

# Top Takeaways

## 2024 Digital Marketing Trends



Janae Ver Helst

*the* LASH  
LOUNGE®



Brandi Kloostra

*franworth.*



Danielle Yuthas

 Empower  
BRANDS™



Erin Martin

 netsertive®

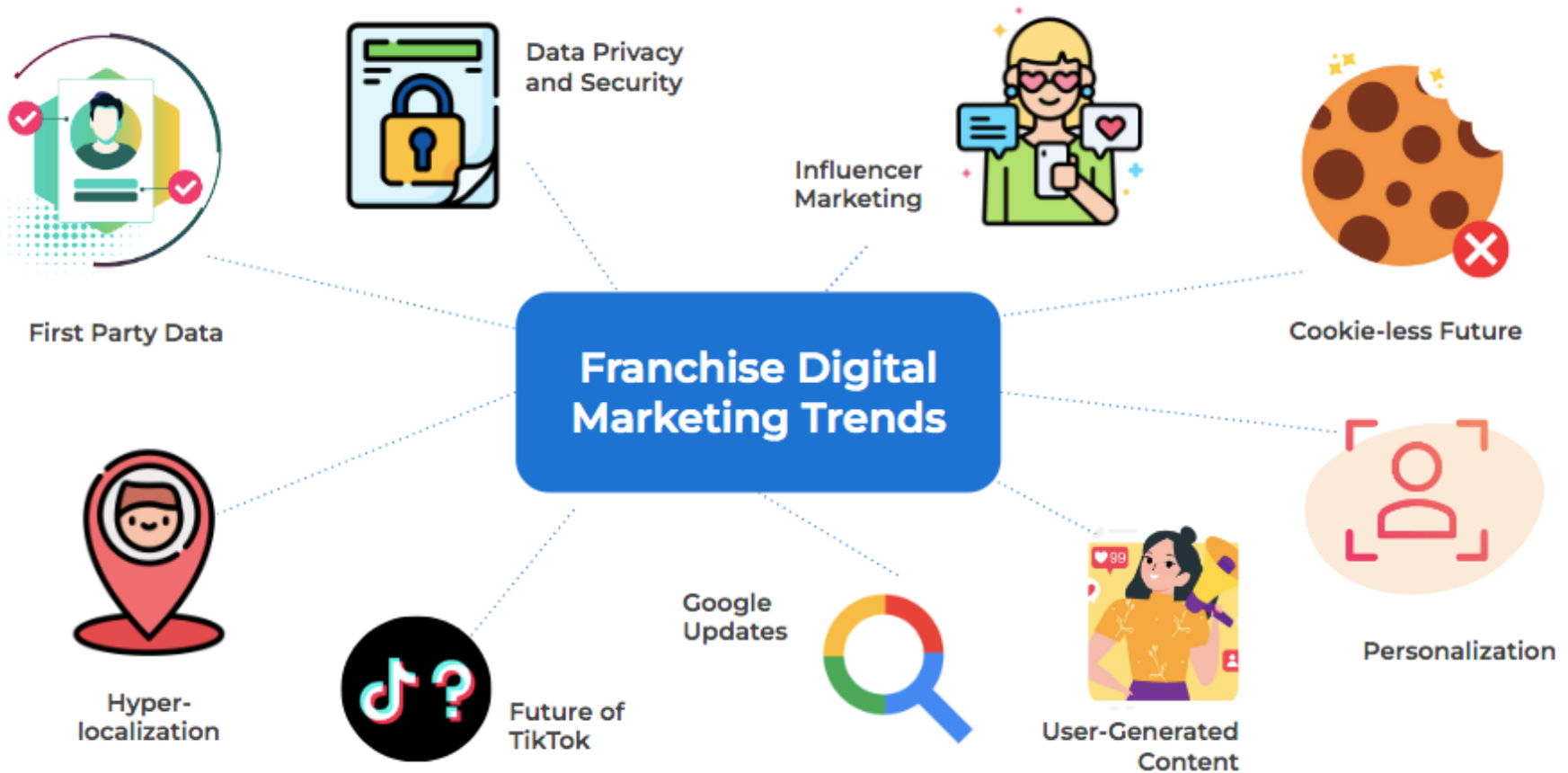
LEARN MORE

 netsertive®

# Major Theme

TIPS & TRICKS

## Today's Digital Landscape

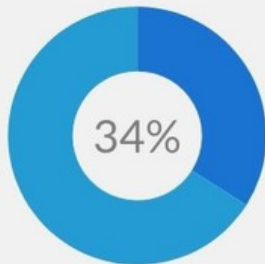


# First-Party Data Is the New Cookie

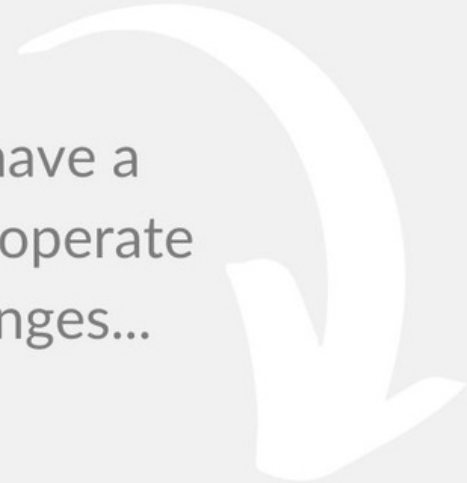


**70%**

of advertisers have a plan of how to operate after these changes...



...but only **34%** have a plan that is specific and detailed



Quote

**“Make sure your user experience is as streamlined as possible for a call to action”**

**-Brandi Kloostra**

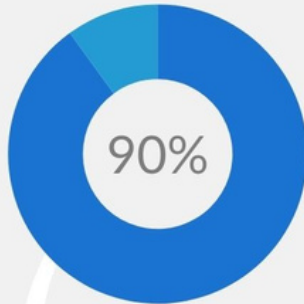
VP of Marketing, Franworth



# How to Improve Engagement with Personalized and Localized Marketing

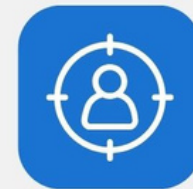
LEARN MORE





**90%**

of consumers say they are more likely to shop with brands that provide offers and recommendations that are relevant to them.



“Like the customer experience, the customer journey is most important”

**-Danielle Yuthas**

Director of FranDev Marketing,  
Empower Brands

# Increase Campaign Performance with UGC and Influencer Marketing

[LEARN MORE](#)

Quote

**“We use mapping tools to help franchise owners target specific areas while their clientele is concentrated. We also formed a partnership with an agency to source micro-influencers and ensure our brand is present where our target audience is active.”**

**-Janae Ver Helst**

Digital Marketing Director, The Lash Lounge





UGC results in

**29%**

higher conversion rates than campaigns that don't use it.



**70%** of brands believe UGC helps them connect better with customers on social media.

“Do your research around influencer marketing”

**-Janea Ver Helst**

Digital Marketing Director,  
The Lash Lounge



# Build an Integrated and Scalable Tech Stack

- Create Project Scopes
- Involve the Stakeholders
- Align Accountability Across all Departments
- Centralize your Marketing Tools





## **BUILD**

Build technology, integrations, skills and team internally



## **BUY**

Select a variety of best-in-class point solutions and integrate your ecosystem

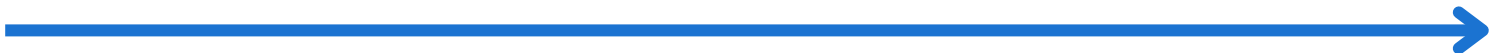


## **PARTNER**

Select a vendor with full-service, comprehensive solution

### **Use Trustworthy Partners**

Collaborate with trusted agency partners for digital marketing services to leverage expertise and enhance marketing strategies.



Quote

**“The devil is in the details. Marketing Operations and IT must be aligned because it all ties together. If you don’t have operations supporting, answering the phone, selling the promo, it’s not going to work.”**

**-Brandi Kloostra**

VP of Marketing, Franworth



# Invest in Franchisee Support, Training and Education

LEARN MORE



## A Robust Franchisee Training, Education and Support Program

is crucial to ensuring each business owner, and your brand, has the best chance of success and growth.



Embracing  
the Brand



Mastering  
Operations



Marketing  
Strategies



Employee  
Development

### Focus on Engagement and Adoption

Monitor franchisee engagement with digital marketing training modules and encourage adoption of recommended marketing strategies for optimal results.

# Digital Best Practices

- **Educate Franchisees:** Provide digital marketing education and support to franchise owners to empower them with the necessary skills and knowledge.
- **Utilize Local Marketing:** Implement strategies that focus on local marketing efforts to target specific markets effectively and maximize impact.
- **Offer Recommended Budgets:** Provide franchisees with recommended budgets for digital marketing campaigns to ensure efficient allocation of resources and maximize ROI.
- **Utilize Learning Management Systems:** Implement effective learning management systems to track franchisee engagement and adoption of digital marketing education programs.