

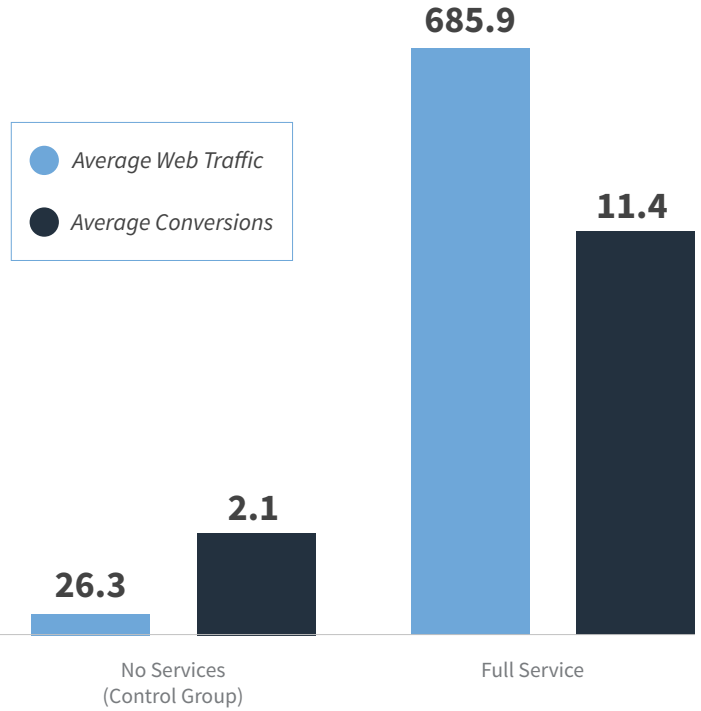
## Full-Service Digital Marketing Package

**Q3 2016 - Q1 2017:** LSM worked with ComForCare’s corporate team to analyze the results of locations using no digital marketing vs. locations using LSM’s full package of digital marketing services. The results confirmed that locations working with LSM saw an average of **26x more web traffic** and **5x more client and caregiver leads**.



“We’ve been working with LSM for six months and are very impressed and pleased. LSM knows franchisor/franchisee concerns and needs. They have a great staff and are extremely organized and responsive.”

Shannon Bellefleur, Director of Digital Marketing, ComForCare



### Message Envy

## Web Page & Content Development

**Q1 2016:** LSM created new web page templates full of spa, facial, and career-related content for Message Envy’s microsites. The templates worked so well that Message Envy began applying the templates to their 1100+ locations. The work was **recognized by the 2016 U.S. Search Awards**.

▲ **24%**  
Increase in **Organic Sessions**

▲ **21%**  
Increase in **Organic Online Appointment Requests**

▲ **31%**  
Increase in **Organic Click-To-Call Requests**



“We’re very pleased with LSM’s tenacity on this project. They brought it to us and worked with corporate to get it approved. The results are in line with the expectations that they communicated to us at the start. Overall it’s been a satisfying experience and we recommend you let LSM look at your local search situation.”

Jon Brovitz, Multi-Unit Clinic Owner

Amazing Lash Studio

## Location-Level SEO Campaign

**Q1 2016:** LSM began working with Amazing Lash Studio’s AZ-based locations with the goal of improving their microsites’ organic rankings in Google’s “Local Pack” and organic search results. The overall campaign was **recognized by the 2016 U.S. Search Awards and Landy Awards.**

**▲ 64%**

Avg. Increase in **Organic Sessions**

**▲ 142%**

Avg. Increase in **Organic Appt. Form Submissions**

**▲ 69%**

Avg. Increase in **Organic Click-To-Call Completions**



“ **One aspect that sets LSM apart from all others is their exemplary customer service. We are most appreciative of the time, effort, and individual attention put into our account—right down to the finest details of insuring neighborhoods are correctly identified and reports are jointly analyzed rather than just emailed. The “cherry on top” is an excellent return on our investment!** ”

Cindy Rash, Studio Owner - San Tan (Gilbert), AZ

Title Boxing Club

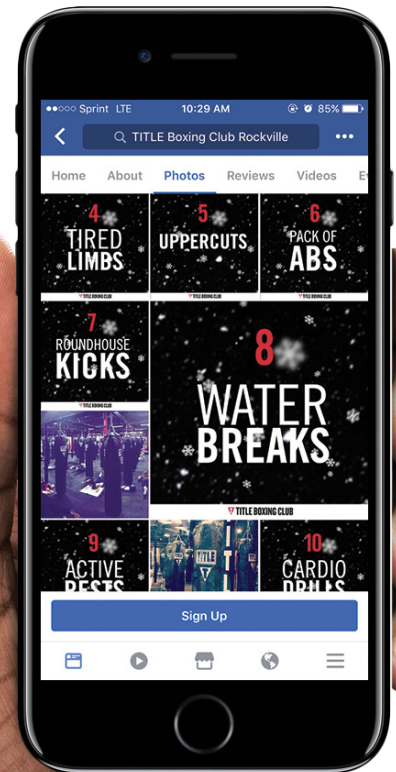
## Seasonal Promotion

**December 2016:** LSM created a promotional Facebook campaign (12 Days of Title) for nine TITLE Boxing Club locations. The campaign generated a high volume of low-cost, quality leads.



“ **LSM works hard for your franchisees to generate leads and revenue. Working with them is a pleasure and most importantly, drives profitability.** ”

Brooke Budke, Sr. Director of Marketing, TITLE Boxing Club



Average Cost Per Lead



**\$6.03**

Total Leads



**571**

Total Impressions



**157,177**



[localsearchmasters.com](http://localsearchmasters.com)

[bizdev@localsearchmasters.com](mailto:bizdev@localsearchmasters.com)

877.633.5774