



Q C I

PROPERTY MANAGEMENT

FRANCHISEE
INITIAL
MARKETING CAMPAIGN

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Introduction

The **Q C I Property Management's Initial Marketing Campaign**, themed *"Your Property, Our Priority,"* is a comprehensive, four-phase program designed to launch and grow each new franchise within its **30-mile exclusive territory**. With a dedicated budget of **\$2,000 per month over 18 months (\$36,000 total)**, the campaign focuses on building strong local authority, generating qualified property management clients, and establishing a sustainable inbound lead flow.

What sets **Q C I** apart is its **hands-on involvement** – the Franchisor remains actively engaged in implementing the overall marketing plan, coordinating digital campaigns, tracking performance, and providing continuous communication with each franchisee. Through its structured phases – *Brand Foundation, Growth & Community Integration, Authority & Retention*, and *Consolidation (QCI Continued Support)* – the campaign ensures that every franchisee launches quickly, scales confidently, and sustains long-term profitability.

QCI also employs advanced, integrated AI-driven content scripts to enhance franchisee visibility within the ChatGPT ecosystem. These scripts are strategically designed to strengthen local brand presence, improve search relevance, and support lead generation through conversational engagement and automated responses. By leveraging this innovative technology, QCI ensures that each franchise benefits from intelligent, continuous exposure across digital platforms – reinforcing credibility, accessibility, and customer interaction within their territory.





PHASE 1
LAUNCH

PHASE 2
AWARENESS

PHASE 3
GROWTH

PHASE 4
CONSOLIDATION

Phase 1 – Local Brand Launch (Months 1–2)

Goals

- Establish franchisee visibility in local search and directories.
- Drive initial owner and tenant awareness.
- Build trust and online credibility through early reviews.

Deliverables

- Google Business live and verified
- 1,000+ impressions/month in local search
- 5–10 leads (owners or investors)
- 10+ 5-star reviews established





Phase 1 – Local Brand Launch: Continued

Allocation of Marketing Budget for Phase 1

Channel	Description	Budget (monthly) \$
Google Business Profile Optimization	HQ setup, photos, service areas, post schedule.	200
Google Ads (Search Campaigns) /AI integration	Target "property management near me," "rental management [city]."	1,200
Facebook/Yelp Ads	Local awareness and retargeting campaigns.	500
Local SEO	Territory-specific (Using Wix Integration)	0
Print Collateral	Flyers, Realtor partner cards.	100
Review Campaign	Automated follow-ups to capture 5-star Google reviews.	0
Total		≈ 2,000



Phase 2 – Growth & Community Integration (Months 3–9)

Goals

- Strengthen lead consistency.
- Build relationships with Realtors and investors.
- Establish reputation as “the local property management expert.”

Deliverables

- 20–30 active property leads
- 2–3 local partnerships
- 10+ content posts live
- Cost-per-lead under \$100



Phase 2 – Growth & Community Integration: Continued

Core Actions

Channel	Description	Budget (monthly) \$
Google Ads (Expanded Radius)/ AI Integration	Expand targeting radius to 30 miles; retarget site visitors.	1,200
Facebook/Yelp Ads	Promote owner education, testimonials, and maintenance reliability.	200
Realtor Referral Program	Distribute co-branded referral deck (10% incentive).	150
Local Sponsorships	To Be Determined	200
SEO & Content	Monthly blog + service-area page updates.	150
Email Newsletter	Monthly owner insights & success tips.	100
Total		≈ \$2,000





Phase 3 – Authority & Retention (Months 10–18)

Goals

- Build reputation as the most trusted management brand locally.
- Generate steady inbound clients and increase renewals.
- Showcase performance via social proof and case studies.

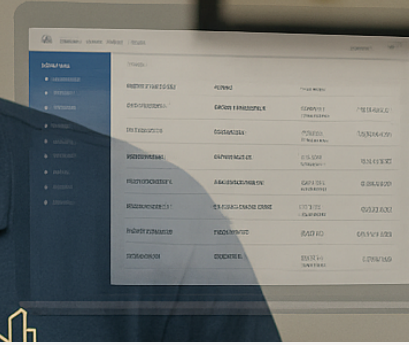
Deliverables

- 40–60 total properties under management (avg.)
- Sustained 4.5★+ Google rating
- Monthly owner retention above 90%
- Strong recurring local referrals





SUPPORTING OUR FRANCHISEES



Phase 3 – Authority & Retention: Continued

Core Actions

Channel	Description	Budget (monthly) \$
Google Ads (Expanded Radius)/AI Integration	Expand targeting radius to 30 miles; retarget site visitors.	1,200
Facebook/Yelp Ads	Target Investors, HOAs, and Landlords	200
Realtor Referral Program	Distribute co-branded referral deck (10% incentive).	150
Video Testimonials	Three professional local videos (clients & tenants	200
Press & PR	Local media Features	150
CRM Automation	Lead Nurturing & Retention workflows	100
Total		≈ \$2,000



18-Month Campaign Summary.

Category	Average Monthly (\$)	18-Month Total (\$)
Paid Ads (Google, Meta, LinkedIn)	1,300	23,900
SEO & Content	100	1,700
Local Sponsorships & Referrals	200	3,600
Email, CRM, Automation	100	1,600
Print, Collateral & PR	100	1,600
Reviews & Video	200	3,600
Total Campaign Spend	2,000	36,000

Messaging & Positioning

Headline: *"Your Neighborhood. Your Properties. Our Priority."*

Value Proposition:

"Q.C.I. Property Management helps local property owners protect and grow their investments through transparent, technology-driven management and unmatched service accountability."

Key Talking Points:

- 0% royalty = more local marketing power
- Technology advantage (DoorLoop + QCI systems)
- Personalized support from QCI HQ
- Local owner relationships with national brand credibility





18-Month Campaign Summary: Continued

KPIs & Performance Tracking

Metric	Goal
Leads Generated	15-20 per month
Conversion Rate	$\geq 20\%$
Cost per Lead (CPL)	$\leq \$100$
Client Retention	$\geq 90\%$
Online Review Rating	$\geq 4.5\star$
Marketing ROI	3x by Month 18





SUPPORTING OUR FRANCHISEES



Phase 4 - Consolidation: Support Provided by Q C I

Support Provided by Q C I Headquarters

Q C I Headquarters plays an essential, hands-on role in the success of each franchisee's marketing campaign. From the moment of onboarding, HQ provides **comprehensive marketing setup assistance**, ensuring that every franchise launches with professionally configured **Google Business listings, ad campaigns, and branded creative assets** designed for immediate local visibility.

Franchisees benefit from **quarterly campaign reviews and optimization calls**, where Q C I's marketing team analyzes ad performance, lead generation metrics, and conversion outcomes to refine strategy and maintain consistent growth within the 30-mile exclusive territory.

Through the **Q C I Marketing Portal**, franchisees receive shared access to a robust collection of ready-to-use **marketing templates**, including social media posts, brochures, presentations, and outreach materials – all designed for brand consistency and professionalism.

In addition, HQ grants access to the **Q C I / DoorLoop Digital Asset Library**, an exclusive repository of curated **ad images, promotional videos, email campaigns, and customizable scripts** that empower franchisees to engage clients confidently while maintaining the unified look, feel, and message that define the Q.C.I. brand.





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