



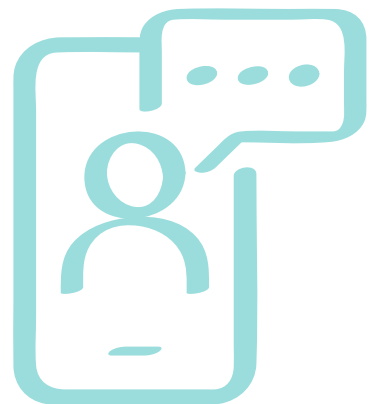
tidehouse.

what strong local digital performance looks like.

PRACTICAL INSIGHTS TO SUPPORT SMARTER LOCAL MARKETING

This guide highlights key digital marketing best practices based on observed performance across Shine locations, combined with insights from the Tidehouse team and established industry standards.

The goal is simple: to offer clear, actionable guidance that helps you understand what supports stronger performance, where common gaps appear, and how to better align your digital efforts with customer demand.

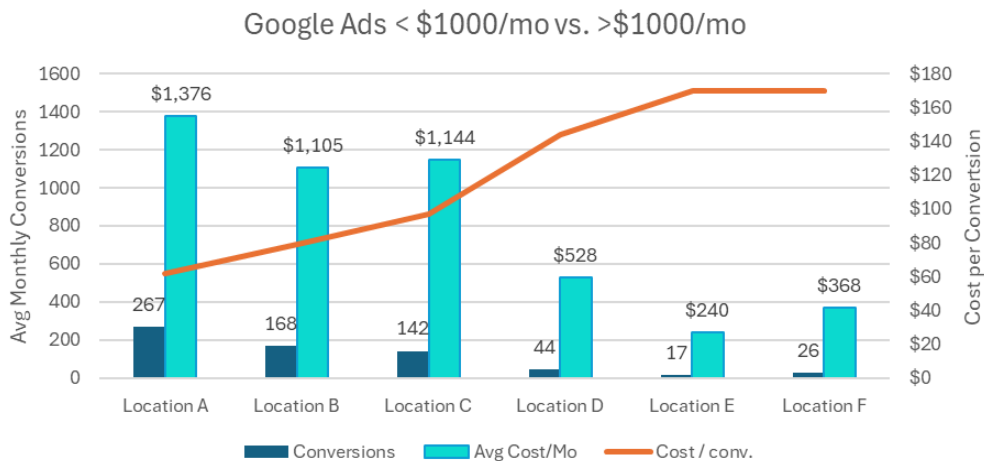


5 digital best practices to know.

1 | FUND YOUR ADS FOR SUCCESS

Digital ads perform best when they have enough budget to learn and optimize. For example, Shine franchise owners investing over \$1,000 per month in Google Ads saw lower costs per lead —\$93 on average, with some as low as \$62—compared to \$102 for lower budgets.

A healthy budget creates a steady flow of calls and form fills, helping ad platforms better identify and prioritize your ideal customers. That means your dollars work harder over time



2 | KEEP REVIEWS COMING IN

Consistently earning new Google reviews strengthens your local visibility and builds trust with potential customers. A steady flow of recent reviews signals to Google that your business is active and trusted, helping you rank higher and attract more leads.

Industry research from Search Engine Land shows that review ratings, volume, and recency strongly influence local search visibility, and up to 88% of consumers trust online reviews as much as personal recommendations. Actively managing Google Business Profile reviews is therefore a key driver of calls and estimates.

3 | **BUILD YOUR BRAND — NOT JUST LEADS**

Lead generation works better when people already recognize your business. Brand awareness campaigns on platforms like Meta, Display, Demand Gen, Performance Max (PMax), and YouTube help introduce your brand before customers are ready to book.

By staying visible and top of mind—even during slower periods—you make it easier for customers to choose your business when they are ready to take action. This supports stronger performance from lead-focused campaigns over time.

4 | **PLAN CAMPAIGNS AROUND SEASONALITY**

Advertising should be activated based on location and time of year. Planning ahead for seasonal demand allows you to align budgets and campaigns with customer behavior.

For example, holiday lighting campaigns should activate in September to reach early adopters, with budgets increasing in October as search interest grows. Core services like window washing may pause during a holiday lighting push, then reactivate with brand awareness early in the year and search campaigns launching in the spring. Aligning campaigns to seasonal demand helps maximize efficiency and results.

5 | **MATCH YOUR BUDGET TO CUSTOMER DEMAND**

Search activity changes throughout the year, and your budget should adjust accordingly. Aligning spend with periods of higher demand helps ensure visibility when customers are actively searching.

Adjusting spend based on demand helps maximize performance during peak periods while managing costs during slower times.

questions or want to learn more?

Have additional questions after reviewing these best practices?

Contact us at sales@tidehouseagency.com

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