

The Challenges

When Handyman Connection was ready to take their local marketing to the next level, they called on m2M Strategies with eight specific challenges.



m2M's Solutions

In less than 120 days, m2M's proprietary franchise marketing system delivered tangible results that addressed those challenges.

- Launched multi-channel, triggered customer retention campaigns.
- Optimized digital marketing campaigns for each location.
- Automated execution of local marketing campaigns.
- Delivered a single franchisee marketing portal.
- Integrated with CRM to provide real-time ROI reporting.
- Developed local marketing spend recommendations for each location.
- Created performance benchmarks for every marketing tactic.
- Provided regular franchisee consultation and reporting.

Handyman Connection's Automated Franchise Marketing System Campaign Summary



ACQUIRE

Attract New Customers

- Pay-Per-Click Advertising
- Social Media Ads
- Lead Capture Applications
- Lead Conversion Campaigns



GROW

Increase Customer Value

- New Customer Campaign
- Lapsed Customer Campaign
- Lost Customer Campaign
- Email Newsletters



NURTURE

Retain More Customers

- Thank You Campaign
- Email Newsletters

The Results

996%

**ROI on Customer
Retention Campaigns**

45%

**Reduction in Cost
of Online Leads**

9.9 out of 10

**Satisfaction Rating
from Franchisees**

\$1,574

**Average Franchisee
Marketing Budget**



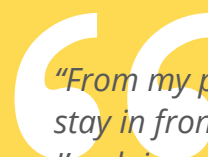
"A primary factor in moving to m2M Strategies was the integration to our CRM system and the ability to make data-driven decisions. These benefits coupled with ability to maximize our database and create campaigns based on buying behavior made the m2M choice ideal for our system."

Marci Kleinsasser
Director of Marketing
Handyman Connection



"They are very easy to work with. You can easily track and see results. They offer a one stop shop for almost anything you want to do from a local marketing standpoint and can help figure out where you should spend your money."

Craig Aspin
Franchise Marketing Advisor
Owner of Handyman Connection of Indianapolis



"From my perspective its a simple solution. Helps me stay in front of my customers and look to them like I'm doing more than I am! :) I like the way it tracks the results and lets you see each phase and which customer received the email or postcard."

Patty Hatfield
Franchise Marketing Advisor
Owner of Handyman Connection of NW Arkansas