



FULL ANNUAL MARKETING DELIVERABLES



As one of the **5 Pillars of Support**, Vervocity Interactive and Media Development manage and provide 12 months of coordinated digital and traditional marketing support to each HydroDog Mobile Grooming franchise. Vervocity Interactive and Media Development prepare each franchise's printed marketing materials, launch the online marketing presence through social media and www.hydrodog.com, and provide various deliverables during the 12-month period. HydroDog franchisees have the recommended option to continue receiving the benefit of these services at the end of the initial 12-month period. Vervocity Interactive and Media Development are your franchisees' partners in success with HydroDog.

FRANCHISE MARKETING DELIVERABLES

HydroDog Phone Number & Email Address	Each HydroDog groomer receives a phone number and an email @hydrodog.com that is used for all HydroDog purposes. The phone number is trackable and will forward to your cell phone. Vervocity Interactive will provide the phone number and the email credentials. These emails can be checked at gmail.com or through popular email applications such as Outlook or Mail on a desktop computer or a smartphone.
SWOT Analysis	This report analyzes the strengths, weaknesses, opportunities, and threats in the market for a franchise and may highlight not only competitors but also potential partners for future events. Media Development provides monthly updates following the initial SWOT analysis for a franchise.
Groomer Location Page on www.hydrodog.com	Each franchise receives a web page listing on www.hydrodog.com that includes their contact information, social media links, a list of areas served, their bio, a photo, and a feed of original blog posts specific to their franchise. This franchise page is shown when a visitor to hydrodog.com enters a zip code served by that franchise.
Franchise Original Blog Feed & Posts	Franchisees receive 4 original blog posts each month that are specific to their franchises and published on their own web pages on www.hydrodog.com .
12 Videos Featuring the Groomer	At the end of Nash Academy training, a series of 12 spoken videos on relevant topics is recorded using video conferencing technology. The footage is then edited and combined with branded motion graphics and music to provide concise, targeted topical videos to be published to the franchise's Facebook page and embedded within an original article in their Franchise Blog Feed each month.
Search Engine Optimization (SEO)	Vervocity Interactive optimizes your online presence to make it easy for both the search engines and groomer's target customers to find them. Regularly publishing original content that is optimized for this purpose helps a groomer to be shown higher in search results, leading to more business.

DELIVERABLES CONTINUED ...



Social Media Management (SMM)	Vervocity Interactive creates pages for a franchise on popular social media platforms, such as Facebook, Twitter, and Instagram. While a franchise has access to its social media pages and should post updates, engage with followers, and distribute their content, Vervocity Interactive also facilitates maintaining an active social media presence by posting on a groomer's behalf. Paid boosting of posts is also available a la carte.
Google My Business Listing	A Google My Business listing is established for each groomer and is updated by Vervocity Interactive with relevant information and media content.
Yelp Listing	Vervocity Interactive establishes a Yelp listing for each groomer so the franchise can build a positive online reputation through online customer reviews.
HydroDog Business Cards	HydroDog business cards are designed for each franchisee by Media Development. These cards feature their name, title, areas served, HydroDog phone number, HydroDog email, social media icons, and a Big Blue Dog.
HydroDog Door Hangers	Media Development designs door hangers with custom contact information for each groomer. These door hangers are placed by groomers on the doorknobs of the nearby 5 or 6 hours on each side of the street. This gets people in the neighborhood talking and leads to more grooming calls.
Announcement Flyer	Media Development prepares a flyer announcing a new HydroDog grooming franchise in a given area. This flyer includes a listing of areas served, the contact information for that franchise, and HydroDog branding.
Main Services Rack Card	Media Development designs rack cards that explain the grooming, bathing, and flea/tick treatment services performed by a HydroDog groomer. These can be displayed in partner locations or handed out to potential customers.
Review Request Card	When a groomer has provided grooming services to a customer, we want that customer to say something nice about them online at Yelp or Google My Business so their positive online reputation continues to grow. Media Development designs special cards with this request, and a groomer hands the card to a customer upon completing a service.
Newsletter Option	Based on a list of opted-in contacts provided by the groomer, Vervocity Interactive can create a branded newsletter for a specific franchise. A newsletter would typically feature links and summaries/excerpts of their blog content, listings for upcoming events, and their HydroDog phone and email contact information.
Press Release(s) & Local Media Contact	Media Development is available to prepare press releases that announce the launch of a new HydroDog Mobile Grooming franchise or Bathe To Save event details. Media Development contacts local media and distributes press releases in a given area.
Full Reporting on Monthly Marketing	Vervocity Interactive and Media Development provide monthly marketing reports for franchisees.