

LOCAL SEARCH MASTERS

Digital Performance Marketing Agency

Welcome to Local Search Masters (LSM), where digital excellence and the drive for success have been powered by dedicated specialists since 2006.

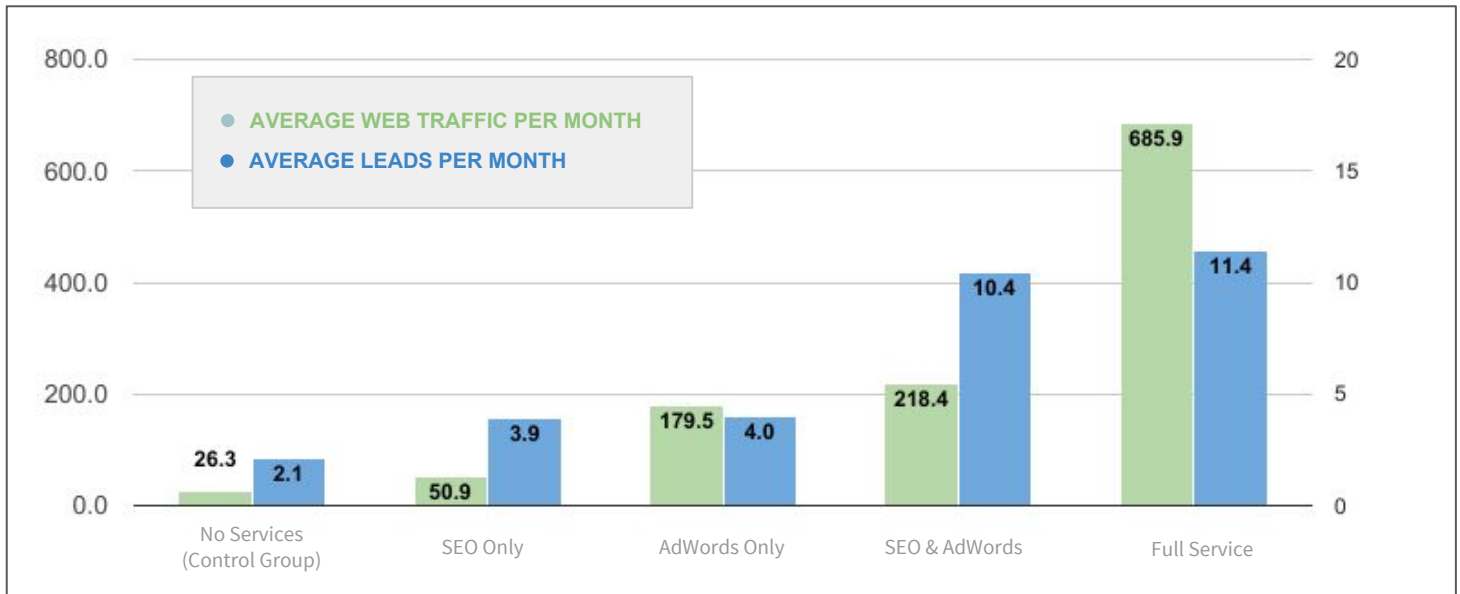


2016 / 2017

ComForCare, At Your Side Digital Marketing Data

How Your ComForCare and At Your Side Peers Generate Business Through Digital Marketing

An internal analysis of ComForCare and At Your Side's digital marketing performance provides incredible insights into which digital marketing strategies are working well for ComForCare and At Your Side franchisees. Based on empirical data gathered over a span of nine months, test results show franchisees using Local Search Masters' (LSM) digital marketing services outperform those that do not engage in marketing.



KEY INSIGHTS

Data confirms a relational link between participating in LSM's digital marketing services, and the volume of web traffic, caregiver inquiries and client leads generated. The difference in the amount of "business leads" each franchisee attracts is tied to which of LSM's services are chosen.

The Risk of Losing Out on Business

ComForCare and At Your Side units not using LSM's services are seeing 26 site visits and 2 leads per month, compared to full-servicers' 685 site visits and 11.4 business leads.

Benefitting from Tiered Options

Aggregated data suggest that increased utilization of LSM's digital marketing services results in a higher ROI. It also shows that any digital marketing effort pays off! Compared to the control group, even SEO only franchisees saw an average 85 percent increase in business leads, and more than doubled their website views. This is topped by franchisees using Google AdWords to drive paid traffic. That service alone increased business leads almost five-fold, and boosted traffic on franchisees' websites to be

8.3 times higher than the control group using no digital marketing services.

A Clear Winner: Full Service

Data undeniably demonstrates that franchisees using the full spectrum of LSM's digital services benefit the most. They receive more than 5-times the amount of business leads compared to the control group and their page visits are 26 times higher than those of non-marketed sites, in turn creating buzz, brand awareness, and ancillary opportunities such as word-of-mouth and new caregiver job applicants.

DIGITAL MARKETING OPTIONS

SEO ONLY

Search Engine Optimization is an essential strategy to ensure potential clients can easily find you when they utilize a search engine such as Google and search for terms like “home care near me.” You already know what makes your business great, and once customers contact you, you provide fantastic service. Now let’s get your business in front of those customers! On average across our locations, SEO generates 3.9 conversions per month.

COMBINING ADWORDS AND SEO

Utilizing Google AdWords lets you bid on lucrative keywords to appear at the top of Google’s search results. We have seen some great successes with this strategy for both ComForCare and At Your Side franchises, increasing average site traffic to 218.4 visitors (up from 26.3) and 10.4 conversions per month (up from 2.1). Interestingly, paid traffic also more than tripled organic (non-paid) traffic, offering some unexpected relational benefits.

FULL SERVICE

For those ready to really boost their online performance, LSM offers full service digital marketing, combining SEO, AdWords, and paid social. Outperforming all other options, full services captures an average of 11.4 leads per month and, due to adding paid social traffic, elevates web traffic to 685.9 visits per month, 3 times that of AdWords only, 13.5 times more than SEO only, and 26 times more than non-marketed locations.

AGGREGATE DATA

It is easy to make claims without divulging data behind this research. The table below shows aggregate averages for all ComForCare and At Your Side franchise locations LSM works with. *Individual results may vary.*

	No Services	SEO Only	AdWords Only	AdWords & SEO	Full Service
Avg Web Traffic / Month	26.3	50.9	179.5	218.4	685.9
Avg Conversions / Month	2.1	3.9	4.0	10.4	11.4
Avg Organic Traffic / Month	26.3	50.9	84.2	94.6	112.0
Avg Organic Conv. / Month	2.1	3.9	6.0	6.2	5.7
Avg Paid Traffic / Month	0.0	0.0	179.5	134.2	254.9
Avg Paid Conversions / Month	0.0	0.0	4.0	4.2	3.6
Average AdWords Budget / Month	0.0	0.0	353.0	347.6	362.5
Avg Facebook Traffic / Month	0.0	0.0	0.0	0.0	319.0
Avg Facebook Conv. / Month	0.0	0.0	0.0	0.0	2.1
Average Facebook Budget / Month	0.0	0.0	0.0	0.0	150.9

Ready To Chat About The Digital Marketing Efforts Of Your Location?

REACH OUT TODAY!

Don't hesitate to reach out to our dedicated ComForCare and At Your Side team to discuss your personalized marketing strategy. If you are a current LSM client, you already know your Account Coordinator Jennifer, who will be more than happy to assist. All new business is encouraged to contact Tim, who will gladly work with you in developing a customized digital marketing plan that fits the needs of your unique franchise location.

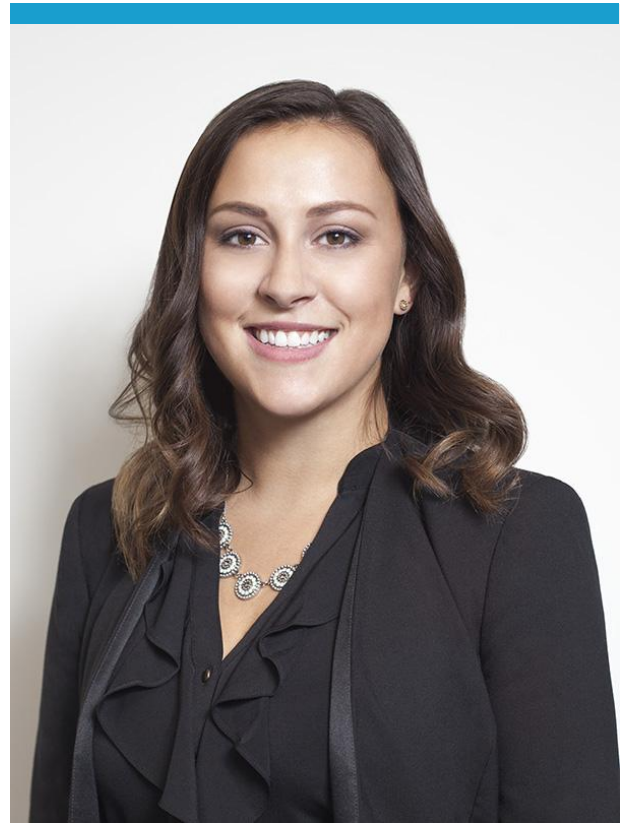


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