

# JAN-PRO

## Landing Pages Matter 2019 Unit Acquisition Case Study



### Results:

#### Chicago:

Paid Search: 297 Leads | \$37 CPL  
Paid Social: 409 Leads | \$5.43 CPL  
4 New Franchise Contracts Signed

#### Cincinnati:

Paid Search: 209 Leads | \$22.77 CPL  
Paid Social: 346 Leads | \$6.50 CPL  
2 New Franchise Contracts Signed

### THE ASK:

Identify opportunities for **Unit Acquisition** efforts in the Chicago and Cincinnati markets.

Prepare a **sustainable, diverse marketing program** focused exclusively on new Unit Acquisition.

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### EXECUTION:

**Local paid social** and **local paid search** campaigns, targeting key buyer personas.

**Advanced targeting** for those interested in the cleaning industry.

**New local landing pages**, with a form fill, a local call tracking number, and localized business information.

### INNOVATION:

**Landing Pages** that are on-point with brand identity and resonate with the target audience.

**Localize** the experience of franchise acquisition.