

The Stark Logic logo features the word "STARK" in a blue, sans-serif font with a downward-pointing arrow under the 'A'. To its right is a vertical line with a starburst symbol at the top, followed by the word "LOGIC" in a black, sans-serif font with an upward-pointing arrow under the 'i'.

STARK * **LOGIC**

A white rectangular box containing the text "A FULL SERVICE INTERNET MARKETING AGENCY FOR THE FRANCHISE INDUSTRY" in a blue, sans-serif font. The background of the entire page is a grid of images showing a road stretching into the distance under a cloudy sky, with yellow fields on either side. Some grid cells are solid colors: light green, dark blue, and light blue.

**A FULL SERVICE INTERNET
MARKETING AGENCY FOR
THE FRANCHISE INDUSTRY**



**OVER 500 CLIENTS
SERVED SINCE 1998**

Do You Have an Internet Marketing Strategy?

If not, we have a solution for you...



GROW YOUR BUSINESS Through Strategic Online Marketing

Stark Logic is a full service internet marketing agency that specializes in creating marketing strategies for the franchise industry. Only through a strategic plan can a franchise system maximize the potential of the internet and generate sales and leads.

From franchise development to local marketing for franchisees, Stark Logic can help you. We will perform a thorough assessment of your current situation and create a strategic outline for creating traffic and branding through different internet marketing mediums such as Google Places optimization, organic search optimization (SEO), pay per click marketing (SEM) and social media.

Our Marketing Services Include:

- Search Engine Optimization (SEO) for Local & National Web Sites
- Local Marketing Through Business Directories & Review Sites
- Pay Per Click Campaign Management & Reporting
- Web Site Design and Maintenance
- Creation of Franchise Micro Sites
- Social Media Management and Tracking
- Custom Web Site Software Development
- Advanced Analytics & Reporting for All Campaigns

Advanced Analytics



In Depth Reporting



Local Franchise Marketing

Convert Web Traffic to Sales

A GREAT MESSAGE WILL INCREASE SALES

Get Found in Local Searches

THROUGH GOOGLE PLACES & SEO

Create Interactive Designs

LANDING PAGES AND AD CREATIVES

Maximize Pay Per Click Budgets

GET MORE TARGETED TRAFFIC FOR LESS MONEY

Before you begin internet marketing for your local business, it is important to understand your options for marketing. When customers search for a local business, they normally type in a geographical phrase such as "plumber in san diego." When Google determines that the search is local, the results come back from Google's local directory called Google Places as well as organic (middle results). See the image below right to understand the difference between the three areas of results on Google's search engine based on local searches. Our goal is to create a plan for marketing through all of these mediums.



Pay Per Click (SEM)

The Google Pay Per Click marketing (also known as Adwords) requires you to pay each time someone clicks on the links shown. The more you bid for each click, the higher your ad appears in the shaded area. We can manage your Adwords campaign.



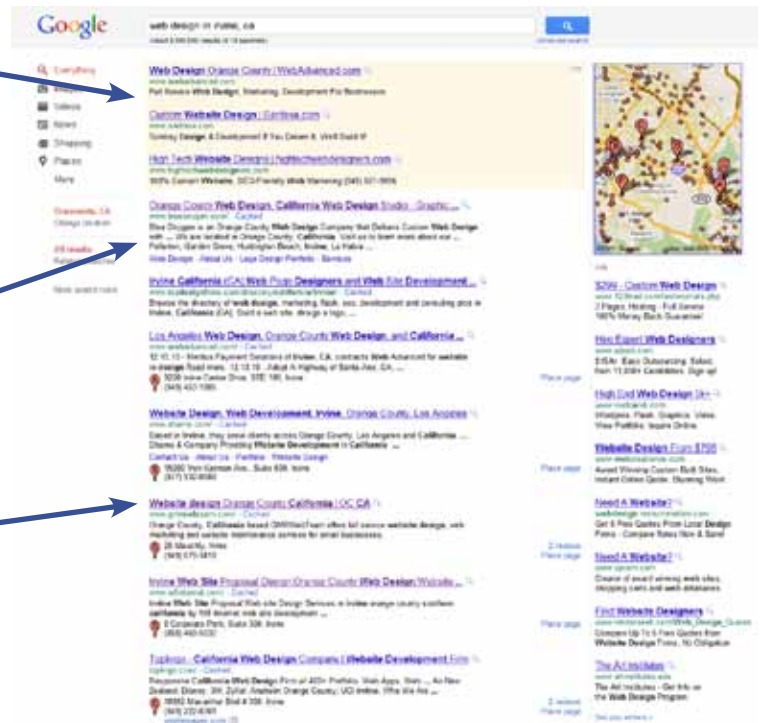
Organic Optimization (SEO)

The Google Organic listings are shown just below the pay per click ads and usually above Google Places results. Our search engine optimization service includes getting your site on the 1st page of the search results in Google, Yahoo and Bing.



Google Places

This is Google's local business directory. We can claim your listing and optimize it for targeted keyword phrases so it will come up on the 1st page of the results for local searches.



20% of searches on Google are related to location
More than 4 million business listings on Google claimed by business owners

97% of consumers use online media to research products and services in their local area

83% of local searchers will follow up with a phone call or visit to the listing that stands out best

Advertising in traditional yellow pages has declined 25.2% since 2003

Call or visit our website today:
888.915.6442
www.starklogic.com

Ongoing Marketing is Essential

A successful marketing strategy includes both setting up a foundation for a campaign and ongoing services to determine if the strategy is working. Ongoing services include link building for search engine optimization, business reviews, pay per click management, social media and monthly consulting. Using different analytics tools, we can look at statistics of goal conversions and traffic and make changes as needed.

Google Places Optimization

Our Google Places service includes claiming and the optimization of Places listings and increasing citations to your business through blog posts, social bookmarks, messageboard links and other resources.

Ongoing Reporting & Analytics

Setting up conversion tracking and integrating analytics is vital to the campaign. Once the analytics are set up, we can determine the effectiveness of the campaigns by reviewing changes in the statistics month to month. Almost immediately, we will be able to identify trends in the campaign and make changes to capitalize on what is working and eliminate areas that are not.

Reviews From Local Directories

It's important that your business is getting reviews from your loyal customers and vendors you're working with. Through our FranLocal software, you can keep tabs on reviews for all of your franchises. We can help you with marketing materials, emails, and flyers to entice people to visit the major review web sites and leave reviews for your business.

Your competitors are always looking for ways to grow their business and move ahead of you. Once your web site is ranked on the first page of the local directories, you need to maintain the link building campaign to stay on top! Call us for more information: 888.915.6442



Web Design & Marketing for Your Local Business

Stark Logic provides web design and marketing packages for local businesses and franchises. Our packages were designed to help businesses increase traffic to their web sites and track the effectiveness of social media marketing. Our plans include marketing through three different medium: Google Places Optimization, Organic Search engine optimization, and Pay Per Click marketing.

	Basic Package	Silver Package	Gold Package
Keyword Research & Analysis	X	X	X
Google Analytics (to track web traffic)	X	X	X
Web Site Optimized for Keyword Phrases	X	X	X
Monthly Search Engine Marketing to get Web Site Ranked	X	X	X
Number of Targeted Keyword Phrases	10 Keywords	20 Keywords	20 Keywords
Create Google Places Listing Complete with up to: 10 Photos, 3 Videos, Targeted Keywords	X	X	X
Add Web Site to FranLocal marketing software	X	X	X
Monthly Reporting	X	X	X
Dedicated Account Representative	X	X	X
Add Listing to Universal Business Listing Service		X	X
Pay Per Click Management		X	X
Pay Per Click Budget		Up To \$300/	Up to \$500/mo.*
Social Media Set Up (Facebook Fanpage, LinkedIn, Twitter, YouTube Accounts)			X

Pricing for these packages is dependent on the number of locations and keyword competition. Stark Logic will create a custom strategy for your business that takes into account the budget and scope of work for the project. For more information, please contact us today at (888) 915-6442 or visit www.starklogic.com to learn more about our company.

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www.starklogic.com

Social Media Services

Set Up Social Accounts

WE GET IT DONE

View Media Statistics

WE GET IT DONE

Manage Content & Specials

WE GET IT DONE

Stay in Touch With Clients

WE GET IT DONE

Through different forms of social media, you can connect with your customers on a more consistent basis. Send out weekly promotions and generate business during your slow times.



Social Networking Setup

FACEBOOK FAN PAGE
TWITTER ACCOUNT



Marketing Calendar & Updates

CREATE EDITORIAL CALENDAR
SCHEDULE WEEKLY UPDATES



Integrate Blog & Content Creation

CREATE 1 WORDPRESS BLOG
SCHEDULE POSTS TO RUN MONTHLY



Video Optimization

CREATE 1 YOUTUBE CHANNEL
UPLOAD/OPTIMIZE 20 VIDEOS*



Press Releases

POSTING TO 3 PR WEB SITES
OPTIMIZE FOR 3 KEYWORDS



Business Promotional Pages

3 SQUIDOO PAGES
3 HUBPAGES



Social Bookmarking

500 BOOKMARKING SUBMISSIONS
OPTIMIZE FOR KEYWORDS



*DOES NOT INCLUDE VIDEO CREATION

Social Media Packages

Connect to Your Customers Through Social Media

Stark Logic provides social media services for local businesses and franchises. Our packages were designed to help businesses connect with their customers through social media management, review their local sentiment in the review sites and track the effectiveness of the marketing.

	Basic Package	Silver Package	Gold Package
Create Facebook Fan Page	X	X	X
Set Up YouTube Account	X	X	X
Set Up Twitter Account	X	X	X
Set Up LinkedIn Account	X	X	X
Social Bookmarking	250 Bookmarks	500 Bookmarks	1,000 Bookmarks
Create Google Places Listing, complete with up to: 10 Photos, 3 Videos, Targeted Keywords	X	X	X
Add Web Site to FranLocal Marketing Software	X	X	X
Monthly Reporting	X	X	X
Create Web 2.0 Pages	1	2	3
Add Listing to Universal Business Listing Service		X	X
Install and Integrate a Wordpress Blog		X	X
Post SEO Optimized Press Releases		2/mo.	4/mo.

Pricing for these packages is dependent on the services offered. Stark Logic will create a custom strategy for your business that takes into account the budget and scope of work for the project. For more information, please contact us today at (888) 915-6442 or visit www.starklogic.com.



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Our Software Separates Us

Manage Social Media

MANAGE ALL MEDIA FROM ONE DASHBOARD

Compare Franchise Statistics

STACK UP ALL OF YOUR UNITS AND LEARN

Understand Local Sentiment

OUR SOFTWARE PULLS REVIEWS

View Your Local Rankings

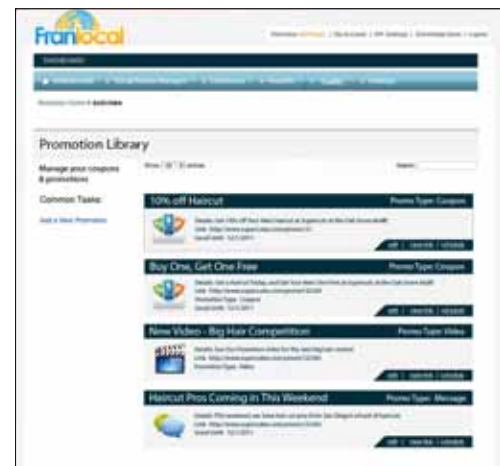
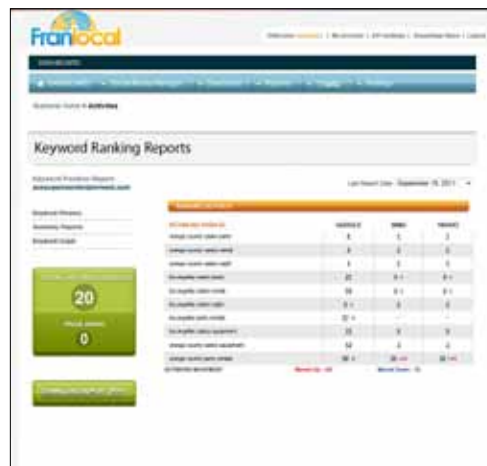
WORK ON YOUR SEO TO INCREASE VISIBILITY

Stark Logic develops its own web based software solutions for tracking the progress and effectiveness of its marketing campaigns. These software solutions set us apart from all of our competitors as they allow us to not only provide advanced reporting, but change and add features as the internet marketing landscape changes. FranLocal is a local marketing software that combines analytics, SEO metrics, business review analysis and social media management. BareTrax Pro combines traffic analytics with SEO metrics, content management and keyword ranking for organic search optimization.

FranLocal - Local Marketing Software

Our FranLocal software was designed to provide franchise systems with the ability to manage the social media for all of their locations and view reviews on a local level for each franchise. The software also integrates with Google Analytics and provides information on the search rankings for each franchise web site. Through the dashboard, you can manage everything and view the analytics of each unit side by side and as a whole.

Web Site Traffic - Search Engine Optimization Results - Business Reviews
Social Media Management - Organize Franchises Into Groups - Create
Approved Promotions - Approved Image Library - Location Based Reporting



BareTrax Pro SEO Software

BareTrax Pro is a web based software that provides tools for getting your web site on the first page of the search engines and integrates an advanced traffic analysis interface to track your visitors and trends. No other software solutions provide the tools to get your web site ranked and the resources to track the success of your campaign. The software tracks keyword ranking as well as valuable SEO metrics used to increase keyword positions in the search engines.

Software Features

Keyword Ranking Reports

BareTrax has a web based system for displaying your web site ranking for the keywords you are targeting. We will show you your web site's ranking in Yahoo, Google and Bing, and reports update every 8 days.

Content Management

BareTrax allows you to create and manage content on your web site using an article manager. All you need to do is place a small piece of code on your homepage and it will pull in articles regarding the keywords you are marketing. If you aren't sure how to write the articles, we have resources that show you how.

Weekly Activity Reports

In order to track the progress of your SEO campaign, we have integrated an activity reports section. This allows you to track the progress by uploading reports and other activities for your campaign.

Traffic Analysis

BareTrax v2.0 has its own web site traffic analytics software. The software requires the visitor to download a tracking code on every page of their web site and it's that simple. Once the tracking code is installed, the software will track visitors, keywords, goal conversions and more.

SEO Analysis

BareTrax provides a suite of search engine marketing scripts to help you find more information about your web site and how the site is seen by search engines. These powerful scripts allow you to study your competition, save time, get more backlinks, analyze your web site content, improve rankings, and get the edge on SEO.

Monthly Reports

BareTrax provides a monthly report with search rankings, goal conversions and back link analysis. The report shows results month over month so you can understand the benefits of your campaigns.



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Web Design & Programming

Define A Marketing Message

IS YOUR MESSAGE REACHING YOUR AUDIENCE? WE CAN HELP YOU

Track Your Campaigns

YOU NEED TO INCLUDE ANALYTICS IN ALL OF YOUR MARKETING TO TRACK RESULTS

Enhance Calls To Action

IF YOU'RE NOT ASKING FOR BUSINESS, YOU WON'T GET IT. WE WILL SHOW YOU

Custom Software Solutions

WE CAN CUSTOM CREATE SOFTWARE TO HELP YOU STREAMLINE YOUR BUSINESS

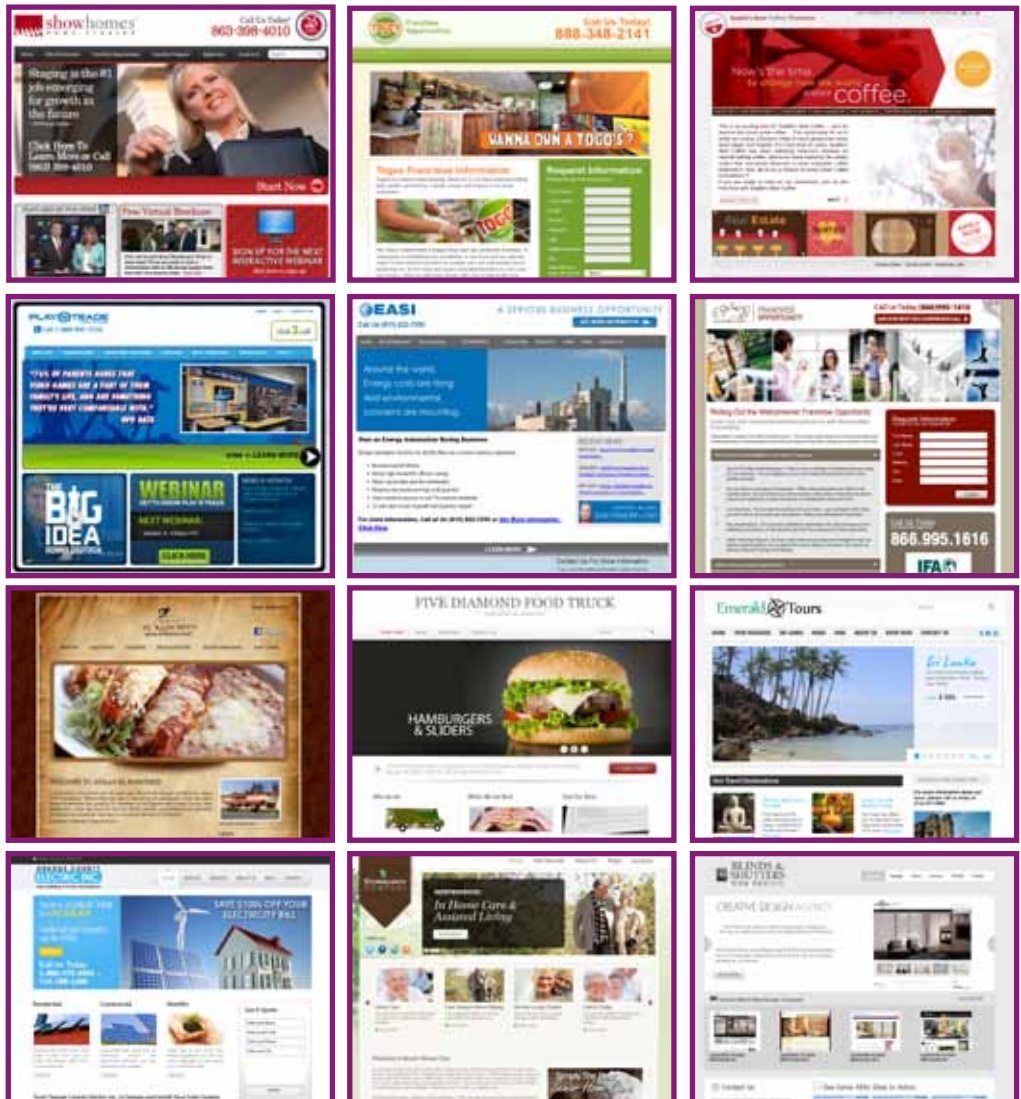
For over 15 years, we have been building web sites for small companies as well as corporate clients. With over 500 clients served, we know what works and what it takes to create a successful web site and marketing strategy

What We Do

- Web Site Design
- Web Site Analytics
- Web Site Hosting
- Web Maintenance
- SEO / Marketing
- PPC/Sponsored Ads
- SEM
- Custom Software
- E-Commerce
- Landing Pages
- Branding
- Logo Design
- Social Media
- Email Marketing

Over **500**
Clients Served

Work Samples



More about Stark Logic

A Leader In Franchise Marketing Strategies

Stark Logic has been in business for the past 15 years and has worked with over 500 businesses to date. The company specializes in web site design, custom software application development and internet marketing. Through the use of strategic internet marketing techniques, Stark Logic can create a strategic marketing plan to generate franchise development leads as well as sales and leads for your local franchisees.

Franchise Industry Experience

Stark Logic has worked with a number of companies in the franchise industry over the past 4 years. Our Vice President of Business Development, Sally Facinelli, maintains a CFE license and has been in the franchise industry for the past 15 years. Ms. Facinelli came to Stark Logic from St. Jacques, a franchise specific marketing company, and previously worked with IFX and Aussie Pet Mobile.

Stark Logic has worked with a number of franchises to create online marketing strategies that drive sales and leads. We continue to enhance our service offerings and software to help franchises succeed.

How Are We Different?

Our experience in internet marketing as well as the proprietary software we have developed have positioned Stark Logic as a leader in the franchise industry. We understand the franchise industry inside and out and we specialize in creating strategies that will drive business.



Partnerships

We are proud to promote the relationships we have built in franchising. The following are companies we have worked with:

- Franchise Gator
- Hot Dish Advertising
- St. Jacques
- eMaximation
- Franchise Update Media

If you would like to partner with us, please call us today at 888-915-6442.

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STARK | **LOGIC**

STARK LOGIC
3548 Seagate Way, Suite 120
Oceanside, California 92056

Phone (888) 915-6442

Our Online Properties:

Stark Logic
www.starklogic.com
SEO Marketing Team
www.seomarketingteam.com
BareTrax Pro
www.baretraxpro.com
FranLocal
www.franlocal.com