

# ARTIFICIAL INTELLIGENCE FOR FRANCHISING



UNDERSTANDING HOW AI CAN HELP SCALE YOUR FRANCHISE BUSINESS



**America's  
MATTRESS**



**netserive**

**verlo**  
MATTRESSES

**threshold**  
BRANDS

- LOCALIZED DIGITAL MARKETING: PAID MEDIA,  
ORGANIC/SEO & WEB SOLUTIONS

**FRANNET**  
YOUR TRUSTED FRANCHISE EXPERTS



- FACILITATED NEARLY \$2 BILLION IN MEDIA  
SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

**RE•BATH**

WORLD'S LARGEST BATHROOM REMODELER

**PET SUPPLIES  
PLUS**

- DRIVING SUCCESS FOR OVER  
100 MULTI-LOCATION BRANDS

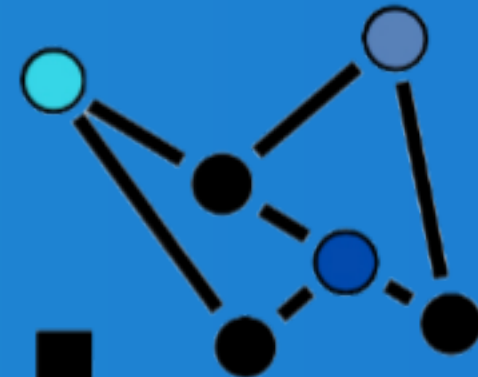
**DUDAN  
GROUP**



**Inc.  
Power  
Partner**



PATTI ROTHER, PRESIDENT



franchisely



BEN WOODRUFF, PARTNER  
ISLAM TAWFIK, CTO

Twist  
BRANDS



DEBOW PADGETT, DIRECTOR OF MARKETING & CREATIVE



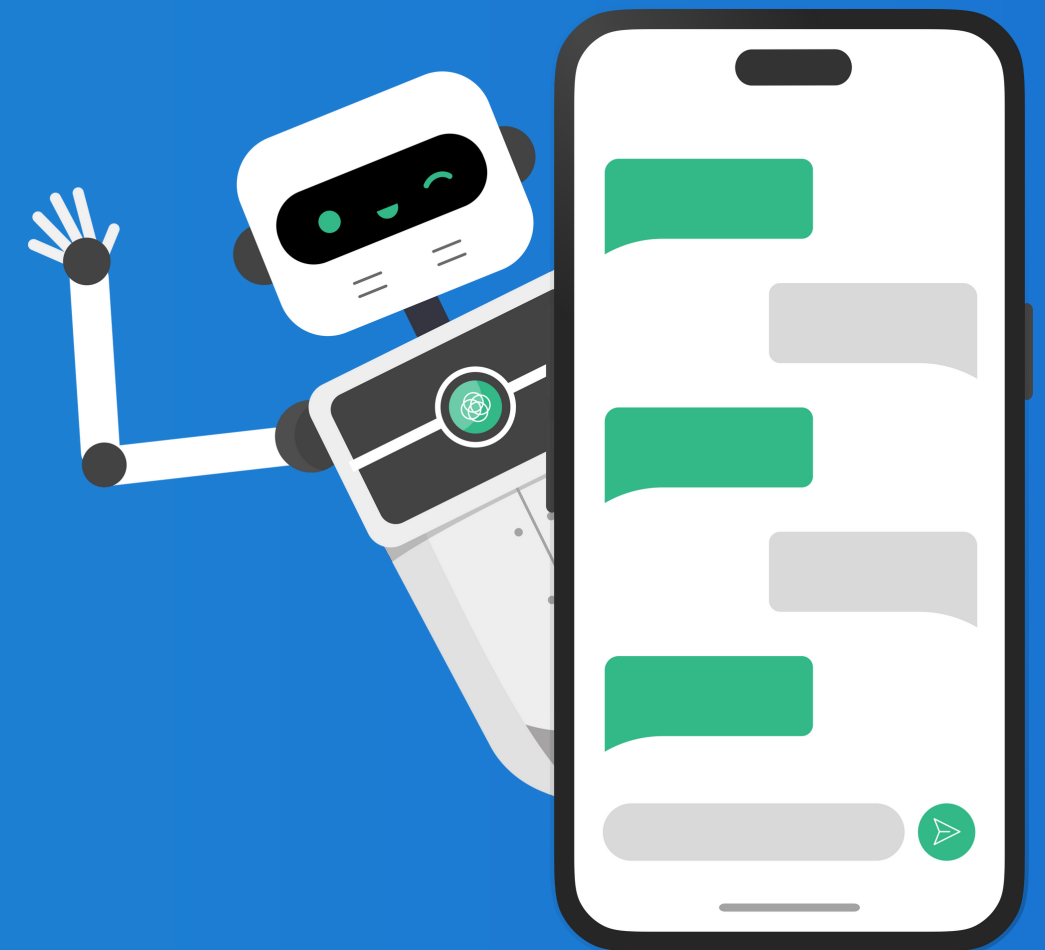
BEN WOODRUFF, CEO



# ARTIFICIAL INTELLIGENCE FOR FRANCHISING

## TOP PLATFORMS

- WHY YOU NEED TO TO KNOW THE PLAYERS
- POPULAR PLATFORMS TO BE AWARE OF
- UP-AND-COMING PLATFORMS
- PLATFORMS TO PASS ON



# ARTIFICIAL INTELLIGENCE FOR FRANCHISING

## PRIVACY RISKS

- HOW DOES PRIVACY RELATE TO AI
- TIPS FOR PROTECTING YOUR PRIVACY
- WHAT TO DO IF ITS BREACHED
- HOW TO COMMUNICATE THE IMPORTANCE TO OUR NETWORK



# ARTIFICIAL INTELLIGENCE FOR FRANCHISING

## INTEGRATION

- WHAT DEPARTMENTS CAN BENEFIT FROM AI
- WHAT ARE THE FIRST STEPS I SHOULD TAKE
- ROLL-OUT AND ADOPTION STRATEGIES
- HOW TO KEEP AI SEPARATE BUT ALSO INTEGRATED



# ARTIFICIAL INTELLIGENCE FOR FRANCHISING

## USE CASES

- STAY IN YOUR LANE
- TWIST BRANDS
- FRANCHISELY
- WOOPS!



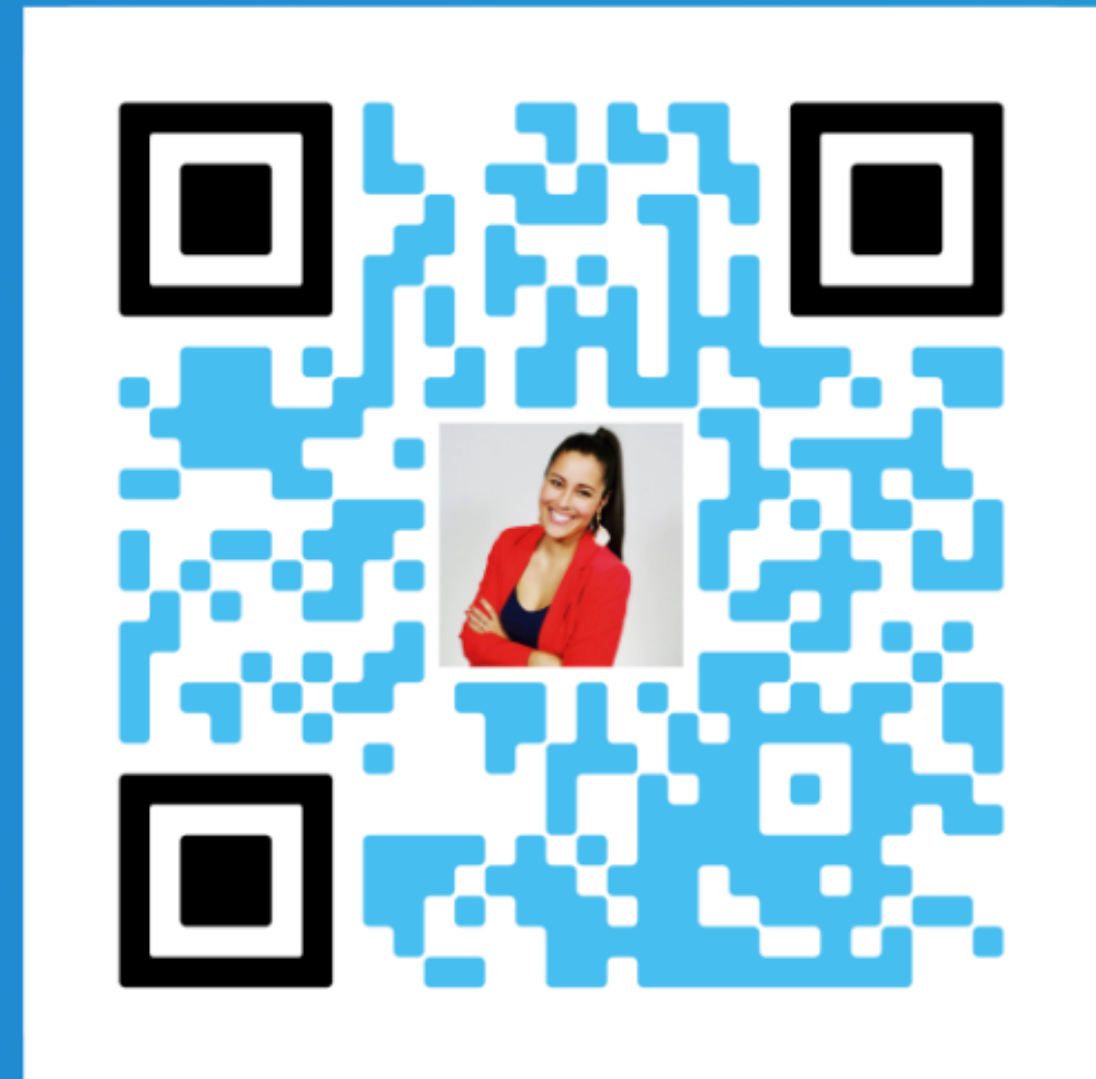
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**Madeleine Zook**

*mzook@netsertive.com*

*linkedin.com/in/mpark141/*



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