



**IFA**<sup>®</sup>

INTERNATIONAL FRANCHISE ASSOCIATION

**WEBINAR SERIES**

**How to Use Data Analytics to Create  
Better Content, Improve Organic SEO  
Rankings, and Convert Qualified Leads**

# Speakers



**Graham Chapman**  
**VP, Account Services**  
**919 Marketing**



**Sean Hart**  
**VP, Franchise Sales & Development**  
**American Family Care**



**Erica Tarnowski**  
**Senior Account Manager**  
**919 Marketing**

# What is 919 Insights?



# What is 919 Insights?

**Knowledge drives better decisions.  
Better decisions drive better results.**



# What is 919 Insights?

## 919 Insights

### *Digital and Social Media Content Analytics*

**Stop Guessing About What Online Content Converts Consumers Into Brand Advocates.**

- What content is driving results on your competitors' digital and social media?
- What content brings people to your digital and social media platforms?
- What content is being read ... and what content is being ignored on your channels?
- What content actually drives conversions now (whatever you deem conversions to be)
- What topics are not being leveraged to date that could drive conversions?



# What is 919 Insights?

**Smart Content Decisions Based  
On Actual Prospect Behaviors**

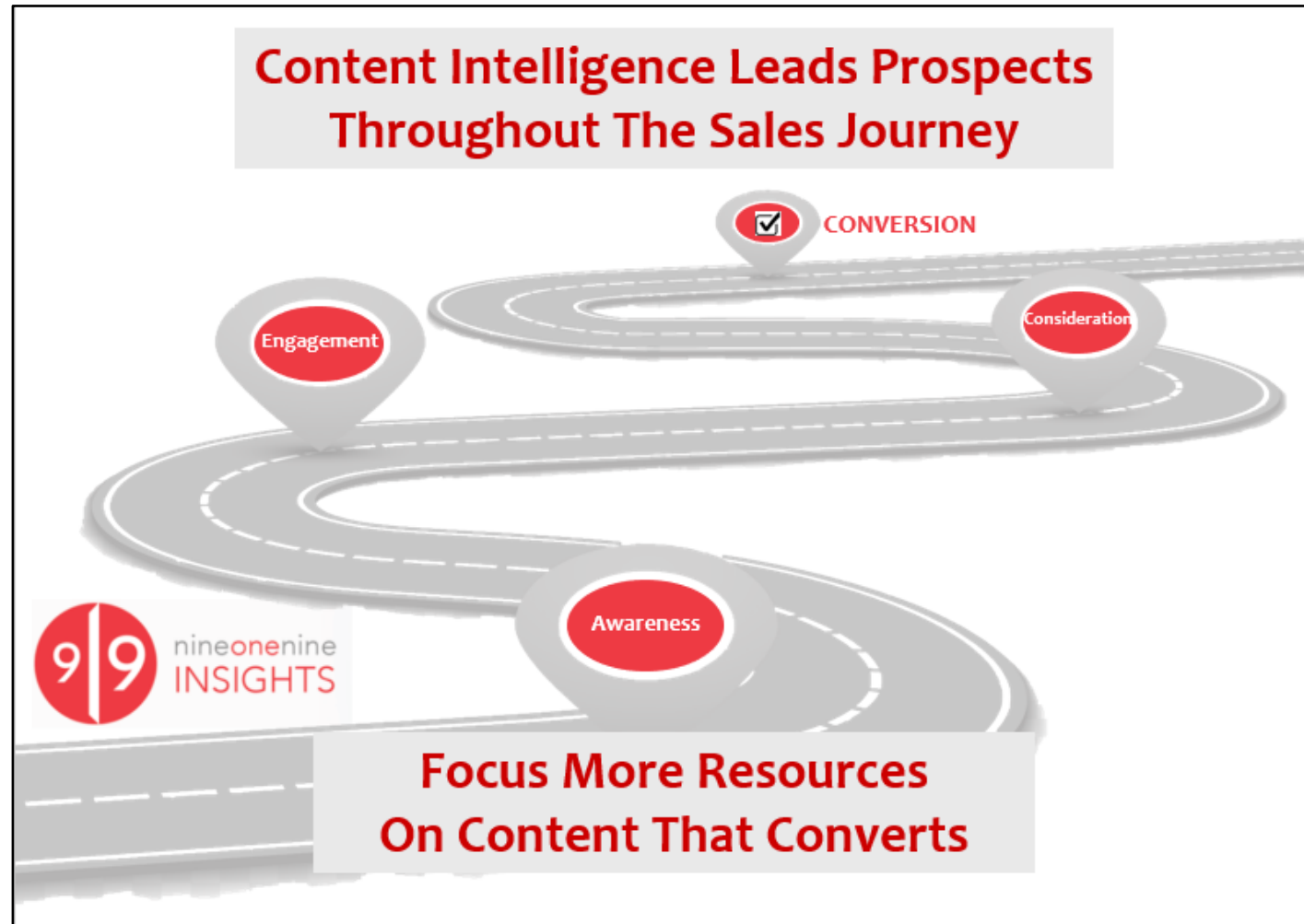


**Your  
Topics**

**Competitor  
Topics**

**New Topic  
Clusters  
(Variants)**

# What is 919 Insights?



# What is 919 Insights?

## The 919 Insights Program

- 1. Key findings report.**  
Comprehensive analysis of the competitive set, your website and all social media channels.
- 2. Detailed website content and architecture refinements** based on analysis to maximize organic search success.





# What is 919 Insights?

## The 919 Insights Program

3. **Extensive keyword recommendations** including search term library and ranking difficulty scores for each keyword.
4. **12-month content calendar** – (2) long-form articles written per month.



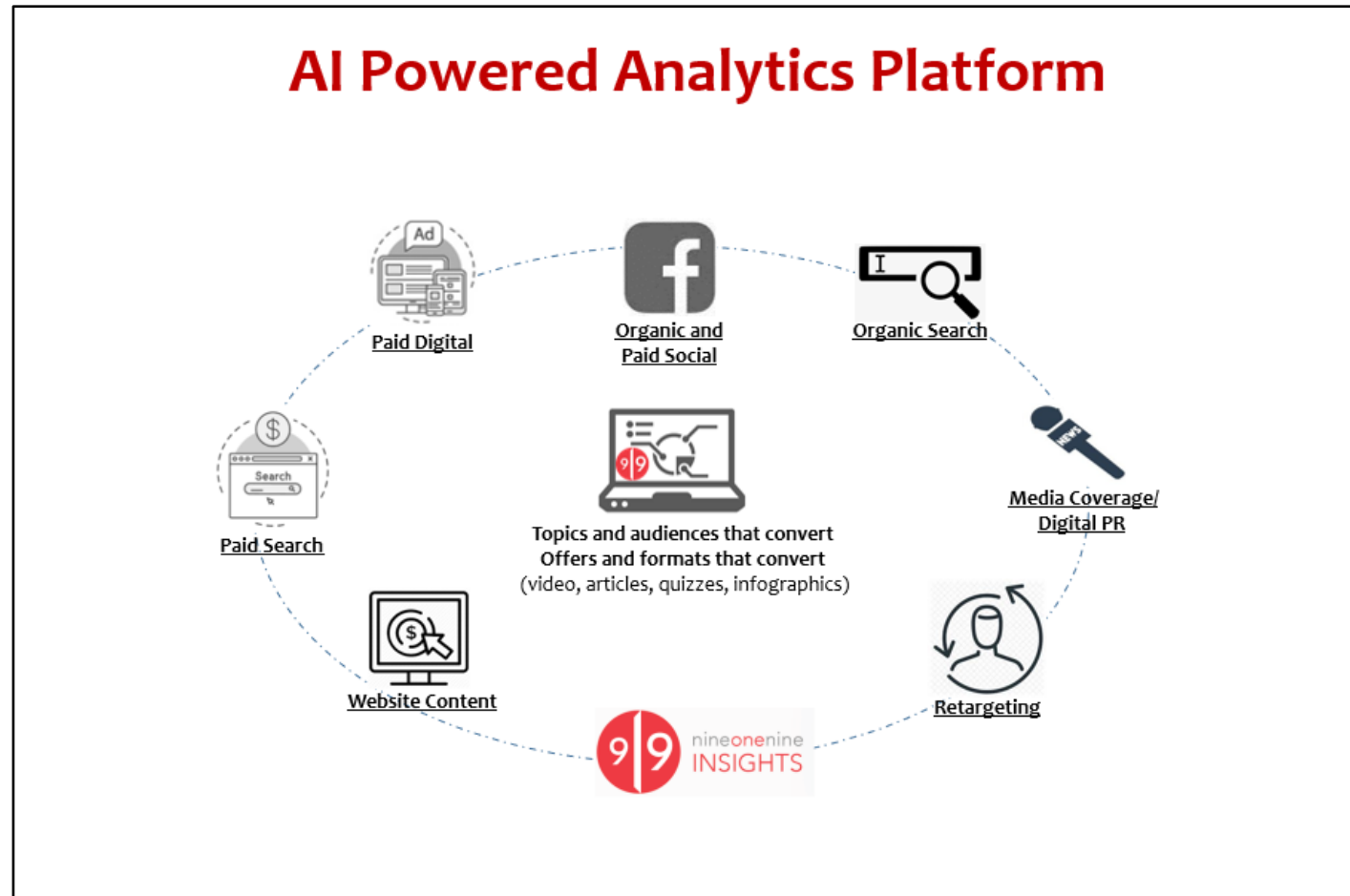
# What is 919 Insights?

## The 919 Insights Program

5. **Informs decision-making for all other marketing programs** – paid media conversion topics, social media content calendars, types of media coverage you should focus on, and more.
6. **Comprehensive quarterly reporting** – setting and measuring desired performance outcomes and adjusting website and content accordingly.



# What is 919 Insights?



# Case Study: AFC



# Case Study: AFC

## Franchise Development Success Story

*High Range Investment Level*



### Challenges:

- Lead quantity and conversion rates didn't align with sales goals
- The marketing spend on expensive direct mail campaigns and untargeted industry media buys was generating less leads at a higher cost
- The company lacked research validated buyer personas to focus marketing resources around with confidence
- Franchise website content wasn't based on prospect behaviors on the company site nor competitive sites



# Case Study: AFC

## Franchise Development Success Story

*High Range Investment Level*



### Our Solution:

- 919 Insights
- Strategic plan with personas
- Lead nurturing program overhaul
- Website design/development
- Organic content – blogs
- Paid/organic social
- Franchise PR
- E-marketing
- Pay-per-lead programs
- Robust Reporting Platform (Datobox)



### A Meaningful and Fulfilling Business Opportunity

During this unpredictable time due to the coronavirus pandemic, American Family Care (AFC), the nation's leading provider of urgent care and accessible primary care, has taken innovative steps in response to the pandemic with the launch of several new tools that will not only benefit patients, but also its hundreds of its franchisees.

Even when not responding to crises, AFC is consistently proactive in finding ways to bring in new business for franchisees – in good economic times and bad – leveraging purchasing power and key relationships to make things happen.

But in the current climate, AFC is focused on providing innovative solutions for its franchisees, aggressively advocating on their behalf to provide the tools and resources needed to weather the current crisis.

[Learn More](#)

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Key Findings Report

### American Family Care

Content & Competitive Intelligence Report  
August 1st - October 31st, 2019

#### Domain Authority

AFC Franchising has a Domain Authority of 27, compared to the commercial site's Domain Authority of 46.

Primrose Schools franchising site has the same Domain Authority as its commercial site because it is a subdomain of the commercial site.

Interim Healthcare and OrthoNow have separate franchising sites like AFC, which means they do not inherit the Domain Authority of the commercial website.



#### Top Opportunities

Current gaps with highest ranking potential  
(Page 1 of 3)

Keyword	Avg Search Volume	Difficulty
home health care	45,700	38
technology	127,200	52
community outreach	8,800	23
franchise fees	1,300	28
types of services	900	24
elder franchise	900	23
healthcare business	800	30
senior care franchise	800	27
home care business	400	26
living process	2,000	49
home care franchise	400	30
professional development programs	100	26
home healthcare franchise	100	26

#### Underutilized Topics

Topics driving the most traffic per page they are on

affordable franchise opportunity  
urgent care franchise cost  
clinics  
industry leader  
high-tech  
urgent care visit cost  
medical care providers  
questions  
emergency rooms  
market  
x-rays  
site services  
leadership  
american family care offering  
afc urgent care  
health franchise investment  
medical franchise investment  
initial franchise fee  
urgent care industry trends  
dc house irwin  
career opportunities  
urgent care  
careers  
patients  
afc franchise

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
919 Insights Quarterly Reports

### American Family Care Franchise Website Performance Update

All Thank You Page Conversions	Total Sessions	Average Session Duration	Total Time on Site
268 ▲ 2%	25.1K ▲ 68%	67 seconds ▼ 20%	1.7M seconds ▲ 35%

### Channel Performance

Traffic for most channels increased for AFC Franchises. The largest increases came to the Email channel. This channel also had strong conversion increases with 19 Thank You Page conversions this quarter.

The Other channel had 232 sessions and a 11K% increase compared to the previous period. The Other channel accounts for the source/mediums that Google does not know how to classify. This may have occurred from a mis-tagged URL. The source for most of these conversions was from "BBS".

The continued Referral increases came from baidu.com and landed on the homepage.

Sessions		
Direct ▲ 76%	Referrals ▲ 254%	Organic Search ▼ -2%
Paid Search ▼ -4%	Email ▲ 3100%	Social ▲ 70%
Display ▲ 12%	Other ▲ 7800%	

### Ranking Target Keywords

Keyword	Ranking	Change	Keyword	Ranking	Change	Keyword	Ranking	Change
franchise healthcare	1	0	opening urgent care center	5	▲	urgent care business model	17	0
franchise medical clinic	2	0	urgent care business model	5	0	health franchises	17	0
average profit from urgent care	2	▲	urgent care business model	5	▲	urgent care business profit margin	21	-13
medical franchise	4	1	how to start an urgent care center	9	0	urgent care profit margin	21	-12
opening an urgent care	4	2	starting an urgent care	10	2	franchise healthcare	25	▲
healthcare franchise	4	2	an urgent care centers profitability	11	-1	franchise medical care	25	▲
franchise health care	4	0	top medical franchises	11	0	urgent care for sale	25	▲
urgent care for sale	4	▲	starting an urgent care	16	0	opening a medical practice	25	▲
opening a medical practice	4	▲	starting a medical practice	16	▲	franchising in a franchise	30	0

### Channel Conversions

Total Conversions by Channel (All Thank You Pages)

- Organic: 129 (+6%)
- Direct: 82 (-20%)
- Paid Search: 21 (-12%)
- Email: 19 (+850%)
- Referral: 9 (-10%)
- Other: 7 (+∞%)
- Social: 1 (-67%)



# Case Study: AFC

## AI Powered Analytics Platform Drives the creation of the winning content marketing plan Content Calendar

Month	Content Piece	Cornerstone	Content Type	Volume	Primary Keyword	Secondary Keywords	Main Points
December 2019	Starting a Medical Practice: <b>From Start to Finish</b>	Brick	Blog	180	starting a medical practice		I'm hoping to start a medical practice. How do I fund my practice? What do I need to know about loans to cover startup costs? What credentials do I need? How do I get licensed? Tell me everything I need to know to stay on track.
January 2020	Health Information Technology: Tech Triumphs at the <b>Forefront</b> in 2020	Brick	Blog	8100	health information technology		What is health information technology and how does it impact healthcare overall? What new innovations are driving these triumphs? What are the most <b>up-to-date</b> healthcare trends coming our way in 2020? How could these <b>improvements</b> shape the <b>quality</b> of care and the future of my practice?
January 2020	Healthcare Trends in 2020: Shaping the Future of Healthcare	Cornerstone	Blog/Infographic	200	healthcare trends 2020		
February 2020	<b>Risk Management</b> in Healthcare: 6 Risks to Identify & Prevent	Brick	Blog	1600	risk management in healthcare	enterprise risk management	What are the main areas of risk management? How do prevent these risks from happening in my practice? Help me make a <b>plan</b> . I'm looking to buy an urgent care practice. What should I be on the lookout for? What are the hidden costs and pitfalls that come with buying an urgent care? How is <b>partnering</b> with a franchised urgent care center better than <b>launching</b> an independent practice in terms of an <b>investment</b> and <b>profitability</b> ? Help me make a <b>calculated decision</b> . I'm a healthcare professional and an aspiring entrepreneur. Which business ideas should I look into? How do they compare with each other in terms of profitability and how much time they will require? I'm especially concerned about my bottom-line.
February 2020	Urgent Care for Sale: <b>What to Take into Account</b> Before You Buy	Brick	Blog	120	urgent care for sale		
March 2020	Businesses Ideas for Healthcare Professionals: 10 Most <b>Profitable</b> Options	Brick	Blog	100	business ideas for healthcare professionals		
March 2020	Value-Based Healthcare: Spend Less to <b>Gain</b> Better Health	Cornerstone	Infographic/Blog	2700	value based healthcare		What is value-based healthcare? How would a value-based healthcare <b>format</b> differ from a fee-per-service approach? How would value-based healthcare benefit patients and medical practices? What are physicians earning in 2019? What are the most <b>profitable</b> medical fields to join? Which would provide the highest <b>payoff</b> in terms of my time and my bottom line?
April 2020	Physician Salaries 2020: The Most <b>Profitable</b> Medical Fields	Brick	Blog	590	physician salaries		What are the <b>key findings</b> and takeaways from the Physician Compensation Report? I'm curious about the gender wage gap and how compensation varies <b>cost-to-cost</b> , by specialty and by employment status (whether I own my own business, am an independent contractor, or employee. What should a <b>realistic</b> salary/fee structure be? How do I make a <b>good</b>
April 2020	Physician Compensation Report 2020: <b>Key Findings</b>	Brick	Blog/Infographic	160	physician compensation report		

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Persona Mapping + 12-Month Marketing Plan

**Buyer Personas: Achiever Arthur**

**Achiever Arthur**  
Age 45-60 | Male | Sales Marketing Operations

**Financial Status:** Making 1200K+ yearly, has 5500K+ to invest, and has 15MM+ in net worth. Likely has a diverse investment portfolio, including real estate and possibly other businesses.

**Where He Gets Business Information:** Email LinkedIn Online News Desktop primarily / also mobile

**Key Search Terms:** Business ownership, Fastest growing franchises, best franchise opportunities, top growing franchises, top healthcare franchises

**Buyer Personas: Societal Sam & Susan**

**Societal Sam & Susan**  
Age 40-60 | Male/Female | Sales Development Operations

**Financial Status:** Making 1275K+ yearly, has 4400K to invest, and has 1750K+ in net worth. Probably have a nice home and robust 401k/savings.

**Where He Gets Business Information:** Email LinkedIn Online News Desktop primarily / also mobile

**Key Search Terms:** Business ownerships, Fastest growing franchises, best franchise opportunities, top growing franchises, top healthcare franchises

**Buyer Personas: Multi-Unit Mustafa**

**Multi-Unit Mustafa**  
Age 35-55 | Male | Early adopter, Entrepreneurial

**Financial Status:** Making 1750K+ yearly, has 14MM+ to invest, and has 15MM+ in net worth. Has stock market/real estate investments and already owns multiple other businesses.

**Where He Gets Business Information:** Fellow investors Email Online News LinkedIn Twitter Desktop primarily / also tablet & mobile

**Key Search Terms:** Fastest growing franchises, best franchise opportunities, available territories, top growing franchises, franchises on the rise

**Background:** Mustafa is a local market entrepreneur that currently owns or co-owns several successful businesses in the area. He may also work in a large corporate job and be passively or actively involved in other businesses. He is always on the lookout for attractive investments. Mustafa likes to be at the forefront of innovation.

**Biggest obstacles to overcome with Mustafa:** He's put a lot on the line, so he wants to see results as soon as possible. He's worked at a corporate job most of his career, creating his own rules is new territory. He can be rigid, strongly believes opportunities don't happen, you create them.

**Messages:**

- Fast growth
- Passionate about success
- Unique, progressive way of doing business
- Thousands of families can use your services
- Perfect opportunity for established business owners
- Proven model built to scale

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Persona Mapping + 12-Month Marketing Plan

**2020 Franchise Development Content Marketing Plan**

919 Marketing Company | Created by David Chapman | CDO | dchapman@919marketing.com | 919-439-8138 | www.919marketing.com

### Situation Analysis:

**The Market Story: Industry Stats (\*\*UCA Benchmarking Report)**

- Rapidly Growing Industry:** As of 2018, more than 8700 urgent care centers generated \$13 - \$8.5B (\$115 average reimbursement per visit). This represents 44% industry growth (6500 centers were open in 2013).
- Primary Care AND Urgent Care:** Urgent care centers handle over 22% of ALL primary care visits and 13.3% of ALL outpatient visits.
- Million Dollar Model:** Considering median daily visits (35) and the reimbursement of \$115 per visit, the median revenue for an urgent care related to patient traffic is \$1.47M annually... **AFC outpaces these figures.**
- Across-the-Board Growth and Consolidation:** From January 2017 - January 2019, hospital and non-hospital groups demonstrated 20% and 26% growth, respectively. Hospital consolidation will continue as a matter of survival. Non-hospital consolidation is expected to continue for growth potential.

\*\*\*NEW 2019 UCA REPORT COMING SOON!

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### AFC Candidate Journey Discussion

**SALES PROCESS AND FRANCHISE STATUS UPDATES**

TOP OF FUNNEL | MID-FUNNEL | BOTTOM OF FUNNEL

**KEY METRICS (KPIs)**

TOP OF FUNNEL | MID-FUNNEL | BOTTOM OF FUNNEL

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### AFC Content Marketing Matrix

CREATE THE ROADMAP	CREATE BRAND STORIES	DRIVE LEADS
<p><b>919 INSIGHTS</b></p> <p>What topics do our prospects care about? What content drives leads?</p> <p>919 Content Marketing Plan</p> <p>Strategic Marketing Plan Based on Buyer Intelligence</p>	<p>"Buy in the Wild"</p> <p>Franchise Website</p> <p>Media Coverage</p> <p>Franchise Development Website Content</p> <p>CEO Video Website</p> <p>Landing Pages</p> <p>Self-paced, pre-recorded webinars</p> <p>Content Creation Different Audiences and Different Buying Stages</p>	<p><b>Organic Search</b></p> <p>Blog posts (written and edited) based on opportunities and 919 insights</p> <p><b>Ad-Run Support</b></p> <p>919 identifies opportunities and provides content/PS support for activation</p> <p><b>LinkedIn Checklist</b></p> <p>919 provides content and identifies email campaigns for building social prospect leads to your CRM</p> <p><b>Email Marketing</b></p> <p>919 provides content and identifies email campaigns for building social prospect leads to your CRM</p> <p>Media Coverage</p> <p>Program Execution Lead Generation Campaigns</p>

919 Marketing Company | Created by David Chapman | CDO | dchapman@919marketing.com | 919-439-8138 | www.919marketing.com

# Case Study: AFC

The screenshot displays the AFC website's homepage. At the top, a dark navigation bar contains the text "AMERICAN FAMILY CARE CENTERS" followed by social media icons for Facebook, Twitter, Instagram, and LinkedIn. To the right of these icons are links for "BLOG", "DOWNLOAD BROCHURE", and a phone number "205-419-6220". Below this bar is a main navigation menu with the following items: "ABOUT US", "WHY AFC?", "FRANCHISE OPPORTUNITIES", the AFC logo (a red cross with "afc" inside), "AVAILABLE MARKETS", "RESOURCES", and "GET STARTED". The central focus is a large banner image of an AFC facility. Overlaid on the left side of the banner is the text "THE URGENT CARE FRANCHISE WITH A HEALTHY FUTURE!" in large white letters, with "HEALTHY FUTURE!" on a new line. Below this, in smaller white text, is "THE RIGHT FRANCHISE. RIGHT NOW". On the right side of the banner, there is a vertical red button that says "GET STARTED". At the bottom right of the banner, there is a "We're Online!" status indicator and a red "Chat now" button. A red footer bar at the very bottom of the page contains the text: "919 Marketing Company Confidential. All Rights Reserved. 2020 dchapman@919marketing.com 919-557-7890 www.919marketing.com".

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Complete Fran Dev Website Overhaul

AMERICAN FAMILY CARE CENTERS f t @ in BLOG DOWNLOAD BROCHURE 205-419-6220

ABOUT US WHY AFC? FRANCHISE OPPORTUNITIES **afc** AVAILABLE MARKETS RESOURCES **GET STARTED**

**THE URGENT CARE FRANCHISE WITH A HEALTHY FUTURE!**  
THE RIGHT FRANCHISE. RIGHT NOW

**GET STARTED**

We're Online! Chat now

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# Case Study: AFC

## AI Powered Analytics Platform Drives the creation of the winning content marketing plan 919 Insights Drives All Content Creation

AMERICAN FAMILY CARE CENTERS f t in BLOG DOWNLOAD BROCHURE 205-419-6220

ABOUT US WHY AFC? FRANCHISE OPPORTUNITIES **afc** AVAILABLE MARKETS RESOURCES **GET STARTED**

HOME / RESOURCES / BLOG

### OUR BLOG MARKETS & INDUSTRY

Strategic Partnerships +

**OCT 27**  
**Best in Class Franchise Financing Options**  
The franchise industry can be a lucrative one. That is why endless entrepreneurs, business professionals, and investors turn to franchise businesses every year. It's a

**OCT 20**  
**3 Kinds of People Who Make Great AFC Franchisees**  
Investing in a franchise is a life decision, and we want to help address some of the uncertainty you may have about taking advantage of

**OCT 19**  
**How Our TeleCare Healthcare Franchise is Making a Difference**  
The outbreak of COVID-19 brought a lot of consumer-facing businesses out of their comfort zone, and healthcare franchise organizations like ours were no exception. At

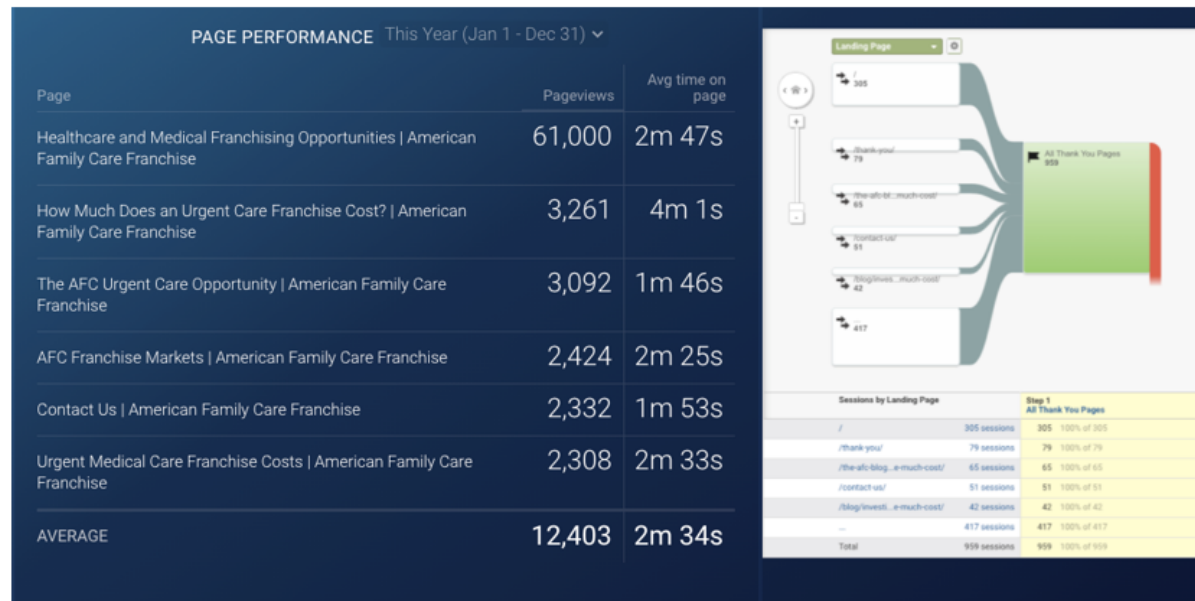
**GET STARTED**

**GET STARTED**

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
919 Insights Drives All Content Creation



# Case Study: AFC

## AI Powered Analytics Platform Drives the creation of the winning content marketing plan 919 Insights Drives All Content Creation

afcfanchising.com · blog · investing-urgent-care-fran... ▾

### How Much Does an Urgent Care Franchise Cost? | American ...

The Urgent Care Franchise Cost As with any lucrative industry, you should be prepared to make an investment and understand exactly what that investment will yield. Our royalty fee (6% of gross sales) is industry standard and our franchise fee is a low \$55,000, with a total investment up to \$1.5 million.

People also ask

- How much does it cost to start up an urgent care? ▾
- How much do urgent cares make a year? ▾
- What is the best and cheapest franchise to open? ▾
- How do I start an urgent care center? ▾

Feedback

afcfanchising.com · Franchise Opportunity ▾

### Urgent Medical Care Franchise Costs | American Family Care ...

Do you already own an urgent care clinic? If you're looking for a way to improve your bottom line, converting to an AFC franchise could help you see impressive results. When you convert an existing urgent care facility to an AFC center, the total estimated initial investment ranges from \$144,500 to \$480,500.

afcfanchising.com · blog · much-urgent-care-visit-cos... ▾

### How Much Does an Urgent Care Visit Cost? - AFC franchise

Whereas the average ER visit can cost a patient at least \$750, the same treatment at an urgent care facility can cost as little as \$150. This price difference is the ...

hospital franchise

🔍 All News Maps Images Shopping More Settings Tools

About 80,000,000 results (0.55 seconds)

afcfanchising.com · blog · training-is-critical-to-a-suc... ▾

### Training is Critical to a Successful Hospital Franchise ...

A hospital franchise opportunity can be successful if franchisees learn how to own and operate it. Here's how AFC Franchising will train you for success.

People also ask

- What's the cheapest franchise to open? ▾
- How do I get a medicine franchise? ▾
- What is the most profitable franchise to open? ▾
- What is the best home care franchise? ▾

Feedback

afcfanchising.com · Franchise Opportunity ▾

### The Healthcare Industry | American Family Care Franchise

A healthcare franchise is an alternative to urgent care and primary care treatment from hospitals. It is a more affordable and convenient option for patients, which is why businesses like AFC have become an important part of the medical industry.

smallbiztrends.com · 2017/08 · medical-franchises ▾

### 10 Medical Franchises Available to Entrepreneurs - Small ...

Aug 8, 2017 - AFC Healthcare · GNC Franchising · The Joint Chiropractic Franchise · ARCpoint Labs Franchise · Nurse Next Door · Serasana Franchise · American ...

# Case Study: AFC

## AI Powered Analytics Platform Drives the creation of the winning content marketing plan Franchise Development PR

The screenshot displays two web pages. The top page is a Forbes profile for Sean Hart, a Forbes Councils Member. It includes a bio, an 'ABOUT' section stating he is VP of Franchise Sales & Development at American Family Care, and a 'LATEST' article titled 'Three Ways Healthcare Facilities Can Educate Patients This Flu Season'. The bottom page is a search results page on Franchise Times for 'american family care', showing several articles such as 'American Family Care recognized by Franchise Times', 'Urgent Care Centers Market: Know about Impact of Covid-19 by Top Companies like - TexasMedClinic, CareSpot, ...', and 'American Family Care Expanding Franchise Development Team'.



# Case Study: AFC

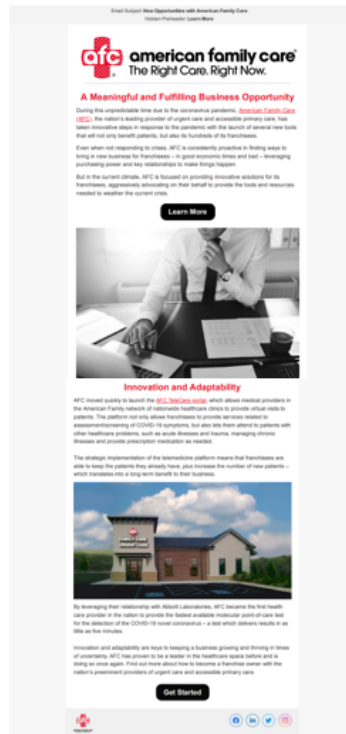
## AI Powered Analytics Platform Drives the creation of the winning content marketing plan LinkedIn Overdrive Program

	Name	Title	Email	Area	Company	Website
1	Tim Garbett	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	ACP, Inc.	acpsolutions.com
2	Deb Sealy	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Aegon Asset Management	aegonassetmanagement.com
3	Creighton Berrett	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Allstate Financial Services, LLC	allstate.com
4	Allison Limbert	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Bankers Trust	bankerstrust.com
5	Colette Vincent	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Bankers Trust	bankerstrust.com
6	Sarah Netolicky	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Bankers Trust	bankerstrust.com
7	Sue Pence	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Bankers Trust	bankerstrust.com
8	Todd Wishman	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Bankers Trust	bankerstrust.com
9	Allen Wallace	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Basepoint Wealth, LLC	basepointwealth.com
10	Bryan Knudson, CFPA	Iowa City-Cedar Rapids Area		Iowa City-Cedar Rapids Area	Basepoint Wealth, LLC	basepointwealth.com
11	Kate Wallace, CFPA	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Basepoint Wealth, LLC	basepointwealth.com
12	Landis T. Wiley, CFPA	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Basepoint Wealth, LLC	basepointwealth.com
13	Travis Stovie	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	BEATON, INC.	beatoninc.com
14	Russ Nieland	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Carson Wealth	carsonwealth.com
15	Cara Lausen	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Convergence Acquisitions, LLC	convergenceacquisitions.com
16	Patrick Lausen	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Convergence Acquisitions, LLC	convergenceacquisitions.com
17	Korey Ferguson	Iowa City-Cedar Rapids Area		Iowa City-Cedar Rapids Area	Dining Alliance	diningalliance.com
18	Monica Wilk	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Five Rings Financial, LLC	fiveringsfinancial.com
19	Debra Hardy	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	GreenState Credit Union	uiccu.org
20	Brad Joens	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Hills Bank and Trust Company	hillsbank.com
21	Erin Grabe	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Hills Bank and Trust Company	hillsbank.com
22	Brad Mertens	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Metco Credit Union	metcocu.org
23	Jennie Maxfield	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Ohnward Bank & Trust	ohnwardbank.com
24	Robb Wessels	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Ohnward Bank & Trust	ohnwardbank.com
25	Marty Willenborg	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Premier Advisors, LLC.	premieradvisorsllc.com
26	Todd Manternach	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Premier Advisors, LLC.	premieradvisorsllc.com
27	Lance Greco	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	RBC Wealth Management	rbc.com
28	Jeremy Squires	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	The Financial Specialists	thefinancialspecialists.com
29	Jake Craig	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Transamerica	transamerica.com
30	Matthew Dean	Iowa City-Cedar Rapids Area		Iowa City-Cedar Rapids Area	Transamerica	transamerica.com
31	Melanie Fortin, CCWP	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Transamerica	transamerica.com
32	Bill Teubel	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	TrueNorth Companies, L.C	truenorthcompanies.com
33	Loren Coppock	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	TrueNorth Companies, L.C	truenorthcompanies.com
34	Jennifer Beachler-Johnson	Cedar Rapids, Iowa, United States		Cedar Rapids, Iowa, United States	Wells Fargo	wellsfargo.com
35	Sarah Sullivan	Iowa City-Cedar Rapids Area		Iowa City-Cedar Rapids Area	Wells Fargo	wellsfargo.com

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Targeted Email Marketing Campaigns



APRIL 2020 EMAIL						
4197   ACTIVE SINCE APR-09-2020						
89.78%	19.69%	14.69%				
Delivery Rate	Open Rate	Click Rate				
TEMPLATES						
Name	Sent	Delivered	Opened	Clicks	Opt-outs	Bounced
April 2020 Email Blast	4197	3768	742	109	40	427

Out of the **109 Clicks**, **43 (40%)** are active leads, **32 (29%)** have been qualified, and **9 (8%)** have Requested Agreements.

Of those who requested agreements:

- 4 leads were from 2011
- 2 leads were from 2012
- 1 lead was from 2017
- 1 lead was from 2019
- 1 lead was from 2020 (the week the email was first sent)

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Targeted Email Marketing Campaigns



# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Targeted Email Marketing Campaigns

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	76,992	77,587	89,892	64.47%	1.44	00:01:09	1.07%	959	\$0.00
1 Direct	29,368			71.46%			0.87%		
2 Social	18,386			79.58%			0.04%		
3 Organic Search	16,136			33.53%			2.31%		
4 Referral	8,748			74.82%			0.40%		
5 Paid Search	2,377			38.19%			2.28%		
6 Display	2,213			81.09%			0.15%		
7 Email	1,127			41.40%			6.67%		
8 (Other)	506			69.82%			1.82%		

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
Hyper-Targeted Print/Online Advertising



America's #1 Urgent Care Franchise

ONE OF THE MOST ADMIRED COMPANIES IN HEALTHCARE IS ALSO A FRANCHISE.

JOIN THE BRAND THAT IS **LEADING A REVOLUTION.**

<b>11%</b> Year-over-year Comp Sales Growth	<b>\$1.69M</b> Average Unit Sales	<b>A High-Growth</b> Recession Resistant Industry
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- More than 200 active locations from coast-to-coast, and dozens more in development
- 600 in-network physicians caring for nearly 3 million patients a year
- More than simply an emergency room alternative, AFC provides value-based, patient first healthcare



american family care®  
The Right Care. Right Now.

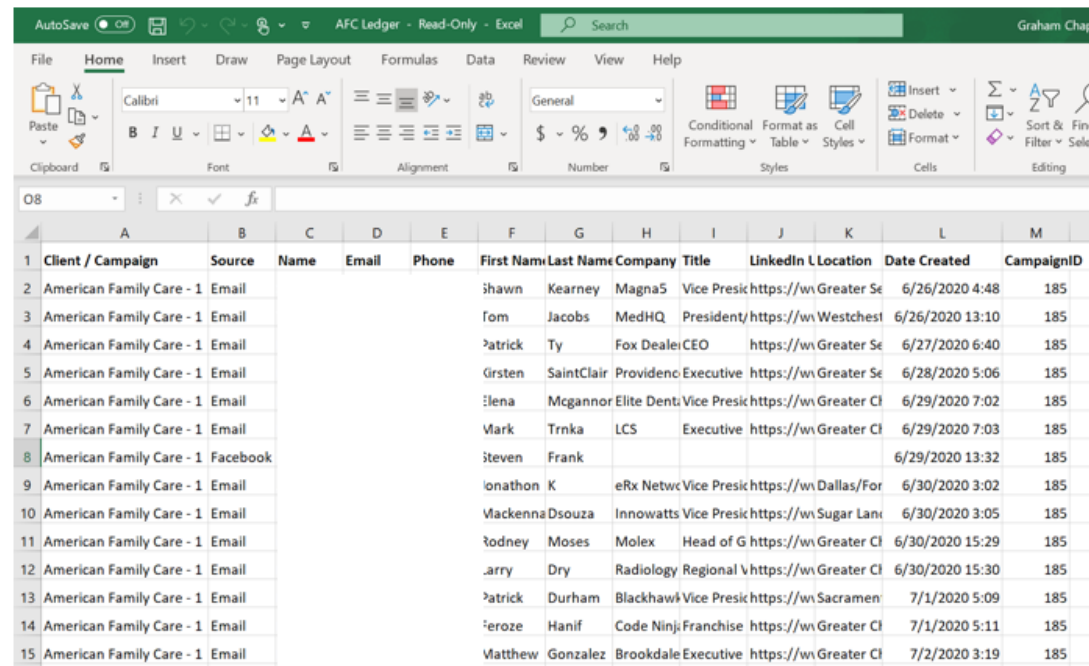


No medical experience needed. Prime territories and area development opportunities.  
Contact [franchising@americanfamilycare.com](mailto:franchising@americanfamilycare.com) or visit [AFCfranchising.com](http://AFCfranchising.com)

# Case Study: AFC

## AI Powered Analytics Platform

Drives the creation of the winning content marketing plan  
High Net Worth Pay Per Lead Programs



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Client / Campaign	Source	Name	Email	Phone	First Name	Last Name	Company	Title	LinkedIn U	Location	Date Created	CampaignID
2	American Family Care - 1	Email				shaw	Kearney	Magna5	Vice Presic	https://w	Greater Se	6/26/2020 4:48	185
3	American Family Care - 1	Email				Tom	Jacobs	MedHQ	President	https://w	Westchest	6/26/2020 13:10	185
4	American Family Care - 1	Email				Patrick	Ty	Fox Dealer	CEO	https://w	Greater Se	6/27/2020 6:40	185
5	American Family Care - 1	Email				Girsten	SaintClair	Providenc	Executive	https://w	Greater Se	6/28/2020 5:06	185
6	American Family Care - 1	Email				Ilena	Mcgannon	Elite Dent	Vice Presic	https://w	Greater Cl	6/29/2020 7:02	185
7	American Family Care - 1	Email				Mark	Trnka	LCS	Executive	https://w	Greater Cl	6/29/2020 7:03	185
8	American Family Care - 1	Facebook				Steven	Frank					6/29/2020 13:32	185
9	American Family Care - 1	Email				Jonathan	K	eRx Netw	Vice Presic	https://w	Dallas/For	6/30/2020 3:02	185
10	American Family Care - 1	Email				Mackenna	Dsouza	Innowatts	Vice Presic	https://w	Sugar Lan	6/30/2020 3:05	185
11	American Family Care - 1	Email				Rodney	Moses	Molex	Head of G	https://w	Greater Cl	6/30/2020 15:29	185
12	American Family Care - 1	Email				Jerry	Dry	Radiology	Regional V	https://w	Greater Cl	6/30/2020 15:30	185
13	American Family Care - 1	Email				Patrick	Durham	Blackhawk	Vice Presic	https://w	Sacramen	7/1/2020 5:09	185
14	American Family Care - 1	Email				Feroze	Hanif	Code Ninja	Franchise	https://w	Greater Cl	7/1/2020 5:11	185
15	American Family Care - 1	Email				Matthew	Gonzalez	Brookdale	Executive	https://w	Greater Cl	7/2/2020 3:19	185

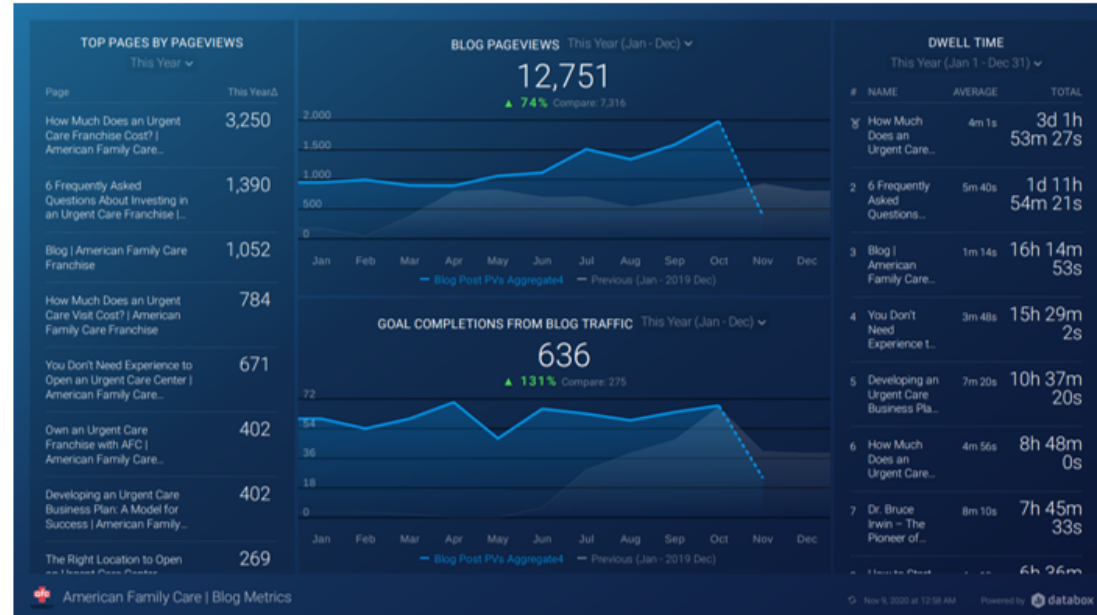
# Case Study: AFC

## Franchise Development Success Story

High Range Investment Level



### Results/Success: 2020 Databox Report



# Case Study: AFC

## Franchise Development Success Story

High Range Investment Level



### Results/Success: 2020 Databox Report



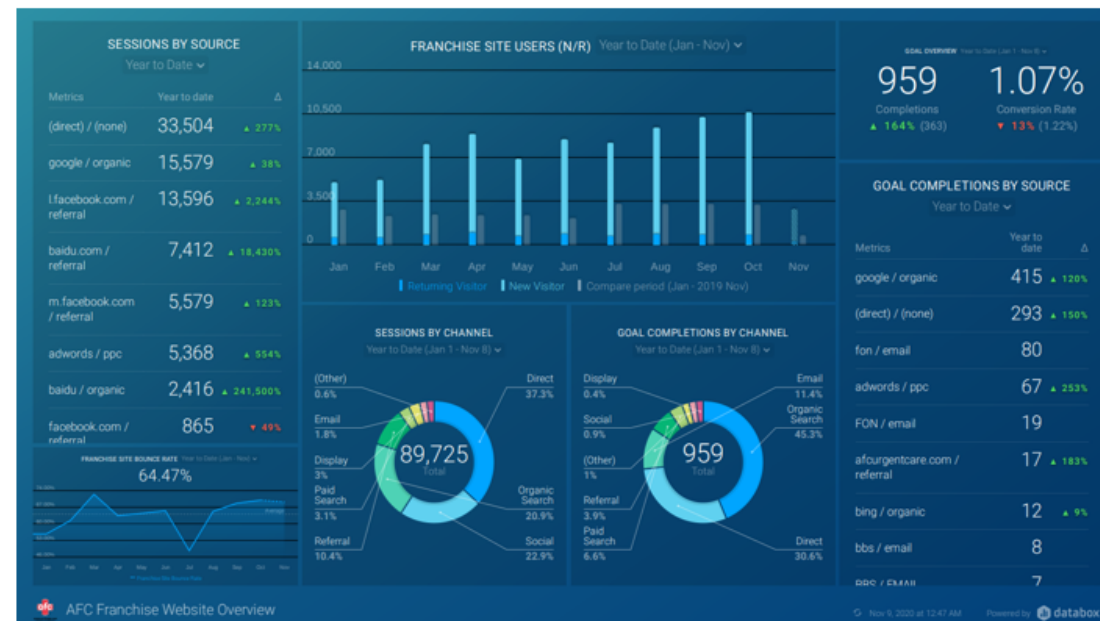


# Case Study: AFC

## Franchise Development Success Story High Range Investment Level



### Results/Success: 2020 Databox Report



# Case Study: AFC

## Franchise Development Success Story

High Range Investment Level



Results/Success: 2020 year

- 95% YOY increase in total website leads ★★★★★
- New website generated 58% of overall qualified leads
- More than 10% of all leads in 2020 are financially qualified and have either signed agreements or are still in progress
- 16 new agreements and 6 new franchisees so far in 2020 with a dozen more navigating a tough loan situation
- \*\*\*END OF YEAR Expectation = 100%+ YOY increase in closed deals if effective lending solutions are found



# Questions?



# Thank you for attending!



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