

FRANCHISEE

SUPPORT PROGRAM



WEB SITE | MARKETING | PAID ADVERTISING | DESIGN & VIDEO PRODUCTION

Three Dog Stores, LLC is excited to introduce our new Franchisee Support Program, designed to empower and enhance your journey as a valued member of our franchise family. We understand that your success is our success, and we are committed to providing you with the tools, resources, and support needed for your bakery to thrive.

Franchisee Support Program

Our program is built on the foundation of collaboration, innovation, and mutual growth. Here's what you can expect:

1. **Helpful Resources:** Access to a growing library of tutorials covering web site management basics and best practices, optimizing content to build authority and organic rank, Google Business Listing tips, quarterly Franchisee Q & A Learning Webinars, and more. Whether you're a new Three Dog Bakery owner or a seasoned franchisee, our library of resources are tailored to equip you with tools that will help you succeed.
2. **Dedicated Support:** A dedicated support team ready to assist you when you need help. From initial setup of your multisite web site to ongoing web, marketing, advertising, design and/or video production support, our experts are here to answer your questions, provide guidance, and support services. Support is available from 9am – 5pm CST through our support ticket system, phone, and virtual support sessions.

3. **Marketing and Branding:** Benefit from proven marketing strategies and branding initiatives designed to attract and retain customers (and their pups)! Our marketing support options include digital marketing campaigns, social media management tips, and local advertising strategies to help you establish a strong presence in your community.

Program Options

Below is an outline of the tiered options that Franchisees can choose from.

CHIHUAHUA SUPPORT LEVEL	
Includes	Franchisee Cost
Franchisee Support Login & Dashboard Ticket System, Phone & Virtual Session Support Up to 4 Support Tickets per month (max. 1 hour of support provided) Web, marketing, advertising, design and/or video production support	No Cost, this support level is included for every Franchisee. <i>Web site support is limited to those Franchisee's who are on the multisite web site platform. However limited web site support can also be provided to Franchisee's who have their own legacy websites (requires admin access).</i>

BULL DOG SUPPORT LEVEL	
Includes	Franchisee Cost
Franchisee Support Login & Dashboard Resource Library & Quarterly Q & A Learning Webinars Ticket System, Phone & Virtual Session Support Up to 8 Support Tickets per month (max. 2 hours of support provided) Web, marketing, advertising, design and/or video production support	\$110/month

LABRADOR SUPPORT LEVEL

Includes	Franchisee Cost
<p>Franchisee Support Login & Dashboard</p> <p>Resource Library & Quarterly Q & A Learning Webinars</p> <p>Ticket System, Phone & Virtual Session Support</p> <p>Up to 16 Support Tickets per month (max. 4 hours of support provided)</p> <p>Web, marketing, advertising, design and/or video production support</p>	\$200/month

GREAT DANE SUPPORT LEVEL

Includes	Franchisee Cost
<p>Franchisee Support Login & Dashboard</p> <p>Resource Library & Quarterly Q & A Learning Webinars</p> <p>Ticket System, Phone & Virtual Session Support</p> <p>Up to 32 Support Tickets per month (max. 8 hours of support provided)</p> <p>Web, marketing, advertising, design and/or video production support</p>	\$380/month

Managed Services Options

If Franchisees are interested in **fully managed** marketing, paid advertising, design and/or video production services those options are also available and are outlined below. Franchisees can pair these fully managed services with any one of the above Support Level options above if needed.

Google Analytics, Search Console, Google Business Info Listing Management + Monthly Marketing Team Meeting

Includes	Franchisee Cost
<p>Monthly 1 Hour Virtual Meeting with Three Dog Bakery, LLC Marketing Team (B & B, Inc.). Review Google Analytics & Search Console Data for franchisee's subdomain multisite: conversions, visitor behavior, traffic, geographical data, referring web sites, visitor drop-offs, keyword ranking, paid advertising analytics, social media analytics, competitor insights, etc.</p> <p>Discuss and strategize ongoing SEO/SEM and marketing efforts: content building, video, social, lead generation/funnels for inquiries, areas of focus for constantly improving franchisee's bakery location online visibility. GOAL: To be found online, page 1 for local dog bakeries/services and online product sales (franpos).</p> <p>Manage Franchisee's Google Business Info Listing, review insights and create monthly promo posts, upload photos/videos and keep information updated.</p> <p>Provide analytics reporting, keyword monitoring, research, and competitor analysis.</p> <p>REQUIREMENTS: B & B, Inc. admin/manager access to Franchisee's Google account</p>	\$380/month

Google AdWords Account Creation, Configuration & Ongoing Management

Google AdWords Account Creation & Set-up	Franchisee Cost
<p>Create & Configure Google AdWords Account (if needed) for Franchisee. Set-up permissions for all applicable Administrators.</p> <p>Meet with Franchisee Owner to discuss and define campaign strategies, goals, and ad budget.</p> <p>Create campaigns, ad groups, ads, keyword lists, ad image and video assets and copy for Everyday, Seasonal, Celebration Cakes and Additional Product and/or Service Categories.</p> <p>Configure geo-targeting for Franchise's specific Bakery Location. Configure Audience attributes.</p> <p>Configure Bid strategy and define budget.</p>	<p>One-time Set-up Cost: \$2,000</p>
Google AdWords Ongoing Management	Franchisee Cost
<p>Monitor campaigns, ad group and ads and provide monthly AdWords performance report to Franchisee (review in Monthly Team Meeting if applicable, refer to above Google Analytics, Search Console, Google Business Info Listing Management + Monthly Marketing Team Meeting item).</p> <p>6 hours per month towards: Strategizing and implementing new campaigns, ad groups and ads with Franchisee Owner. Modify existing campaigns, targeting, budgets, bid strategies, etc. (if needed).</p>	<p>Monthly Management Cost: \$800/month</p> <p><i>Does NOT include advertising budget spend. Recommend a MINIMUM ad budget spend of \$500/month for 1 Franchise location. Once engagement metrics are collected evaluate adjusting budget accordingly.</i></p>

Hourly Graphic Design & Video Services

Includes	Franchisee Cost
<p>Assist Franchisee with the creation of unique design and/or video assets to support social media and paid advertising.</p> <p>Create editable MASTER: Photoshop, Illustrator, InDesign, Word, PowerPoint, Adobe Acrobat, Premiere Timelines and more for clients. Let us know which format(s) works best and we can get to work designing beautifully branded assets and editable templates for marketing needs.</p> <p>Estimates per project can be provided based on each project's scope.</p>	<p>Graphic Design Cost: \$45/hour</p> <p>Video Capture: \$185/hour (travel not included)</p> <p>Video Post-Production: \$45/hour</p>