

Doing Big Things for Small Business™

Digital Marketing Experts



How Long Have We Been Around?

We've been in the business of helping small businesses and multi-location brands for over 5 years. Our knowledge and expertise has helped hundreds of businesses meet their digital marketing goals.



What do we do?

We provide digital marketing services for small businesses and multi-location brands that include local presence, review marketing, paid advertising, social media and more.



How do we do it?

We essentially become your digital marketing department, guiding you and strategy and helping to execute campaigns that meet your business objectives.



Why Bee Local?

Our mission is to empower small businesses to compete in a digital world... and we are excellent at what we do. And we know small business so well because we are one! You get the expertise and experience of a large, global agency but with the personal attention of a local B2B service provider.

A Qualified Team

We exist to empower small businesses to compete in a digital world.



Drew S.

Founder | Head Of Demand Gen



Kelley S.

Co-Founder | Head Of Brand



Caitlin P.

Head Of Digital



Ly N.

Head Of Creative

Variety of Partners



Our Services

High-performing and affordable digital marketing solutions for local small businesses



Local Presence

- *Local SEO Setup*
- *Social Page & Map Listing Optimization*
- *Social and map listing Management*



Organic Support

- *Organic content strategy*
- *Post scheduling*
- *Creative execution*
- *Brand Monitoring*



Targeted Advertising

- *Social Media Ads*
- *Search & Display Ads*
- *Retargeting Campaigns*
- *Streaming TV & Radio Campaigns*

What's Included? **Local Presence**



Listing Claims

Claim/create your Google, Yelp and Bing business listings



Optimized Listings

We work with you to create a better, more informed and optimized online presence



Social Media Pages

We also work with you to create or audit & update your organic social media pages



Full Support

*With our **Organic Support** option, we create the content to showcase on your socials; images, videos, post copy and scheduling*



Comprehensive Reporting

We'll create a custom Google Looker Studio report that you can access 24/7



Service: Local Presence

The construct and consistency of your location's Google map listings and social media pages is critical to Local SEO.

We'll claim and optimize your socials as well as build or audit your pages to create a streamlined and consistent digital presence for your local business.



Build

- Listing claims
- Listing optimization
- Social pages build-outs
- Social pages audit



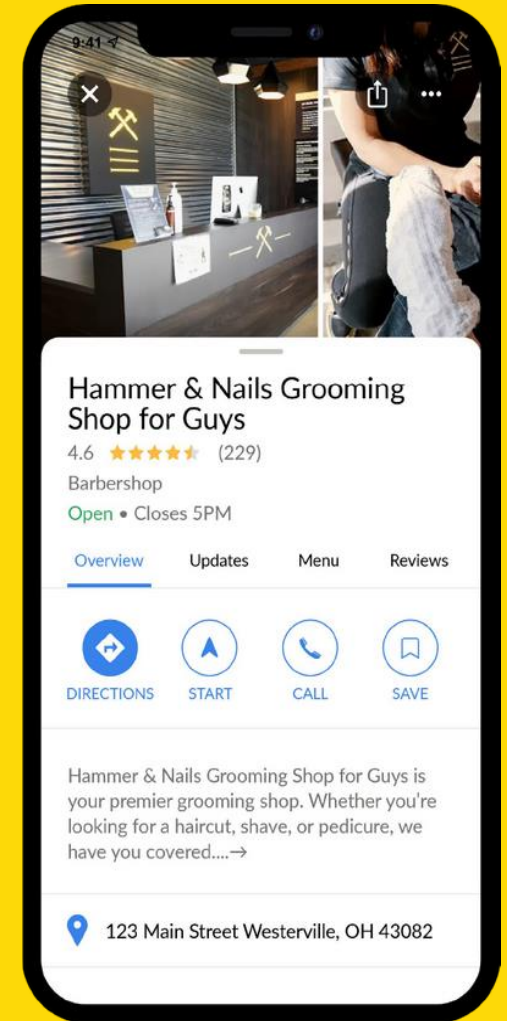
Manage

- Listing updates as needed
- FREE website audit
- Reporting & Analytics



Grow

- Improved rankings
- Increased awareness
- Increased sales
- Improved customer experience



Service: Organic Support

The organic social add on includes a variety of branded content posted to your store's Facebook pages 3 to 4 times a week. Option to incorporate shop specific offers and initiatives.



Build

- Organic content creation
- Done-for-you, engaging creative & post copy
- Facebook-specific



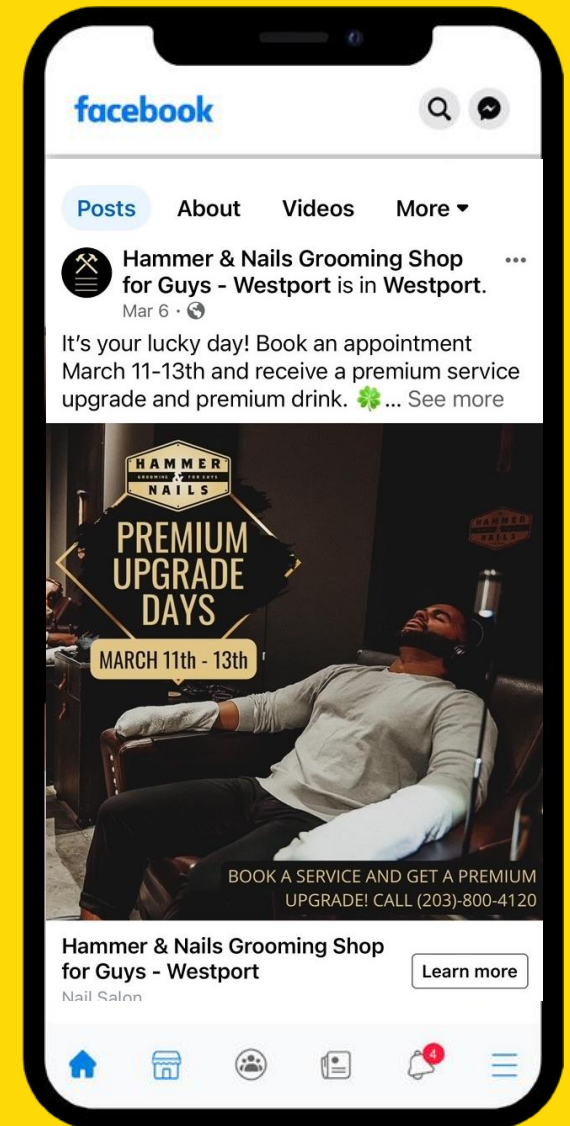
Manage

- Ongoing organic social calendar
- Done-for-you scheduling and posting
- Reporting & Analytics



Grow

- Improved post & page engagement
- Increased brand, product & occasion awareness



What's Included? **Targeted Ads**



Personalized Strategy

Develop a personalized campaign strategy for your local business that meets or exceeds your business goals



End to End Management

Build, optimize and manage your multi-channel ads campaigns and monthly budget



Custom Ad Creative

Skilled marketing professionals design your ads and assets to spec, artfully crafting messaging and visual relevancy



Certified Industry Experts

Our paid advertising team holds multiple certifications and will run your campaign based on industry best practices, experience and testing. We continually optimize your ads based on metrics and data



World Class Reporting

Our custom Looker Studio reports provide comprehensive campaign reporting, accessible 24/7

Service: Targeted Advertising

Our multi-platform campaign strategy works up and down the marketing funnel, making sure you target more clients and consumers in your local area, increasing awareness, consideration and conversions.



Build

- Search, display & retargeting strategy
- Paid social media campaign strategy
- Ad design
- Ad copywriting
- Geotargeting



Grow

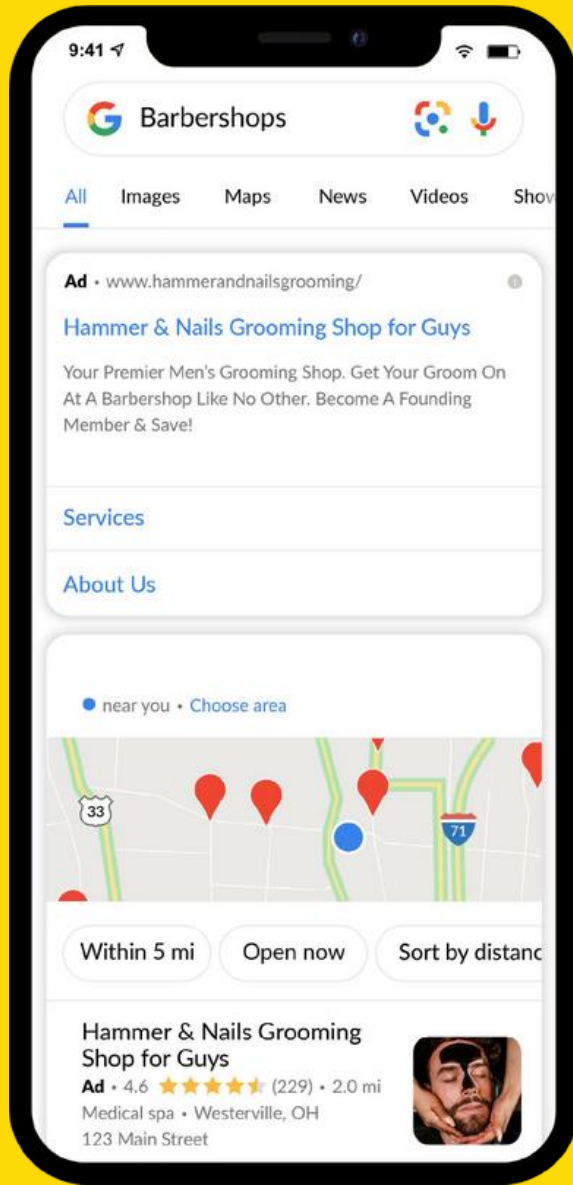
- Conversion tracking
- Ongoing optimization
- Customized reports
- Customer retargeting
- Budget optimization



Manage

- Increased conversions
- Increased traffic
- Increased calls
- Increased store visits
- Improved brand awareness





Targeted Ads: Google Search

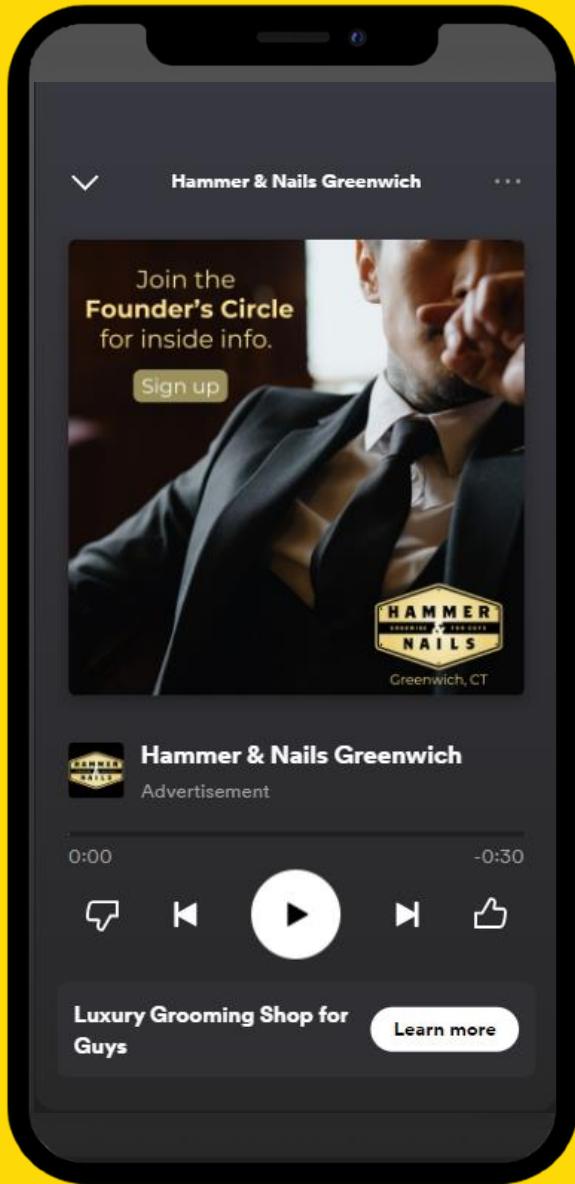
We utilize Google's robust Ads platform to create performance-based campaigns that meet your business objectives. From Search to Display Networks to YouTube we have skilled, Google-Certified Ad Specialists ready to build custom, cross-channel ads using cutting-edge technology.





Targeted Ads: Meta

Our experienced Facebook Ads Manager specialists layer compelling creative on top of hyper-relevant targeting to create highly-efficient paid social media campaigns on all of Meta's properties including Facebook, Instagram, Whats App? and more.



Targeted Ads: Streaming Radio

We utilize the #1 streaming audio platform, Spotify, to reach engaged audiences with Brand building ads. Audio, video, and podcast placements deliver custom messages to specific, local audience. The inclusion of digital banner placements, we can track actions take by listeners to meet your campaign objectives.

What's Included? **Reporting**



Integrated Data

View and manage all your marketing analytics, real-time, in one easy-to-understand reporting dashboard



Automatic Report Generation

While you can access your reporting 24/7, we still provide monthly PDF versions via email



Second-to-none transparency

We pride ourselves on our transparency and depth of reporting. Our visual, digestible reports provide all the data you need to make informed and competent marketing decisions.

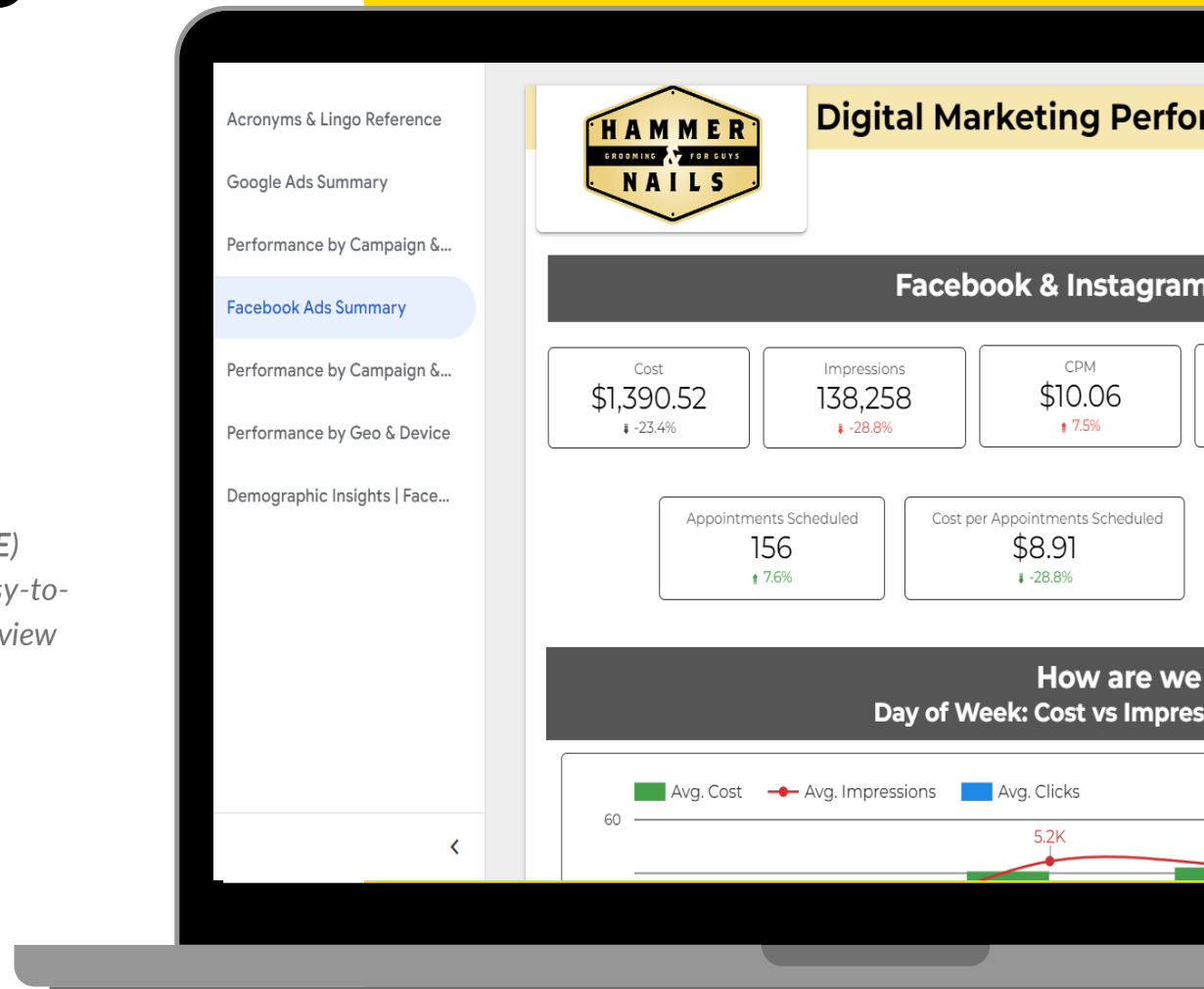


World-class reporting, accessible 24/7

We have standardized on Google's powerful (and **FREE**) Google Looker Studio platform to provide you with easy-to-understand custom reporting, featuring a transparent view of your marketing successes.

Includes:

- Centralized multi-platform analytics
- Conversion tracking
- eCommerce sales tracking
- Trends & comparisons
- Real-time reporting
- 24/7 accessibility



Service Pricing

Local Presence

\$400 /location/one-time

- Local Listings claim
- Listing optimization
- Local Social build/audit
- Presence management

One-time fee, paid in advance of service

Organic Support

\$350* /location/month

- Social content creation
- Social post scheduling
- Up to 2 platforms
- Reporting & analytics

One-time \$150 setup fee⁺

Employment Ads

\$650* /location/one-time

- Ad creative and copy
- Scheduling and posting
- Ongoing optimization
- ~77% applied to ad spend
- Lead delivery

Option to run monthly at the same cost

Targeted Ads - Better

\$2,250* /location/month

- Google Search Ads
- Meta (Facebook/IG) Ads
- Campaign strategy
- 67% applied to ad spend
- Reporting & analytics

One-time \$350 setup fee^{**}

Targeted Ads - Best

\$3,750* /location/month

- Google Search Ads
- Meta (Facebook/IG) Ads
- Campaign strategy
- 80% applied to ad spend
- Reporting & analytics

One-time \$350 setup fee^{**}

*No minimum term agreement, contract is month-to-month.

**Targeted Ads setup fee waived if you participate in the Awareness and/or Pre-sales Marketing Strategy and cover that initial setup fee.

⁺Local Presence+ setup fee is waived if you purchase the Local Presence option.

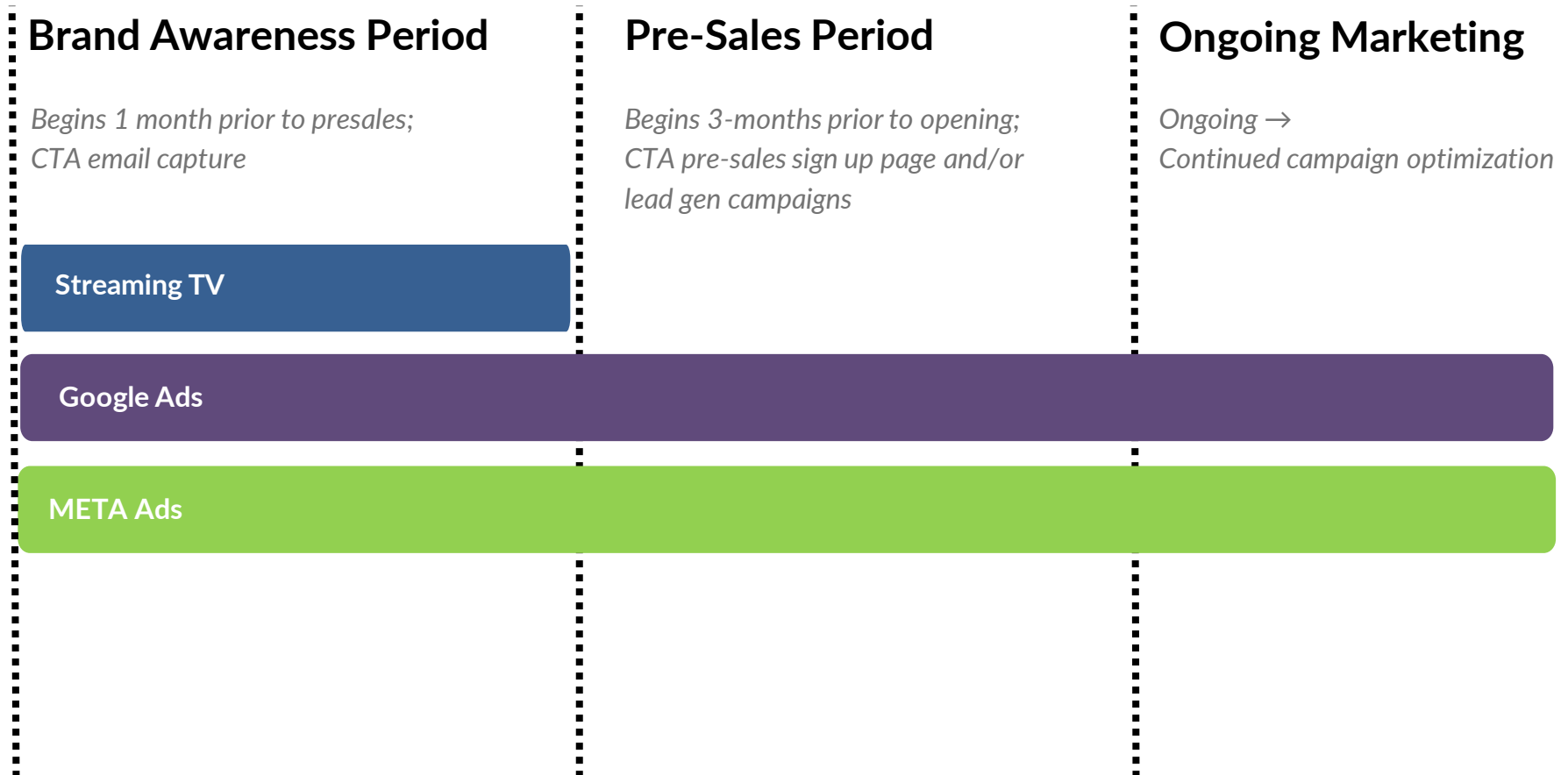


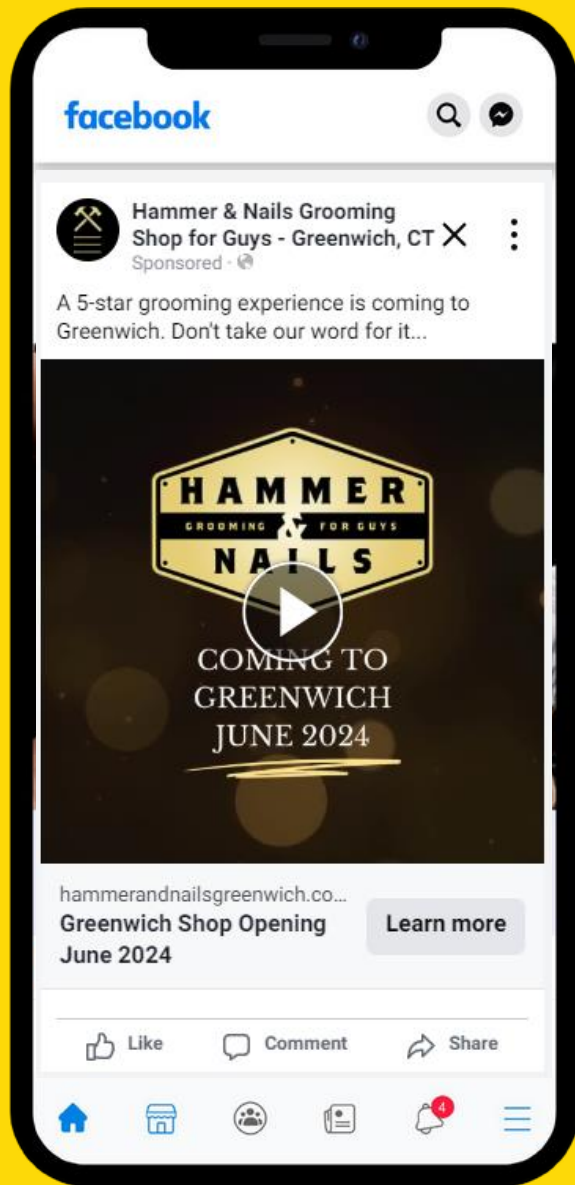
New Shop Digital Program



New Shop Marketing

This integrated plan is designed to build interest beginning 4 months prior to shop opening, generate warm leads during the pre-sales period and grow new guests post-opening.





Awareness: 120-90 days until opening

We leverage a variety of paid media platforms such as Google, META & Streaming Radio services to begin raising awareness of your upcoming location by driving meaningful, hyper-locally-targeted impressions while capturing and nurturing leads via a fully automated solution.



Google Ads



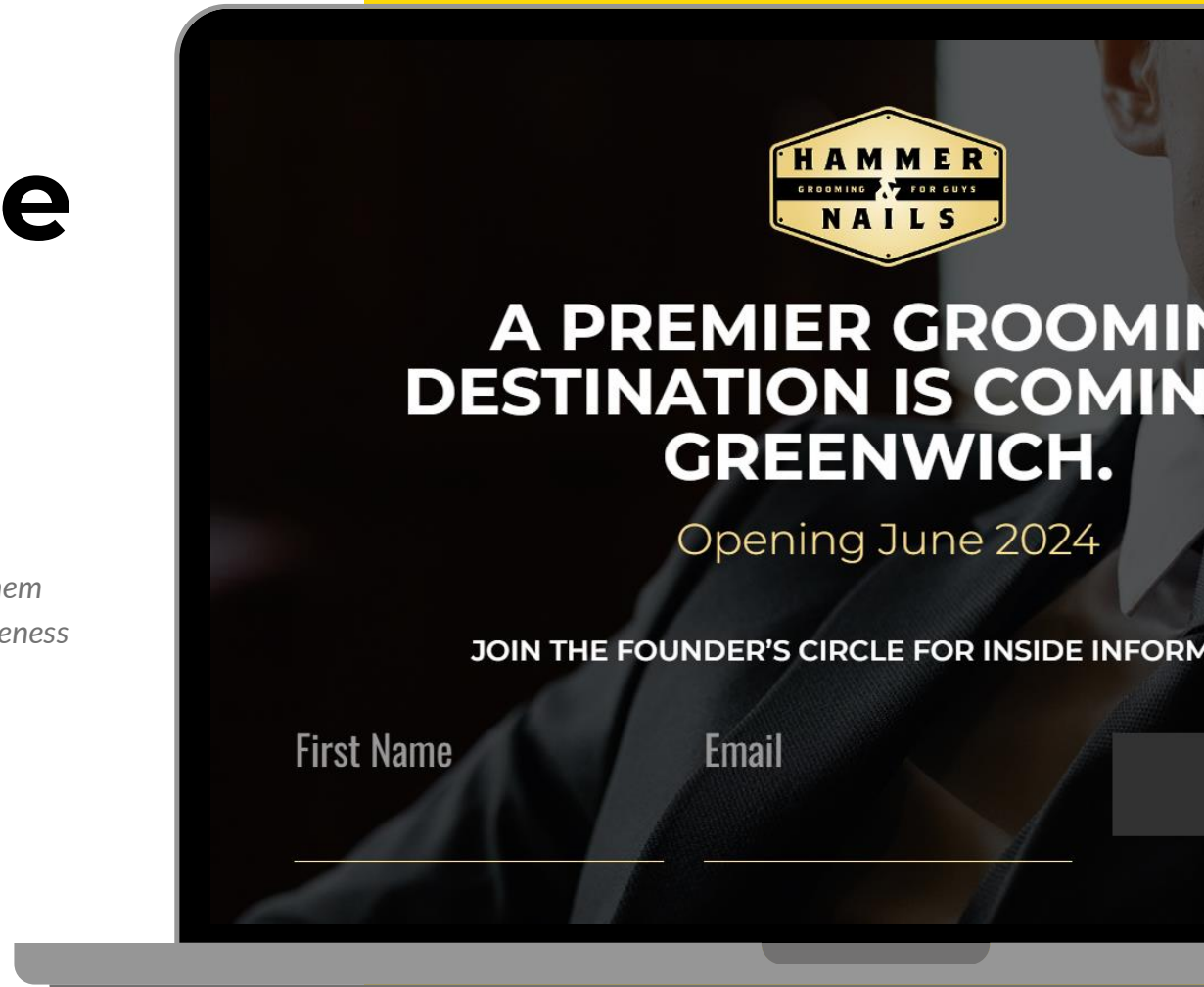
Spotify®

Fully automated lead capture & nurture

Using the technology provided by H&N corporate, we capture leads driven by our ad campaigns and enter them into a multi-touch email drip campaign to create awareness and excitement, prior to the pre-sales period.

Process

- Place ads on various platforms
- Users click through to the location landing page & enter their name/email
- Lead is posted to Monday.com CRM
- User email is added to the drip-campaign



Awareness Marketing Strategy

Awareness

\$3,250* /one-time

- Google Search Ads
- Meta (Facebook/IG) Ads
- Streaming radio ads
- All creative & content
- Custom email drip campaign
- ~62% towards ad spend
- Reporting & analytics

One-time \$350 setup fee⁺

Getting started

4 weeks before awareness period launch

Account(s) Setup & Pixelization →

Creative →

Email Campaign Build →

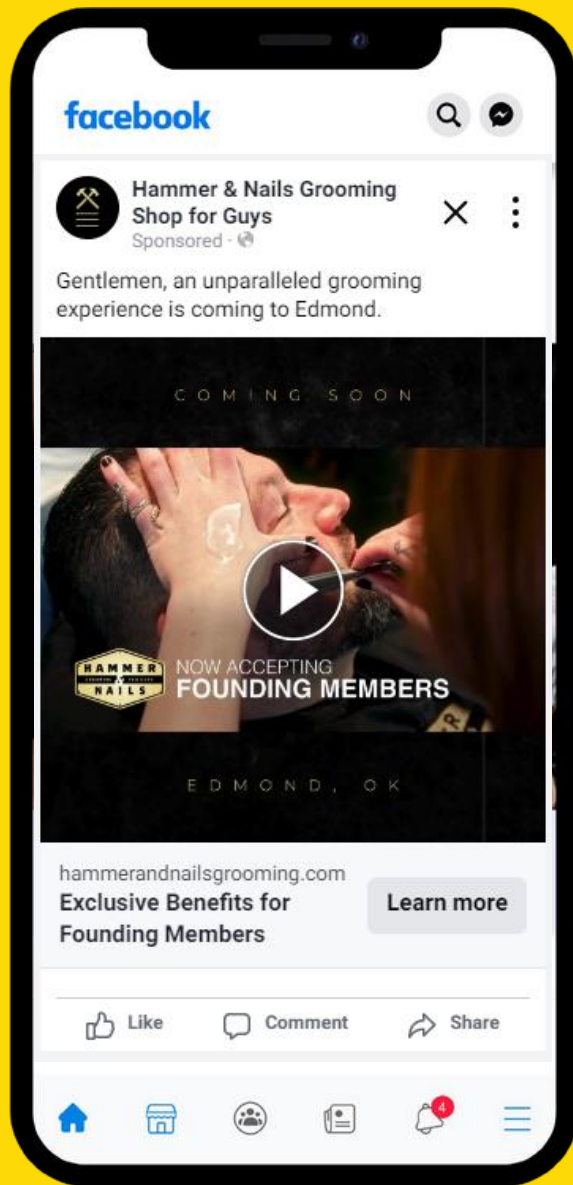
Launch!

Launch → end of month 1

Targeted Ads →

Email Drip Campaign →

⁺Setup fee covers initial tagging, pixelization and account setup.



Pre-sales: 90-0 days until opening

We use a tactical mix of Google Ads and META Ads to generate online leads that flow directly into your CRM.



Google Ads



Pre-sales Marketing Strategy

Pre-sales

\$5,750* /per /mo.

- Google Search Ads
- Meta (Facebook/IG) Ads
- All creative & content
- Ongoing account & ad optimizations
- Refreshed creative every ~30 days
- ~87% towards ad spend
- Reporting & analytics

One-time \$350 setup fee⁺

Getting started

2 weeks before awareness period ends

Tracking/Strategy Updates→

Updated Creative →

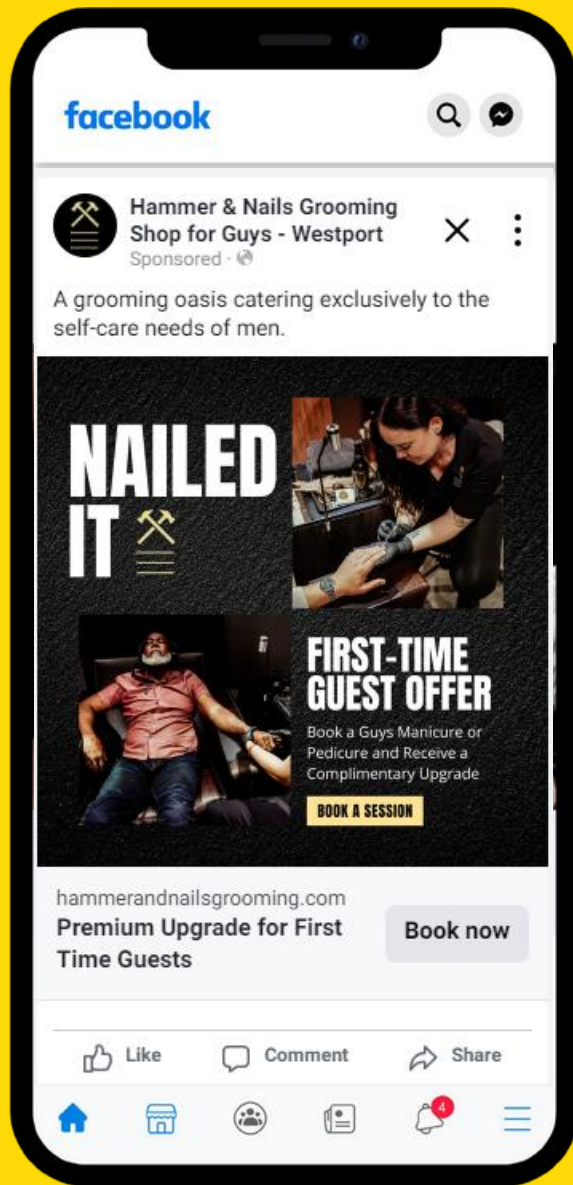
Launch!

Day 31 → Day 120

Targeted Ads →

Email Drip Campaign →

⁺Setup fee covers initial tagging, pixelization and account setup. Fee is waived if you participate in the Awareness Marketing Strategy.



Ongoing: After shop opens

We use a tactical mix of Google Ads and META Ads to generate online leads that flow directly into your CRM.



Google Ads





Employment Ads: Ongoing or as- needed

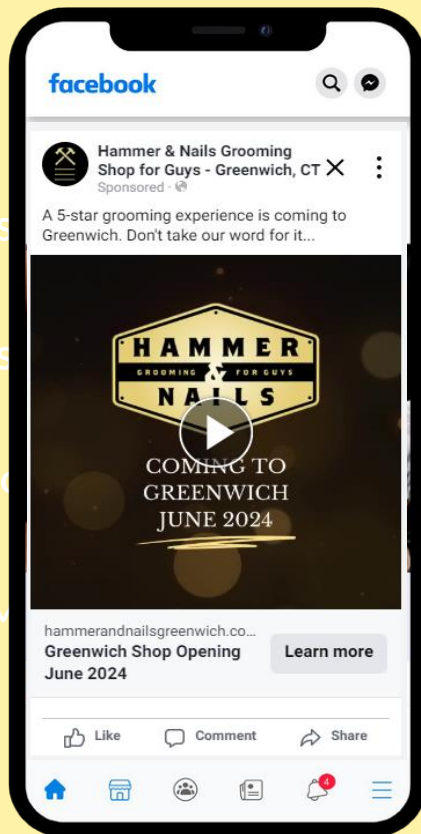
We place ads on META properties with platform-specific lead generation forms. The objective is to attract candidates, have them fill out a form selecting their desired position, and the lead is sent directly to the owner.



Packages Overview

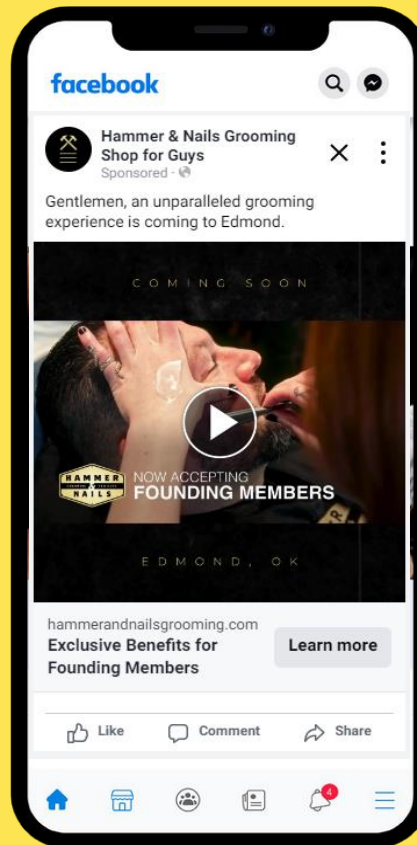
Brand Awareness Period

\$3,250/ one time



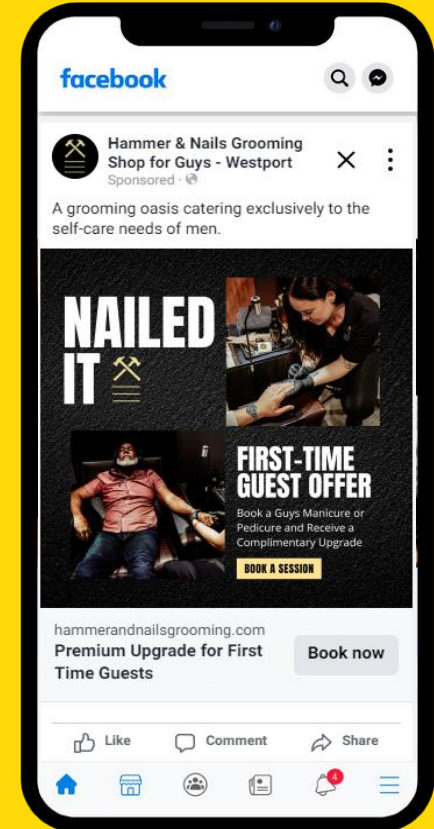
Pre-Sales Period

\$5,750/per month (x3)



Ongoing Marketing

\$2,250 - \$3,750/per month



Metric Targets

Note: metrics vary based on a variety of factors, including; ad competition, available population & socioeconomics of the geo-location as well as the execution of lead nurturing by the shop staff.

Brand Awareness Period

Total for the one-month period

275,000 Impressions

3,500 Clicks

165 Email Subscribers

33 Members

**assumes 20% close rate*

Pre-Sales Period

Aggregate totals for all 3 months

\$15-17 Cost-per-lead

800-1,000 Leads

175-200 Members

**assumes a 20% close rate*

\$20,000+ Revenue

**assumes 25% VIP Members*

Ongoing Marketing

Monthly averages

250,000 Impressions

1,500 Clicks

200 Conversions

100 New Guests

**varies by availability/price*



Let's Get Started!

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