

MARKETING SUPPORT & SERVICE OVERVIEW

Steven James Media Group serves as an extension of the Happier At Home corporate team, providing marketing, communication, and media-related services. Here is an overview of our collaboration.

Covered by Corporate

Branding & Identity: Strategy and content creation that strengthens the HAH brand and supports franchisees.

Website Maintenance & Updates:

Hosting, monitoring, security and development for the website overall and each franchisee page.

Search Engine Optimization (SEO):

Oversight and execution of a complex strategy inclusive of technical, on-page, off-page and local.

Social Media Management & Email:

Oversight and execution, core content creation, post & email deployment. Additional social posting recommended by franchisees.

Graphic Design: Brand asset creation customization options for franchisees. Ground up designs as needed.

Google Business Profiles: Creation of GBP profiles, maintenance and cross-posting.

Business Listing Management:

Ongoing monitoring of critical information across various sites and directories.



Covered by Franchisees, Contributions from Corporate

- Paid Search Engine Marketing (SEM), & Social Media Marketing
- Paid Digital & Social Media strategy, oversight and execution of campaigns inclusive of Google Adwords, Facebook ads, programmatic banners, videos, etc.
- Each franchisee can qualify for monthly corporate contributions towards media spend, based on their tiered classification from quarterly sales.

Franchisee Covered

- Marketing Consulting
- Public Relations
- Video Production
- Custom Content Creation
 - Email Marketing
 - Graphic Design
 - Social Media

SEO



Keywords an advertiser's audience would be searching related to their products or services



On-page SEO, which relates to the content of the page



Off-page SEO, which consists of backlinks from other sites to the business's website that are reputable (it's like a digital recommendation from the sites)



Technical SEO, which is all the backend components of a website (e.g., tracking code, markups, site speed, security) that ensure search engines can find, crawl and index content

SEM



Keywords to bid on that consumers would search for and are related to the advertiser's products or services



Bidding, which is the maximum the advertiser would pay for each keyword ad



Ads, which are the copy that includes the keywords and appealing content to drive clicks to the advertiser's website



Audience targeting, which allows companies to define who should see their ads based on multiple options like location, demographics, interests and intents

What is the Marketing Resource Library?

It is a centralized location for assets that support Happier At Home franchisee marketing efforts. A collection of brand-aligned documents, images, and graphics that are sortable and searchable by keyword. We will continue to update the library with new assets frequently, providing you with content that supports branding, client acquisition & employment initiatives, community awareness, and resource positioning.

If you need additional support, marketing requests can also be made using the lead form.

URL: <https://HappierAtHomeFranchise.com/resource-library/>
PASSWORD: resourcelibrary

Team & Communication

Custom marketing requests can be made via the lead form on the franchisee site. Should you need to email, HAH@stevenjames.com is the distribution list for the HAH team at Steven James. Individual contacts are below.

- **Luci Breuer**, President - Strategy & Coordination
- **Thom Georgia**, VP Branding - Brand Strategy & Messaging
- **Paul Root**, VP Content - Content Strategy & Development
- **Joanna Romero**, Creative Resources Coordinator , Organic Social & Digital Media
- **Jeff Thompson**, Digital Media Specialist - Paid Media
- **Jessica Pavone**, Primary Graphic Designer
- **Zak Single**, SEO, Web Development & Design

lbreuer@stevenjames.com
tgeorgia@stevenjames.com
paul@stevenjames.com
jromero@stevenjames.com
jthompson@stevenjames.com