

Web Traffic Expectations:

PPC Campaigns:

- With a monthly budget of \$3,000 and an average CPC of \$2, Generator Supercenter could anticipate about 1,500 site visitors.

Depending on the campaign type the conversion rate will vary, but assuming a 2.25% conversion rate, the \$1,500 site visits would return 33-34 conversions (phone calls or form submissions).

- 60% Phone Calls (20)
- 40% Form Submissions (13)

Social Media (Paid + Organic):

- With a dedicated budget of \$3000/month for paid social media campaigns, in conjunction with organic content efforts, Generator Supercenter should aim to attract a proportional segment of the traffic inflow. The exact number of targeted visitors will be recalibrated based on the effectiveness of the campaigns and consistent monitoring of performance metrics.
- Assuming a cost per click of \$2.00, the total clicks would equal 1500 user actions. If you have the campaigns targeted to the website, these can be tracked as users.

Note: The initial recommended goals for Facebook is general awareness, and branding. Introducing the brand and the core values to users who could be customers, but may not be aware of the brand yet. Most GSC Franchisees can achieve \$0.60 - \$1.00 costs per click.

Email Marketing:

- With strong open and click rates, Generator Supercenter's email campaigns, sending to a list of 5,000 subscribers, should attract approximately 150 visitors per month.

- The overall traffic will scale based on the program, frequency of sends, subject lines and offers.

SEO & Content Marketing:

- Aiming for 1,000 - 1,500 additional monthly visitors through dedicated SEO efforts is a solid initial goal for Generator Supercenter. This will be users entering the website from blog content or other indexed pages.

Note, that SEO is a long term process and takes time. Typically changes will take 90-120 days for results. With consistency, most long term strategies will continue to gain traction over 18-36 months. Consistency and Relevance are the main focus areas for content.

Other Digital Marketing Strategies:

- Alternate strategies like retargeting and affiliate marketing could equate to around 500 extra visitors monthly. Depending on the budget and list sizes.

Total Estimated Monthly Web Traffic:

- Therefore, a total estimated monthly web traffic of approximately 3,000 - 6,650 visitors would be the target for Generator Supercenter locations. Seasonal and weather related adjustments should be considered.

Conversion Traffic:

Website Conversions:

- At a niche-appropriate conversion rate of 2%, Depending on the budget and channels used for marketing, a GSC franchise with 3,000 visitors can expect 60 total conversions (~36 Phone Calls, ~18 Free Estimates, ~6 Contact Forms).

Lead-to-Sale Conversions:

If 10% of those inquiries result in sales, that would approximately mean 11 - 13

sales each month directly attributable to these online marketing efforts.

Please reach out to the corporate training if your sales conversions are lower than ~15%. Additional training, or evaluation of lead quality may be needed.

Timeline for Results:

Initial Brand Visibility:

Generator Supercenter may see immediate brand visibility from PPC and social campaigns within the first 1-2 months, and should be used to continue to support brand visibility across top search terms monthly.

Lead Generation:

After 2-4 months of consistent efforts, lead generation should begin in earnest.

Sales Conversions:

By the 3-6 month period, Generator Supercenter should notice sporadic sales starting to occur from these leads.

Consistent Lead and Sales Flow:

Heading towards the 6-12 month bracket, more consistent leads and sales should be apparent, solidifying the business's presence in the market.

Promo Strategies by Month for Generator Supercenter:

Month	Period	Promotional Activity
January	Jan 2-Jan30	Reduce Stress Get Peace of Mind "New Year's Resolution: Uninterrupted Power - Get \$500 Off!"

February	Feb 1-14 Love your "family" Feb 15-28 Home	Love Your Generator (or Love, Your Generator Letters) - Could also be Presidents Day "Love Your Home? Show It by Protecting It with Generator Supercenter!"
March	All Month	St. Patrick's Day Sale - Better to be prepared than lucky... "Make Your Own Luck with Generator Supercenter - Power for Every Leaf Clover!"
April	Spots filling up fast, get on the schedule today?	Don't Be Fooled - Could also be Easter "No April Showers Power Outage - Stay Empowered with Generator Supercenter!"
May	I think we run Memorial Day, May 24-31, something else for the beginning	Memorial Day "Honor and Power - Memorial Day Remembrance with Generator Supercenter!"
June	Power Up Houston could be in June, but might be in April. We will need free 10yr and first year Maintenance.	Ding & Dent Sale/Hurricane Season "Hurricane Season Alert: Stay Prepared with Special Offers!" - Offers on Install, Maintenance & Service
July		Freedom Month
August		Generac Promo (Could Shift Up or Down)
September		Labor Day Sale Labor Day Celebration - Take Pride in Your Power Preparedness!"
October		Halloween Sale. Scary Fast Install/ "A Hauntingly Reliable Power Supply Awaits This Halloween!"
November		Thanksgiving Sale - Lots of things to be thankful for...Peace of Mind is one... "Giving Thanks for the Power We Share - Happy Thanksgiving!"

December		Power Up Holidays "Power Up Your Holidays - Merry Christmas from Generator Supercenter!"
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*Note: During hurricane season, the messaging will shift focus to surge protectors and the immediate benefits of securing a Generac generator. Remember, these strategies and timelines provide guiding estimates, and aligning sales and marketing targets with real-world data and feedback will ensure the best outcomes for Generator Supercenter.