



Attract, Engage & Convert More Customers!

Digital marketing is essential, especially for franchise businesses. You need a trusted digital partner who delivers results. Trust us to manage your franchise marketing so you can manage your franchise business.

PURPLE PENGUIN DIGITAL: MARKETING PRODUCTS & PRICING

TIER 1

Search Visibility



GOOGLE BUSINESS PROFILE

If your franchise doesn't show up in the local pack while doing a Google search, customers will have difficulty finding you. Let us review your GBP for accuracy and consistency. Plus, we add keywords, operating hours, descriptions, events, offers, photos and create new listings. Stay visible to your potential and current customers.

AND



GOOGLE PAID SEARCH AND PERFORMANCE MAX

Supercharge your online presence with Google's Paid Search and Performance Max. With Paid Search, reach your target audience through strategic keyword advertising, while Performance Max combines search and display ads to maximize visibility and efficiency. Our expert team optimizes campaigns for the best ROI, so you pay only for results. Grow your business with increased brand awareness, website traffic, and conversions with these powerful tools.

*Google Local Service Ads where available

\$699 PER MONTH/
PER LOCATION

TIER 2

Search & Social Engagement



GOOGLE BUSINESS PROFILE



GOOGLE PAID SEARCH AND PERFORMANCE MAX

*Google Local Service Ads where available

AND CHOOSE ONE SOCIAL PLATFORM



FACEBOOK

Tap into Facebook's vast user base. Advertise to your target audience by age, gender, location, interests, and behavior. Pay per click or impression, and get 2-3 monthly ads optimized for your goals. Boost brand awareness, website traffic, and sales.



INSTAGRAM

With 1+ billion users, Instagram offers a massive potential audience. Pay for clicks or impressions and receive 2-3 monthly ads designed and optimized for your objectives. Benefit from visually appealing, highly targeted ads and various ad formats.



SNAPCHAT

Target Gen Z and Millennials on Snapchat for franchise growth. Get new ad campaigns, seasonal ad management, and remarketing. Reach specific audiences by age, gender, location, and interests. Snapchat users spend 30 minutes daily on the platform, providing high engagement. Use unique features for creative, engaging ads.

\$999 PER MONTH/
PER LOCATION

TIER 3

Unlimited Solutions

SELECT ANY COMBINATION OF MARKETING PRODUCTS



GOOGLE BUSINESS PROFILE



GOOGLE PAID SEARCH AND PERFORMANCE MAX

*Google Local Service Ads where available



FACEBOOK



INSTAGRAM



SNAPCHAT



YOUTUBE



IHEART RADIO



GOOGLE DISPLAY

\$1,299 PER MONTH/
PER LOCATION

(A la carte pricing available per product.)

No Contracts. No Hidden Fees. Just Results!



Your Loyal Franchise Marketing Partner

www.PurplePenguinDigital.com