



LIVE PANEL WEBINAR

Master the Future of Digital Marketing



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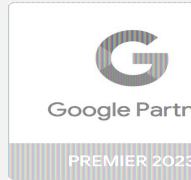
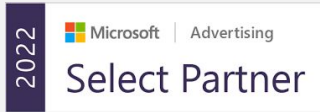
Erin Martin
VP of Marketing



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Discussion

1. Today's Digital Landscape
2. Digital Best Practices
3. Q and A



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



Today's Digital Landscape



First Party Data



Data Privacy and Security

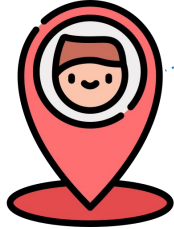


Influencer Marketing



Cookie-less Future

Franchise Digital Marketing Trends

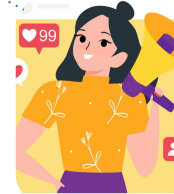


Hyper-localization



Future of TikTok

Google Updates



User-Generated Content



Personalization



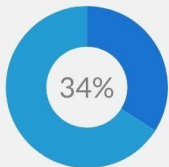
Digital Best Practices

First Party Data is the New Cookie



70%

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



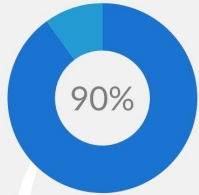
...but only **34%** have a plan that is specific and detailed

→ How are you evolving your data and targeting strategies?

→ What data do you collect?

→ Where do you guys think marketers get it wrong?

Improve Engagement with Personalized and Localized Marketing



90%

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



→ What have you done with your brand(s) to improve the customer experience with personalized and localized data?

→ When hasn't it worked?

→ Any other tactics marketers should be aware of?

Increase Campaign Performance with UGC and Influencer Marketing



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.

→ What ways are you using this for your brand(s)?

→ How do you leverage influencers and micro-influencer partnerships?

Build an Integrated and Scalable Tech Stack



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

→ What is the best approach to building a Martech stack?

→ How do you analyze attribution for your brand(s)?

→ KPIs you look at?

→ What responsibility should Franchisees have for marketing?
What should corporate take on?

Invest in Franchisee Support, Training and Education



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

→ How does all of this extend into Franchisee support, training and education?



Q and A



Thank You!



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