



Internet Advertisers of the World: UNITE!



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Email: sales@mediaflint.com
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Magus Local Search Advertising

Targeted local advertising



Automatic sharing of best practices & creatives



Increasing profit margins



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Magus Local Search Advertising

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Introducing Internet Ad Campaigns To Go!



Are you a marketing manager at a Franchisor faced with any (or all) of the following challenges?

- Are you concerned about improving your franchisees' new client acquisition channels?
- Have you been tasked by your management to find creative ways to improve new business flow to your franchisees while simultaneously cutting the costs?
- Do you have a tight budget and a short time frame to roll out Internet advertising for thousands of franchisees?
- Are you concerned about protecting your corporate brand identity and want to ensure that your franchisees use only pre-approved ad copy and keywords?
- Is internet advertising on a large scale considered too complex by your IT department even though you know it could be very effective for your franchisees?

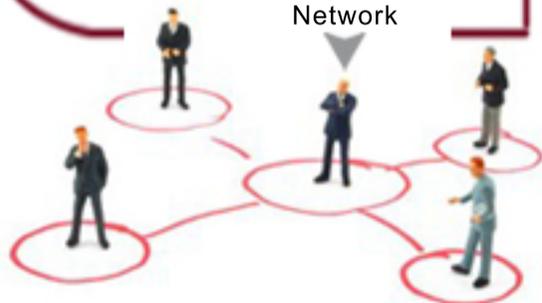


Allow us to assist you by introducing you to Magus local Internet advertising for the franchisor-franchisee network.

Magus is a local Internet advertising platform built specifically to help networks of small businesses such as franchisees acquire new clients cost effectively.

Magus' success lies in its ability to cut wasteful ad spend and to redeploy the money saved towards effective advertising. How does this happen? The answer lies in a simple concept called "sharing of best practices."

Monitoring Franchisee Network



Here's how and why it works:

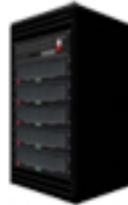
- Hundreds of franchisees who belong to the same franchise network run their local Internet advertising campaigns on the Magus platform.
- Data from each franchisee's ad campaign is aggregated by Magus and then automatically analyzed for performance.
- The best performing creatives such Keyword and Ad Copy are ported over in an automated manner to less well performing campaigns.
- Continuous ad testing variations are performed to ensure campaigns remain optimized including local variations.

Magus Local Search Advertising Work Flow



1 →
Franchisor and Media Flint's SEM Administrator Set Up Seed Campaign on Magus

Magus Server



2 →

Data from Seed Campaign are collected on Magus' Server and deployed to Google, Yahoo and MSN. Search campaign results from the respective Engines are returned to Magus and stored on Server.



3

SEM Administrator reviews the analyzed data from Magus and redeploys to additional Franchisees and Territories. Easy Campaigns are set up for Franchisees in 1 step.

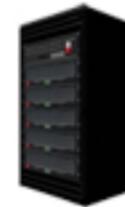


Search Engine Ad Servers

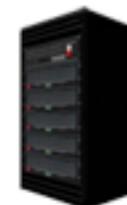
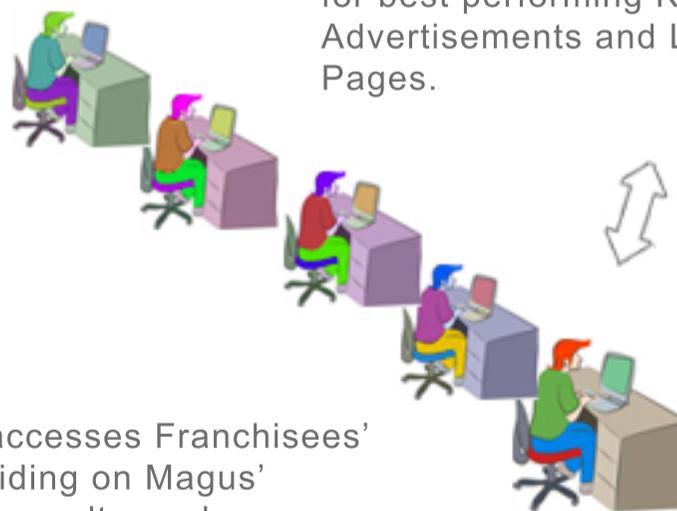


Google, Yahoo and MSN Search Engine Servers Deploy Ads and Results are Streamed Back to Magus

Magus Server



Ready made "Push-and-Go" Franchisee campaigns now sit on the Magus Server. Franchisees log into Magus and start their easy campaigns. Data from all Franchisees' individual campaigns results are aggregated by Magus and analyzed and compartmentalized for best performing Keywords, Advertisements and Landing Pages.



4

SEM Administrator accesses Franchisees' aggregated data residing on Magus' Servers and reviews results, makes adjustments and ports over best performing creatives from one group of Franchisees to another. Franchisees campaigns and keywords bids are automatically updated into their respective accounts. As the Network grows Franchisee's advertising becomes highly effective

Magus Local Search Advertising



Why is Magus effective in Local Internet Advertising?

Magus works because it allows franchisees to cooperate rather than compete against each other in the field of local Internet advertising. A search engine such as Google makes it money because advertisers compete against each other in a non transparent system for the same keywords. The result is ever increasing keyword costs. Additionally Google benefits from advertisers continually bidding for keywords which trigger ads that may get clicks but may not result in conversions.

Now what if a group of advertisers decided that as long as they were not competing for the same clients, (e.g. businesses that serve geographically local markets) they may as well pool their advertising data such that it results in long term benefit for all. This method of “co-op” advertising where hundreds small advertisers who do not compete against each other, share resources to cost effectively buy converting keywords and deploy internet ads is the Magus way. This practice of sharing of best practices becomes extremely effective within the same franchise network because data variance is minimized.

What options other than Magus are there for local Internet advertising?



A franchisee advertiser can choose to go it independently by performing the advertising themselves. This path involves the franchisee creating a website (if one doesn't exist) and then setting up a Pay-Per-Click (PPC) advertiser account at Google, Yahoo and Microsoft. The challenge that the franchisee will face is in selecting the keywords, creating the ads and then ensuring that their ad campaign remains optimized.

Alternatively, the franchisee advertiser can sign up with PPC click resellers who take on the tasks of ad creation and keyword purchasing in exchange for a fee per click or per phone call received. As click resellers typically charge a markup of 50%-100% on the cost of the click, most small advertisers are unable to sustain this high cost of advertising.

Enter Magus!



Magus Local Search Advertising



How much will it cost to deploy Magus? And what features will be included?

Magus is deployed as Software as a Service (SaaS) per seat license fee. Our base license fee is \$95 per franchisee per month. Additionally, we charge a one time account activation fee of \$50. Magus features:

- Data aggregation & sharing
- Targeted local advertising at keyword level
- Automatic sharing of best practices & creatives
- Flexibility in advertisement spending level
- Rapidly scalable platform

- Campaign reports to franchisor and franchisee
- Phone support for franchisees
- SEM specialist consultation at Franchisor level
- Call tracking to keyword
- Coupon tracking to keyword

- Quick campaign initiation and termination
- Fully automated campaign optimization & management
- Manage to franchisee budget and/or target cost per lead
- Data transparency in Ad spend at keyword level.
- No hidden costs

What are the benefits of deploying Magus' local Internet advertising platform?



- › Magus allows Franchisees to collaborate (data sharing) with each other within the Internet Advertising Channel
- › Magus enables Franchisors to rapidly and scalably deploy the Internet Advertising channel for their Franchisees
- › Franchisors are able to exercise full control over the use of their brand by Franchisees. Brand equity can be protected robustly
- › Franchisees can be held accountable for sales performance
- › Magus uses optimization algorithms to:
 - Reduce costs per lead or costs per client for the Franchisee's paid click ad spend
 - Predictably increase their revenues & profits



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Magus can improve your mass media campaigns

Magus provides Internet advertising data at a highly granular local level. This level of detail may be utilized in a strategic manner to tailor mass message ads for TV, Radio and Print.

For example, because Magus aggregates data of the effectiveness of hundreds of small campaigns at a local level, mass messages may be tailored for geographic effectiveness.

By utilizing the intelligence gathered by Magus of what is working effectively in a local environment for Internet advertising TV advertisers can sharpen their mass media message to improve recall and engagement.



Magus Local Search Advertising