

**bee.**  
**local.**

THE  
SIMPLE  GREEK



# today's content

01

## **a little about us**

*get to know your bee local team*

02

## **how we can help**

*integrated marketing proposal*

03

## **cost and ad budget reco**

*schedule of fees and spend recommendations*

04

## **next steps**

*let's keep this ball moving*





A grayscale photograph of a man with glasses and a beard, wearing headphones, sitting at a desk and smiling. He is looking at a large Apple iMac. A laptop is open in front of him. In the background, another person is visible at a desk, and a circular logo with the text 'bee local. marketing' is on the wall. A large, round, rustic clock is also visible on the wall.

# a little about **us**

# who we are

*A local marketing agency anchored by core in-house competencies within the fields of web design & development, campaign ideation, creative execution and full stack digital marketing. Our team also extends to dozens of highly-skilled consultants; allowing us to deliver exceptional work, across the entire integrated marketing ecosphere, all at competitive rates.*

Est. 2018

# what we do

Website & App Design

Brand Campaigns

Digital Advertising

Social Content

Email Campaigns

Print Advertising

Events & Shows

Radio Ads



**creative**

**strategy**

Insights-Based Planning

Consumer Research

Brand/Product Positioning

Campaign Development

Online Reputation Management

Product Launches

Partnerships

Training



Social

Digital

Print

**media**

Local TV

Radio

Out of Home

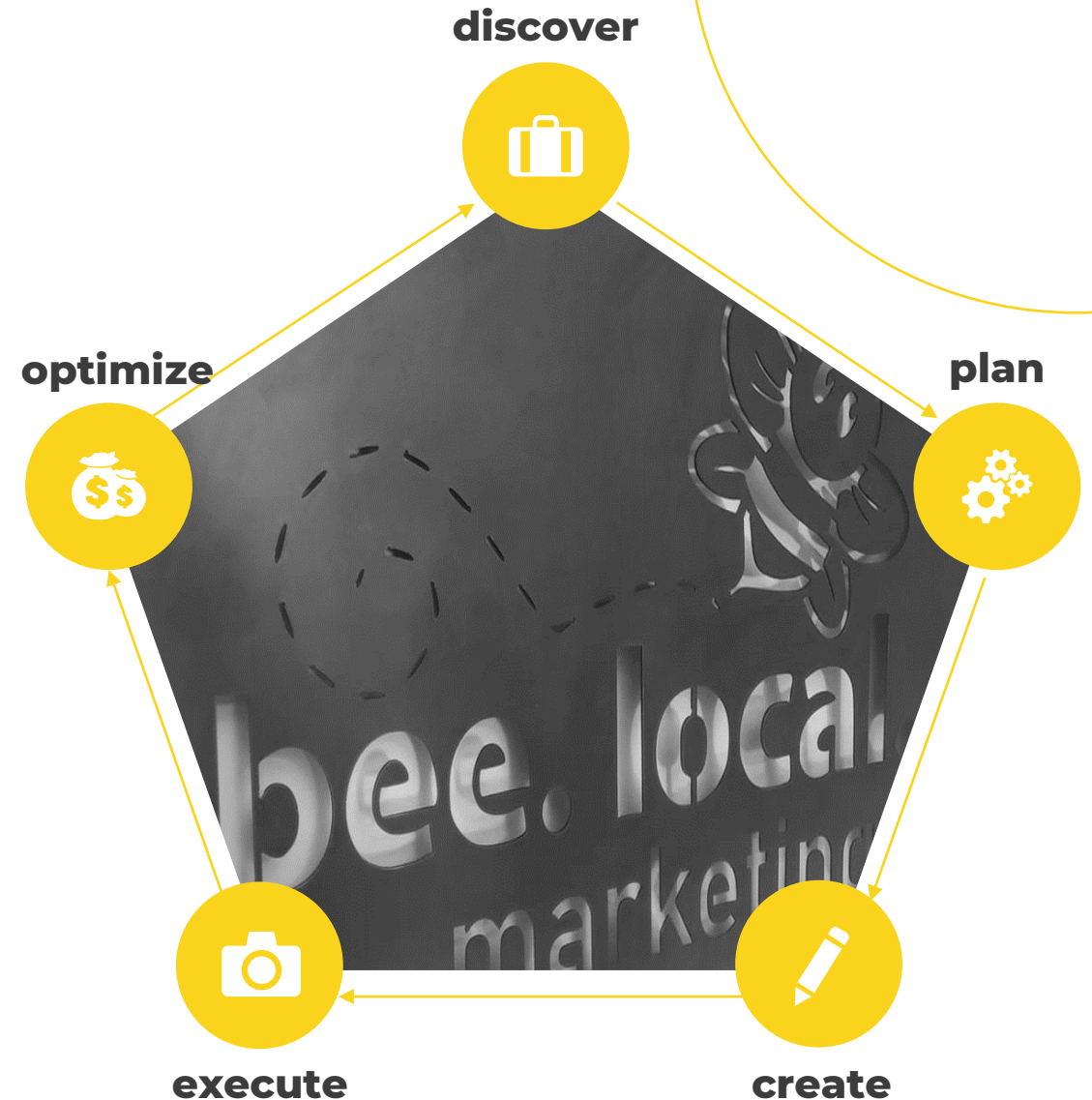




# how we do it

## full-service integrated marketing

- *Partner with key stakeholders to define objectives, set strategies and assign goals*
- *Collaborate on campaign development and campaign assets*
- *Create, manage, execute and optimize campaigns, tactics and initiatives*
- *Establish key performance indicators, reporting and goal tracking*
- *Offer ongoing tactical support*



# what our clients **say**

“

*Small business owners wear many different hats which makes it hard to keep up with a rapidly changing digital landscape. In **bee local**, we found a partner we could trust, on the leading edge with real marketing expertise to get the most out of our investments.*



**Ron Bolar**  
**Edible Arrangements**  
Owner – 7 locations

“

*We have been partnering with **bee local** since the very beginning and our experience has been excellent! Their team is always available when we need something, and they are incredibly knowledgeable. We have referred **bee local** to many friends and colleagues.*



**Shari Shore**  
**Wolf & Shore Law Group**  
Attorney | Partner

“

*Our challenge to **bee local** was to focus on insights and action for complex initiatives such as conversion rate optimization and in-depth digital campaign planning. The results speak for themselves! Extremely well-rounded group with executive level experience.*



**Xavier Lederer**  
**Jacques Torres Chocolate**  
President



how we can help



# localized marketing



## establish local

*localized campaign activation and media buying touches all levels of the marketing funnel; awareness consideration and conversion*



## explore new tactics

*it's critical in an ever-changing digital climate to test, learn and activate new organic and paid media platforms*



## expand capabilities

*the right local agency partner gives you the ability to add a la carte services to compliment your in-house competencies, without a big investment*

**insight = volume x data**

**\$3,000,000+**

*in local paid media managed by bee local in 2019.*

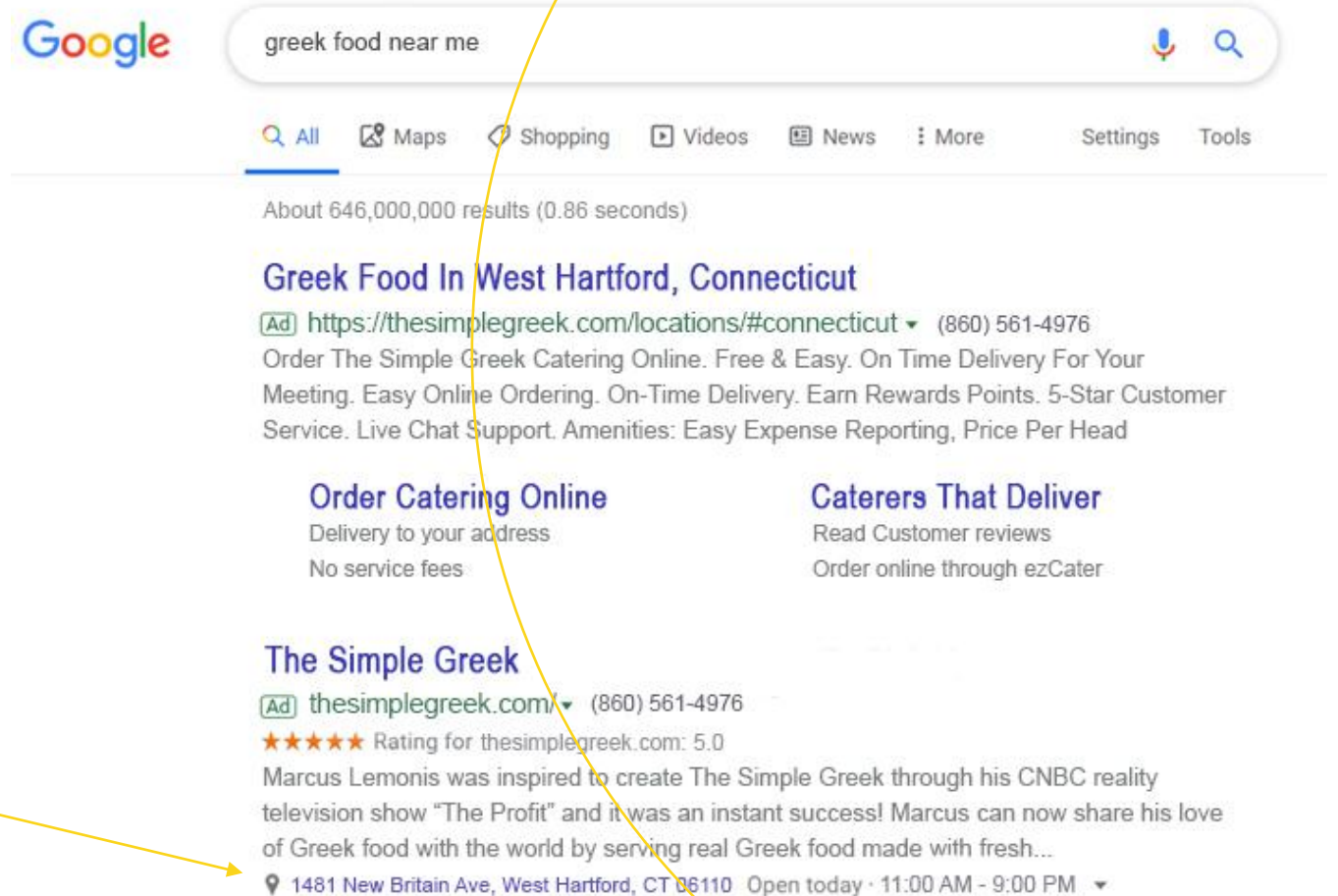
# local brand paid search

## advanced audience targeting

*in-market and affinity segments within the Google Ads platform create an additional layer of relevance, complimenting geo-specific bid modifications, when targeting non-brand searches*

## location extensions

*while active on the TSG brand campaigns, location extensions on non-brand search helps connect service-oriented queries with localized triggers to specific locations*





# local social media ads

## localize ad copy

*selecting the right ad objective  
allows you to dynamically inject  
business location information such  
as address or phone number*

## a/b testing

*what works in Hoboken, NJ may  
not work in LA which is why copy,  
creative and audience testing can  
be the difference between success  
and failure in any given DMA*



## targeting

*our strategy is to create a matrix of  
ads to detailed audience segments,  
customized by individual location  
to match market dynamics*

## cta

*like copy or creative, different markets  
may react differently to various call-  
to-actions; order now, learn more, call  
now, etc. can and should be tested  
within each campaign*

## the goal

*leverage our core digital marketing competencies, deep franchise experience and recent individual unit-based marketing successes to drive sales and location awareness through hyper-localized and strategically targeted digital campaigns*

# the plan



### **now: create location awareness**

*individual **store traffic** & **reach** campaigns designed for each location, with core messaging and customized demo/geo-targeting*



### **now: drive consumer sales**

*customized **conversion** campaigns designed to drive revenue; featuring advanced segmentation & omnichannel CTAs*



### **later: promote catering + b2b**

*support area business orders with **conversion** & **lead generation** campaigns*



# location awareness

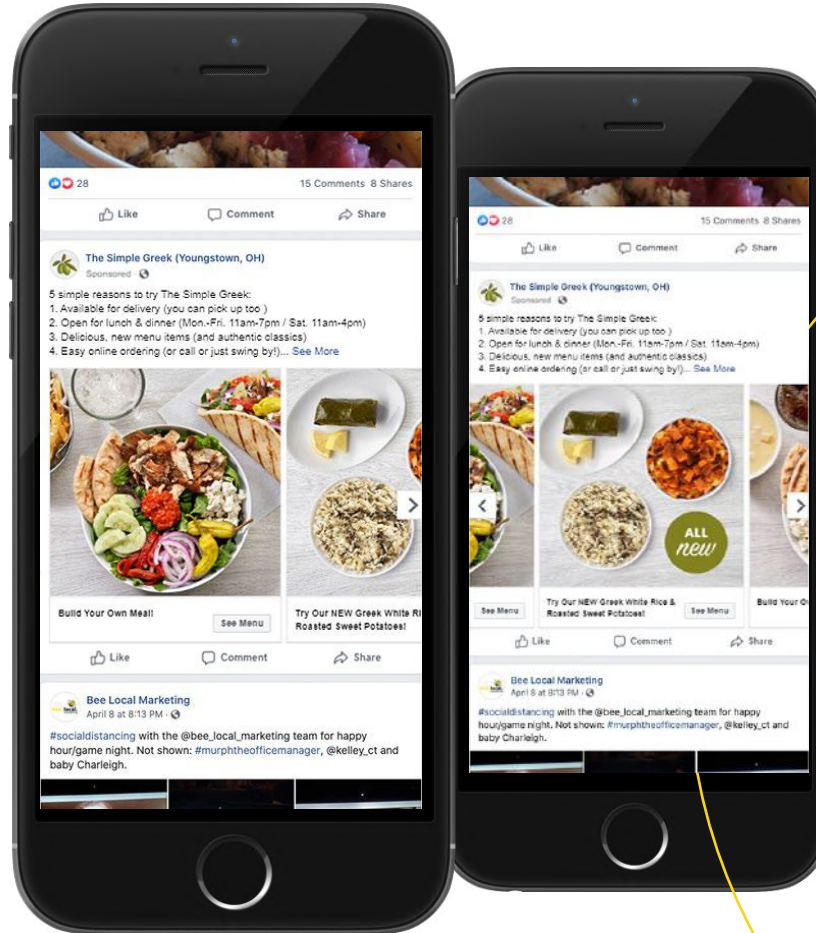


## social media **store traffic & reach** ads

*leverage highly-efficient social media ad placements to expose The Simple Greek locations and services to relevant, nearby audiences*

## why **reach**?

*the reach objective allows us to run a multitude of ad types but take advantage of the FB Ads algorithm and efficient CPM billing while optimizing control levers such as max bid and frequency*



## targeting

- geo-location
- parental status
- gender/income demo
- interest segments
- individual placements



## messaging

*customized post copy based on specific content, detailed demographic and audience segments*



## call-to-action

- call location
- visit location page

# drive sales



## social media **conversion** ads

*deliver the right message to the right audience at the right time*



## Google non-brand **SEM** ads

*capture premium Google SERP real estate for relevant searches*



## targeting

- geo-location
- in-market segments
- affinity segments
- core demographics



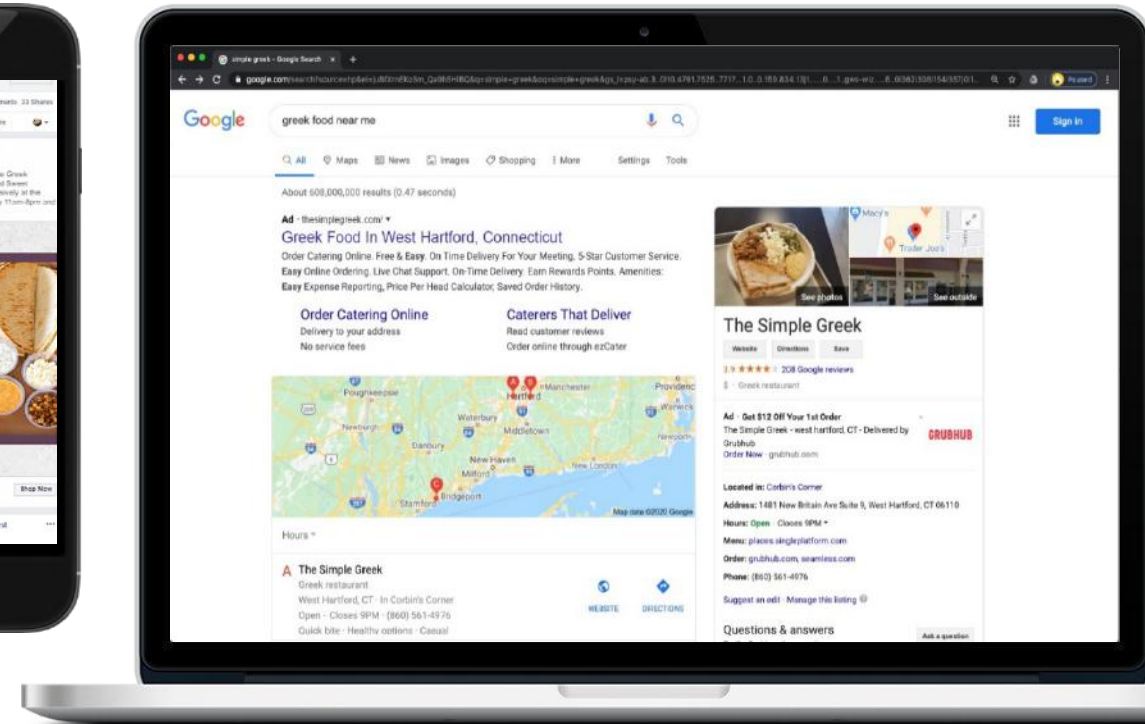
## messaging

*customized post and ad copy based on detailed demographic and audience segments*



## call-to-action

- call location
- instant signup form
- signup landing page





# catering + b2b



## social media **conversion** ads

*deliver the right message to the right audience at the right time*



## social media **engagement/lead gen** ads

*reach your core audience; geo-target direct-fill form ads, push to local social event page or drive to online submission form*



## targeting

- geo-location
- in-market segments
- affinity segments
- core demographics



## messaging

*customized post and ad copy based on detailed demographic and audience segments*



## call-to-action

- call location
- instant signup form
- order from landing page





# other tactics



## local streaming

*TV or radio - low mins, no contract, geo/demo targeting that skews millennial*



## Tik Tok

## emerging platforms

*Tik Tok, What's App, Snap Chat and others offer media placement diversification*

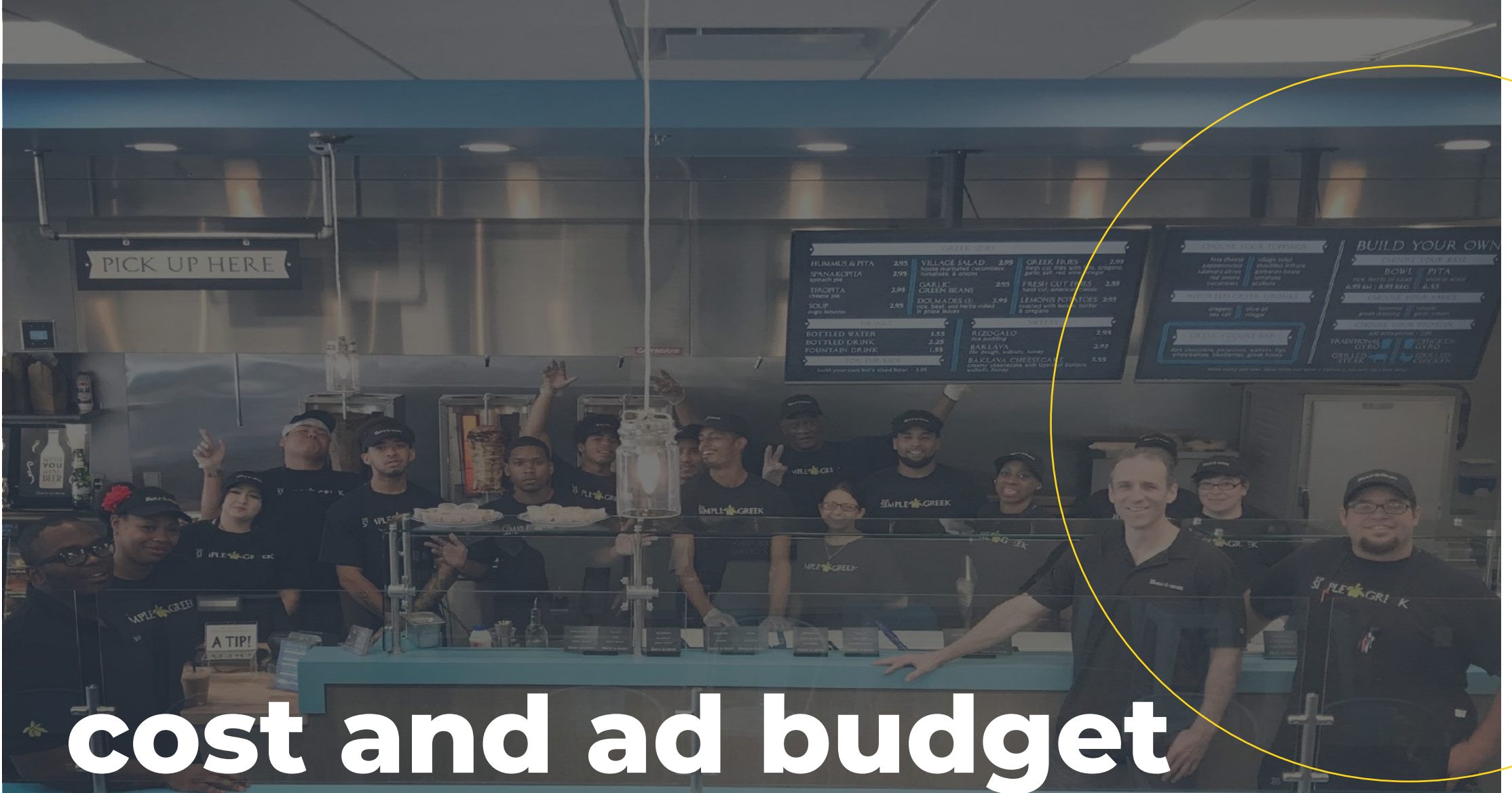


## local email

*tried and true, email is still one of the most efficient forms of acquisition marketing*

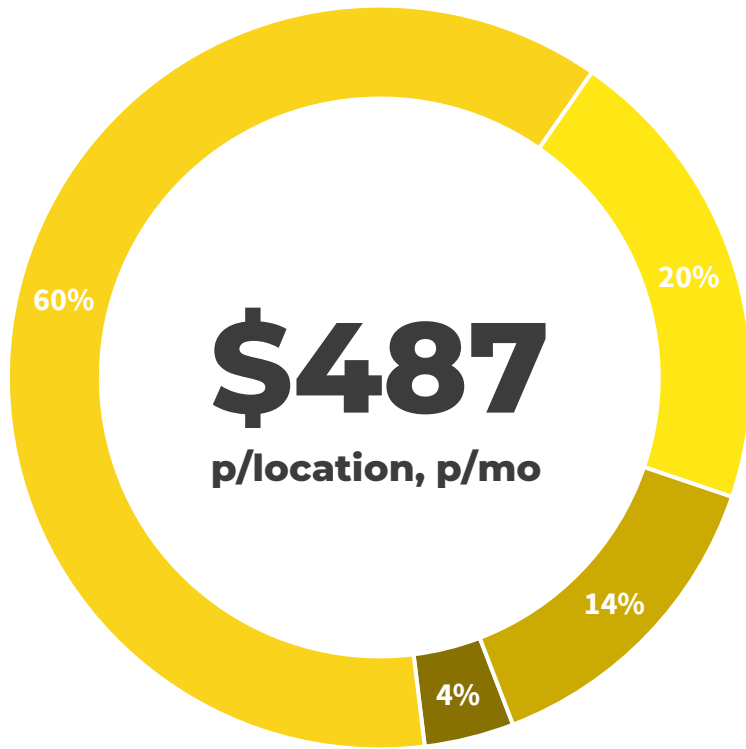


# cost and ad budget recommendation





# cost breakout



social media ads **working media spend \$300**



Google Ads **working media spend \$100**



campaign **management \$68**



reporting & **analytics \$19**

*note: working media spend is a pass-through cost to the advertiser or publisher's platform and is not marked up by bee local.*

# goal metrics



per location, per month **working benchmarks**

	impressions	sales/visits	orders
awareness	76,530		
drive sales		18	
catering + b2b			2



**align on interest & objectives**

*The Simple Greek locations to determine interest in local digital marketing support and communicate 2020 objectives/calendar.*



**implement Q3 program framework**

*Bee Local Marketing to build out the local marketing activation plan for the next support period.*

**next steps**





# contact **us**

## client support



[info@beelocalmarketing.com](mailto:info@beelocalmarketing.com)

## stay connected



[@bee\\_local\\_marketing](https://www.instagram.com/@bee_local_marketing)



[/beelocal](https://www.linkedin.com/company/beelocal)



[/beelocalmarketing](https://www.facebook.com/beelocalmarketing)

A top-down view of a glass bowl filled with hummus, garnished with three dark olives. The bowl sits on a white plate surrounded by several triangular pieces of pita bread. The entire scene is overlaid with a semi-transparent dark grey filter. A thin yellow circle is drawn around the text 'Thank You'.

# Thank You