



# 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

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 >](#)



### Geotarget Enabled "Find A Location" System

The website has been designed to allow prospects to find the closest location quickly and easily. Effectively opening the doors and driving conversions from local customers, allowing your business to thrive.



### Integrated Conversion Optimized Landing Page

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.

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### Special Offers to Entice Customers

Build your business with special offers that convert users into long-term clients. With our platform, updating offer listings 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.

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### Engage with Customers with Prominent Call to Actions

Your location website features a contact form for new or returning customers who have a question or just want to drop you a note. Your site includes pre-developed and connected "Calls To Action" that lead visitors to claim an offer, book an appointment, become a member, learn more or call your location.



### 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

### Increase Your Competitive Edge in the Digital World

As a part of the Digital Utilities, your business is featured online via Yext, the most powerful listing provider, and is listed on over 70+ high-value directories and websites.

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### Conquer Local Search

Ready to be the local search champion? Our team of experts' setup and verify your location on Google Business Profile, Bing Places, Apple Maps, Facebook, Yelp, and beyond!

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### Never Miss An Opportunity to Impress

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.

### CyberMark's Support Team Is Your Online Visibility Partner

Leave the complexities of online management to us. With CyberMark support, we'll handle updates to your Google Business Profile and Local Listings, ensuring your location dominates local search.

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### Never Miss a Beat with our SEO Keyword Tracking

Ensure your local visibility is on track with our SEO Keyword Rank and Position Tracking services. We'll track the success of your keywords in real-time so that you make data-driven decisions.

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### Website Support and 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.

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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

### Lead Tracking Management System

Streamline your lead evaluation process and gain valuable ROI insights with our intuitive dashboard. Easily score leads as quotable or not quotable to fine-tune lead generation tactics.

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### 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.

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### Unlock Valuable Insights into Your Marketing Efforts

Gain actionable insights into lead generation by easily identifying which of the various marketing channels are driving growth for your business.

[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

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.

### Empowered with Knowledge to Stay Ahead

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.

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### 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 hands-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.

### Location Focused Advertising Management

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.

### 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.

### 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.