Netsertive's Digital Advertising Maturity Model:

A Roadmap For Success

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Digital advertising for your multi-location business is a journey. And a complicated one at that. While you might have a good idea of the impact you want to make, finding the best route to get there is always the issue. Given the inevitable twists and turns, detours and offramps you experience along the way, a precise sense of direction is essential.

But therein lies the problem for retail and franchise networks. How do you maintain your bearings and accurately gauge your success when your customers are spread out between dozens, hundreds, or even thousands of different locations?

Netsertive's Digital Advertising Maturity Model allows you to understand where you currently are along the journey, where you're falling short, and what you need to establish a truly effective digital advertising program.

So on that note, let's dive right in.

The Netsertive Digital Advertising Maturity Curve

	Level 1 - Adrift	Level 2 - Roadmap	Level 3 - GPS	Level 4 - You've Arrived
Channels	Search-only campaigns	2-3 channels; some retargeting	3-5 channels; mature retargeting; cross-channel optimization	Scaled; omnichannel; sophisticated audiences and retargeting; evergreen plus rapidly deployed promotions as needed
Network	1 ad network	1-2 ad networks	3-4 ad networks	5+ networks; partner integrations
Creative	A handful of ad formats; one-size fits all creative or off-brand creative from a local agency	Expanded ad formats; using owned brand assets	Multiple ad formats; some degree of creative personalization with owned brand assets	Multiple ad formats; A/B testing and benchmarking; Highly relevant, localized brand assets using dynamic personalization
Media Planning and Buying	No localized marketing support from the corporate level; digital strategy left up to locations	Regional, one-size fits all brand campaigns; local channel partners deploying ad hoc campaigns	Hybrid of brand campaigns and locally customized campaigns; pain point in local market overlap and competition	True localization at scale; budget, marketing mix, and bid strategy customized to every location; fully harmonized corporate and local channel partner program
Reporting	Minimal set of KPIs; zero visibility into individual campaign and location-level performance; unable to show impact of digital advertising	Starting to measure marketing's impact on the business; systematic reporting	Ability to show ROI at the network level; consolidated reporting; starting to understand insights	Dashboard-driven; can attribute ROI at the network, individual location, and campaign levels; insights provide competitive advantage in local markets
Tools and Systems	Ad hoc; not optimized for mobile; not using landing pages; campaigns not scalable	Siloed systems and data; locations listed on website but hard to find; one-size fits all brand landing page	Integrated system; location finder on the corporate website; landing pages set up for each location, but with minimal personalization	Full localization at scale; consolidated, integrated systems; machine learning; localized, SEO-friendly landing pages

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Let's unpack each level to help you find your best opportunities for improvement. We suggest taking a systematic approach to our Maturity Curve, first identifying your starting point according to these four stages, then implementing solutions to help your strategy evolve and progress forward:

Level One:
Adrift

You're somewhat adrift and unable to accelerate your impact when needed. You don't have a well-organized, multi-location strategy. Your advertising execution and impact are *disjointed*, lacking consistency across your locations, all the way up to the brand level.

- Your brand-level campaigns aren't personalized for your individual locations
- You have uneven, often insufficient engagement from your local channel partners
- You don't have the technology needed to integrate your campaigns, locations, or reporting
- Your brand messaging and creative are inconsistent and lack cohesiveness across locations
- Reporting and data is siloed and fragmented for each location and channel

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Level Two:
Roadmap

Think of this second stage as the point where you find a roadmap under the driver's seat. The problem, of course, is that roadmaps can and do get outdated. Sure, they can give you an idea of where you're heading, but they provide no guidance on detours, road hazards, or anything that requires flexibility and agility. However, in this stage, the many moving parts in your multi-location marketing are starting to align, and that bodes well for the road ahead.

- You've introduced some degree of automation in your campaigns
- You still lack a targeted, localized strategy and centralized brand oversight
- Local channel partners are better engaged and are creating a sense of momentum
- You've upgraded your technology to help scale beyond people doing all the work

Level Three:
GPS

The third stage of our Maturity Model is the point where technology really starts to make a difference, providing tangible traction for your efforts. Like having a GPS for a road trip, you're now able to make better, more informed decisions based on real-time data, or at least something close to it. More importantly, you can now incorporate the specific needs of individual locations into your strategy, an ability that was out of reach without the right tools to streamline the process.

- You've started to build-out regional campaigns to drive a loosely organized local strategy
- Local channel partners are engaged and motivated to participate in your localized strategy
- Data sharing and analytics have improved across your enterprise, eliminating many of the previous silos
- You've embraced automated solutions as well as expanded, integrated campaigns
- To whatever extent possible, you try to provide personalized creative for each location
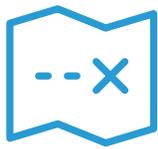
Level Four:
You've Arrived

You've arrived at your destination – scalable localization. You now have a highly effective digital advertising strategy that leverages all of the necessary tools to maximize engagement across your locations. As spelled out in our Maturity Model, this fourth stage utilizes technology across your marketing efforts, making your approach completely scalable, flexible, transparent, and quantifiable.

- Local channel partners are fully engaged and count on your localized program to hit their sales goals
- Your campaigns are integrated across channels and using tech like machine learning to optimize and scale
- You're able to scale brand-compliant creative at the location level
- You're able to report and optimize at both the location and network level with a high return on ad spend

The Accelerating Factor: Technology

It's not a coincidence that each successive stage of our Maturity Model involves a greater reliance on specific technologies. Personalizing targeted campaigns for each of your many locations just isn't possible without the right technology propelling you forward. That is, unless you're willing to add a dozen employees to your in-house marketing team or have your agency bill you hundreds of extra hours every month.

As you determine where your journey begins on the model and see what you need to improve your impact – additional networks, consolidated and location-specific reporting, customized creative, omnichannel campaigns, and more – then it's time to establish a game plan to get you there. Ultimately, every multi-location business, no matter the industry, shares certain top-of-the-curve goals:

- Flexible, brand-compliant campaigns you can launch in days, not weeks or months
- Technology-enabled personalization for each location
- Dashboard reporting at both the corporate and local levels
- Turnkey, actively managed campaigns
- Co-op management and tracking

Depending on where you're starting, all of this might sound too good to be true. But we assure you it's not. Simply put, it's just a matter of adopting the right tools and partners, understanding your strategy's weaknesses, and implementing solutions to address them. ROI and revenue streams that look more like river rapids are just around the bend.

Interested in learning more?

Contact us to discuss your business with our digital marketing specialists and learn how to capture your market demand. You can also learn more at netsertive.com.

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