Meets Best-In-Class Technology** 



**Geotarget Enabled "Find A Location" System** 

**Engage with Customers with** 

Your location website features a contact form for new or

returning customers who have a question or just want to

connected "Calls To Action" that lead visitors to claim an

drop you a note. Your site includes pre-developed and

offer, book an appointment, become a member, learn

**Prominent Call to Actions** 

more or call your location.



**Integrated Conversion Optimized Landing Page** 

A website that is beautiful and powerful. Unique design and functionality for each phase of your business, whether Coming Soon, Pre-Open or Open, your site has features to encourage users to engage. Plus, any changes or updates to your location site are handled by CyberMark's team to ensure your website continues to appeal to any site visitor.

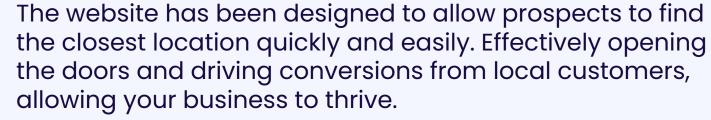
Learn More >



#### **Special Offers to Entice Customers**

Build your business with special offers that convert users into long-term clients. With our platform, updating offer information or selecting from approved offers for your location site is a breeze. Not to mention, allowing you to seize every opportunity to drive sales and engagement.

Learn More >



Harness the power of data-driven decision-making with a landing page that is developed for optimal lead generation. Track PPC performance and optimize overall performance with the intricately connected data reporting.

Learn More >

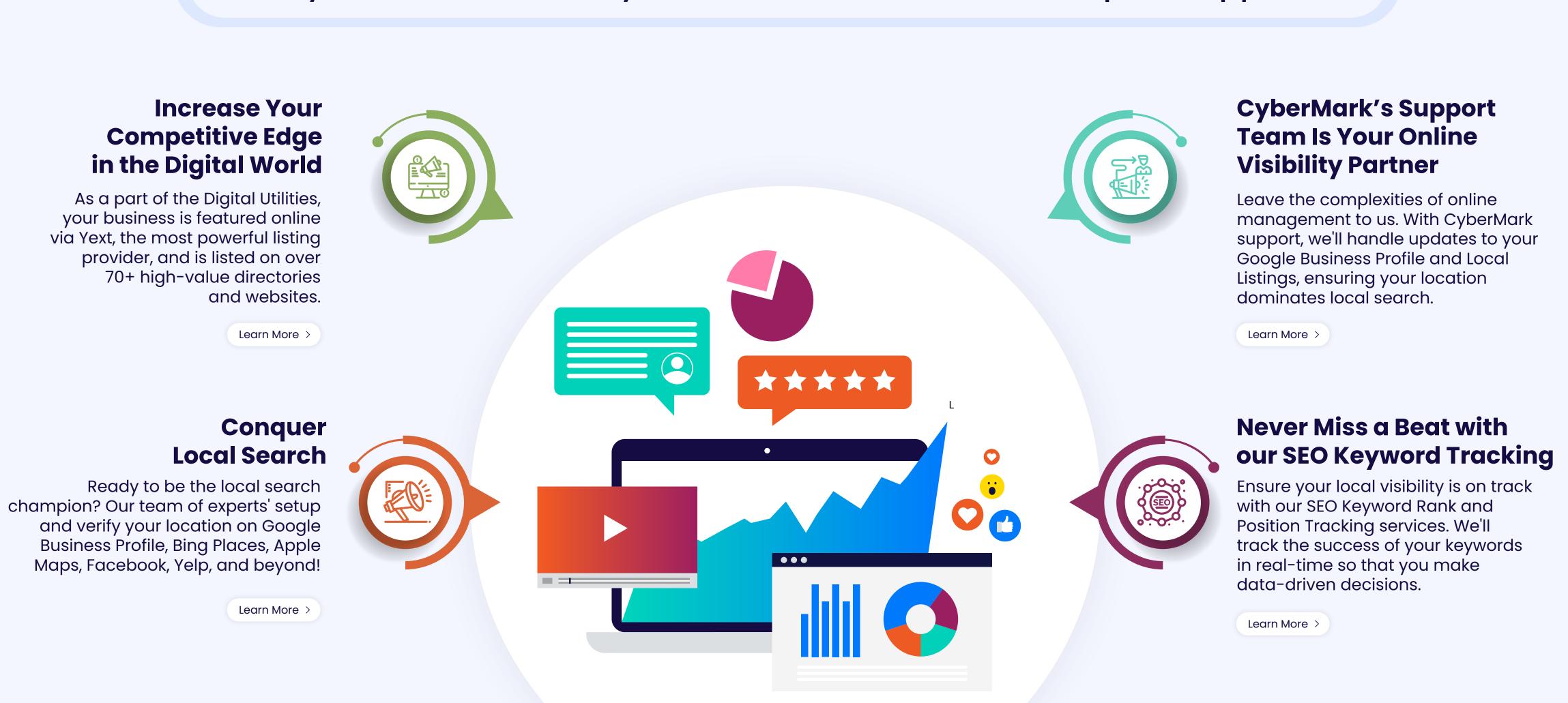


#### **A Powerful Platform to Harness Growth**

Beautiful designs, powerful features and functionality that were built with your business's growth in mind, optimized for SEO impact and ease of user interaction. But most importantly, the Franchise Website Platform is supported by top-tier technology that shifts this from a "just a website" to an all-in-one workhorse that checks all the boxes and turbocharges growth.

### Your Online Expansion PowerPack

Skyrocket Your Visibility with Best-In-Class Partnerships & Support



**Never Miss An Opportunity to Impress** 

Website Support and

Stay in the spotlight with our quarterly local listing refresh. We'll enhance your listings, descriptions, images, and make sure they align perfectly with Franchise Brand Standards.



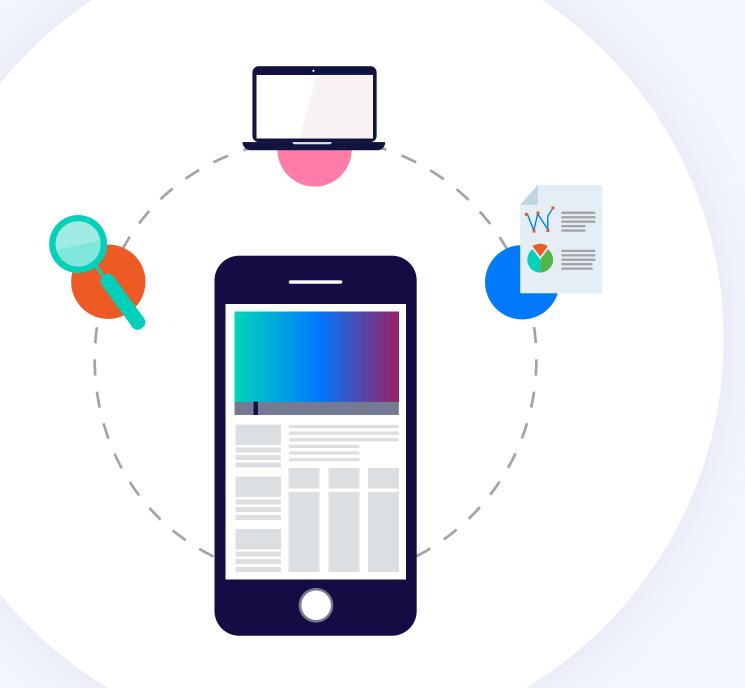


#### **Full-Service Change** Management

Our support team tackles updates to your site, such as adding scripts, image updates, and other changes as outlined in your brand's Digital Utilities Tier.

Learn More >

End the guesswork and say hello to features like lead capture and lead management and all-channel performance reporting that is built upon expertly set-up analytics and data-tracking. We've got your back with ongoing support and an interconnected system that catapults the growth of your business across digital channels. Measuring ROI has never been easier!



## Feel and (See) the Impact

**Optimize Reach and Growth With Lead Data** 



fine-tune lead generation tactics.

**Your Marketing Efforts** 

driving growth for your business.

Learn More >

Learn More >

#### Streamline your lead evaluation process and gain valuable ROI insights with our intuitive dashboard.

**Unlock Valuable Insights into** 

Gain actionable insights into lead generation by easily

identifying which of the various marketing channels are

Easily score leads as quotable or not quotable to



#### Maximize the Impact of Lead **Data with Remarketing Strategies**



Amplify the effectiveness of your marketing campaigns by exporting your lead data to further the value of the leads generated with additional client engagement strategies whether through digital, mailers, email campaigns, and more.

Learn More >

#### **Elevate Your Sales Strategies** With Call Recording



Listen to recorded phone calls\* and unlock valuable insights to refine your sales approach, gain a deeper understanding of leads and identify opportunities to close more leads.

Learn More >

## **Understand the Value**

**Real Time, All Channel Performance Data & Reporting** 

**Foundation for Data Driven Success** 



**Empowered with Knowledge** to Stay Ahead

Empower your digital marketing initiatives with our meticulous set up of Google Search Console, Google Analytics, Google Tag Manager, and Pixels for comprehensive data tracking.

#### **Unparalleled** Insights for **Optimal Performance**



Monthly performance reports sent via email provide insights related to what's working well and highlight the effectiveness of your marketing efforts.

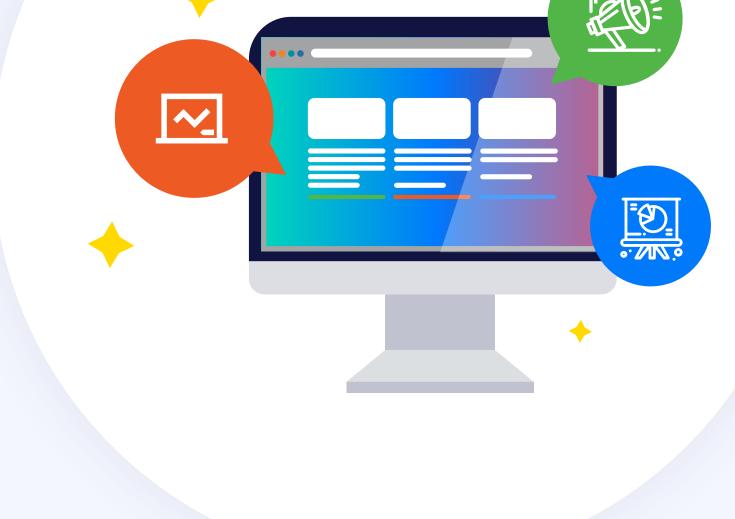


Our sophisticated Report Dashboard provides a holistic view of your digital performance, allowing you to switch between tabs to monitor your online local presence across all channels and in real-time so you stay ahead of the competition.

Learn More >

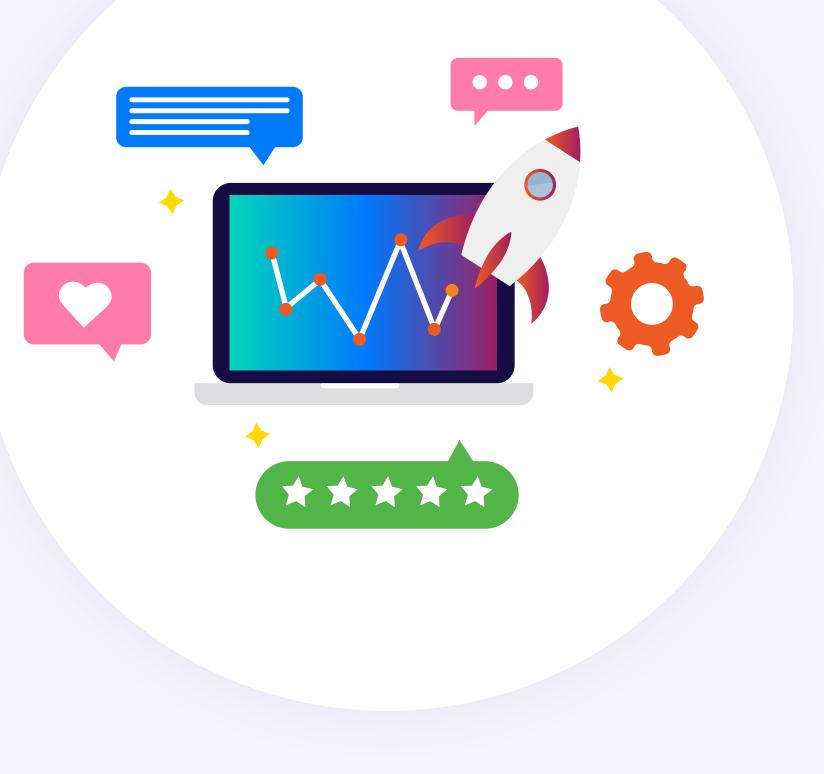
#### Performance You Can Rely On

Data can only take you so far, especially if you don't have a stable platform. CyberMark's Franchise Platform is backed by the best including Google Cloud Hosting, CDN, Daily Backups, 24/7 Site Uptime Monitoring, and hand's-on support if an issue ever does occur.



### **Harness the Momentum** and Reach New Heights

**Expert Support and Recommendations** 



#### **Brand-Centric Account Management**

Each month, our Account Managers share recommendations related to your brand's online performance with your Corporate Team. The Account Manager is continually focused on assuring your brand is well-supported and every location has access to the tools and resources so that success is achievable for all.

#### **Marketing Playbook and Advertising Management**

Blow by the competition with our pay-per-click service add-ons that utilize strategies based on extensive research, collaboration, data analysis, and your brand's goals. Gain access to an in-depth Marketing Playbook that includes details on each aspect of digital marketing success for your brand.



#### **Location Focused Advertising Management**

(Loz)

Hands-on management of campaigns that were developed with location lead gen as the driver. Optimizations are made to keep costs low, lead count, and lead quality high and showcase your location in the best possible way to attract new guests.

#### **Brand-Wide Enhancement Opportunities**

We leverage our expertise and the data captured to provide your Corporate Team with recommendations to drive improvements to the web platform, digital utilities tools, and the brand's marketing strategy.

If you are ready to boost your business, reach new customers, and improve marketing ROI, our interconnected Digital Utilities service provides what you need to shine online. Enhance your competitive edge with the cutting-edge technology, expertise, and hands-on support we provide to each of our brand partners! Contact us today and let's get started!

\*Services included are based on the Digital Utilities Tier selected and some services may not be included.