

# Franchisee Playbook & Educational Framework

## The Local Advantage: Unlocking High-Volume Growth with Performance Max

### 1. Executive Summary: The "Digital DNA" Opportunity

For local businesses that do not sell online, the digital landscape can feel disconnected from reality. However, recent data from our high-performing markets (specifically Denton, TX, and New Hampshire) reveals a critical shift: **Google's AI (Performance Max) is no longer just an e-commerce tool, it is a local foot-traffic engine.**

Our analysis confirms that exceptional impression volumes, reaching into the millions, are not glitches. They are the result of a "synergistic relationship" between Google's AI and specific market characteristics.

**The Key Finding:** Success does not require selling products online. It requires leveraging **"Pre-Shopping Intent."** In markets like New Hampshire (tax incentives) and Denton (high connectivity), customers aggressively research online before buying offline. This Playbook outlines how every franchisee can replicate this success by aligning their "Digital DNA" with Google's machine learning.

### 2. The Strategic Market Models

We have identified two distinct "Archetypes" of success based on our case studies. Franchisees should identify which archetype fits their local market best to tailor their strategy.

#### Archetype A: The "Economic Incentive" Market (The New Hampshire Model)

- **The Driver:** Economic benefits (e.g., No Sales Tax, Rebates, lower cost of living).
- **Consumer Behavior:** Residents treat the internet as a calculator. They research high-ticket items online to confirm savings before driving to the store.
- **Franchisee Strategy:** If your market is price-sensitive, your digital assets must scream "Savings," "Rebates," or "Financing." You must feed the AI **Value Signals**.
  - *Ad Copy Example:* "Save on Sales Tax—Visit Us In-Store Today."

#### Archetype B: The "Demographic Density" Market (The Denton Model)

- **The Driver:** High digital connectivity (90%+ broadband penetration) and younger demographics (University towns).
- **Consumer Behavior:** This is an "Always-On" market. The sheer volume of mobile searches and social media usage creates a massive inventory of ad placements.

- **Franchisee Strategy:** If your market is growing or youthful, your assets must be **Trust Signals**. You must flood the system with video and local imagery to capture attention in a busy digital space.
  - *Ad Copy Example:* "Denton's Most Trusted Team for 10 Years."

### 3. The Technical Framework: Building the Engine

These are the non-negotiable "Fuel Requirements" derived from our technical assessment (Tab 2) for the AI to function in a local territory.

Component	Requirement	The "Why"
<b>Daily Budget</b>	<b>\$50-\$100 Minimum</b>	Low budgets force the AI to be conservative. You must give it enough room to bid on high-value local customers. If you see "Limited by Budget," you are losing local market share.
<b>Images</b>	<b>20 Total</b>	You need a mix of Square, Landscape, and Portrait images to fit every possible ad slot (Gmail, Discover, Maps). <b>Use photos of your storefront and team, not stock photos.</b>
<b>Videos</b>	<b>5 Total</b>	Without video, you cannot appear on YouTube. Provide at least 5 videos (10-60 seconds) to unlock this massive local inventory.
<b>Audience Signals</b>	<b>Customer Match</b>	Upload your encrypted email lists of past buyers. This "teaches" the AI to find new people in your zip code who look like your best customers.

## 4. The 6-Week Launch Protocol

Performance Max requires a "Learning Period" to stabilize. **Do not make major changes during the first 6 weeks.**

- **Weeks 1–2 (The Learning Phase):** Expect volatility. The AI is testing placements (e.g., spending more on YouTube one day, Maps the next). **Action: Do not touch.**
- **Weeks 3–6 (The Optimization Phase):** The AI begins to identify which "signals" lead to store visits. **Action:** Monitor your "Insights" tab for trending local search terms.
- **Week 6+ (The Scale Phase):** Performance stabilizes. **Action:** If ROAS/Leads are green, increase the budget by 10-20% to capture more market share.

## 5. Measuring Success: The Offline Scorecard

Since we do not sell online, we track **Intent**, not transactions.

- **Metric 1: Google Maps Interactions:** A user clicked "Get Directions." (Strongest signal of a visit).
- **Metric 2: Click-to-Call:** A user tapped your phone number directly from the ad.
- **Metric 3: Ad Strength:** Must be "Good" or "Excellent."

## APPENDIX: Weekly Performance Tracker (Franchisee Worksheet)

Use this worksheet to track your first 6 weeks.

Location: \_\_\_\_\_ | Start Date: \_\_\_\_\_ | Budget: \$ \_\_\_\_\_

Week	Phase	Focus Area	Budget Spent	"Store Visits" / Calls	Action Item
1	Learning	Stability			Confirm ads are running. <b>Do not edit.</b>
2	Learning	Assets			Check "Asset" status. Are images approved?

3	Optimize	Negative Keywords			Audit calls. Add negative keywords if leads are irrelevant.
4	Optimize	Geography			Check "Location" report. Is traffic coming from your zip code?
5	Scale	ROI Check			If Call Volume is high, consider +10% budget increase.
6	Scale	Decision			Is campaign "Limited by Budget"? If yes, scale up.