



CRAIG
SHERWOOD

DAWN
WEISS



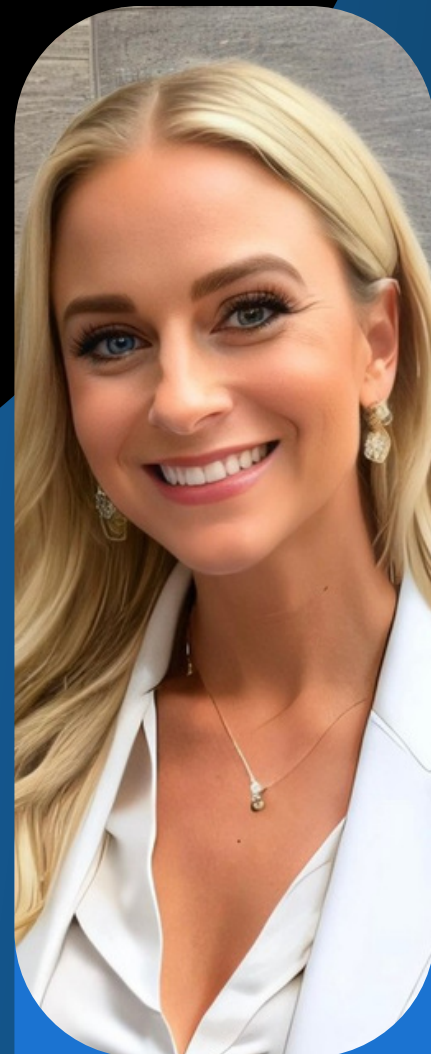
LORI
MERRALL



DAN
COLLINS



KRISTEN
PECHACEK



FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 2



MADELEINE ZOOK

HOST

- **MULTI-UNIT & MULTI-BRAND FRANCHISEE, HOME SERVICES**
- **FORMER DIRECTOR OF BRANDS, THRESHOLD BRANDS**
- **DIRECTOR OF MARKETING, NETSERTIVE**
- **HOST, THE ART OF FRANCHISE MARKETING PODCAST**



THE ART OF
FRANCHISE MARKETING



**America's
MATTRESS**



netsertive®

verlo®
M A T T R E S S

**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

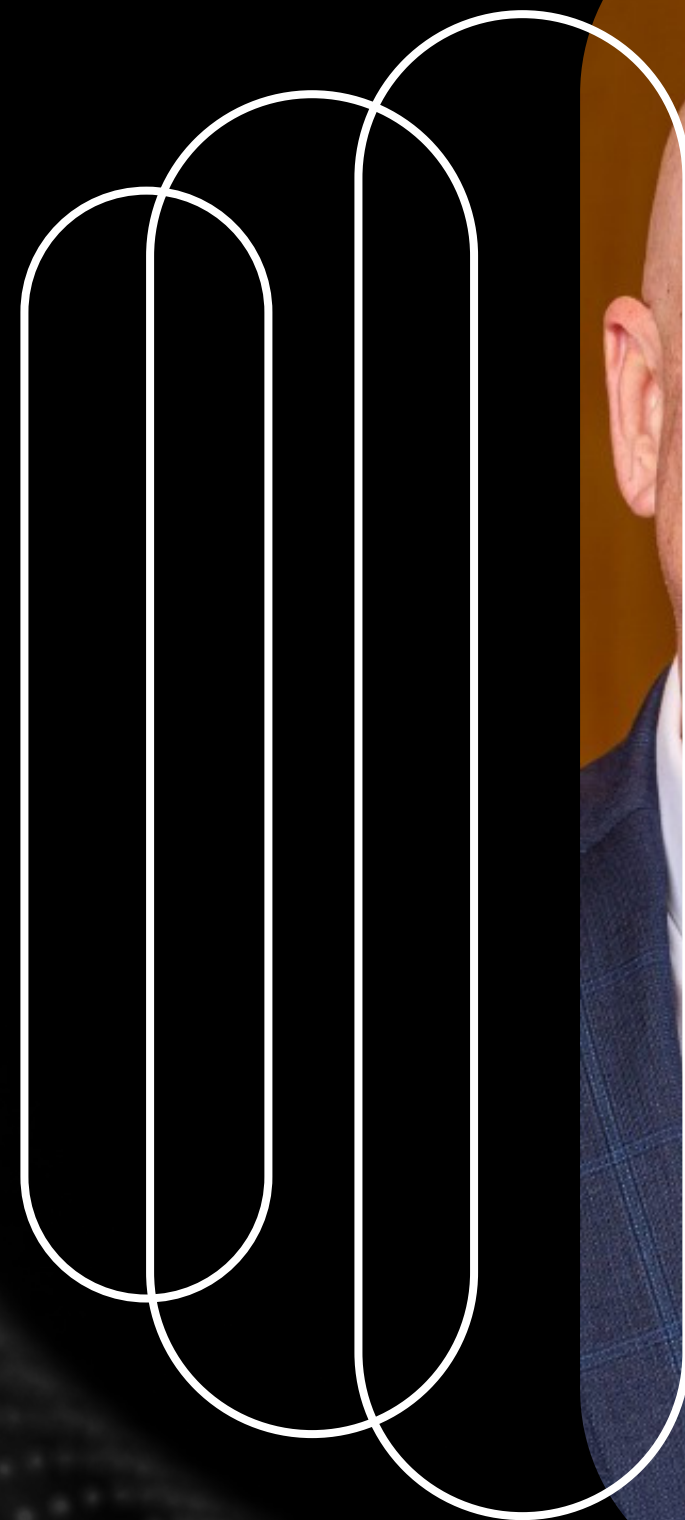
**PET SUPPLIES
PLUS.**

- DRIVING SUCCESS FOR OVER
100 MULTI-LOCATION BRANDS

**DUDAN
GROUP**



**Inc.
Power
Partner**



300+ LOCATIONS

STRETCH INDUSTRY

DAN COLLINS

VP, FRANCHISE DEVELOPMENT



STRETCH ZONE®
STRETCH. WORK. PLAY. REPEAT.



100+ LOCATIONS

BOXING INDUSTRY

DAWN WEISS

CMO

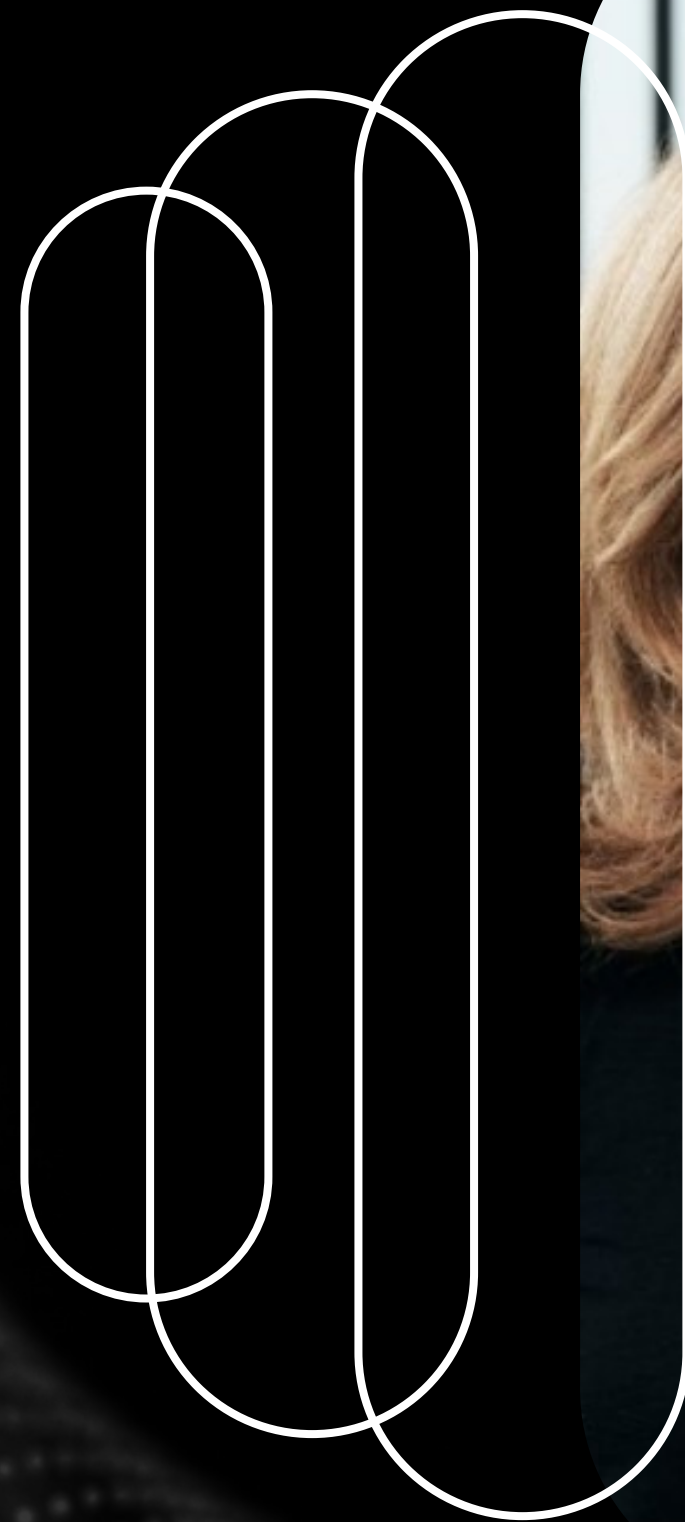


MAYWEATHER
BOXING + FITNESS



NEW CONCEPT
FITNESS INDUSTRY
CRAIG SHERWOOD
CDO





650+ LOCATIONS

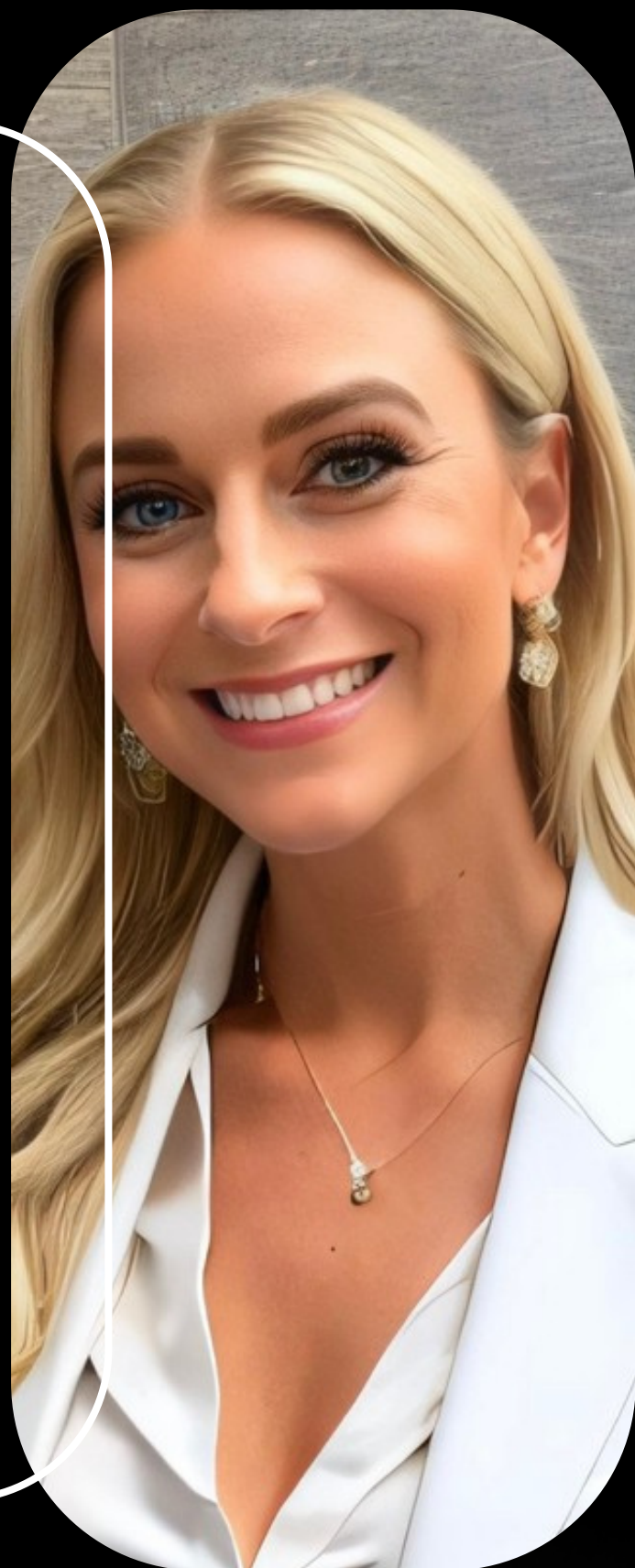
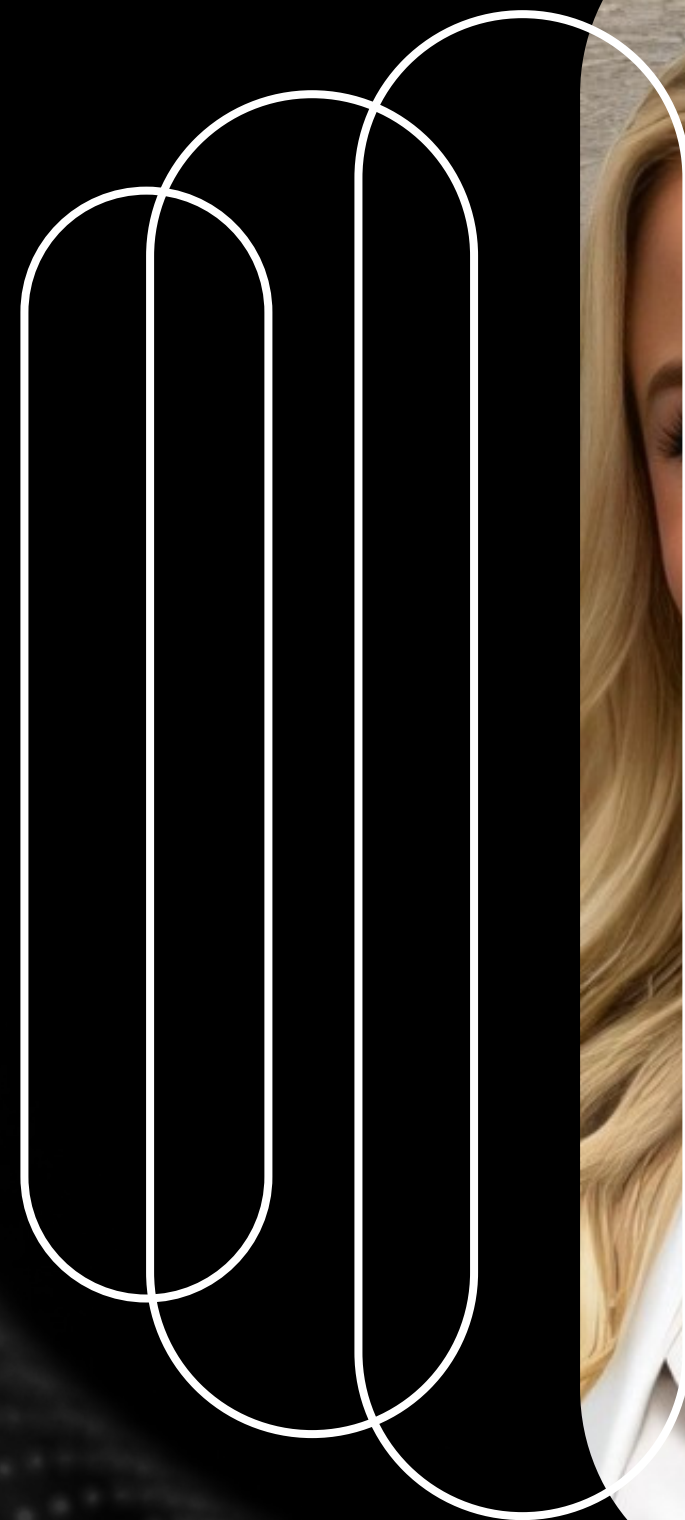
SALON INDUSTRY

LORI MERRALL

VP, FRANCHISE SALES



Sola
SALONS

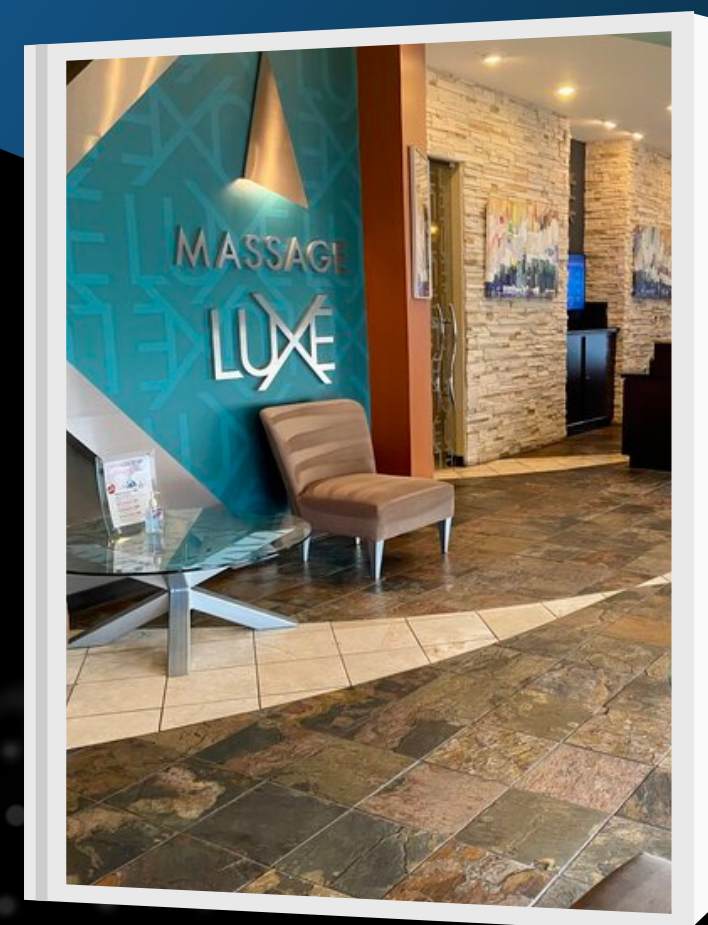


70+ LOCATIONS

MASSAGE INDUSTRY

KRISTEN PECHACEK

CGO



MASSAGE
LUXE®

***DOMINATING THE WELLNESS MARKET:
LOCAL LEVEL -> SERVICE TO THE CONSUMER
NATIONAL LEVEL -> FRANCHISE TO THE CANDIDATE***

***WHAT NEEDS TO EVOLVE TO
STAY DOMINANT IN THE FUTURE?***





CRAIG
SHERWOOD

DAWN
WEISS



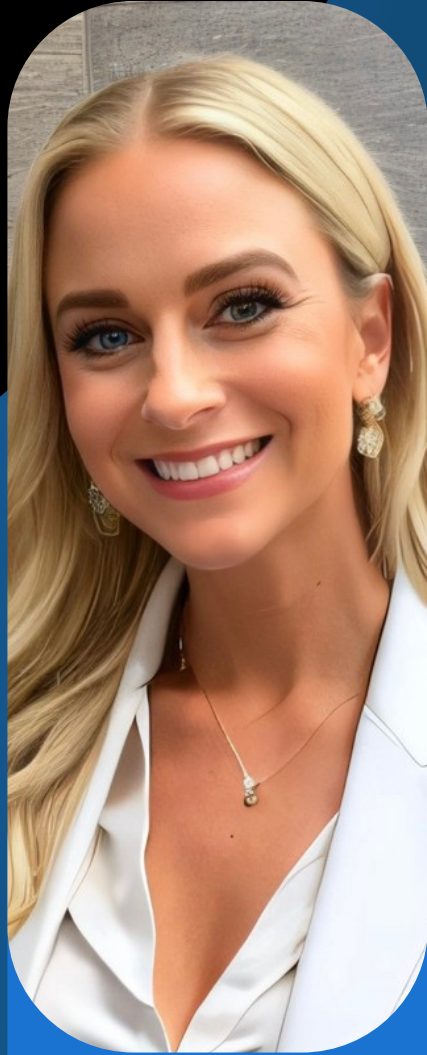
LORI
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COLLINS



KRISTEN
PECHACEK



FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 2



PART 3

NEXT WEEK:

