


Lead Generation Trends

Navigating The New Landscape

Eric Bell – General Manager, Franchise Gator

- What is Franchise Gator?
- How was Q1? 
- How has the pandemic affected Franchise Gator?
 - ➔ Traffic
 - ➔ Leads
 - ➔ Advertisers

Traffic



Paid

Organic

Spend

Average
Cost-per-lead



Leads



Average Cost-
Per-Lead



Leads per
Advertiser

Leads



Advertisers

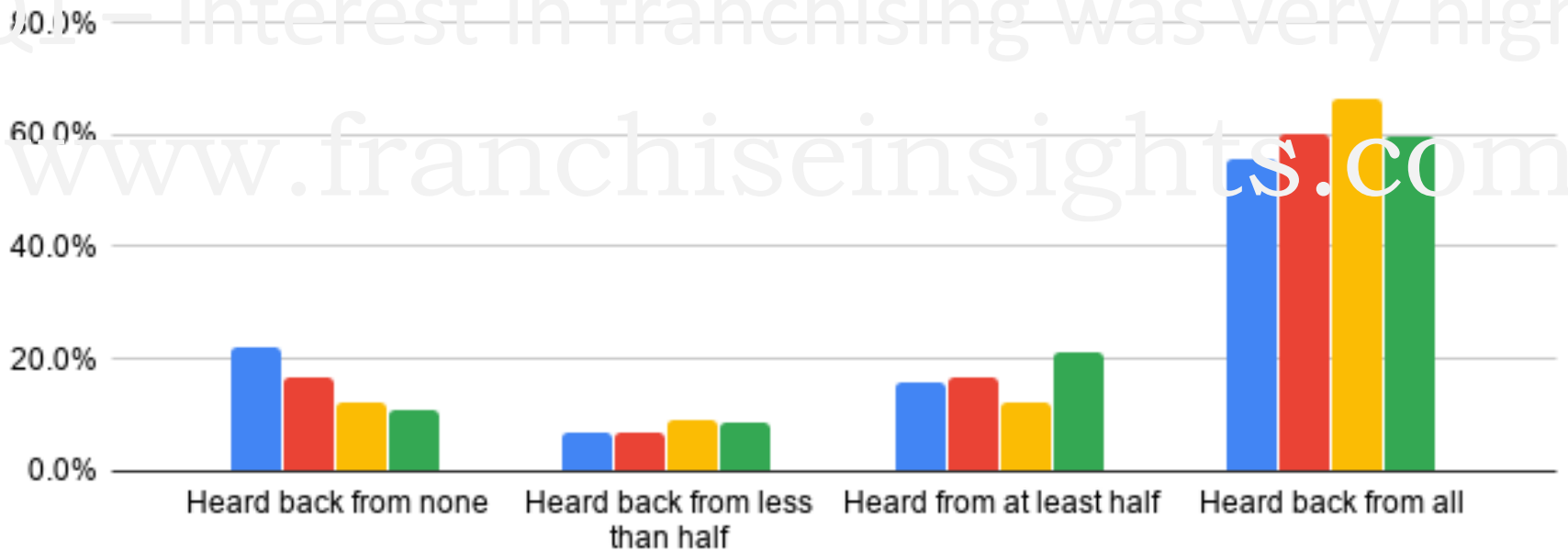


Prospects

Contact Attempt Rates Increasing in 2020

FranchiseInsights.com Mystery Shopping Survey

Jan Feb Mar Apr



Are You Pivoting?

- New pitch?
- Nurture leads.
- Can current franchisees help?
- Work on SEO / SEM.
- Test new sources.

Use The Extra Time

- Do your CRM research.
- Tighten your sales process.