



The Local Marketing Audit: 10 Things Every Franchise Brand Should Check Before 2027



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August 27, 2026



Frenchies
modern nail care



FRANNET
YOUR TRUSTED FRANCHISE EXPERTS

the LASH
LOUNGE

romp'n'roll

**HEAD
TO TOE
BRANDS**



Cabela's

**TINT
WORLD**

Jeep

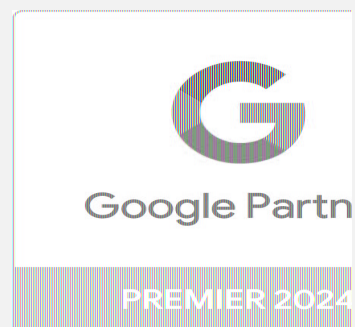


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Netserive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

Before you ask what to add in 2027, ask a different question.

“Is what we already have actually working?”

THE INSTINCT

New channels

More AI tools

More campaigns

More technology

More budget

THE BETTER STARTING POINT

Find the gaps in the foundation you have already paid for.

One small issue, multiplied across every location.



Outdated hours

One wrong listing can send customers to a location that is closed.

Broken form

One broken form can quietly cost leads until somebody notices.

Missed calls

One location missing calls can make a healthy campaign look ineffective.

Off-brand post

One franchisee's post still represents the brand everyone shares.

At franchise scale, small gaps don't stay small.

Network averages can hide local problems.

NETWORK AVERAGE RATING

4.6

Reported to the board. Looks healthy.

Two of these five markets sit where consumers start filtering brands out.

LOCATION DETAIL

ILLUSTRATIVE NETWORK



Your network average tells you how the system is doing. Location-level data tells you where to act.

THE FRAMEWORK

Ten places local marketing quietly breaks.

Get Found

Can customers discover and trust your locations?

-
- 01** Local Search Visibility
 - 02** Listings Accuracy & Consistency
 - 03** Reviews & Reputation
-

Convert & Measure

Can customers become leads, and can you see what happens next?

-
- 04** Local Website Conversion
 - 05** Tracking & Attribution
 - 06** Lead Follow-Up & Conversion
 - 07** Performance Measurement
-

Control & Prepare

Can you scale local marketing responsibly?

-
- 08** Local Content & Brand Governance
 - 09** Marketing Technology & Integrations
 - 10** AI & 2027 Discovery Readiness
-



Can customers find each location when they search for what you sell, not just your brand name?

BRANDED SEARCH

“[Brand Name] [Location]”

You rank. The customer already knew who you were.

Measures past marketing

NON-BRANDED SEARCH

“best swim lessons near me”

Someone ranks. The question is whether it is your location or a competitor.

Measures future growth

CHECK BY MARKET

Branded visibility Non-branded visibility Maps and local results New vs. mature locations Geographic coverage gaps

Why it matters Customers who don’t already know your brand may be finding a competitor first.

Customers who don't know your name may never see you.

Brand awareness and local discoverability are not the same thing.

Corporate ranks.
Locations don't.

You appear only when
customers already
know your name.

New locations take
months to establish
visibility.

Competitors own the
map results in your
markets.

Visibility varies
dramatically market to
market.

DO NEXT

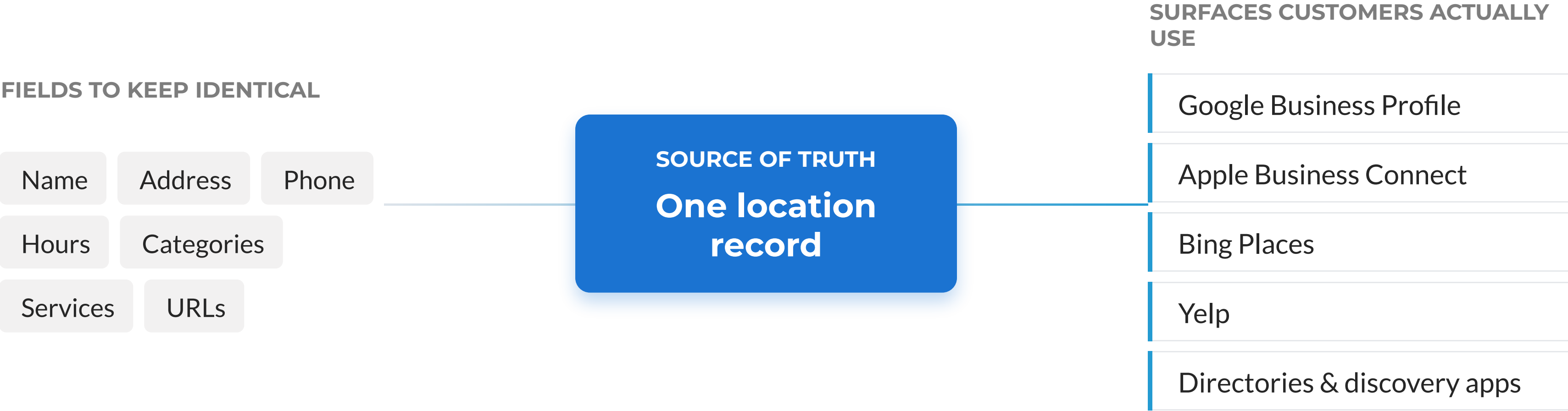
**List the markets where customers can't easily find you, then
diagnose why.**

A newer location, tougher competition, reputation, or website problems all look the same in a ranking report.

Why it matters Customers who don't already know your brand may be finding a competitor first.



Is every platform telling the same story?



If your hours, address, phone, or services are wrong anywhere, customers may go to the wrong place, or lose confidence before they ever contact you.

Why it matters Customers may receive wrong information, or never reach the right location.

Consistency is how a recommendation gets made.

A conceptual view. No single platform works exactly this way.

STEP 1

A customer asks a question.



STEP 2

Platforms look for information about your location.



STEP 3

The information either agrees or conflicts.



SOURCES AGREE

Confident enough to recommend

SOURCES CONFLICT

Less confidence, so you may be left out

A consistent, verifiable local presence is what makes your locations easy to recommend.

DO NEXT

Fix the conflicts you find, then give one person ownership of keeping location information current.



Your brand doesn't have one reputation.

It has one reputation per location.

Why it matters One weak local reputation can cost trust in the market where customers are deciding.

Charlotte

4.8

312 reviews • 91% answered

Raleigh

4.7

208 reviews • 84% answered

Phoenix

3.7

96 reviews • 12% answered

Tampa

4.4

130 reviews • nothing recent

Austin

4.9

177 reviews • 96% answered

Denver

4.6

254 reviews • 78% answered

Seattle

4.8

189 reviews • 88% answered

Columbus

4.5

41 reviews • thin volume

Brand-wide averages hide the location a customer is about to choose.

CHECK PER LOCATION

Rating • volume • recency • response rate •
sentiment themes • outliers

Reviews tell you more than a star rating.

WHAT THE CUSTOMER SAID

WHAT THE BUSINESS SHOULD HEAR

“Great service, in and out fast.”

→

Satisfaction signal

“Nobody ever called me back.”

→

Lead handling breakdown

“Booking online was easy.”

→

Conversion experience working

“The technician explained everything.”

→

Service quality worth marketing

“I couldn’t reach anyone all afternoon.”

→

Operational issue costing demand

Your reviews may be telling you where the business is breaking before your dashboard does.

Pick five random locations. Try to convert.

Not your best markets. Random ones. On a phone, the way a customer would.

ASK AT EVERY STEP

Can I find the right location? Can I take the next step easily? Does the call button dial the location? Does the form actually submit? Does it work on mobile? Is the location information correct? Does tracking fire?

01 Search



02 Location page



03 Call, form, or booking



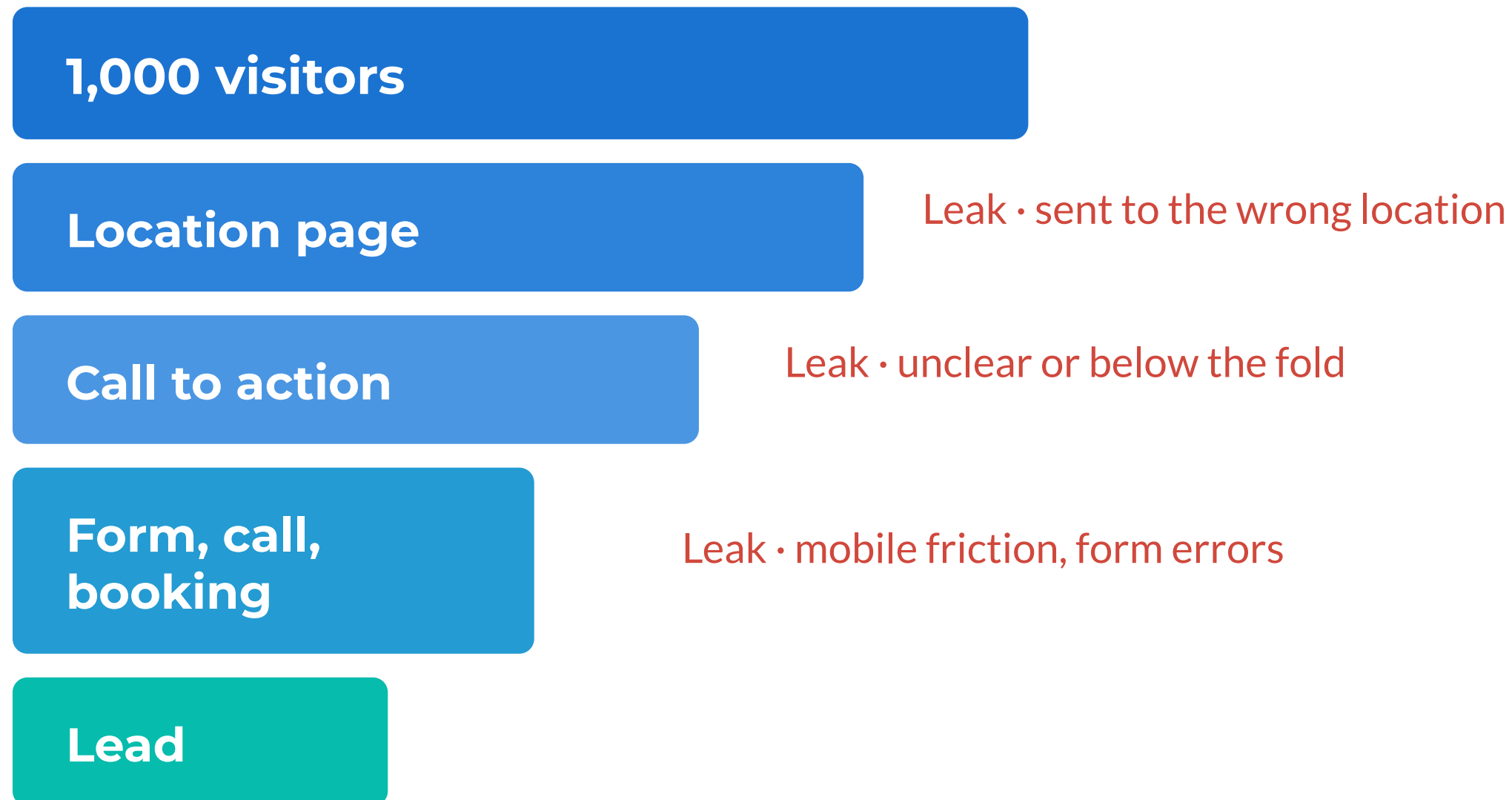
04 Confirmation



05 Follow-up from the location

Why it matters: Interested customers may never become leads.

More traffic doesn't solve conversion friction.



Before spending more to drive traffic, make sure customers can actually take the next step.

DO NEXT

Test five random locations on a phone, write down every broken step, and fix those first.



Can you answer what happened to the money?

Marketing spend	Leads	Customers	Revenue
WHERE THAT INFORMATION LIVES			
Ad platforms	Call tracking	CRM	Revenue reporting
Website analytics	Forms & chat	Booking or POS	Often a manual export

Most brands can see what they spent and what they earned. The middle is where the decisions get made.

COMMON BREAK POINTS

Website to phone call • lead into the sales system • sale back to marketing

Why it matters: You may be investing without knowing what is actually working.

You know what you spent. You know what you made.

VISIBLE

\$50,000

Marketing spend

OBSCURED

? ? ?

Campaigns, locations, leads, lost opportunities

VISIBLE

\$250,000

Revenue reported

Which campaigns drove it?

Which locations converted it?

Which leads became customers?

Where were opportunities lost?

Perfect attribution is rarely realistic. Better visibility is the goal, and it is usually one or two connections away.



Generating the lead is only half the job.

Location A

50 leads

High call answer rate.
Follow-up within minutes.
Strong booking rate.

Do these locations have the same marketing problem?

No.

Location B

50 leads

Missed calls during peak hours.
Follow-up the next day.
Low booking rate.

Before asking marketing for more leads, make sure the leads you already get are handled well.

A lead problem and a follow-up problem need different solutions.

Why it matters: Demand you already paid for may be going unconverted.

The lead is the start of the job, not the end of it.



ANSWERING

Missed calls by hour
Call answer rate
After-hours coverage

FOLLOWING UP

How fast someone responds
Whether form leads get a reply
What happened to each lead

CONVERTING

Appointments booked
Sales closed
Locations that differ most

Marketing performance doesn't stop when the lead comes in.

Everything is up. Is anything better?

Impressions



Clicks



Click-through rate



So... is the business growing?

Cost per lead



Leads



Engagement



Every arrow points the right way, and the question a franchisee will ask on the next call is still unanswered.

Why it matters: Teams may be optimizing metrics that don't move the business.

Move measurement closer to the business.

Most location reporting stops at the top level, where the numbers are easiest to pull and hardest to act on.

What marketing did

Clicks, impressions, traffic



What customers did

Calls, forms, appointments



What the business
got

Customers, revenue,
return

The closer your reporting gets to the business, the more useful it becomes.

Clicks and impressions still belong in the report. They explain why something changed. They just don't tell you whether the business grew.

DO NEXT

Add one line to every location report: what the business got, not only what marketing did.

Local relevance without brand chaos.

Why it matters: Local activity can quietly weaken the brand customers recognize.

TOO CENTRALIZED

Generic messaging Nothing locally relevant Franchisees feel restricted Workarounds appear anyway

THE BALANCED MODEL

Corporate makes staying on-brand easy. Franchisees stay locally relevant.

Corporate-approved foundation • local flexibility where it matters • clear guardrails • approval only where risk is real

TOO DECENTRALIZED

Off-brand content Inconsistent messaging Unreviewed AI-generated posts Brand risk nobody is watching

Where does your brand sit today?

The goal is not total corporate control or a local free-for-all. It is governed local flexibility.

AI made brand governance even more urgent.

CURRENT STATE • THE PATH AVAILABLE TO EVERY FRANCHISEE

Idea → AI tool → Caption → Creative → Published

BETTER STATE • THE PATH WORTH BUILDING

Idea → Approved tools → Brand guardrails → Review where needed → Published

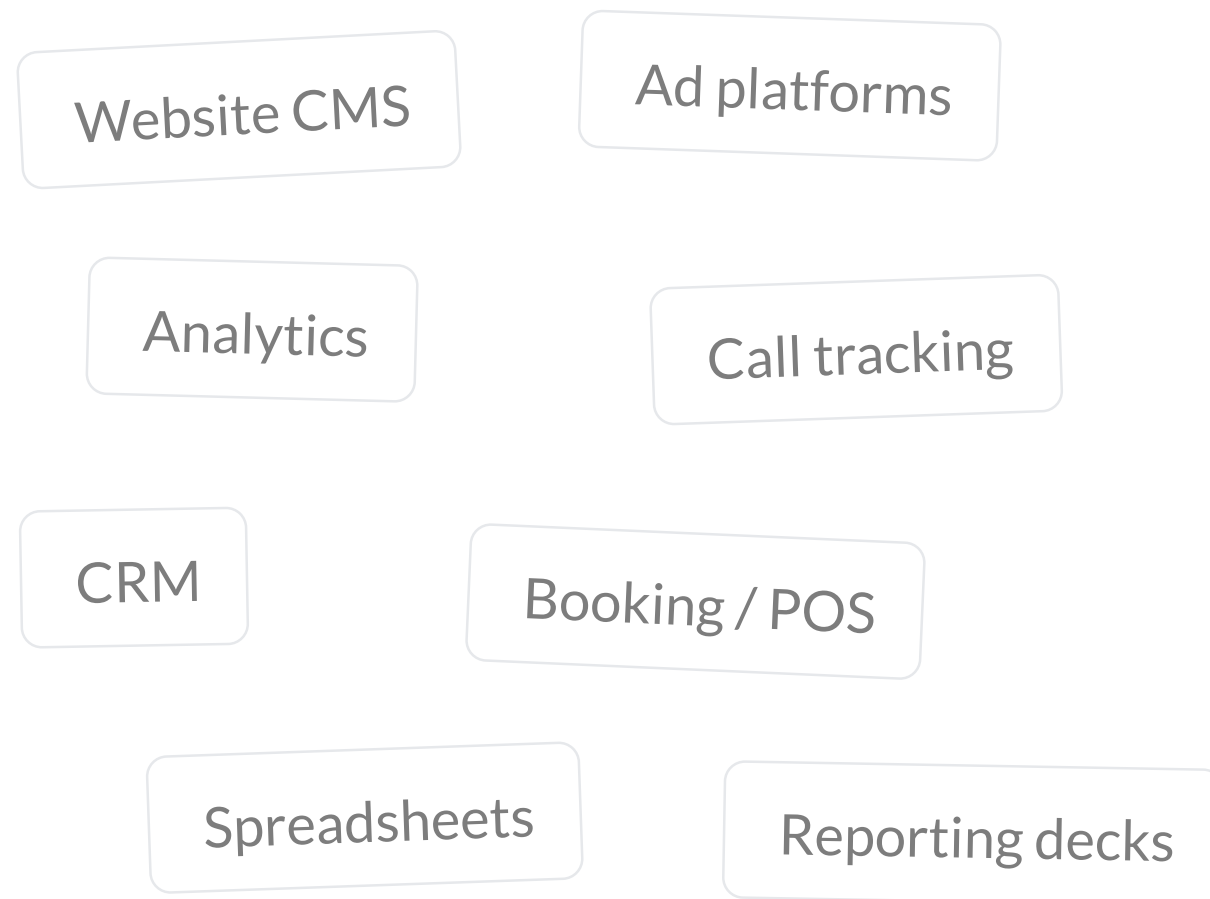
**If the approved path is harder,
franchisees will build their own.**

CHECK

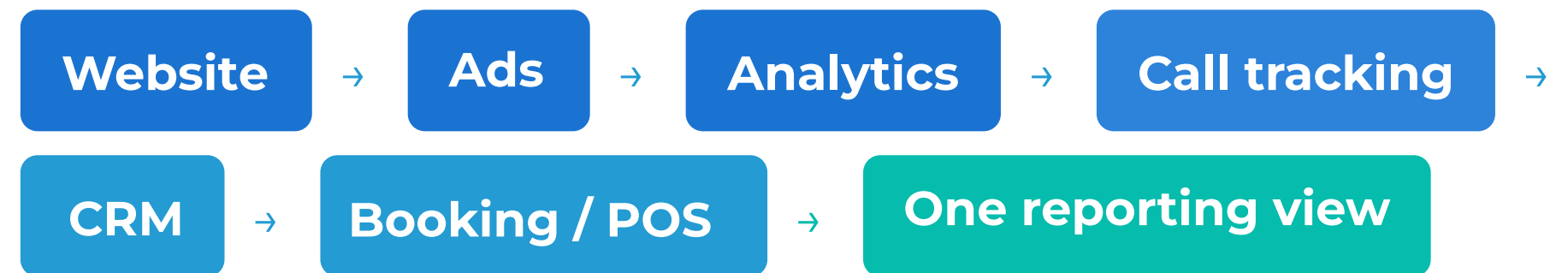
Who can publish • what they can change • whether AI guidelines are written down • how easily approved content is found

Is your tech stack connected, or just sprawling?

A BIG TECH STACK



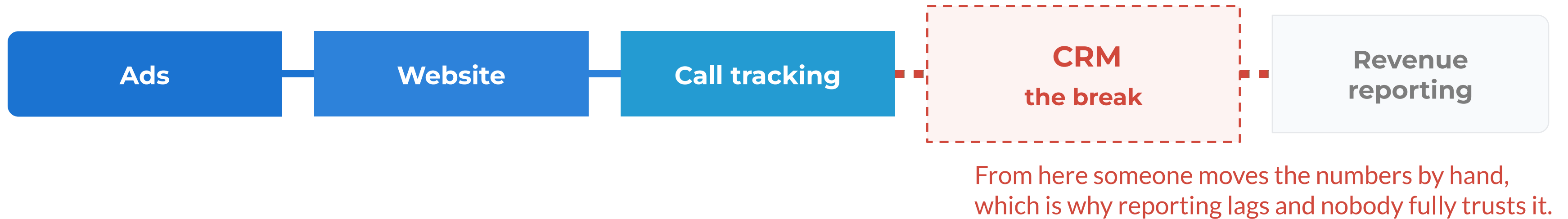
A CONNECTED TECH STACK



Your technology should make marketing easier to understand, not harder.

Why it matters: Technology may be creating more work instead of less.

Where does the information stop moving?



Are we paying for tools nobody uses?

Are teams moving the same numbers by hand?

Can corporate and franchisees find what they need?

Before adding another AI tool in 2027, make the technology you already pay for work together.



Search is becoming a conversation.

TRADITIONAL SEARCH

“plumber near me”

A list of links. The customer does the comparing.

AI-ASSISTED DISCOVERY

“Who can replace a water heater tonight near me, and roughly what will it cost?”

A short answer naming a small number of businesses, with hours, service details, and reviews already weighed.

Customers increasingly expect answers, not just links.

Why it matters: Your locations may be harder for new discovery tools to understand and recommend.

Preparing for AI search doesn't mean starting over.

Accurate location information

Strong local pages

Clear service information

Recent, descriptive reviews

Consistent business information

Helpful website content

Structured local information

A strong local presence online

Measurement of new referral sources

All of these changes make it easier for customers — and for emerging discovery tools — to understand your business.

SCORE YOUR ORGANIZATION

Your local marketing report card.

 We're confident  We have gaps  We need to investigate

01	Local Search Visibility	  	06	Lead Follow-Up & Conversion	  
02	Listings Accuracy & Consistency	  	07	Performance Measurement	  
03	Reviews & Reputation	  	08	Local Content & Brand Governance	  
04	Local Website Conversion	  	09	Marketing Technology & Integrations	  
05	Tracking & Attribution	  	10	AI & 2027 Discovery Readiness	  

Screenshot this slide. Score it with corporate and with franchisees. The difference between those two scores may be as useful as the score itself.

Where you start depends on where your reds are

MOSTLY GREENS

Optimize

The foundation holds. Spend 2027 on advanced optimization, testing, and emerging discovery opportunities.

Watch for drift as new locations open.

GREENS AND YELLOWS

Strengthen

The foundation exists, but specific gaps are capping performance. Fix those before adding channels.

The most common place to land.

MOSTLY YELLOWS AND REDS

Fix the foundation

Prioritize visibility, accuracy, and tracking. New technology or budget will not outrun these gaps.

Common for fast-growing networks.

Don't try to fix everything at once.

CUSTOMER & BUSINESS IMPACT →

Quick wins

Start here. Listing corrections, broken forms, call routing.

Strategic priorities

High impact, high effort, often network-wide. Pick one or two for 2027 and fund them properly.

Lower priority

Worth doing when capacity allows, not in January.

Longer-term investments

Sequence these behind the priorities above.

High impact, low effort. Start there.

RANK EACH GAP BY

- Customer impact
- Business impact
- Network scale
- Effort to fix

Your audit should produce a roadmap, not a longer to-do list.

EFFORT →

If this is hard across ten locations, it is a different job across five hundred.

Netsertive helps franchise brands make sophisticated local marketing manageable at scale.

See the Full Picture

See what is happening across the network, and where individual locations need attention.

Strengthen Local Presence

Listings, reviews, local search, paid media, and local content handled for every location.

Connect Marketing to Outcomes

Connect marketing activity to calls, leads, and business results, not just clicks.

Scale Without Losing Control

Give franchisees tools that are easy to use while corporate keeps visibility and control.

Thank you!

Questions? Contact Jason:
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