

WHO’S A GREAT CANDIDATE?

Look for owners or operators who check one or more of these boxes:

1 GROWTH-MINDED

- ☐ Want to increase qualified online orders and average order value (AOV)
- ☐ Adding inventory or delivery crews and need demand to match
- ☐ Losing traffic to competitors on Google or marketplaces

2 TIME-STARVED OR OVERWHELMED

- ☐ Too busy with delivery routes, setup, and safety to “do marketing”
- ☐ No clear visibility into what is working
- ☐ Struggle to keep up with website updates, Google Business Profile, SEO, ads, social, or review responses

3 OPEN TO HELP

- ☐ Curious about conversion-optimized websites, local SEO, Google Ads, review generation, email/SMS nurture, and after-hours chat to capture quotes
- ☐ Tried marketing before without clear ROI
- ☐ Want a partner focused on booked rentals, not clicks



IDEAL CUSTOMER PROFILE

- Idle capacity on weekdays or certain seasons
-
- Online ordering enabled or willingness to enable
-
- Clear delivery radius and categories that map to high intent search



DE-PRIORITIZE FOR NOW

- Businesses under 10 units
-
- Unwilling to improve online presence or track outcomes