

Zcubator



FranConnect[®]
Building Smarter Franchise Systems

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Zcubator

Zcubator module is a single platform for managing all the aspects of Marketing. Zcubator module is a complete suite of 9 marketing applications: **Marketing Assets, Contact and List Management, Email and Direct Marketing, Marketing Shop, Ad Builder, Customer Survey and Feedback, Local Websites, Social Media, Reporting and Analytics, PPC/Local Search Management, Marketing Pilot, Marketing Coach, and Landing Pages.**

Features:

- A powerful CRM to track your leads and customers.
- Store all your marketing assets.
- Send targeted email and direct campaigns to your leads and customers.
- Create and manage your brand pages.
- Customize and print Ads.
- Conduct customer feedback.
- Manage your local websites.
- Track your marketing performance

Zcubator main page is shown in the given figure:

The screenshot shows the Zcubator main page interface. At the top, there is a navigation bar with the Zcubator logo and a menu of application categories: Zcubator, MARKETING ASSETS, PPC, CONTACT MANAGER, LOCAL WEBSITES, AD BUILDER, MARKETING SHOP, and LINKS. Below the navigation bar is a grid of 13 application tiles, each with an icon, title, and brief description of its functionality.

Application	Description
Marketing Assets	Download pre-prepared collaterals, flyers, postcards, signs, images, logos, presentations, audio and video files, and other assets.
Contact and List Management	Manage customer data, contact lists, customer birthdays, anniversary.
Email and Direct Marketing	Send targeted Email Campaigns and Direct mail campaigns to your leads and customers with 3 clicks.
Marketing Shop	Order Logowear, Apparel, Business Cards, Flyers, etc
AdBuilder	Customize Ads with localized Information and order them with three clicks.
Customer Survey & Feedback	Find out what your customers have to say and conduct online survey. Analyze and track at franchise level
Local Websites	Manage Your Local Website including promotions.
Social Media	Manage your social networks, activities, fans.
Reporting and Analytics	Analyze your marketing performance and ROI with easy to use prebuilt reports or extend your analysis by creating custom reports.
Marketing Coach	Marketing Coach
PPC / Local Search Management	Enhance Local Search Results.
Marketing Pilot	Manage Local and National Marketing Plans, track Leads generated measure the ROI.
Landing Pages	Create appealing campaign pages and track lead insights to target your audience effectively.

Summary of Marketing Applications:

1.) Marketing Assets

Marketing Assets allows you to upload/download marketing documents under Library, discuss or ask questions in a discussion board named Forums, interact with other team members using FranBuzz.

2.) Contact and List Management

Manage your contact list and customer data. Keep track of your contacts information. You can add/modify/ delete contact details.

3.) Email and Direct Marketing

Use this section to manage mail campaigns and print campaigns that target a specific segment of people for promotional purposes. You can maintain multiple templates for different promotional needs.

4.) Marketing Shop

Use this section to manage products, orders and their payments. You can view the product listing, add products to cart, place order, save cart, view saved carts, and continue shopping.

5.) Ad Builder

Ad Builder allows franchise organizations to completely automate and streamline the creation of localized advertisement and promotional materials for each of their franchise locations.

6.) Customer Survey & Feedback

Customer Survey & Feedback provides you the metrics to monitor customer feedback. You can get to know about the products and their customer feedback which in turn helps you to overcome your shortcoming.

7.) Local Websites

Use this section to manage your own local websites including promotions. You can design and customize the different web pages of the Franchisee Website.

8.) Social Media

Manage your social network related activities using the Social media feature. Keep track of your Facebook and Twitter accounts and manage the postings on these accounts.

9.) Reporting and Analytics

Reporting and Analytics section helps you to analyze marketing performance and ROI with easy to use prebuilt reports.

10.) PPC/Local Search Management

PPC/Local Search management services help to manage various campaigns to achieve the marketing objectives. Maximize the marketing budget and score over your competitors.

11.) Marketing Pilot

Marketing Pilot enables to suggest the marketing budget for marketing related activities. Corporate users can keep track of the budget used for marketing related activities.

12.) Landing Pages

A landing page is a destination page of all the visitors/users who click on your online advertisement. A landing page is designed for marketing purpose and for converting the visitors into customers.

13.) Marketing Coach

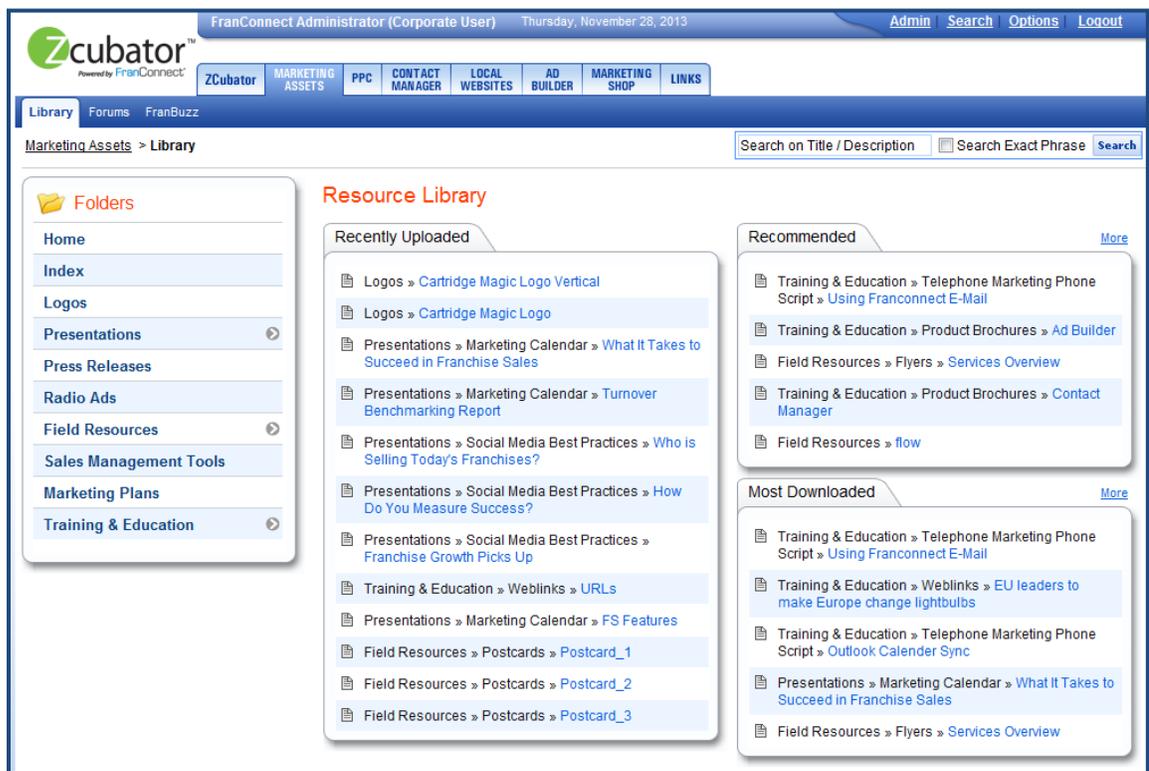
Configure the marketing goals using the marketing coach. Corporate users can keep track of the achieved, not achieved and overachieved marketing goals.

Marketing Assets

Marketing professionals have to rely on marketing documents for generating new leads. Marketing Assets enables to download pre-prepared flyers, postcards, images, presentation, logos, audio and video files. Marketing Assets allows marketing team to access, store and manage the marketing documents, ask or discuss anything using forums and interact with other members using the networking service-FranBuzz.

- ◆ Manage and organize your marketing documents with ease.
- ◆ Share your ideas and interests with other members.
- ◆ Discuss your views related to business or any other topic.

Marketing Assets tab redirects to **Intranet→Library** section. Library page is shown in the following figure:



Contact and List Management

Store and manage your contact list in an effective manner. Contact Manager offers common data management for all contacts including those of leads, customers, vendors, prospects, or suppliers. Contact list, and customer data can be maintained in this section. With Contact Manager, you are able to view the interactions between contacts and companies, which help you to keep track of your contacts

- ◆ Import and export contacts list.
- ◆ Organize and manage different contact groups.
- ◆ Schedule and manage appointments.
- ◆ Manage contact's transaction details.

Contact and List Management tab redirects to **Contact Manager→Home** page. **Contact Manager→Home** page is shown in the following page:

The screenshot displays the Zcubator Contact Manager interface. At the top, there is a navigation bar with the Zcubator logo and the text 'Powered by FranConnect'. The main navigation menu includes 'Home', 'Contacts', 'Companies', 'Groups', 'Search', 'Campaign Center', 'Tasks', 'Calendar', 'Import', 'Export', 'Mail Merge', 'Transactions', and 'Reports'. A secondary menu contains 'ZCUBATOR', 'MARKETING ASSETS', 'PPC', 'CONTACT MANAGER', 'LOCAL WEBSITES', 'AD BUILDER', 'MARKETING SHOP', and 'LINKS'. The interface is divided into several sections:

- Contact Flow Summary - Since 01/01/2013**: A table showing the status of contacts.

Contact Status	Mine / All
New	1 / 28
Bankruptcy	0 / 1
Initial Call	0 / 2891
Active	0 / 49
New Loyalty Club Member	1 / 25
Proposal Due	0 / 58
Background Check	0 / 17
Info appointment	0 / 56
Signed As Customer	--
Phone call Follow-up	1 / 14
Book and Estimate	0 / 2
Free System Review Scheduled	0 / 51
Service Agreement Signed	0 / 50
Educate Me	0 / 51
Qualification Form	3 / 60
Killed	0 / 50
Participated in Training Event	--
Service Licence	0 / 1
Not Viewed Contacts	0 / 2866
- 15 Most Recent Contacts**: A table listing recent contacts.

Contact's Name	City / State	Add Date
Dale Mccran	Layton / Utah	11/27/2013
Christopher Swanson	Sausalito / Arizona	11/15/2013
Samantha Poston	Sausalito / Hawaii	11/15/2013
John Beall	Delray Beach / Iowa	11/15/2013
Roxanne Roccanova	Mount Vernon / Florida	11/15/2013
Daniel Samplerfi	Manasquan / Kentucky	11/15/2013
Ange Boua	Sunnysvale / Kentucky	11/15/2013
James Williams	Mount Vernon / Indiana	11/15/2013
Eddie Cooper	Gaithersburg / Colorado	11/15/2013
John Beall	Sunnysvale / Ohio	11/15/2013
Thaddeus Randall	Annapolis / Iowa	11/15/2013
Charles Pigos	Annapolis / California	11/15/2013
Claudia Beilariu	Roswell / Georgia	11/15/2013
Andrew Rosenfeld	Manasquan / Louisiana	11/15/2013
David Nisanov	Ottawa / Hawaii	11/15/2013
- Contact Top 10 Transactions (\$)**: A table showing the highest transactions.

Contact Name	Highest Transaction (\$)
Bob Johnson	70,000.00
Andi Rosenfeld	48,755.00
Kevin Ergenbright	30,200.00
Steve James	27,681.00
Nick Panek	15,140.00
Silvia Toro	14,712.00
Anne Medoza	6,886.00
Steve Job	6,751.74
Steve Martin	6,635.00
Dina Dickson	5,907.25
- Recent View Contacts**: A table listing contacts viewed recently.

Name	City / State
Dale Mccran	Layton / Utah
Christopher Swanson	Sausalito / Arizona
Roxanne Roccanova	Mount Vernon / Florida
John Beall	Delray Beach / Iowa
Charles Pigos	Annapolis / California
- Today's Event**: A section indicating no records were found for today.
- Event Calendar**: A calendar for November 2013.

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
- Dashboard**: A table showing the number of contacts received by category.

Contact Category	Contacts Received
Associations	5
Direct Advertising	2073
Friend / Referral	3
Friends	18
Gift Card	7
HomeShow	7
Import	18
Internet	1272
Local Events	16
Magazine	82
Mailers	4
Other	8
Past Customer	1
Pay Per Click	14
Referral	1
Referral Source	1
Referred By	28
Seminar	1
Walk In	1
None	2769
Total Contacts	6329

Email and Direct Marketing

Generate awareness about your new products, seasonal offers, newsletter, etc using Email and Direct Marketing.

Email Campaigns help you to reach to your potential leads, prospects and customers. SMS campaigns enable you to deliver your brand right into the customer's pocket. Print Campaigns help you to reach wide and varied audience.

- ◆ Expand your reach to new and current customers quickly.
- ◆ Engage your customers.
- ◆ Create effective marketing strategies to generate more business.

Campaigning works in three easy steps:

- 1.) Select your campaign type.
- 2.) Choose campaign and customize it
- 3.) Filter Contacts and Send

Email and Direct Marketing tab redirects to **Contact Manager→Campaign Center**. You can use this section to send targeted campaigns to customers and leads. Campaign center is shown in the following figure:

Ad Builder

Ad Builder will help to create a strong and professional image for your business. Ad Builder offers a wide range of professionally designed templates that help you to create unique marketing documents. Customize your ads with localized information to create a lasting impression with your clients.

- ◆ Create professional marketing documents with ease.
- ◆ Convert your artworks to PDF and download it with a single click.
- ◆ AdBuilder helps to customize ads with localized information.

Ad Builder works in three easy steps:

- 1.) Select an artwork from the list of available artworks.
- 2.) Customize it.
- 3.) Print the artwork.

AdBuilder tab redirects to **AdBuilder→LightBox** page, as shown in the following figure:

FranConnect Administrator (Corporate User) Thursday, November 28, 2013
Admin Search Options Logout

Zcubator MARKETING ASSETS PPC CONTACT MANAGER LOCAL WEBSITES AD BUILDER MARKETING SHOP LINKS

Lightbox Purchase Orders Saved Carts My Profile

Ad Builder > Lightbox

Shopping Cart: 1 Item(s)
Price: \$0.00

Artwork List

- Amanda Folder**
test folder
- Business Cards**
Business Cards by Brands
- Client Examples**
Samples uploaded by our clients
- Coming Soon!**
Coming Soon!
- Corporate**
Package for misc. printing material not necessary for individual stores.
- Coupons**
Discount Coupons
- Franchise Opportunities**
Samples of Crunch Artwork in Ad Builder 726
- General Category**
General Category contains general artworks.
- Grand Opening Package**
Instructions and printable material for the Grand Opening Package referenced to in the Master Checklist
- Mailer**
mailer for franchise recruitment
- Offers**
Folder containing offer templates.
- Postcards**
mailable postcards
- Promotional Activities**
This folder contains various coupons and comp cards which can be used to offer special discounts in and outside of your store.
- ZACES**
Test Aces System

Recently Uploaded Sort By: Recently Uploaded (All)

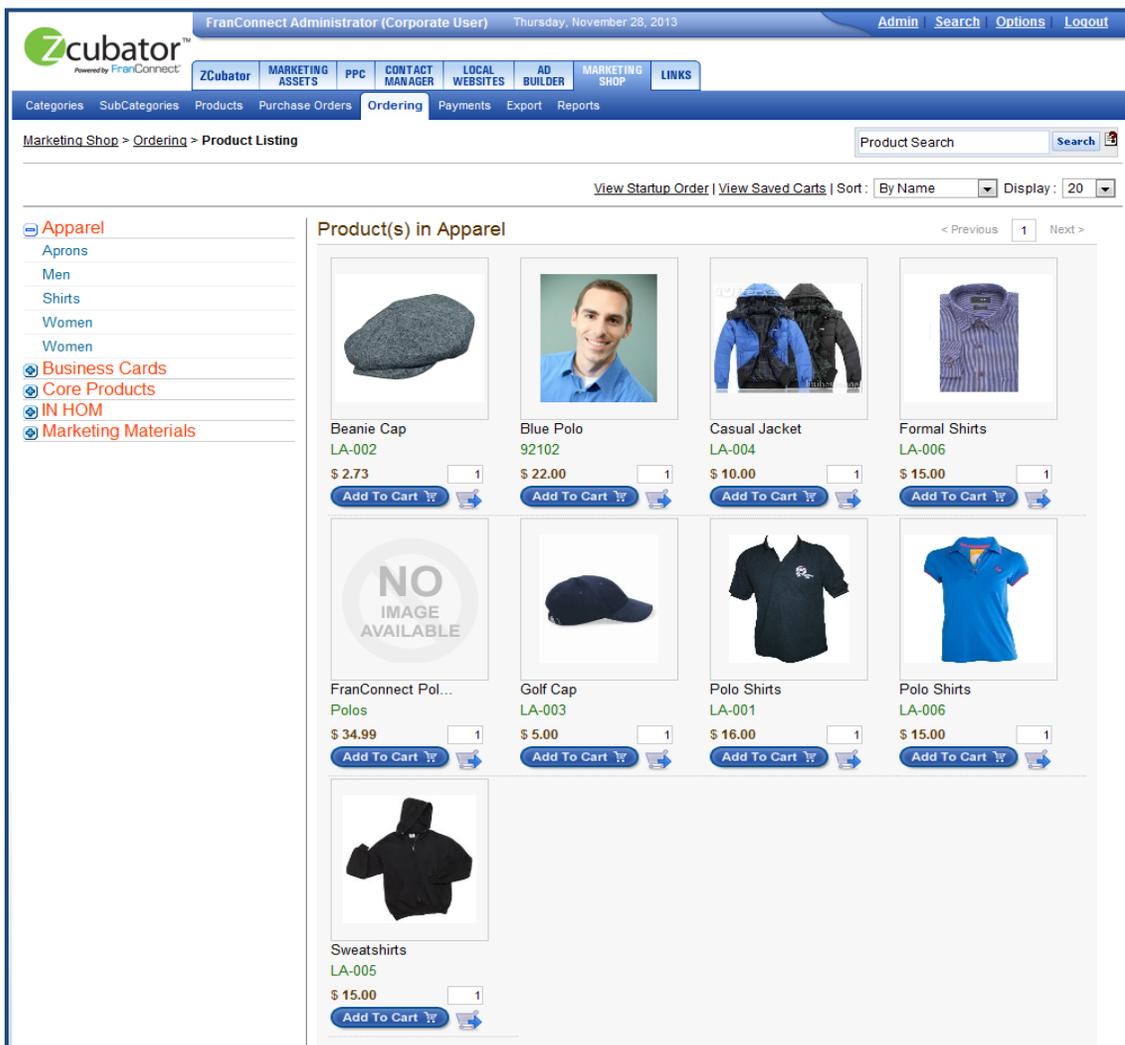
 <p>Image</p> <p>Price : \$100.0 Per Piece</p> <p>Category : Amanda Folder Subcategory : None Uploaded By : Amanda Bailey Vendor : Smith Logos Dimensions : 342x171(px)</p> <p>11/11/2013 CUSTOMIZE</p>	 <p>Take back your yard...</p> <p>Price : \$0.00 Flat</p> <p>Category : Promotional Activ... Subcategory : None Uploaded By : FranConnect Administrator Vendor : Smith Logos Dimensions : 612x792(px)</p> <p>09/23/2013 CUSTOMIZE</p>	 <p>Now Hiring</p> <p>Price : \$10.00 Flat</p> <p>Category : Offers Subcategory : None Uploaded By : FranConnect Administrator Vendor : Roberts Dimensions : 612x792(px)</p> <p>09/23/2013 CUSTOMIZE</p>
 <p>Frozen Drinks</p> <p>Price : \$15.00 Flat</p> <p>Category : Postcards Subcategory : None Uploaded By : FranConnect Administrator Vendor : Roberts Dimensions : 402x258(px)</p> <p>09/20/2013 CUSTOMIZE</p>	 <p>Buy One Get One 1/2...</p> <p>Price : \$45.00 Flat</p> <p>Category : Offers Subcategory : None Uploaded By : FranConnect Administrator Vendor : Williams'O Design... Dimensions : 402x258(px)</p> <p>09/20/2013 CUSTOMIZE</p>	 <p>Franchise Direct</p> <p>Price : \$15.00 Flat</p> <p>Category : Franchise Opportu... Subcategory : None Uploaded By : FranConnect Administrator Vendor : Smith Logos Dimensions : 612x396(px)</p> <p>09/20/2013 CUSTOMIZE</p>

Marketing Shop

Marketing Shop enables to manage different aspects of the franchise operations. Marketing Shop can be used to manage store inventory, purchase orders, as well as shipping and billing address.

- ◆ Manage Products and Purchase Orders.
- ◆ Manage Payments
- ◆ Export Product and Purchase order information.

Marketing Shop redirects you to **Supplies→Ordering** page. You can place a startup order, or can order flyers, business cards etc. Ordering page is shown in the following figure:



Customer Survey and Feedback

It is very important to know what exactly your customers think about your product. Customer survey and feedback will help you to strengthen the relationships and boost your sales. Customer Survey and Feedback redirects to new page where you can view the customer feedback. Systino integration has been provided and that helps to conduct online survey. You can choose the desired store and view the customer feedback as shown in the following figure:

Cartridge Magic, Reston, VA Choose Store CM Admin My Profile | Logout Search

Home Customers Prospects Reports Settings Support

Executive Summary What's this?

\$6,695
Business at Risk

\$268
Royalties at Risk

359
Recommendations

463
Click Throughs

\$1,442
Business Retained

Loyalty Summary What's this?

1w 1m 3m 6m 1y MAX

Return to Period-to-Date

77% Net Score = **82%** Promoters - **5%** Detractors

3177 Promoters 478 Passives 209 Detractors

How is your net score calculated?

15,996 Feedback Requests Sent
4,429 Responses Received
28% Response Rate

Latest Feedback What's this?

- Bruce Fife** of Musician's Union Local 99
10/10 15 days ago [Portland](#)
Our business has used your services for over 2 years. Your costs are reasonable and your service is excellent. Your staff always makes me feel like...
- Chris Lowe** 16 days ago [Grapevine](#)
8/10 Offer specials, improve customer relations. Need to be more friendly when customers come to your store. Act like you are glad they are there.
- Rich Collins** 16 days ago [Jackson](#)
10/10 took the time to find a refill for an older printer
quick and easy
- Candice Walz** 16 days ago [South Fargo](#)
8/10 Very happy with service, price seems to be OK, but sometimes wonder about the product.

[All Feedback](#)

Scores Detailed Report | What's this?

Best Performing		Worst Performing	
84%	Jackson	42%	Eugene
83%	South Fargo	53%	Wilmington (319)
81%	Glen Burnie	59%	Las Vegas
81%	Rochester	60%	Spokane

Voice of the Customer Detailed Report | What's this?

Feature	Reviews	Opinion
Price	1418	<div style="width: 100%;"></div>
Efficiency	598	<div style="width: 80%;"></div>
Cartridges	540	<div style="width: 70%;"></div>
Toner	430	<div style="width: 60%;"></div>

Feedback Response Rates Detailed Report | What's this?

Best Performing		Worst Performing	
36%	Glen Burnie	22%	Grapevine
36%	Rochester	23%	Cedar Rapids - 117
33%	Spokane	24%	Las Vegas
32%	Craig Gray & John Flynn	25%	Salem

Most Recent Feedback Requests Detailed Report | What's this?

Best Performing		Worst Performing	
0.0%	Within 7 days	80.0%	Never
16.8%	Within 30 days	3.2%	More than 120 days ago
16.8%	Within 90 days	16.8%	Within 120 days

Please note that only stores with 10 or more completed surveys are included in comparisons.

Need assistance? Call 1-877-797-8466 or email our support team.

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Local Websites

Local Websites help corporate users to create and manage web pages of the Local Website for the individual franchisees. It also allows franchise users to modify the web pages of the Websites as needed. Once a franchise user modifies the Website, it can be approved or rejected only by the corporate user.

Local Websites allow you to manage the franchise Web pages. You can use this section to configure, view, and publish the default Web page. Regions section allows you to view the list of regions and configure the Website for each region.

- ◆ Manage control over content by approving or disapproving modifications
- ◆ Maintain a professional brand-image with a uniform look and feel across all franchisees
- ◆ Allow franchisees to promote their web pages through local advertising, creating a stronger corporate brand

Local Websites redirect you to **Local Websites→Home** page.

The screenshot displays the Zcubator interface for Local Websites. At the top, there is a navigation bar with tabs for Zcubator, MARKETING ASSETS, PPC, CONTACT MANAGER, LOCAL WEBSITES (selected), AD BUILDER, MARKETING SHOP, and LINKS. Below the navigation bar, there are three main action buttons: 'Manage Local Websites' (with a status icon), 'Base Template' (with a document icon), and 'Manage Library' (with a folder icon). A search bar is located below these buttons, with filters for Activity For, Owner, Status, and Date (Last 30 Days). The main content area is titled 'Recent Activities' and shows a list of activities with columns for user, action, status, and date.

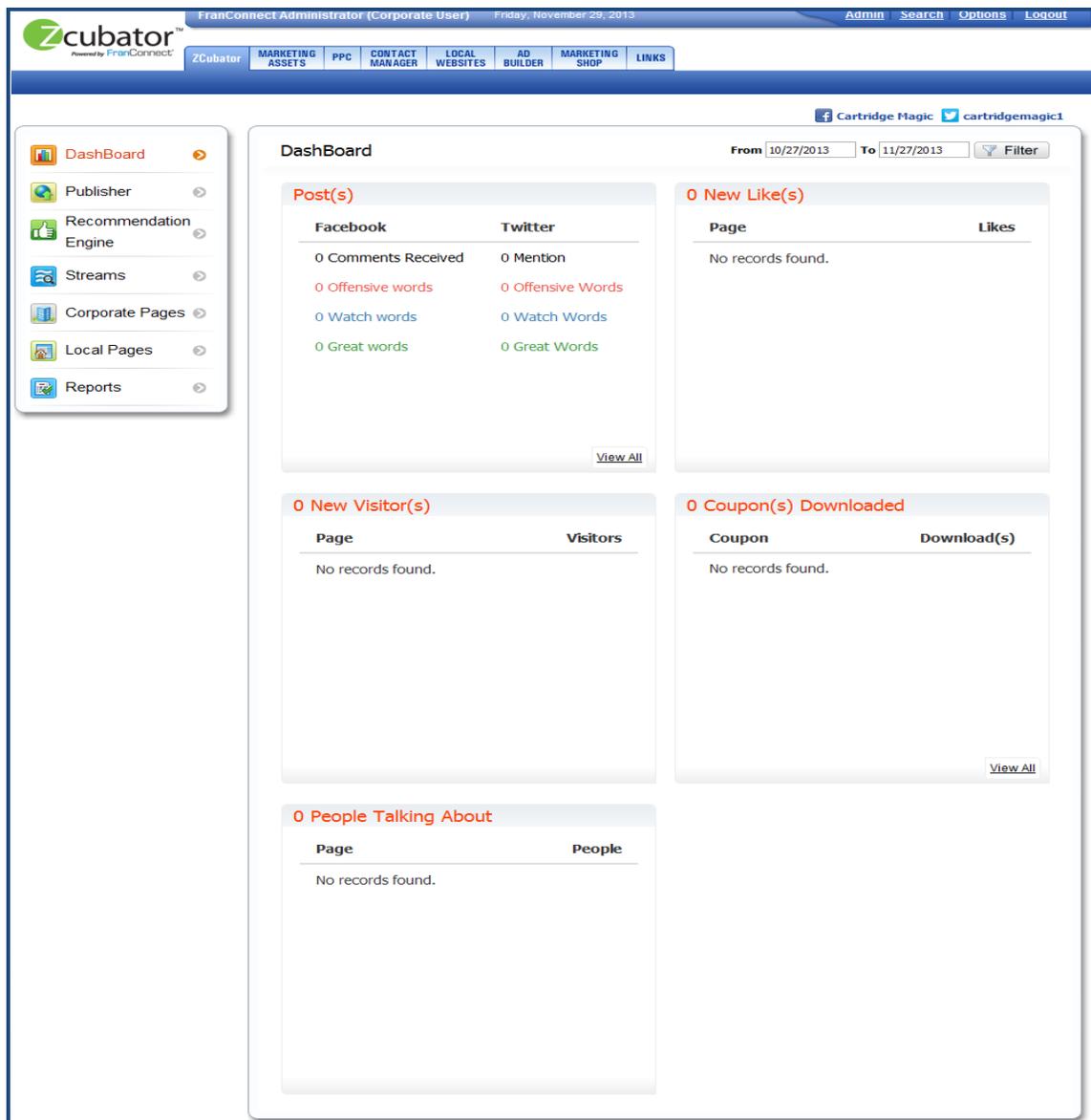
Recent Activities Show All Pending Activities		Items 1 - 9 of 9	View Per Page 20
	Kevin Ergenbright has modified News for 00000	Pending	11/26/2013 10:34 AM
	Kevin Ergenbright has modified Home for 00000	Pending	11/26/2013 10:32 AM
	FranConnect Administrator has modified Home for Base Template	Pending	11/26/2013 01:47 AM
	Amanda Bailey has approved the Website for 00000	Approved	11/25/2013 08:24 AM
	Amanda Bailey has modified Home , New Service for Base Template	Pending	11/25/2013 08:13 AM
	Amanda Bailey has modified Home for Base Template	Pending	11/25/2013 08:10 AM
	FranConnect Administrator has modified Home for Base Template	Pending	11/25/2013 01:56 AM
	FranConnect Administrator has modified Home for 00000	Approved	11/08/2013 02:08 AM
	Nick Mecozzi has modified Home for AST-004	Pending	10/30/2013 02:21 PM

Social Media

Social Media is used to manage social network related activities. First time users will have to log in to the facebook and twitter account. You will have to login to your twitter account once and you will be logged on for an indefinite period. Offline access functionality for Facebook has also been provided. Now, a user will have to login once in 60 days for revoking the offline access functionality.

- ◆ Manage your Facebook fan page and twitter handle at a single place.
- ◆ Keep track of the Facebook Comments, Twitter Mentions, Likes(s), New Visitors, and Coupon download statistics.
- ◆ View the recent comments/posts/tweets posted by Facebook/Twitter users.
- ◆ Post a message to your Facebook/Twitter users via Publisher.
- ◆ Engage your fans by recommending them various articles, and news post.

Once logged in, you will be redirected to **Dashboard** page. **Dashboard** page is shown in the following figure:



Reports

Reports allow you to quickly access the information about leads, customers, vendors, partners or suppliers. Choose to view the report either in the browser or in the Excel spreadsheets. You can even print the generated reports using the print facility of the **Reports** section. Reports section allows you to prepare custom reports as needed. You can select the required fields for generating the custom report.

- ◆ **Contact details** reports display the contact information like name, address, phone, birthday etc.
- ◆ **Contact count details** reports display the contact types by contact owners, by users, by franchise locations, by state/country etc.
- ◆ **Activity** reports list all the contact call history, contact task history, email status report and the list of the contacts by their status across franchisees.
- ◆ **ROI** report lists the categorization of contacts entering the system based on source, sales etc.
- ◆ **Campaign** reports display the reports of the contacts and the campaigns associated.
- ◆ **SMS** report tabulates the number of SMS sent by a specific user over a given time.

When generated, a custom report can be saved, or it can be viewed later just like any other standardized report. The report can be made either local or global. A local report is available only to the user who prepares it, while a global report is available to all users.

Click the **Reports** tab to display the Reports Index page as shown below:

FranConnect Administrator (Corporate User) Friday, November 29, 2013 Admin Search Options Logout

Zcubator™ Powered by FranConnect™

ZCubator MARKETING ASSETS PPC CONTACT MANAGER LOCAL WEBSITES AD BUILDER MARKETING SHOP LINKS

Home Contacts Companies Groups Search Campaign Center Tasks Calendar Import Export Mail Merge Transactions Reports

Contact Manager > Reports

Reports List

- Contact Details Reports
- Contact Count Details Report
- Activity Reports
- ROI Reports
- Campaign Reports
- SMS Campaign Reports
- Custom Reports

Contact Details Reports

[Contact Details Report](#)
This report displays contact details such as name and address for one or more contacts.

[Contact Phone Details](#)
This report displays different contacts, company name and their corresponding contact Numbers.

[Birthday Report](#)
This report displays list of all contacts whose birthday falls in the selected time-period.

Contact Count Details Report

[Contact Category Analysis](#)
Listing of Contacts on the basis of Contact Category (Internet, search, Advertisement, etc).

[Contact Medium Analysis](#)
Listing of Leads, Customers and other contact types by the Source channel (Website, email, phone, etc).

[Contact Count by Franchise Locations](#)
This report displays detail of different contact types by Franchise Locations.

[Contact Count by User](#)
This report displays details of different contact types by contact owner.

[Contact Report by State / Country](#)
This report categorizes and displays details of contacts by state or country.

[New Contacts Added by Month](#)
This report displays different contacts added in a particular month.

Activity Reports

[Contact Call History](#)
This report lists all the calls logged for contacts.

[Contact Task History](#)
This report lists all the Tasks logged for contacts.

[Email Status Report](#)
This report displays the status of Emails sent out of the System.

[Sales Funnel](#)
This report lists contacts by their status across franchisees.

Campaign Reports

[Contact Unsubscribed Report](#)
This report displays information of the contacts who have unsubscribed from the campaigns.

[Campaign Unsubscribed Report](#)
This report tabulates the number of unsubscribers in each campaign for a given time period.

[Number Of Emails Sent](#)
This report tabulates the number of emails sent by the user for a given period, dividing them into the titles of the emails.

[Click Through Rate - Number Of Clickthroughs/ Number Of Emails Opened](#)
This report tabulates the click through rate per number of emails for a given time period.

[Number Of Current Subscribers](#)
This report tabulates the number of subscribers for a given time period.

SMS Campaign Reports

[Number of SMS Sent](#)
This report tabulates the number of SMS sent by the user for a given period, dividing them into the titles of the campaign.

Custom Reports

[New Reports](#)
Create a new custom report.

[1st Quarter Contact leads](#)

[Summary of Locations](#)

PPC/Local Search Management

Manage your campaigns and achieve your marketing objectives with the PPC services. PPC services help you to outlast your competitors. Maximize your marketing spend and gain a better ROI. Customize your campaign according to your requirements, so that you get the maximum benefits.

- ◆ Expand your reach to local customers.
- ◆ Target specific devices and demographics.
- ◆ Optimize your landing page for maximum returns.

PPC/Local Search Management tab redirects to the PPC->Home page as shown in the following figure:

The screenshot displays the Zcubator PPC/Local Search Management interface. At the top, there is a navigation bar with the Zcubator logo and various menu items like 'ZCubator', 'MARKETING ASSETS', 'PPC', 'CONTACT MANAGER', 'LOCAL WEBSITES', 'AD BUILDER', 'MARKETING SHOP', and 'LINKS'. Below this is a sub-navigation bar with 'Home', 'Campaigns', 'Keywords', 'Calls', 'Payments', and 'Reports'. The main content area is titled 'PPC > Home' and includes a 'Franchise ID' dropdown menu set to 'All'.

Quick Summary

Period	Impressions ?	Clicks ?	Average CPC (\$) ?	Cost (\$) ?	Calls ?	Webform Submissions ?
Yesterday	2,550	35	1.81	63.33	1	1
Current Week	9,343	136	1.88	255.72	6	5
Last Week	24,128	320	2.00	641.05	10	9
YTD	314,371	6,175	1.82	11,262.64	264	127

Adwords Overview (Date Range: Current Year)

Trend Analysis: Clicks vs CPC(\$)

Recent Calls

Caller #	Status	Duration
(903) 233-2681	Completed	02:39
(912) 065-7944	Completed	01:25
(908) 823-0909	Completed	01:09
(903) 463-7137	Completed	01:53
(989) 817-6523	No Answer	01:00

Keywords Performance

Keyword	Clicks	CPC (\$)
ink cartridges online	362	1.70
how to refill ink	350	1.55
buy ink online	334	1.41
refilling ink	257	1.36
hp deskjet 3050 ink	248	1.92

Statistics by Franchise Locations

Franchise ID	Impressions	Clicks	Average CPC (\$)	Cost (\$)	Calls	Webform Submissions
AST-004	93,127	1,995	1.85	3,685.13	95	47
AST-001	70,968	1,744	1.56	2,714.53	55	27
AST-002	107,714	1,582	2.03	3,206.53	30	53
AST-003	42,562	854	1.94	1,656.45	84	0

Marketing Pilot

Automate your marketing strategy with Marketing Pilot. **Marketing Pilot** helps the corporate user to suggest the marketing budget for marketing related activities. Corporate user can create a marketing template that will suggest the amount to be spent for specific marketing activities. Marketing Pilot is a marketing automation solution used by the organizations to keep track of the marketing workflow, and budgeting.

- ◆ Perform market analysis and develop a new marketing strategy.
- ◆ Configure the Actual Spend against the Suggested Spend.
- ◆ View the Expected Leads and Generated Leads.
- ◆ View and manage the Marketing Pilot Templates.

Marketing Pilot page is shown in the following figure:

The screenshot displays the Zcubator Marketing Pilot interface. At the top, there is a navigation bar with the Zcubator logo and various menu items like MARKETING ASSETS, PPC, CONTACT MANAGER, LOCAL WEBSITES, AD BUILDER, MARKETING SHOP, and LINKS. Below the navigation bar, the page title is "Marketing Pilot" and there is a "Template Summary" button. The main content area shows the "Marketing Pilot Monthly Plan" for "Corporate". A search bar allows filtering by Marketing Plan of (Corporate), Owner (Select Owner), and Template Name (Select Template). The current plan is "Marketing Plan of Corporate: 30K-2013 Marketing Plan" with an intermediate spend for the year 2013. The current month is "November 2013", and there is a "View Annual Plan" button. The "Suggested Spend" is \$2900. Below this, a table lists various marketing activities with their respective suggested and actual spend, receipts, generated leads, and spend per lead.

Marketing Activity	Activity Code	Description	Suggested Spend (\$)	Actual Spend (\$)	Receipts	Generated Leads	Spend (\$) / Lead
Associations							
Public Relations	PR-1	PR Events	1500	0	Upload	0	0
Direct Advertising							
Flyers	F200	Flyers	200	0	Upload	0	0
Radio	R200	Radio	0	0	Upload	0	0
Yellow Pages	YP200	Yellow Pages	200	0	Upload	0	0
Gift Card							
Groupon	G500	Groupon	0	0	Upload	0	0
HomeShow							
State Fair	HS-238	Mississippi State Fair	0	0	Upload	0	0
Internet							
Facebook	F1000	Facebook	0	0	Upload	0	0
Local Events							
Garden Shows	GS2000	Garden Shows	0	0	Upload	0	0
Pay Per Click							
Google	G2000	Google	1000	0	Upload	0	0
Referral Source							
Angies List	AL400	Angies List	0	0	Upload	0	0
Total			2900	0		0	0

Landing Pages

Landing page is a destination page of all the visitors/users who click on your online advertisement. A landing page is designed mainly for marketing the products online and converting the visitors into customers.

- ◆ Analyze the performance of your landing page and track the every movement of visitors on your page.
- ◆ Customize the various available templates.
- ◆ View a complete overview of your landing pages and about their performance using dashboard.

Landing page is displayed in the following figure:

FranConnect Administrator (Corporate User) Friday, November 29, 2013
Admin Search Options Logout

ZCubator
MARKETING ASSETS
PPC
CONTACT MANAGER
LOCAL WEBSITES
AD BUILDER
MARKETING SHOP
LINKS

ZCubator > Landing Pages

Landing Page Dashboard

0

Last 15 days Visitors

0

Submissions Last 15 days

7

Total Submissions

Create New Landing Page

Page Name: Franchise ID: Creation Type: Creation Date:

[Search >>>](#)

Views
Visitors
Submissions
Unpublished

Get Tracking Code
Sign Up Form Builder

Top 10 Landing Page View Comparison for the last 3 months.

Landing Page Visit Analysis

■ Newsletter Signup
 ■ New Landing Page
 ■ Happy Valentines
 ■ Get more Info
 ■ e mail form
 ■ Service314
 ■ Mobile
 ■ FR Test NB Independence FL
 ■ Test Page1
 ■ Test Landing Page

22 Published | 0 Unpublished | 22 All
Items 1 - 10 of 22 | First | Prev | 1 | 2 | 3 | Next | Last | Show All

<input type="checkbox"/>	Page Name	Franchise ID	Views	Visitors	Submission	Customers	Conversion Rate (%)	Action
<input type="checkbox"/>	Newsletter Signup		31	18	3	0	0	▶
<input type="checkbox"/>	New Landing Page		17	3	0	0	0	▶
<input type="checkbox"/>	Happy Valentines		11	4	0	0	0	▶
<input type="checkbox"/>	Get more Info		8	4	1	0	0	▶
<input type="checkbox"/>	e mail form		7	6	2	0	0	▶
<input type="checkbox"/>	Service314		5	4	1	0	25	▶
<input type="checkbox"/>	Mobile		4	2	0	0	0	▶
<input type="checkbox"/>	FR Test NB Independence FL		3	2	0	0	0	▶
<input type="checkbox"/>	Test Page1		1	1	0	0	0	▶
<input type="checkbox"/>	Test Landing Page		1	1	0	0	0	▶

Marketing Coach

Marketing Coach is useful for configuring the marketing goals. Corporate user can view the determined marketing goal and achieved marketing goal for each month. Corporate user can select a specific goal and the Franchise ID and search for the marketing goals

Marketing Coach is shown in the following figure:

The screenshot displays the Zcubator Marketing Coach interface. At the top, it shows the user as 'FranConnect Administrator (Corporate User)' on 'Tuesday, December 03, 2013'. The navigation menu includes 'ZCubator', 'MARKETING ASSETS', 'PPC', 'CONTACT MANAGER', 'LOCAL WEBSITES', 'AD BUILDER', 'MARKETING SHOP', and 'LINKS'. The main heading is 'ZCubator > Marketing Coach'. Below this is a search section with a dropdown for '*Goal:' set to 'Total Contacts Added' and a 'Franchise ID:' dropdown menu with options 'Select All', 'AST-002', 'AST-004', and 'AST-008'. There are 'Search', 'Reset', and 'Save View' buttons. Below the search section is a 'Marketing Goals' section with 'Configure Goals' and 'Back' buttons. The main content area is titled 'Total Contacts Added [Monthly]' and shows a grid for the year 2012. A gauge chart on the right indicates '0 Ratio Realised'.

Month	Goal	Realised
January	16	0
February	19	0
March	22	0
April	26	0
May	27	0
June	26	0
July	27	0
August	25	0
September	29	0
October	24	0
November	31	0
December	33	0