



2024 Marketing Plan



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Marketing Objective

The marketing objective is to build brand awareness and general interest in the Chem-Dry brand. This increase in awareness and interest results in an increased response to local, lead generating marketing activity. Therefore increasing jobs and revenue.

Brand Marketing Tactics 2024

National Media

Builds credibility by advertising on highly reputable TV channels and publications. Hundreds of millions of impressions.

- Direct TV Commercials
- Good Housekeeping Magazine
- Modern Dog
- Modern Cat

Targeted Digital

Targeted to our core audience that resides in top revenue generating franchisee owned zip codes.

- Website SEO
- Facebook Organic & Ads
- Instagram Organic & Ads
- Pinterest Ads
- LinkedIn
- YouTube TV Commercials
- Hulu TV Commercials
- Peacock Commercials
- Paramount+ Commercials
- Netflix Commercials

Public Relations

National and local activity builds credibility with coverage from respected news outlets.

- National Pitches
- Local Market Pitches
- Customer Sentiment Analysis

Sales Index - 3 Year Average

Jan				Feb				Mar				Apr				
0.74	0.79	0.78	0.83	0.73	0.68	0.71	0.79	0.9	0.83	0.86	0.88	1.01	0.95	0.99	1	1.07
May				June				July				Aug				
1.07	1.04	1.11	1.12	1.04	1.13	1.12	1.07	1.22	0.93	1.13	1.08	1.16	1.2	1.12	1.16	1.12
Sept				Oct				Nov				Dec				
1.19	0.98	1.06	1.02	1.12	1.11	1.07	1.04	1.05	1.13	1.13	1.28	0.75	1.09	1.01	1	0.75

Highlights indicate weeks that are well above average in revenue. Marketing activity should increase in these weeks.

Customer Marketing Journey

AWARENESS

Hundreds of Millions

Objective: Getting consumers familiar with the brand name. Building awareness of the brand being high quality, professional and trustworthy

Brand Marketing Tactics: TV Commercials - Radio - National Magazine Ads - Public Relations - Social & Display Advertising

Sales: Participation in Trade Shows and Conventions - Active in local business groups

CONSIDERATION

Hundreds of Thousands

Objective: Findability: Easily accessible when a customer needs a service. Clearly communicate key benefits, how the brand compares to competitors, key differentiators, Lots of 5-star reviews

Brand Marketing Tactics: National SEO on key search terms (ie. Carpet cleaner, drywall repair) - Social & Display Ads

Local Advertising Tactics: Local SEO on key search terms (ie. Professional Plumbers Denver) - Paid Search - Google Business Profile - Customer Reviews

Sales: Sharing your business card, distributing literature w/ contact information, Sharing success stories on LinkedIn or other social media

PURCHASE

Thousands

Objective: Book a job and become a customer

Local Advertising Tactics: Website - Retargeting those that have visited your website - Direct Mail - Shared Mail/ValPak - Paid Search - Google Business Profile

Sales: Always answer the phone or immediately returning phone calls, Being professional, polite and helpful

EXPERIENCE

Objective: Deliver a high-quality service in a professional and trustworthy manner

Local Advertising Tactics: Clean branded van - Clean and well-maintained equipment - Technicians arrive on time and are professionally dressed and act professional

Sales: Technician arrives on time in clean, branded van/truck, technician has clean looking and smelling branded uniform, technician provides excellent quality service and delivers invoice with no surprises, Franchise owner calls to ensure great quality work and happy customer

RETENTION

Objective: Build long-term, loyal customers

Local Advertising Tactics: Drip Campaigns via Direct Mail, Email, or Text - Target with cross-sell opportunities

Sales: Send Thank you for their business following the job, Send Holiday Card

ADVOCATE

Objective: Turn your customer into an advocate of the brand

Local Advertising Tactics: Customer follows brand on social media. Offer a referral program

Sales: Ask customer to leave a review

Retention fuels Purchases

Advocates fuel Consideration

Brand Marketing

Local Advertising & Sales

Public Relations

Objective: To build awareness of Chem-Dry as a professional carpet cleaning company.

Timing: All year

Additional Details: Research and develop idea to pitch to relevant publications. If you have a story share it with RipleyPR. Include photos and any additional details - belforconsumer@ripleypr.com.

For new franchisees, we will internally create a grand opening press release and pitch it to local media outlets.



SEO

Objective: To improve google keyword ranking of the Chem-Dry parent site.

Timing: All year

Additional Details: Increased focus on rug keywords while decreasing focus on tile and grout keywords.

Maintain focus on Carpet Cleaning, Couch/Upholstery and Commercial Carpet Cleaning. Adding schema to assist in getting shown for snippets.



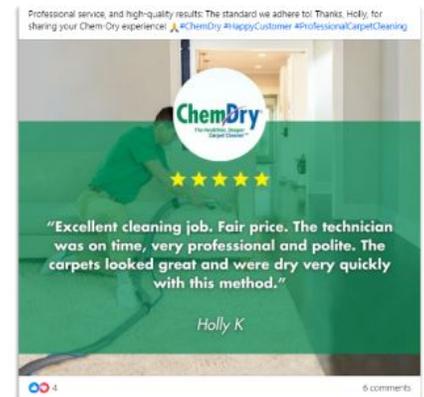
Automated Organic Social Posting

Objective: To supplement local franchisee social media efforts to engage with their community and to build awareness of the Chem-Dry brand.

Timing: All Year

Additional Details: 1-2 posts per week will also be scheduled on local franchisee social media pages (Facebook and Instagram), for those signed up for the local social posting program.

A monthly posting calendar will also be available in the monthly marketing updates.



National Social Media Ads

Objective: To build awareness of the Chem-Dry brand amongst homeowners in top revenue generating zip codes.

Facebook and Instagram Timing: February-June & August-October

Pinterest Timing: All Year

Targeting: Higher income homeowners in top revenue generating zip codes.

Additional Details: Mix of static images, mobile friendly video in-feed ads, and story ads.



National LinkedIn Ads

Objective: To build awareness of the Chem-Dry brand in the commercial business space

Timing: January - March & September - October

Targeting: Property managers, building managers and other relevant B2B professionals.

Additional Details: We will test a variety of ad creative (static images, document ads, etc) throughout the year to hone in on what best reaches our target audience.



National Organic Social Posting

Objective: To build national awareness and credibility of the Chem-Dry brand.

Timing: All year

Additional Details: 1-2 posts per week will be published to our national social media pages.



Follow Our National Pages

Facebook Page: chem-dry

Instagram Page: chemdryusa

Pinterest: chemdry_USA

LinkedIn: linkedin.com/company/chemdryfranchise

TikTok: chemdryusa

CTV - Youtube

Objective: To reach targeted demographics with branded video content.

Timing: All year

Targeting: 35+, HHI in the top 50%, top 15 zip codes

Additional Details: Increasing the number of search segments we are targeting to be more specific to our target audience.



CTV - Hulu

Objective: To reach targeted demographics with branded video content.

Timing: March - June & September - November

Targeting: 35+, 100k+, or homeowners, top 5 zip codes

Additional Details: Compare Hulu against similar CTV platform that we are testing such as Paramount+ and Peacock.



CTV Testing

Objective: To reach targeted demographics with branded video content.

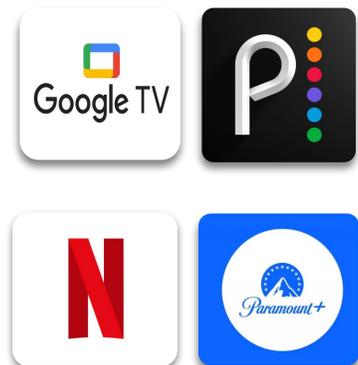
Timing: Each platform will be tested 3 months throughout the year with the exception of Google TV, which will run 4 times.

Targeting: Homeowners looking to clean their carpets in top performing zip codes

Additional Details: Peacock (181 Million Adult Viewers/Mo) and Paramount+ allow more granular targeting.

Google TV is a cost effective extension of Google's other services and similar to YouTube TV.

Netflix launched ads in late 2022.



Direct TV

Objective: To inform and educate millions of viewers about the Chem-Dry brand.

Timing: February-March, April-May & August-September

Targeting: News, Lifestyle, and Animal Programming Reaching 15-17 Million Subscribers

Additional Details: Direct TV reaches an older audience than CTV so we anticipate a healthy demographic mix for 2024.



SXM Podcasts

Objective: To expand brand awareness to listeners who consume podcasts.

Timing: April-May & August-September

Targeting: 35-65, Female, 100k+ HHI

Additional Details: SXM Podcasts run across the following platforms: Web, Mobile, Tablet, Connected Home & Car.

Podcasts are similar to CTV where the ad follows the user on various channels based upon our specified demographics.



Retargeting

Objective: To get website visitors that did not take action, to take action and call or submit a website lead.

Timing: All year

Targeting: We plan to retarget the non action taking consumers at 30 days, 6 months, 11 months, 12 months and 18 months.

For those consumer that previously converted we will target them at 12 months.



Magazine Advertising

Objective: To build brand awareness of Chem-Dry as a professional carpet cleaner with a proprietary pet stain removal process.

Modern Dog Timing: 4/29/24, & 9/30/24

Modern Cat Timing: 4/01/24 & 9/30/24

Modern Dog/Cat Targeting: Pet owners, 86% of which are homeowners.

Additional Details: Modern Dog is a full backpage ad and a half page ad. Modern Dog digital includes 4 E-Store Listings, 2 Advertorial Spots, and 4 Newsletter Leaderboard Ads.

Modern Cat is a full page ad. Modern Cat Digital is a E-Store Listing, 2 Newsletter Leaderboard Ads, and a Gift Guide Spot.

modern**dog**
magazine

modern**cat**
magazine

Magazine Advertising

Objective: To build brand awareness of Chem-Dry as a professional carpet cleaner.

Timing: 4/30/24 & 8/27/24

Targeting: Women 30-60 year of age with a median HHI of 90K

Additional Details: Full page ad in a "Gold Standard" publication.



Best Friends Animal Society

Objective: To generate PR and to give back to the community. Both of these objectives are seen as beneficial to a consumer and provide good credibility.

Timing: All Year

Additional Details: At convention we will be making blankets and toys for animals in local Best Friends shelters.



Gamma Blast Social Influencers

Objective: To boost brand visibility and provide new social influencer content.

Ralphie's Second Chances Timing: February 2024

Life is a Zoo Timing: August 2024

Additional Details: Each shoot will provide 18-20 pieces of video content.



Ralphie the Demon Dog wants to make the world a kinder and gentler place for his dog pals. That's why he's preaching the gospel of second chances, even when dogs make the worst messes.

For this concept, we'd source UGC content of dogs making messes to which Ralphie would provide Yoda-like counseling commentary from his Chem-Dry carpet studio. They'd be in the vein of his Sunday Sermons. He'd consistently advise about the virtues of Chem-Dry and PURT.

Instagram: @ralphiedemondog
TikTok: @ralphiedemondog

Facebook: Ralphie the Reformed Demon Dog
Youtube: @Ralphieland

15-45K Views Per & 10%+ Engagement Rate Per Post on Instagram



Topher's house feels like a zoo... literally. He's an eccentric animal educator and content creator who cares for all kinds of animals -- a dog, porcupine, kangaroo, and more.

As an educator, he takes his zoo on the road for hands-on programs at schools, assisted living homes, churches, and libraries, delighting folks along the way. His content combines pet info and love for his animal pals.

After the animals have had their share of fun, a thorough Chem-Dry cleaning will take place, leaving the carpets spotless. And what better way to showcase the cleanliness than having people engage in yoga sessions right on those very carpets.

Instagram: @critterbrain
TikTok: @critterbrain

Facebook: Creature Feature Tennessee
Youtube: @TopherTalkin

1 Million + Views Per Instagram Posts

Local Print Collateral

Objective: To provide franchises with various print collateral to use when marketing locally.

Timing:

- February - Spring Ads
- March - Mothers Day Ads
- April - Summer Ads
- June - Back to School Ads
- August - Holidays Ads
- November - New Year Ads



Other Marketing Initiatives

- **Marketing Audits**
 - This is an ongoing initiative that has always been available to franchises but we are making it a 2024 goal to highlight this opportunity.
- **GBP Audits**
 - Google has started testing more stringent GBP requirements and we have hired our marketing vendors to do an extensive GBP audit to avoid any potential mishaps.
- **Belfor Vendor Pricing Project**
 - An ongoing initiative to negotiate national Belfor pricing with various marketing vendors ie Angi Leads, RSVP, Effectv, SendJim, Clipper...etc
 - Coupled with collateral and training webinars for said vendors.
- **Print Vendor & Gateway Audits** (consistent message and branding)
 - A thorough clean up of collateral housed by our printing vendors as well as the Gateway
- **Increased Marketing Communications to the Network**
 - ie how to leverage video content, digital marketing FAQ, benefits of the BMF, B2B best practices...etc

