

## 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	<ul> <li>Time-Starved or Overwhelmed ①</li> <li>Too busy with delivery routes, setup, and safety to "do marketing"</li> <li>No clear visibility into what is working</li> <li>Struggle to keep up with website updates, Google Business Profile, SEO, ads, social, or review responses</li> </ul>
3	<ul> <li>Open to Help  C</li> <li>Curious about conversion-optimized websites, local SEO, Google Ads, review generation, email/SMS nurture, and after-hours chat to capture quotes</li> <li>Tried marketing before without clear ROI</li> <li>Want a partner focused on booked rentals, not clicks</li> </ul>



• Idle capacity on weekdays or certain seasons

## Ideal Customer Profile

- Online ordering enabled or willingness to enable
- Clear delivery radius and categories (inflatables, tents, concessions, games) that map to high intent search



Businesses under 10 units

De-prioritize for Now

Unwilling to improve online presence or track outcomes