




## LOCALIZED MEDIA AUTOMATION PLATFORM

MARKETING SIMPLIFIED IN 4 EASY STEPS

1




CHOOSE ANY MEDIA TYPE

### TURN FRANCHISEES INTO SOPHISTICATED MARKETERS

Brands are able to customize a complete online portal for their franchisees. This portal can house an unlimited number of media tactics and can be completely branded and monitored by corporate.

Franchisees are able to indicate their budget, select the media tactic they want, design / customize creative and pay with their credit card. All from their own computer.

2



CUSTOMIZE CREATIVE

Media Experts working with corporate put together comprehensive local media plans for each store location. These media plans are then loaded in to a system where the franchisee can log in and use “evergreen” templates or they can have campaign driven creative pushed to them for particular corporate controlled campaigns.

This empowers the franchisee to customize the media to the deals that they feel best meets their needs along with satisfying corporate.

3




SELECT DISTRIBUTION

### USING LMAP BENEFITS EVERYONE

#### FRANCHISOR :

- Brand consistency between all markets and store locations
- Transparency into 100% of franchisee marketing spend
- Avoid confusion among users with a central marketing hub

4



CHECK OUT & EXECUTE

#### FRANCHISEE :

- Empower franchisees to customize their own creative
- Simplify media buying process with 24 hour access to the portal
- Provide access to media tactics that they wouldn't have access to otherwise