



Local Marketing COACHING



PROFESSIONAL Local Marketing Training

TRAFFIC
TO YOUR
WEBSITE

PRO
SEARCH



EST.

imarketing.courses

BEST PLACE TO LEARN !

2021

GeoSizzle



Successful Local Marketing Campaign

- Local map optimization
- Social Media Marketing
 - Customer retention
 - New Customer acquisition
 - Warm Lead generation
- Local Base Services
- QR code integration
- Daily Special
- In-store promotion
- Customer retention
- Email Marketing
- Tracking & Analytics



Social Media Account Integration

Configure and link your social media accounts

Twitter



Confirmed

[Visit Page](#) [Change Account](#)

#Hashtags

Use hashtags to get closer to your target twitter demographic. ex. #dtla (Downtown LA), #moma (Modern Meseum of Art) etc...

Update Tags

Facebook



Confirmed

[Visit Page](#) [Change Account](#)

Page ID: 201582856531999

Page Name: Fresh Eatery

Foursquare



Confirmed

[Visit Page](#) [Change Account](#)

App ID: 19517910



EST. _____

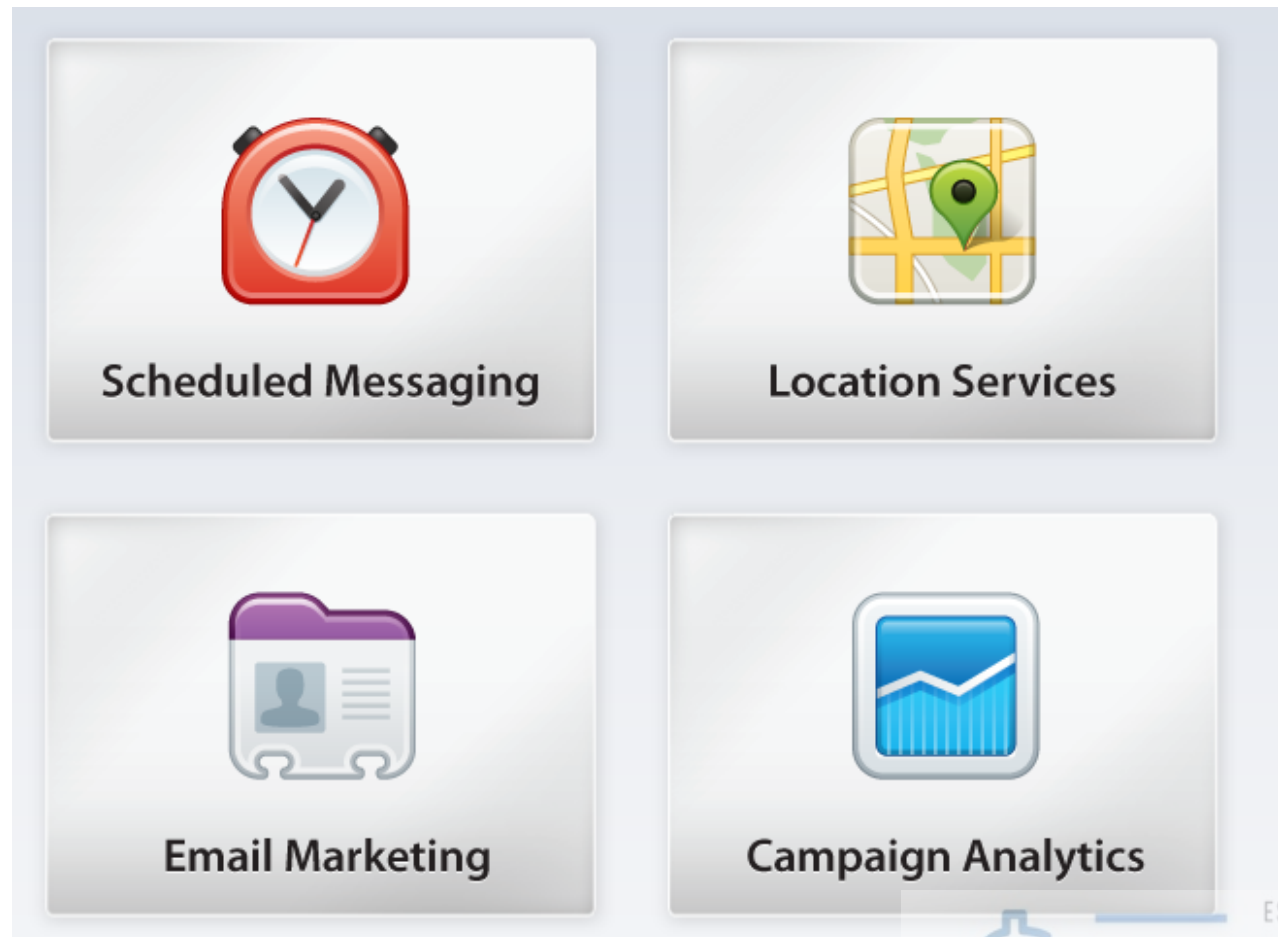
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2021 _____

GeoSizzle Dashboard

- Simple automated solution to help local business grow



Message Scheduling

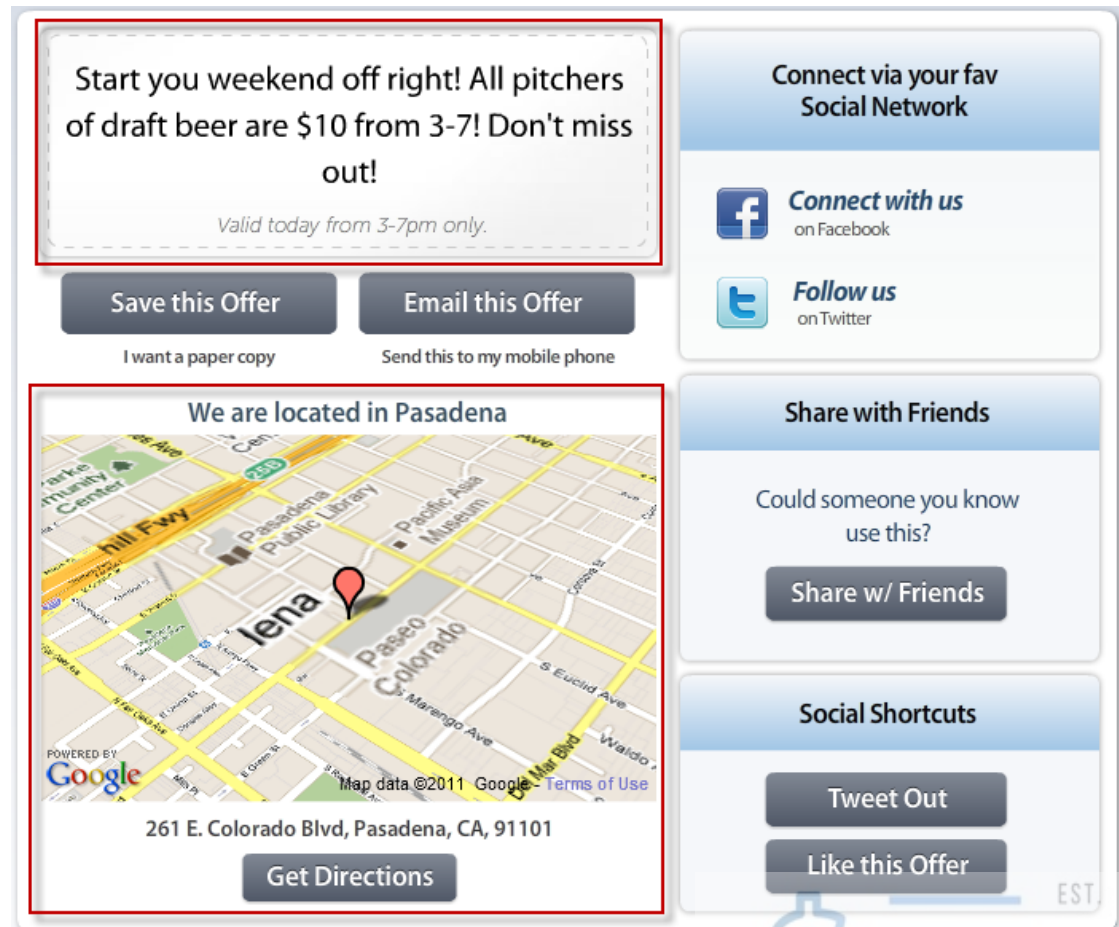
- Pre-scheduling offer message to be sent out via facebook and twitter
- Schedule the time for delivery
- Email delivery
- Create dynamic landing page with redemption
- Send to promotional URL or homepage

Create specials, offers and discounts for your fans and followers

<p>Monday 2:00 PM</p> <p>\$10 dollar chicken special</p>	<p>Friday</p> <p>Message ⓘ</p> <p>Start you weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!</p> <p>Fine Print ⓘ</p> <p>Valid today from 3-7pm only.</p> <p>Delivery Time</p> <p>1:00 PM ▼</p> <p><input checked="" type="checkbox"/> Include Email ⓘ Color Cyan ▼</p> <p><input type="checkbox"/> Expires ⓘ</p> <p><input checked="" type="checkbox"/> Redeemable ⓘ Visit Offer Page</p> <p>URL (optional) <input type="text"/></p> <p>Save Fridays Message</p>
<p>Tuesday 4:00 PM</p> <p>Free burger or other sandwich with purchase of a sandwich combo meal.</p>	
<p>Wednesday 3:30 PM</p> <p>Hot Wings Wednesdays! Buy a plate of 15 wings get a free side of your choice!</p>	
<p>Thursday 10:30 AM</p> <p>Kids Eat FREE! Enjoy a FREE Kids Meal with each Adult Meal purchased.</p>	
<p>Friday 1:00 PM</p> <p>Start you weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!</p>	
<p>Saturday 11:00 AM</p>	

Dynamic Landing page with offer

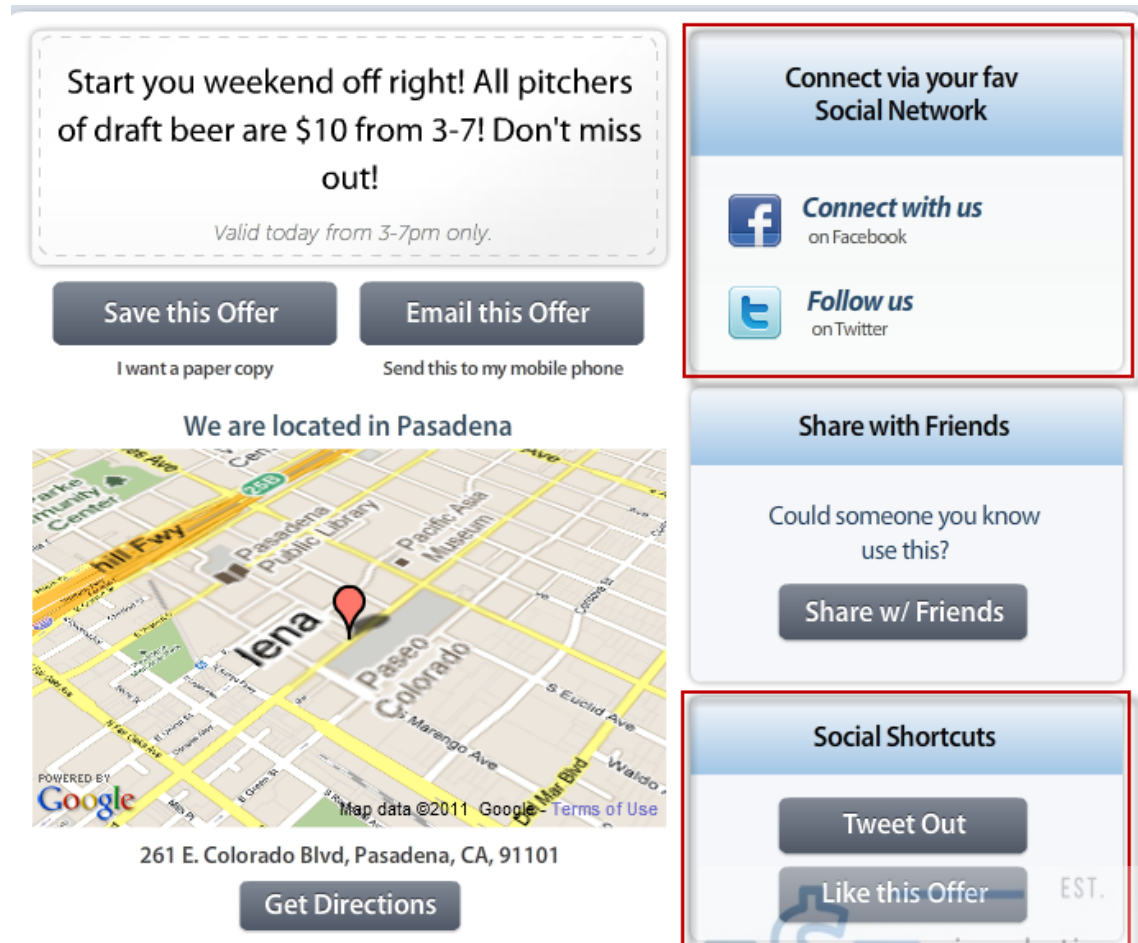
- Daily offers are created on the fly
- Google Map & Direction integration to local business
- Facebook & Twitter sharing



The screenshot shows a dynamic landing page for a local business offer. The main offer is highlighted with a red dashed border: "Start your weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!" with a subtext "Valid today from 3-7pm only." Below the offer are two buttons: "Save this Offer" (with a subtext "I want a paper copy") and "Email this Offer" (with a subtext "Send this to my mobile phone"). Below the offer is a Google Map showing the location in Pasadena, CA, with a red pin at 261 E. Colorado Blvd. The map is titled "We are located in Pasadena" and includes a "Get Directions" button. To the right of the map are social media sharing options: "Connect via your fav Social Network" (Facebook and Twitter), "Share with Friends" (with a button "Share w/ Friends"), and "Social Shortcuts" (with buttons "Tweet Out" and "Like this Offer").

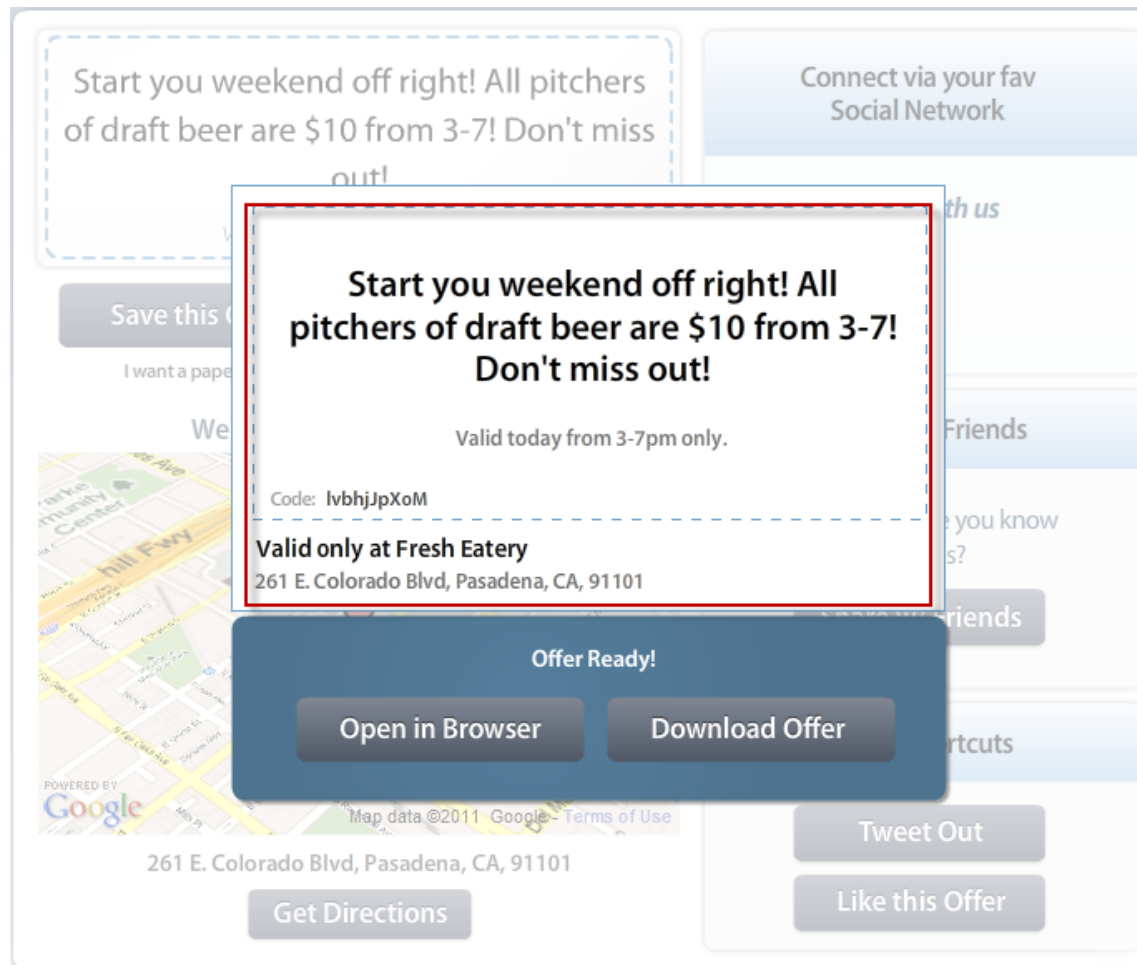
Facebook & Twitter Integration

- Allow customer to connect via Facebook or Twitter
- Enable customer to retweet on their Twitter profile or post on their Facebook wall



The screenshot shows a mobile app interface for a local business offer. The offer text reads: "Start your weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!" with a validity note "Valid today from 3-7pm only." Below the offer are buttons for "Save this Offer" (with a subtext "I want a paper copy") and "Email this Offer" (with a subtext "Send this to my mobile phone"). A map shows the location at "261 E. Colorado Blvd, Pasadena, CA, 91101" with a red pin and a "Get Directions" button. On the right side, there are three main sections: "Connect via your fav Social Network" (highlighted with a red border) containing "Connect with us on Facebook" and "Follow us on Twitter"; "Share with Friends" with a "Share w/ Friends" button; and "Social Shortcuts" (also highlighted with a red border) containing "Tweet Out" and "Like this Offer" buttons. A large blue watermark "\$" is visible in the bottom right corner.

Printable coupon



Start you weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!

Save this Offer

I want a paper coupon

We

Start you weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!

Valid today from 3-7pm only.

Code: lvbhjJpXoM

Valid only at Fresh Eatery
261 E. Colorado Blvd, Pasadena, CA, 91101

Offer Ready!

Open in Browser Download Offer

261 E. Colorado Blvd, Pasadena, CA, 91101

Get Directions

Connect via your fav Social Network

Friends

you know

s?

Friends

rtcuts

Tweet Out

Like this Offer



Email sharing for Viral Marketing


Start your weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!

Valid today from 3-7pm only.

Save this Offer **Email this Offer**

I want a paper copy Send this to my mobile phone

We are located in Pasadena



261 E. Colorado Blvd, Pasadena, CA, 91101

Get Directions

Share with Friends

Email

Password

Provider **Gmail**

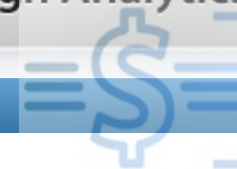
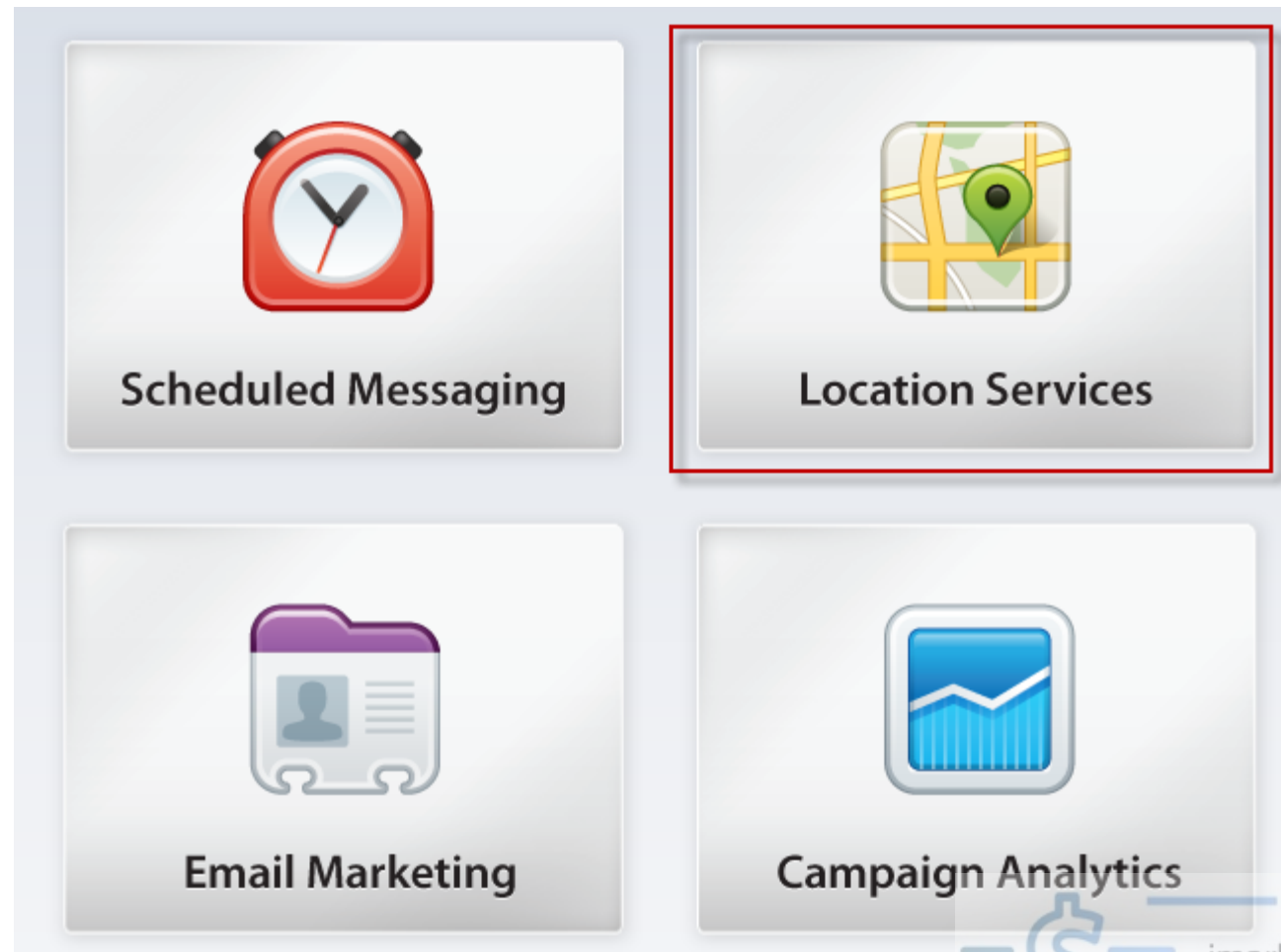
Submit

Back **Skip Import**

I'll enter the emails manually

Location Services


- QR Code
- Foursquare Check-in
- Geo Twitter user targeting




Mobile Special for QR Code

- QR code are tied in with daily special


Connect with customers in and around your business




Mobile Special



In-Store Flier




Check-In Special



Local Followers

Your daily special is behind the QR code!

When customers scan this code they will be taken to your mobile web page to redeem your daily special and share it with their friends.




[Download QR Code \(PDF\)](#)


This QR code is provided to you as a PDF so that you may add it to your existing signage, brochures and promotions. It's up to you to get creative and put it in as many places as possible.

Examples

Menus



Promotional



More Ideas...

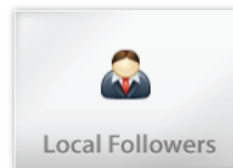
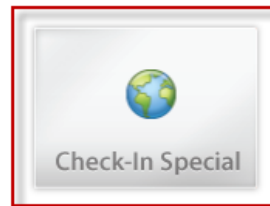
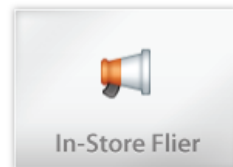
- Refrigerator Magnets
- Brochures
- Packaging
- Reciepts
- Window Decals
- Business Cards
- Fliers



Check in Special

- Set 4 types of check in special for foursquare

Connect with customers in and around your business



Check-In Special

Check-In to receive a special offer!

When customers Check-In to your location on Foursquare you may offer them something special. This offer is different than your daily special and will stay the same for everyday of the week. Take a moment to review the different types of specials you may offer.

Mayor Special
 Mayor Special
 Check-In Special
 Loyalty Special
 Newbie Special
 Save Check-In Special

urchase!

Inform Your Staff and Customers!

Print the fliers below to inform your staff and customers you are using Foursquare.

Staff Flier Customer Flier

Types of Check-In Specials

Check-In Special

The standard check-in special will reward anyone who checks into your business on Foursquare at any time

Mayor Special

The mayor special is reserved to reward your most frequent customer. The mayor is determined by the customer who has checked in the most over the last 60 days. This special should be out of this world.

Loyalty Special

The loyalty special as the name suggests is meant to replace your punch card system and reward customers who visit every XX times. The frequency and the prize are up to you.

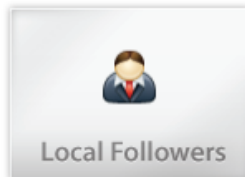
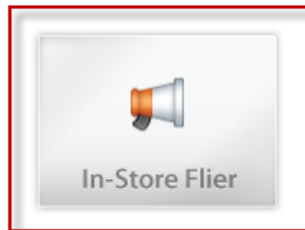
Newbie Special

The newbie special is for first-time customers new to your business. Give them something unique and memorable.



Create QR Code Flier

Connect with customers in and around your business



Your QR flier should be visible to all your customers

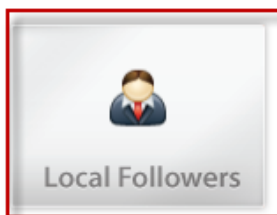
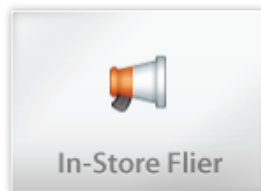
Whether you print 1 or 50 fliers make sure to put them in prominent locations around your business.



Download Flier (PDF)















Geo Target Local Twitter Users



Twitter users in your target geo-demographic

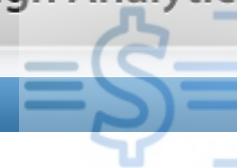
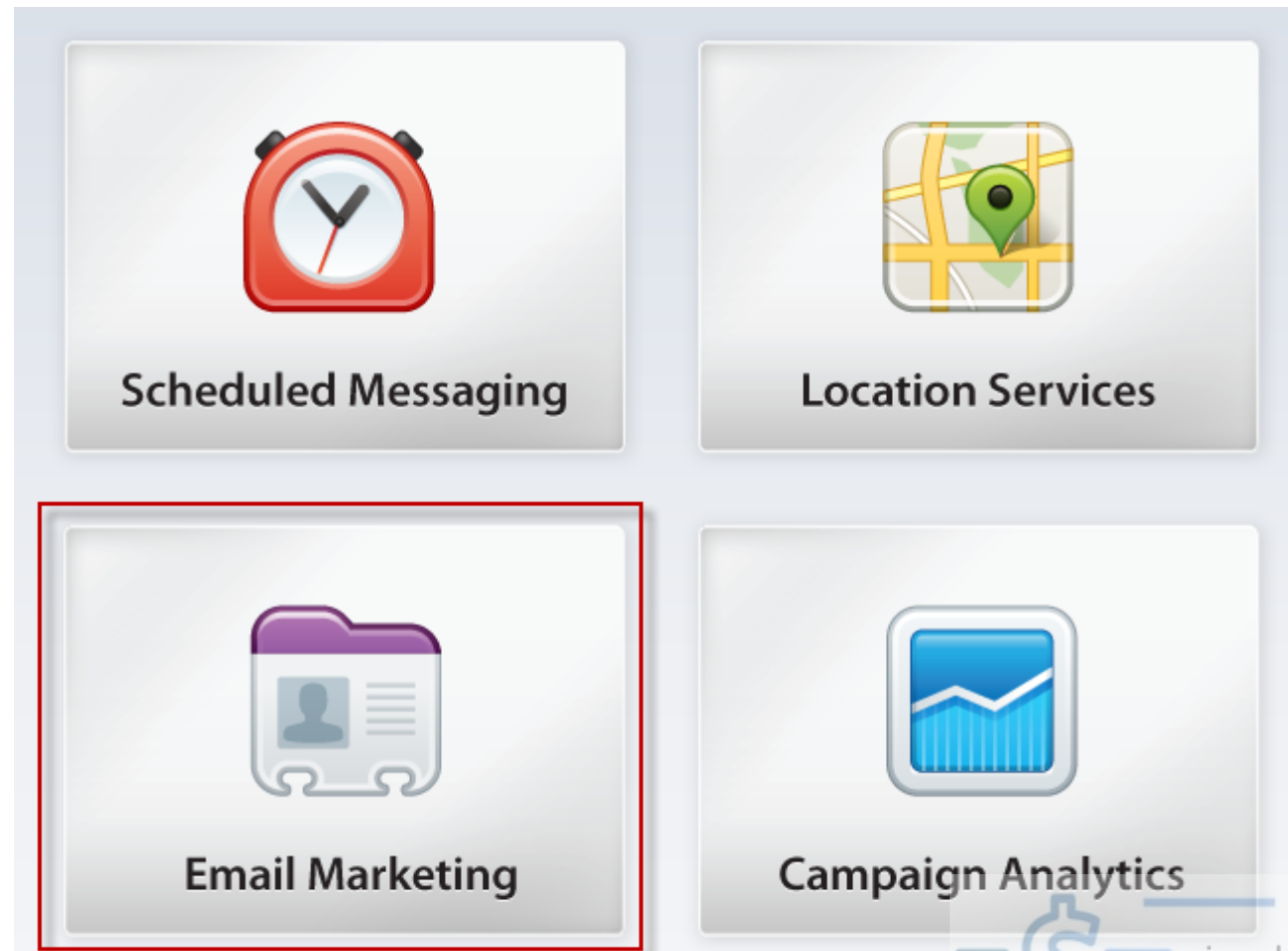
These Twitter users live within 10mi of your business

When you click to follow a user they will receive an email from Twitter. In this email they will be notified that you are following them and there will be a button that prompts them to follow your messages. It's up to them to choose to follow you back. This makes it important that someone on your staff clicks follow anywhere from 60 - 180 times per week.

 ball_isme Follow	 theregoesnaee Follow	 Drewskithename Follow
 PennyDaPerv Follow	 reggieNOObush Follow	 stallmeoutcu Follow
 plentyerbss Follow	 TheRealBRsoRAW Follow	 BuenChuy Follow
 JustDo_It24 Follow	 ball_isme Follow	 norris357 Follow


Email Marketing


- Customer loyalty and retention
- Warm lead marketing
- Google Map Integration




Email Marketing made simple

Import your contacts and send an email blast


Email Blast


Import Contacts


Email Capture

Send an Email Blast ⓘ







Blast an email to everyone in your email list!

This is a great way to let everyone know what's going on at your business. If you're looking to make a redeemable email whereby customers can print coupons and redeem specials use the Messaging tab and check the Include Email box.

Title
4th of July Special

Message Body
We are celebrating 4th of July all weekend long. Bring your family and this email print out to recieve 30% off your entire meal purchase. Write a yelp report and we will give you 1 free beer!

Color Scheme

 Blue	 Cyan	 Green
 Magenta	 Orange	 Brown

Blast Preview Send Email Blast

Email List ⓘ

4 Email Contacts Refresh

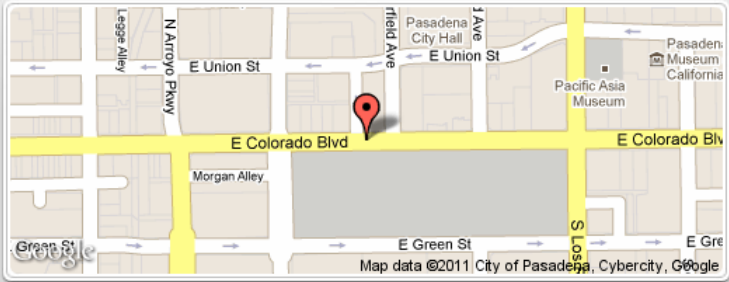
Export Emails Remove All

Preview E-mail

- Special offer email preview
- Facebook & Twitter profile
- Google Map integration
- Multiple color template to select
- Custom Logo configuration

Fresh Eatery


4th of July Special




261 E. Colorado Blvd, Pasadena, CA 91101

We are celebrating 4th of July all weekend long. Bring your family and this email print out to receive 30% off your entire meal purchase. Write a yelp report and we will give you 1 free beer!

We are on Facebook



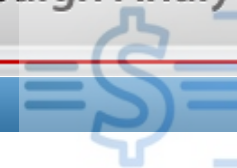
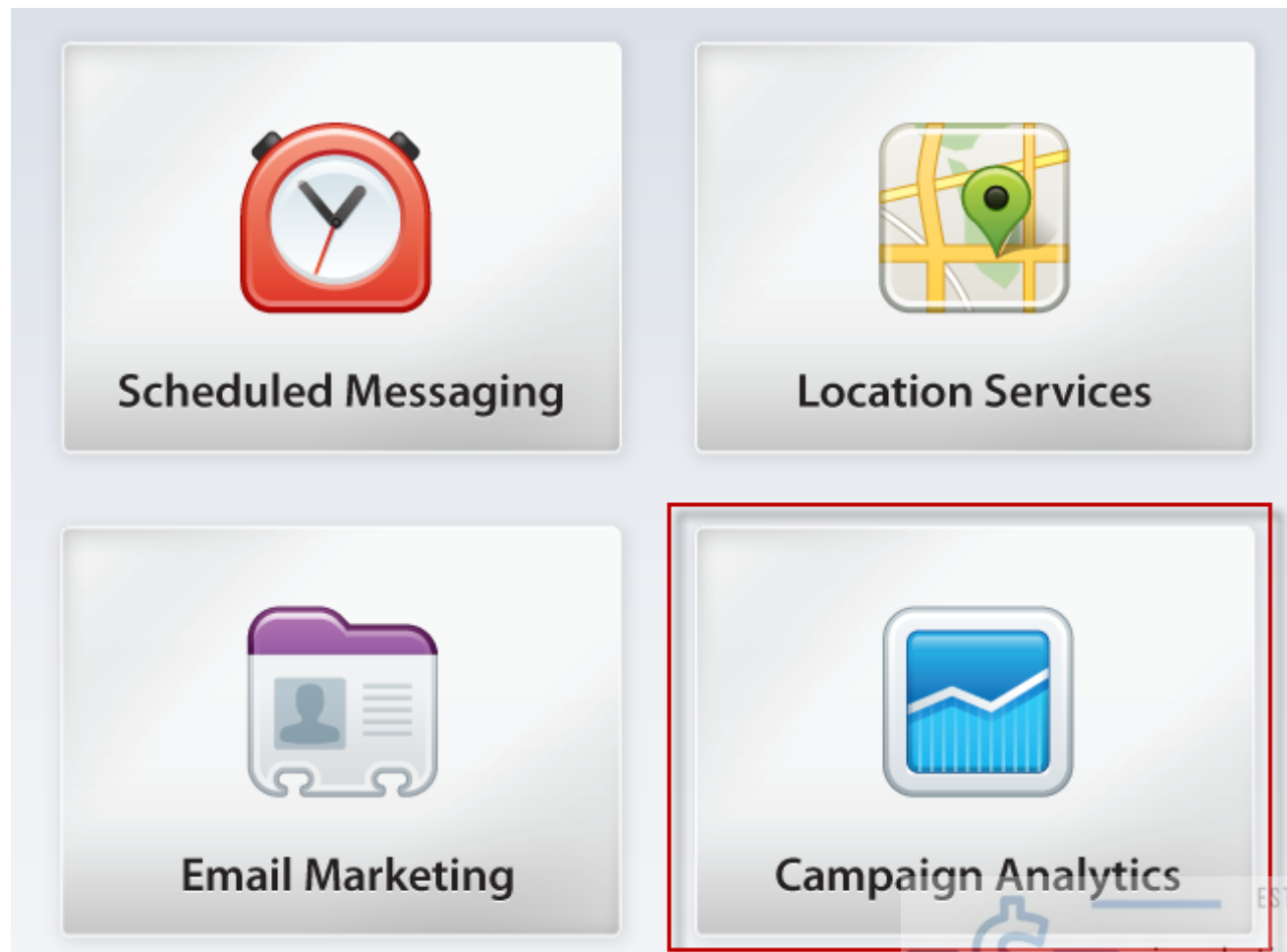
We are on Twitter



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Campaign Analytic

- Offer tracking
- Check in tracking
- QR code scan
- Redemption tracking



User & Activities tracking

<i>Total Fans</i>	<i>Total Followers</i>
285	551
<i>Total Emails Acquired</i>	<i>Total Link Activity</i>
322	112
<i>Total QR Scans</i>	<i>Total Visits</i>
197	852

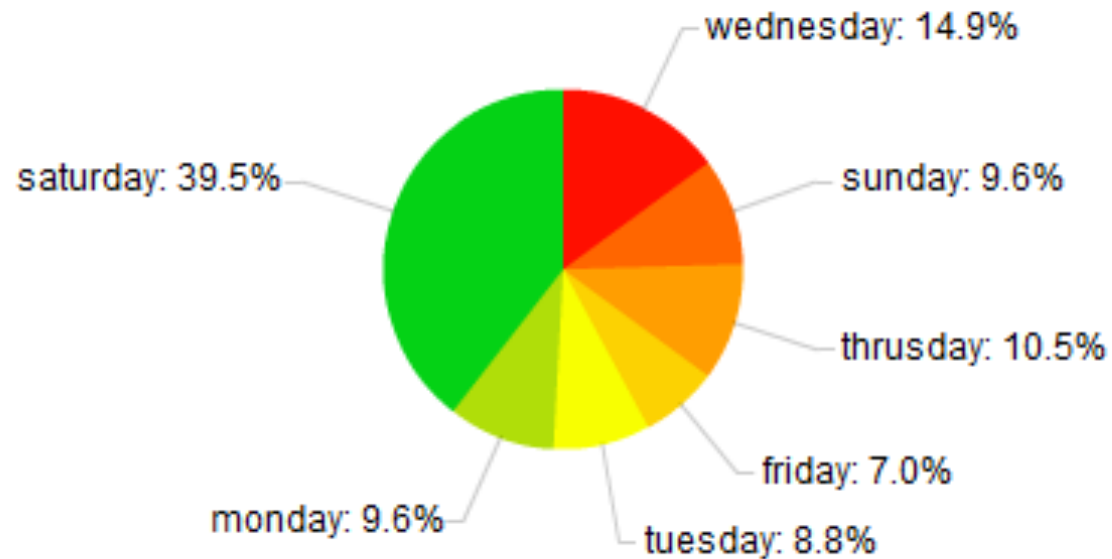


Message Performance

Message Popularity

What days are your messages the most popular

chart by amCharts.com



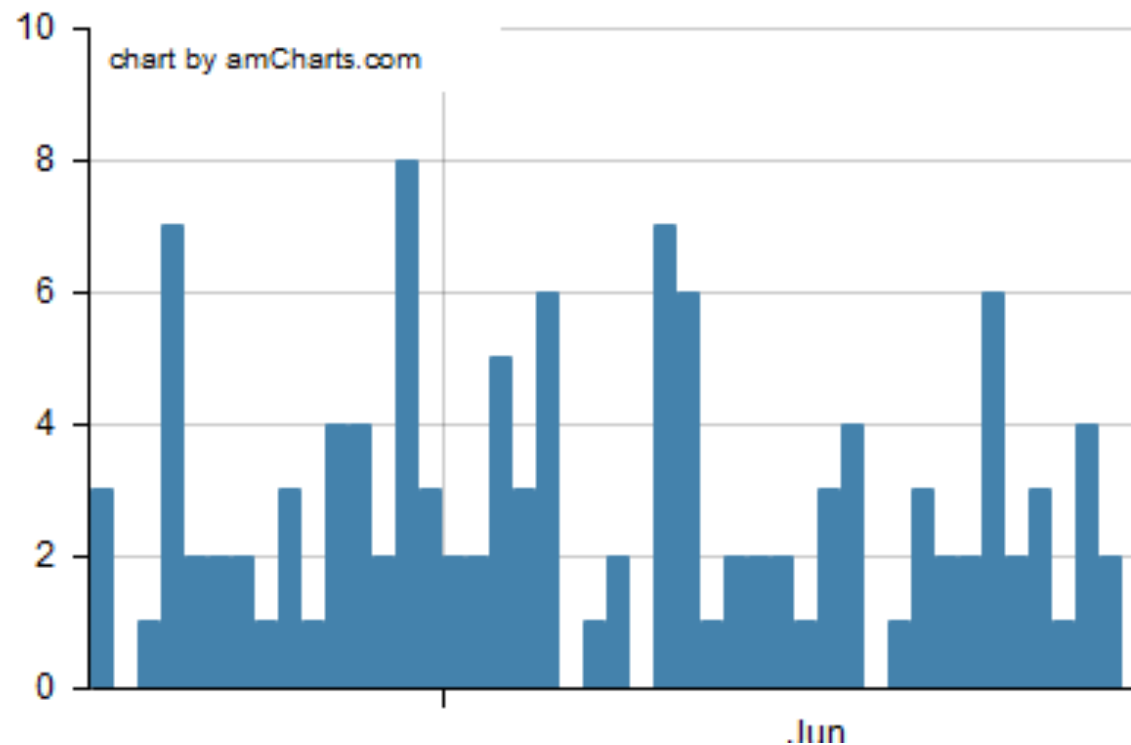
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2021

foursquare Check-in Tracking

Checkins



Redemption Analysis

Redemption Analytics

[View Campaign Analytics](#)

Monday

\$10 dollar chicken special

Tuesday

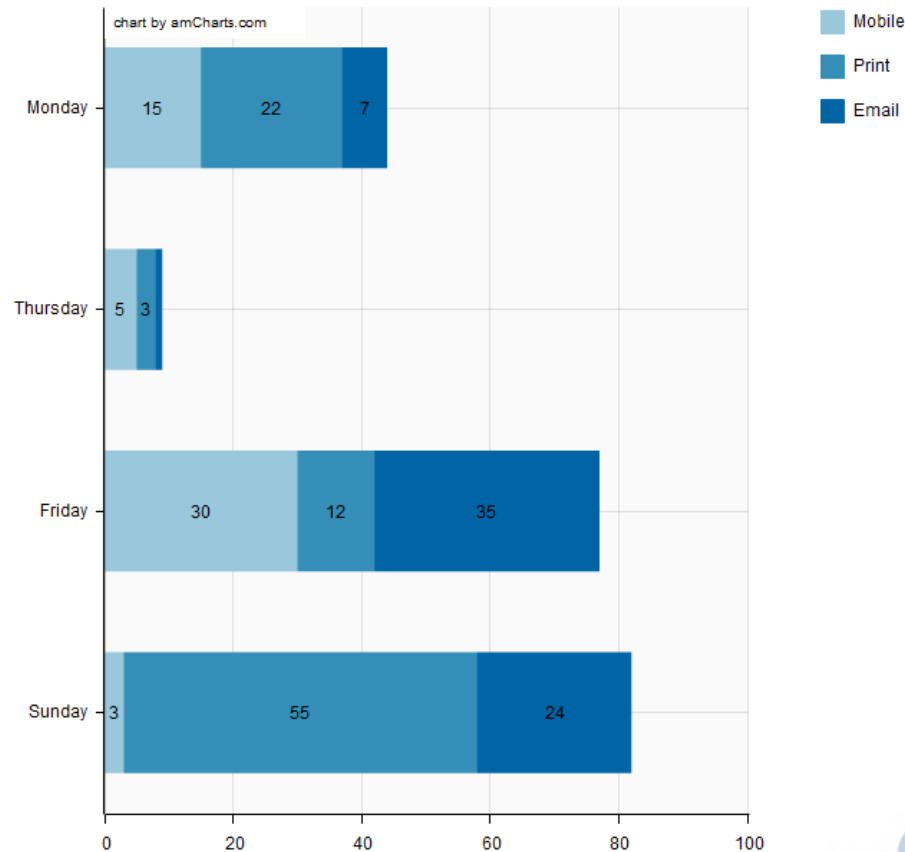
Free burger or other sandwich with purchase of a sandwich combo meal.

Thursday

Kids Eat FREE! Enjoy a FREE Kids Meal with each Adult Meal purchased.

Friday

Start you weekend off right! All pitchers of draft beer are \$10 from 3-7! Don't miss out!



Retail Business Package

- \$299 one-time setup cost
- \$169 monthly subscription
- ONE account activation
- Unlimited email and phone support



Agency Package

- \$1,000 one-time setup cost
- \$129 monthly subscription
- UNLIMITED account activation
- Unlimited email and phone support



Pre-Launch Opportunity

- Pre-Launch Agency Package
 - Full-access to online training on how to utilize GeoSizzle automation for local businesses
 - Print marketing materials
 - Profit for setup & customization
 - Residual income on monthly subscription

Agency Platform Training



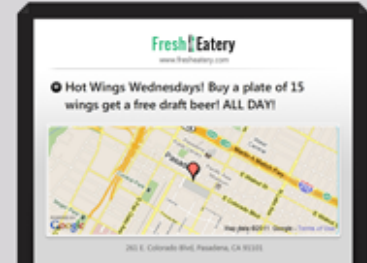
Quick Start Guide - Up and running in 5 minutes



Schedule Your Messages



Location Based Services - How To



Email Marketing - How To

- Video training & Webinar FAST START training
- 22-page instructional user manual for quick setting reference



- Postcards
- Tri-Fold Brochure
- 8-Page Pitch Guide



Agency Partnership Revenue Model – Fixed & Monthly Residual

- \$299 one-time setup cost you keep
- \$169 monthly subscription to customer
 - You keep \$69
- Unlimited email and phone support (for Agency partners)
- Continual updates, training and modification



Pre-Launch Agency Package

10 Client Account Package

- Investment: \$1,000
- Setup Fee: WAIVED
- **10% Monthly Rebate**
- Grandfathered Effective
MONTHLY SUBSCRIPTION
\$90/month

10 Client Account Package

- You keep 100% of initial setup fee = \$2,999.00
- Monthly Subscription
Residual = \$69 / per client
\$690 Monthly Residual x 12
= \$8280
Add 10% Rebate = \$1,200

Total Profit = \$13,535



Pre-Launch Agency Package

20 Client Account Package

- Investment: \$2,000
- Setup Fee: WAIVED
- **20% Monthly Rebate**
- Grandfathered Effective
MONTHLY SUBSCRIPTION
\$80/month

20 Client Account Package

- You keep 100% of initial setup fee = \$5,980.00
- Monthly Subscription
Residual = \$69 / per client
\$1,380 Monthly Residual x 12
= \$16,560

Add 20% Rebate = \$4,800

Total Profit = \$27,340



Pre-Launch Agency Package

5 Client Account Package

- Investment: \$500
- Setup Fee: WAIVED
- Grandfathered Effective
MONTHLY SUBSCRIPTION
\$100/month

5 Client Account Package

- You keep 100% of initial setup fee = \$1,499.00
- Monthly Subscription Residual = \$69 / per client
\$345 Monthly Residual x 12
= \$4140

Total Profit = \$5,693.50

