



About Maid Right Latino (MRL)

- www.maidrightlatino.com/
- www.maidrightlatino.com/es/
- Participating franchise offices in FL, GA, TX, AZ, NJ, and more!
- Residential Cleaning Franchise Industry

Goals

- To identify Latino franchisee prospects for Maid Right Owners
- Optimize bilingual MRL website for SEO and maximize web exposure through rich sharable content and engaging social media profiles
- Connect and engage with the Latino community in the participating Metro areas
- Build unique content (text, video, visuals) that feature MRL as great opportunity for Latino families

Approach

- Latino SEO & Conversion Rate Optimization
- Content Marketing (following editorial calendar)
- Pay-Per-Click (PPC): AdWords and Facebook Advertising
- Remarketing & eNews
- Database Marketing
- Latina Mom Blogging, Public Relations, and Guest Postings

Results

- 340 online form submissions and 541 phone call leads (Jan thru May 2015)
- 4K Unique Sessions/month
- G+: 11 Followers & 1,204 views; YouTube: 4,982 video views; Facebook: 730 Likes
- Seven (7) primary keywords in Top 3
- Optimized the bilingual web pages for the users and the search engines
- Built network of Latino influencers and media partners for guest postings, citations and theme-based backlinks



Case Study | Franchise: Maid Right Franchising, LLC.

Maid Right Latino Program Helps Identify and Recruit Latino Franchisee Prospects for Maid Right Owners through Bilingual Latino Marketing Efforts

Hispanic Market Advisors®, US-based Latino SEO/SEM agency, spearheads the Maid Right Latino program for Maid Right Franchising

The Challenge: Grow Franchisee Prospects for Maid Right Owners within Budget Constraints

Although master franchising can be beneficial and advantageous when it comes to rapid market penetration and brand dominance, there are also challenges, including the need to market to and recruit—in parallel—two different audiences (consumers and unit franchisee), all this without losing focus on other two core areas of the business which are training and ongoing support to each unit franchisee they sign.

Master franchise owners are motivated to sell as many units as possible to qualified candidates. However, finding qualified unit franchisees who want to start their own business requires knowing who the right prospects are, what drives them, about their language and culture, and more. Partnering with a qualified [specialized marketing agency with multicultural capabilities](#) can help the master franchise owner solve problems of linguistic and cultural differences, and of finding the right quantity and quality of Latino franchisee prospects.

The Solution: Maid Right Latino Program Helps Connect and Engage with the Latino Community

The [Maid Right Latino](#) (“MRL” hereafter) program has been specially designed for Maid Right Residential Cleaning Master Franchises whose territories are located on a geographic-based marketplace that includes a high concentration of Hispanics and Latinos ([check this interactive map](#)).

Through this MRL program, Maid Right brand has gained access to the Latino community in each Master’s territory. We’ve been executing a list of activities that are geared towards growing the number of qualified leads for growing the Unit Franchisees base for each participating Master Franchise Owner.

Some of those activities included, but not limited to:

- Latino SEO (on-site and off-site) to gain web visibility and good search engine ranking positions (SERPs) in the medium and long-run, and [Pay-Per-Click \(PPC\) campaigns](#), including display and search advertising, to generate leads in the short run.
- User behavior analysis (where visitors and users link more, etc.) and conversion rate optimization (to funnel unit franchisee prospects to taking a desired action—calling a number, submitting an online form, downloading a franchise guide, etc.)
- Content marketing following an editorial calendar shared with Maid Right Franchising through a Google Drive folder.
- Remarketing & email responsive marketing to stay in touch with prospects once they have opted in. It often takes multiple “master-unit prospect” interactions for a Master to recruit a unit franchisee.
- Database marketing to grow opted-in contacts via an array of strategies and online forms with different call to actions, including, but not limited to:
 - Request More Information or Contact Us forms -> contacts enter their information to be contacted by the local Master franchises
 - Download Franchise Guide -> contacts enter their information to be able to download complimentary guide
 - Sign Up for our eNews Pop Ups with Exit Intent Technology -> that detects when the web visitor is planning to leave the site without meeting the primary objective which is completing the “contact us” form or dialing the phone number, and get his/her attention back by offering the opportunity to stay in touch with us via the eNews (secondary objective).

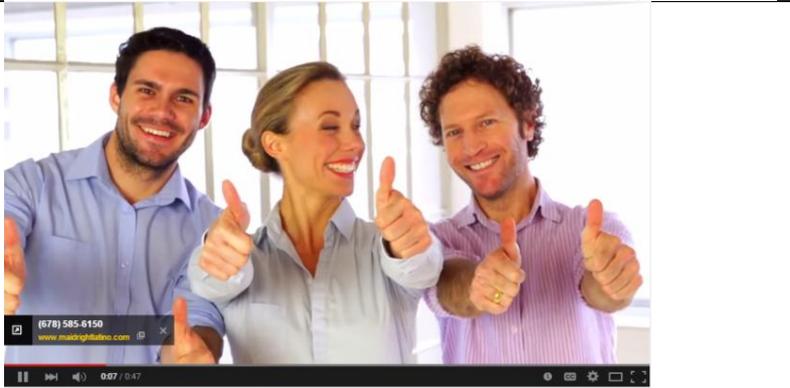
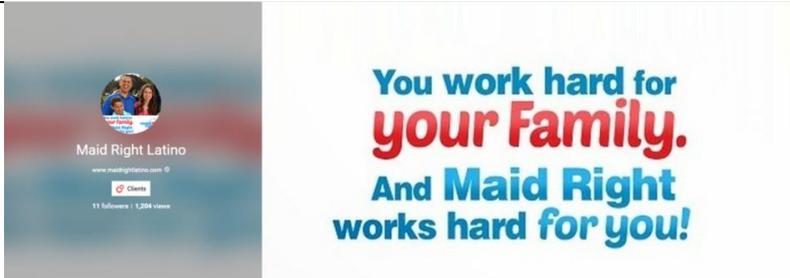
- Latino Mom Blogging for storytelling, engagement and third party credibility, coupled with bilingual press releases strategically submitted to local distribution points (editorials) for valuable mentions and citations.

Measuring Data, Optimizing SEO/PPC Campaigns, and Growing the Unit Franchisee Base for Maid Right Owners

Marketing budgets should always be contingent upon revenue projections so that market penetration and business expansion can be realized. Measuring accurate sales activity from Latino market segments can be difficult due to the cultural diversity found within U.S. Hispanics but companies that engage in marketing to Latinos should be ready to quickly calculate the ROI of their multicultural advertising efforts. Qualitative data should always be analyzed and taken into account, but quantitative data are the best factor when making future decisions about budget allocation as well as determining ROI.

With that said, here are some results achieved for Maid Right Latino so far:

- ✓ **Lead Generation** —MaidRightLatino.com was able to generate **340 online form submissions** and **541 phone call leads** between the periods of Jan thru May 2015 (5 month period).
- ✓ **Content Creation** —Our content development efforts included bilingual website, theme-related articles and external blogs promoting Maid Right Latino, including one from Franchising.com, bilingual press releases, eBlasts & eNewsletters, visuals featuring Latino families starting a new business, static and animated banners for display advertising, phone interviews for podcasting and video creation, video Ad development, and more collateral emphasizing storytelling, testimonials, and success stories!
- ✓ **Brand Awareness** —Maid Right Latino is building brand awareness for Maid Right among Latinos. The channels created and being cultivated are:
 - <https://www.facebook.com/maidrightlatino>
 - <https://www.youtube.com/c/Maidrightlatino>
 - <https://plus.google.com/+Maidrightlatino>

<p>Facebook (graphs, insights) – 730 Likes as of June 5, 2015</p>	
<p>YouTube (graphs, insights) – 4,982 video views as of June 5, 2015</p>	
<p>G+ (graphs, insights) – 11 Followers & 1,204 views as of June 5, 2015</p>	

Conclusion – Final Thoughts

When marketing to the Latino market in the United States, it is important that the Web content that you have in your bilingual site speaks to these people and get them interested in what you have to offer. Also, the Ads need to convey the key points of your brand (competitive advantages and differentiators), and the destination URL needs to be optimized to funnel leads into the registration process swiftly and effectively.

Maid Right Franchising has succeeded in tapping into the Latino community for growing their B2B line of business (geared towards Unit Franchisees) while the Masters continue to solidify their B2C marketing (geared toward the end consumer—clients in need of residential cleaning services). During the second half of 2015, the MRL program will continue recruiting new Unit Franchisee owners; however, will do so while celebrating successes of those Units who have already taken the step of starting their own businesses. Phone interviews and video interviews are featuring successful Latino franchisees and we are engaging strategically with the target audience on social media. This tangible & intangible combination will be key to deepen relationship with Latinos and gain their Trust and Business.

“Some Deliver Empty Promises, We Deliver Trackable Results!”

Let's discuss what we can accomplish together – [click here](#)