



# How to Lower Your Franchise's Local Cost Per Lead in 2026

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**FRENCHIES**  
modern nail care



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**America's  
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## Netserive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

**Cost Per Lead (CPL) =  
Marketing Campaign Spend ÷ Number of New Leads**

i.e. \$1,000 in Spend/20 Leads = \$50 CPL

# Levers to Pull to Lower Your Cost Per Lead



**Digital Strategy:  
Targeting & Keywords**

**Conversion Rate:  
Landing Page Experience and  
Offers**

**Business Processes: Sales,  
Operations, and Data Loops**

Lowering Your CPL:  
**Digital Strategy**

# What determines Cost Per Lead?

- Keyword traffic opportunity
- Budget and bidding strategy
- Alignment across targeting, intent, ad message, and landing page
- Creative quality and relevance
- Conversion rate performance (form, page speed, trust signals)

The screenshot shows a Google search interface. The search bar contains the text "best garage floor coating company near me". Below the search bar, there are tabs for "All", "Shopping", "Short videos", "Forums", "Maps", "Images", "More", and "Tools". The "All" tab is selected. Below the tabs, there are filters for "Online estimates", "Open now", and "Top rated". The search results are for "Holly Springs, NC" and include a "Use precise location" button. The results are categorized as "Sponsored Floor installation | Holly Springs". There are two sponsored results listed:

- TitanWorx Home Solutions**: 5.0 stars (12 reviews), Floor installation, 1 year in business, Serves Holly Springs, Open 24/7, Free estimate. Includes "Message" and "Get phone number" buttons.
- Vital Flooring & Crawlspace**: 4.9 stars (173 reviews), Floor installation, 3+ years in business, Serves Holly Springs, Closed now, Family owned. Includes "Message" and "Get phone number" buttons.

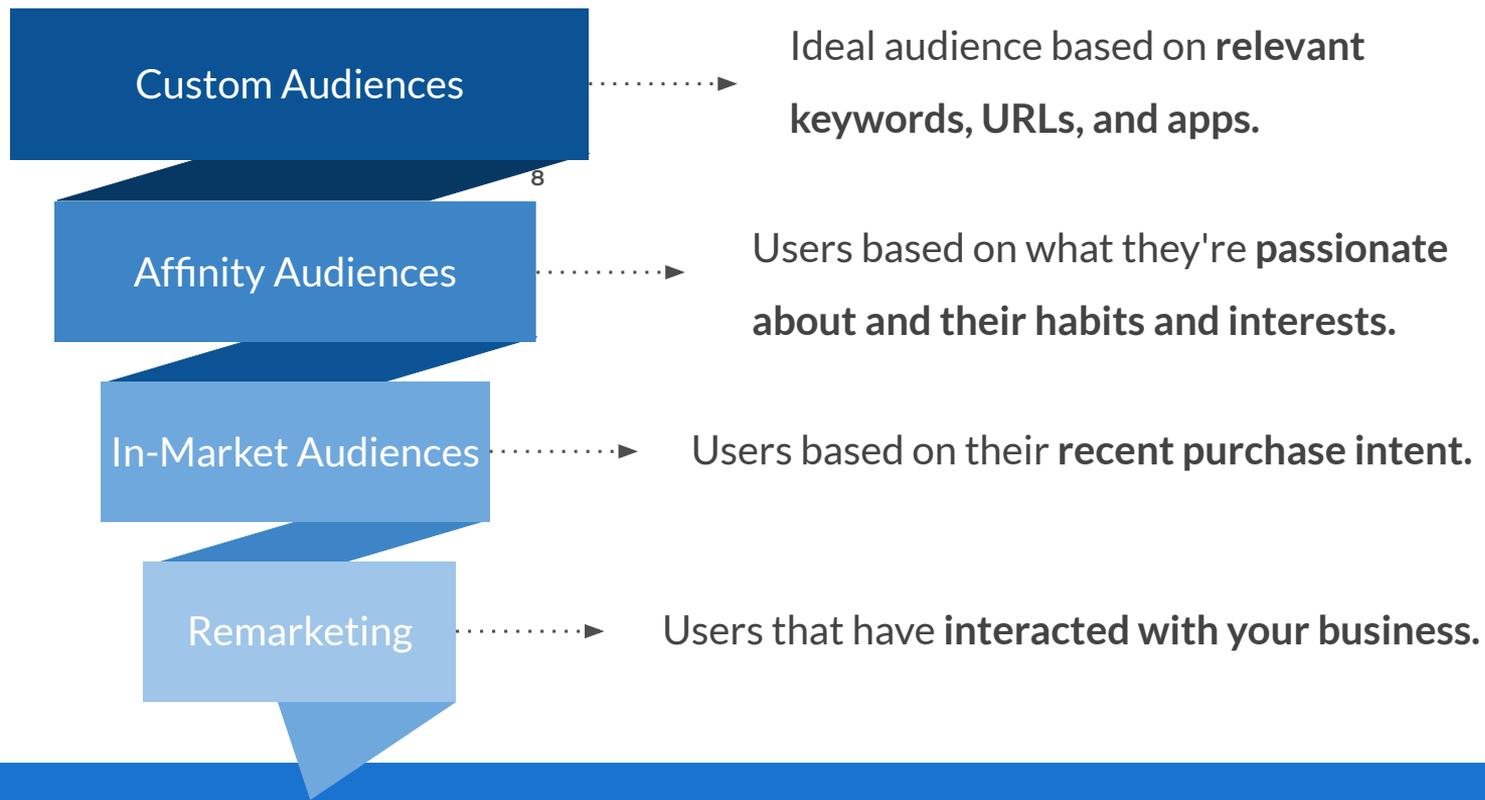
A "Show more" button is visible below the sponsored results. Below the sponsored results, there is a section for "Sponsored results" featuring:

- Garage Flooring Pros**: <https://www.garageflooringpros.com>. Includes a "Lifetime Warranty - 50% Off Super Sale" and text: "Industrial Strength, Chemical Resistant, Easy to Clean, and One-Day Installation. Protect Your Shop Floor With Oil And Chemical-Proof Epoxy Concrete Flooring." A small image of a garage floor is shown to the right.

# Discover Your Opportunity

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
Keyword ideas						
<input type="checkbox"/> epoxy garage floor	210 	0%	0%	High	—	\$5.83
<input type="checkbox"/> epoxy floor	170 	+24%	+86%	High	—	\$3.07
<input type="checkbox"/> garage floor coating	140 	0%	-18%	High	—	\$2.81
<input type="checkbox"/> epoxy floor coating	50 	+80%	+80%	High	—	\$2.92
<input type="checkbox"/> epoxy garage floor cost	30 	+50%	-40%	Medium	—	\$3.42
<input type="checkbox"/> garage floor coating near me	20 	0%	-33%	Low	—	—
<input type="checkbox"/> best garage floor coating	10 	0%	-50%	High	—	—
<input type="checkbox"/> epoxy garage floor near me	10 	+200%	+200%	Low	—	—
<input type="checkbox"/> garage epoxy	10 	0%	+100%	High	—	\$8.46

# Target the Right Audience



# Going Beyond Search to Optimize Your CPL

## The Start

We began with one franchise group by running primarily search campaigns.



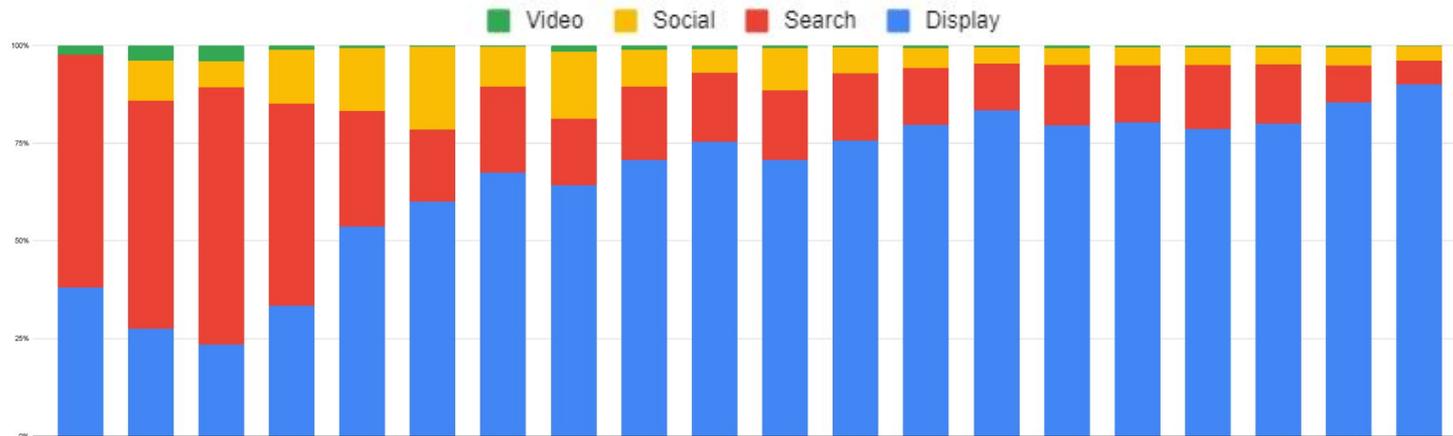
## The Learnings

We noticed that the display campaigns were outperforming search in a few accounts and display Cost Per Lead was 20% lower across the board



## The Application

We shifted budget from search to display campaigns in all accounts.

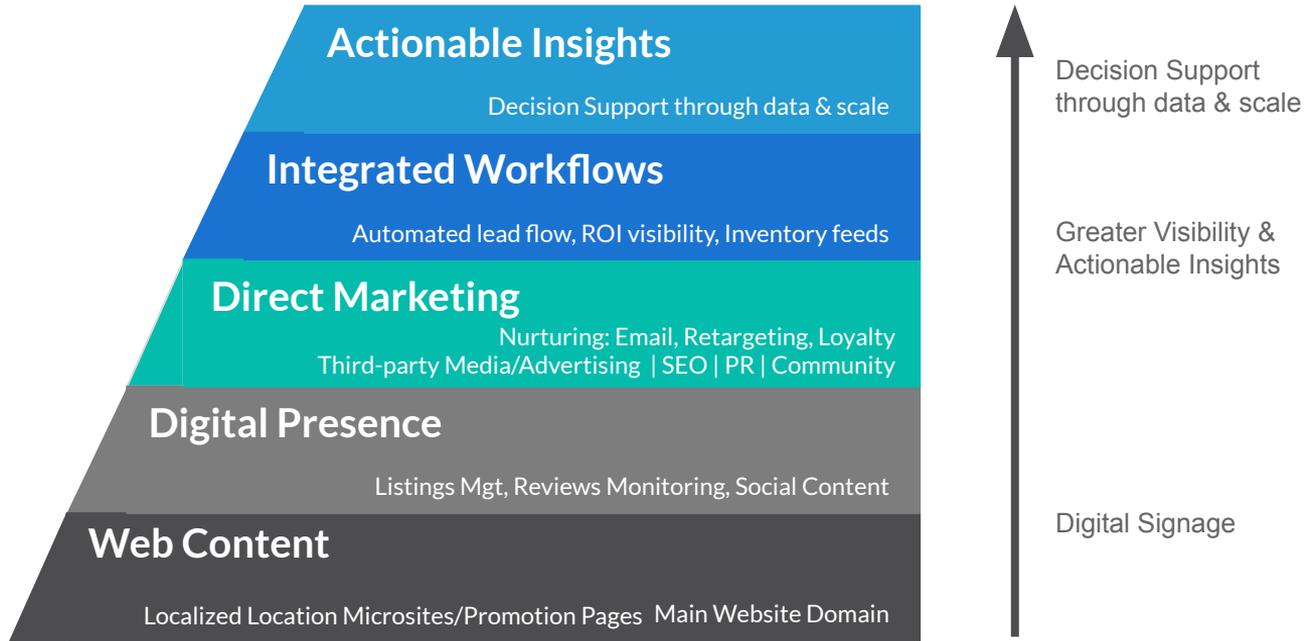


*This learning has changed the complete set up for franchisees. We went from around 60% search/30% display to 20%/ 80%*

Lowering Your CPL:

# Prospect Experience Audit

# The Digital Marketing Hierarchy of Needs



# Build a Localized Landing Page, Optimized for Conversion and Data Capture

**Automatic Geo-Location**

**Highlight Promotions**

**Quality Content, Localized**

**Integrated Call Tracking**

**Capture Lead Forms and Automatically Route to CRM**

**Improve conversions with a localized pages and microsities**

# Creative optimization: AI-driven ad creative testing for localized content.

## Local Relevance

AI adapts creative to match audience intent, promotions, and seasonality.



## Continuous Testing

Automatically experiments with new creative to find high-performing variants.

## Smarter Spend

Shifts budget toward assets proven to convert at lower cost per lead.

Advertisers leveraging AI creative optimization achieved **19% better cost-per-acquisition** compared to traditional campaigns \*



Sora



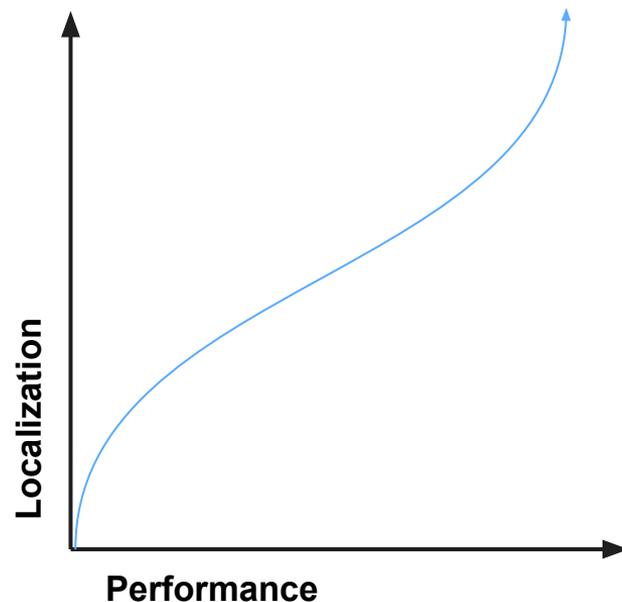
AdCreative.ai

GOOGLE  
VEO 3

# Test-and-Learn Your Way to Success

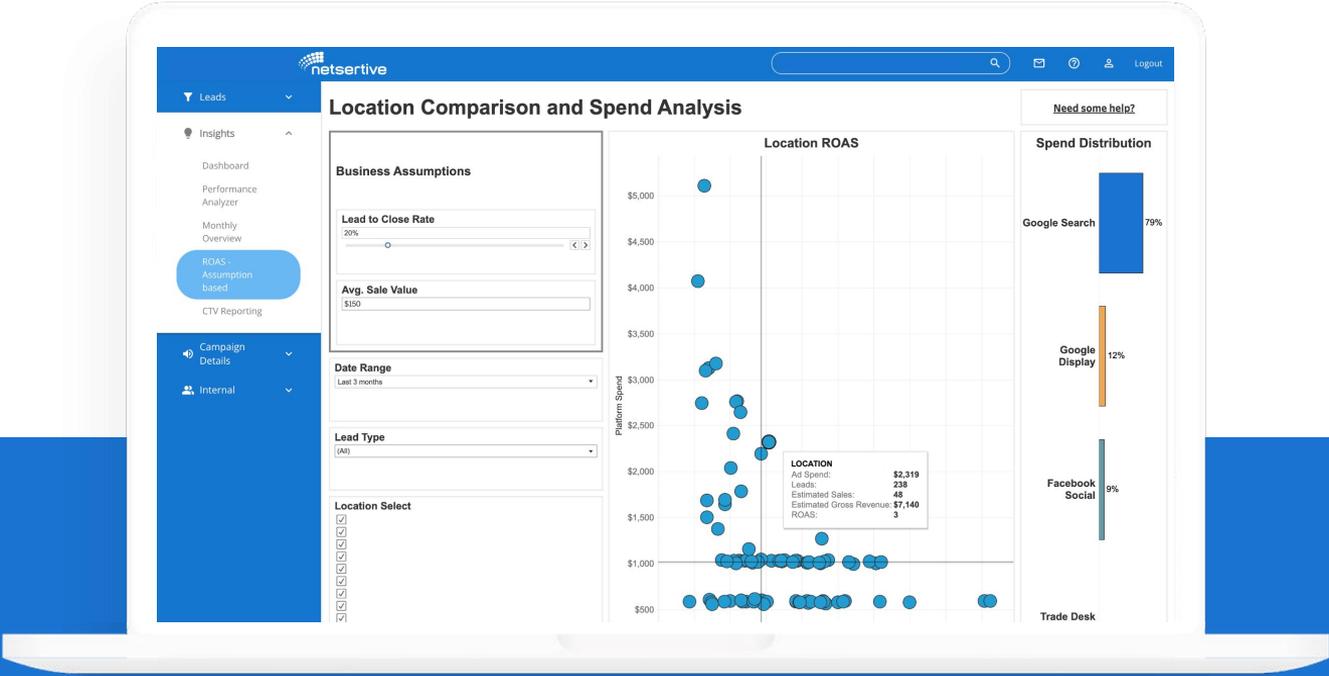


- Audience Targeting
- Seasonality
- Bid Strategies
- Conversion Type and Source to Revenue
- Self-Reported Attribution
- Website Headlines
- Offers
- Content Localization
- New Location Finder
- Better Review Responses



Lowering Your CPL:  
**Operations Audit**

# Look at High and Low Performers Across Locations



# Don't Let Up on Local: Grassroots Marketing Still Matters

Empower owners to connect with their communities, then amplify their impact through digital. Local Trust = Lower CPL

## 1. Partner Locally

Preferred Partner Kits: gyms, schools, small businesses, with ready-to-use co-branded materials.

## 2. Activate Purpose

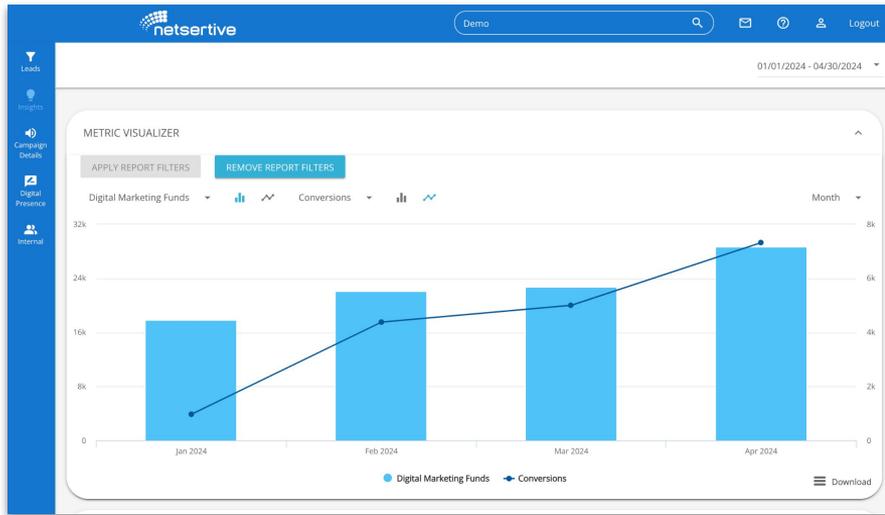
Cause-Based Campaigns: align with national initiatives like *Month of Movement* or *Shop Local Weekend* to create unified community impact.

## 3. Celebrate Customers

Local Love Campaigns & QR Reviews: easy tools to thank reviewers, collect testimonials, and share customer stories on social.

76% of consumers say they trust businesses they perceive as local, even if they're not \*

# Understanding Your Goals and Performance Metrics



Does your vendor know what KPIs matter most to your franchise?

**Red flag:**  
Conversions not optimized to your franchisee goals by location.

# Budget Allocation and Performance



How is your vendor currently evaluating budget efficiency, and how can you tell?

**Red flag:**  
Misalignment between budget and performance

# Campaign Optimization Strategies



**200**

Active Locations



**1,442**

Active Ad Units



**285**

Localized Campaigns



**3,517**

Monthly Campaign Changes



**5,408**

Ad Unit Extensions



**1,894**

Monthly Ad Changes

Are you aware how often  
your campaigns are being  
optimized? Is it often  
enough?

**Red flag:**  
A "Set it and forget it" approach

# Google Best Practices and Smart Bidding

Manual **CPC** **CPC**

Max Conversions **Smart Bidding**

**CPL** **Low Budget Playbook**

Google Optimization Score

**CPA** **High vs. Low Search Volume**

What bidding strategies are you currently using? Does it make sense with your goals and best practices?

Red flag:  
Unchanged Bidding Strategies After  
Launch



Q and A

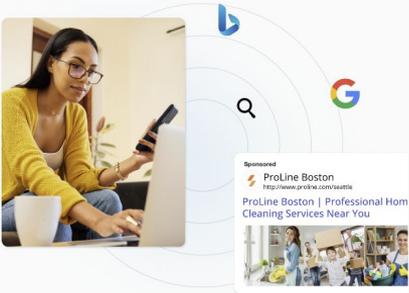


# Calculate Your Ideal CPL

KNOW YOUR NUMBERS

## Cost Per Lead and ROI Calculator

Discuss with a Netsertive Marketing Pro →



### Campaign Spend Per Month

You could use your maximum advertising budget for the rest of the year, a generic estimate, or the average monthly amount you've spent over the last 3-12 months.

⊖  ⊕

### Average Cost Per Click

You could use your maximum advertising budget for the rest of the year, a generic estimate, or the average monthly amount you've spent over the last 3-12 months.

### Campaign lead metrics

- 4,000** website sessions from PPC
- 800** conversions / leads
- \$5.00** per lead

# Thank you!

Questions? Contact Jason:  
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