

# Lead Distribution and Marketing

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## Overview

As a brand admin, you have several tools in ServiceMinder to help manage communication, lead routing, and territory ownership across your franchise network.

With **Email Marketing Campaigns**, you can send brand-wide email blasts on behalf of your locations while maintaining each business's local identity.

Using **Lead Distribution**, new leads are automatically assigned to the correct organization based on postal code, location ID, or territory ID—helping ensure every inquiry reaches the right team. You can also configure lead notifications and territory warnings to keep your franchisees informed and aligned.

This article will review:

- [Campaigns](#)
- [Assign New Leads](#)

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## Campaigns

Your brand may have access to **Email Marketing Campaigns** within ServiceMinder. This add-on feature lets you send **brand-wide email blasts** on behalf of franchise locations, with messages appearing to come from each **local business's email address**.

You can include each location's unique contact details automatically and choose which franchisees to include or exclude from a campaign—perfect for brand-wide promotions or limited offers.

See [Branding Email Campaigns](#) for more information.

Brand-level campaigns only collect engagement data such as opens, clicks, unsubscribes, etc. unlike organization campaigns that detail proposed and invoiced revenue generation.

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## Assign New Leads

**Lead Distribution** is the process that automatically routes new leads to the correct organization based on ownership of a ZIP or postal code.

Within your brand, you'll assign which postal codes belong to each franchise location. When a new lead is captured—such as through a web form using an API key—ServiceMinder checks the postal code and sends the lead to the matching organization.

- If no match is found, the lead is placed in the organization that owns the API key (often referred to as the **"parking lot" organization**).
- From there, you can manually dispatch the lead to the nearest location or contact the lead directly if there's no franchise in their area.

In addition to postal code matching, ServiceMinder can also distribute leads based on **LocationID** (assigned to each organization) or **TerritoryID** (assigned to accounting classes).

Lead distribution follows this order of priority:

1. **LocationID** (if present)
2. **TerritoryID** (if present)
3. **Postal Code**

## Lead Distribution Notifications

You can configure **Lead Distribution Notifications** by day and time to control when leads are forwarded.

Go to **Control Panel > Notifications** to designate a recipient email address and to set time ranges for each day of the week:

- Enter a range like `8a-8p` to forward leads only during those hours.
- Add an exclamation point (e.g., `!9a-5p`) to forward leads **outside** normal business hours.
- Use `12a-12a` to prevent forwarding for the entire day.
- Leave a day blank to forward leads normally with no time restrictions.

### Lead Notifications

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Send Leads via Email To

Mon

9a-5p

Tue

## Out of Territory Warning

If **territory ownership** is turned on and a user attempts to enter a postal code owned by another organization, they'll see a **red banner warning** that they are out of territory.

Service Address

75025 is owned by Bob's Handyman - Plano

Q 2304 Dampton Drive, Plano, TX, USA [Google](#)

Address 1 2304 Dampton Dr

Address 2

Community Hunters Glen

City Plano

State TX

Zip 75025

If the postal code isn't owned by anyone, and **Dashboard > Configuration** has warnings enabled, a **yellow banner** will appear instead to indicate that the postal is unassigned.

## Unowned Territories

Warn ▼

Mode for handling contact postal codes not owned by an organization

Service Address

You don't own the 28801 postal code

Q 120 Coxe Avenue, Asheville, NC, USA [Google](#)

Address 1 120 Coxe Ave

Address 2

Community South Slope Brewing District

City Asheville

State NC

Zip 28801