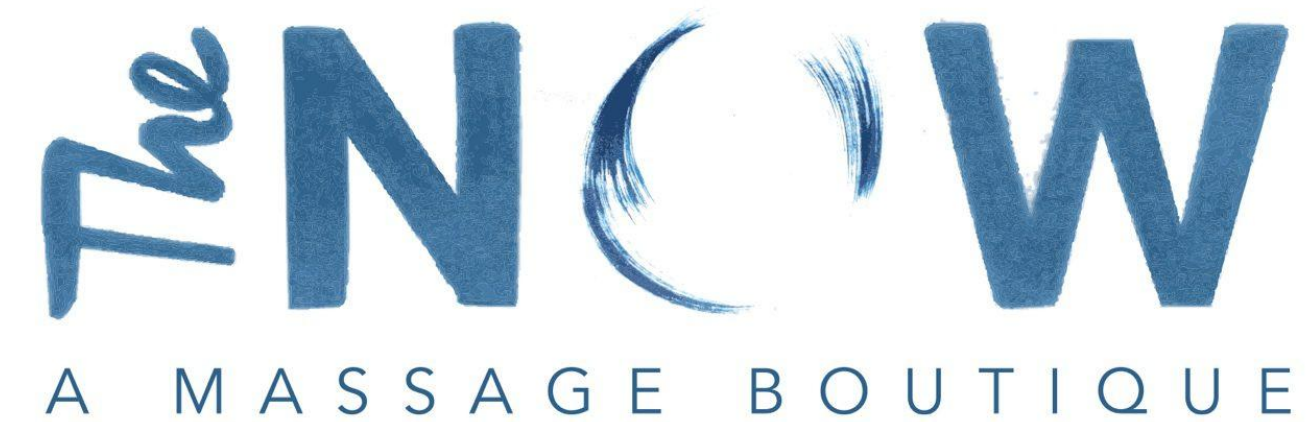


# 2023 Franchise Development

Past, Present, and Future



# Thank you for joining today!



**Madeleine Zook**

Director, Marketing &  
Multi-Brand Franchisee



**Jennifer LoBianco**

Chief Marketing Officer  
Best Life Brands



**Patti Rother**

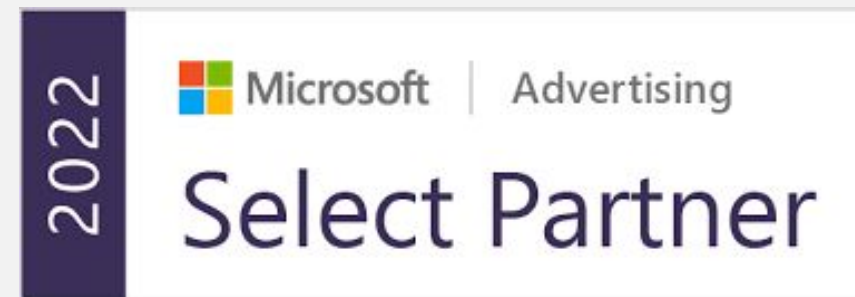
VP, Franchise Development  
The Now Massage Boutique



BEST LIFE BRANDS™





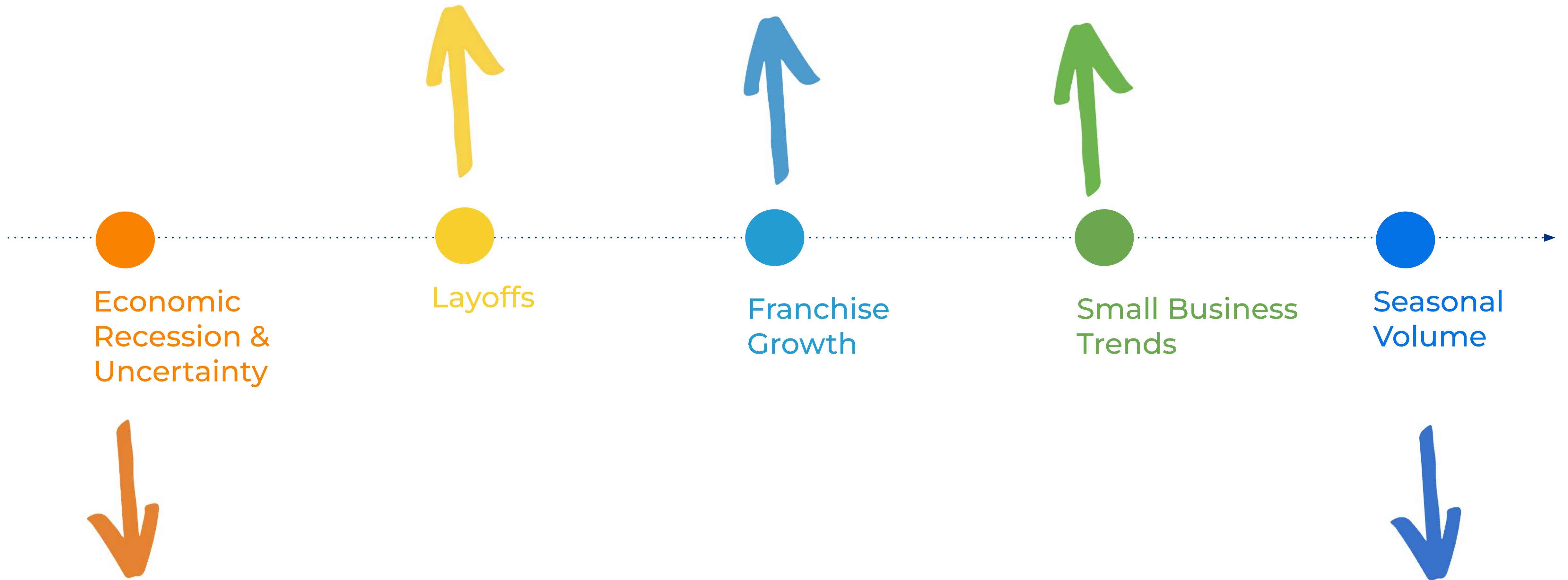


# About Netsertive

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$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

# Franchise Development Landscape

Trends in 2023

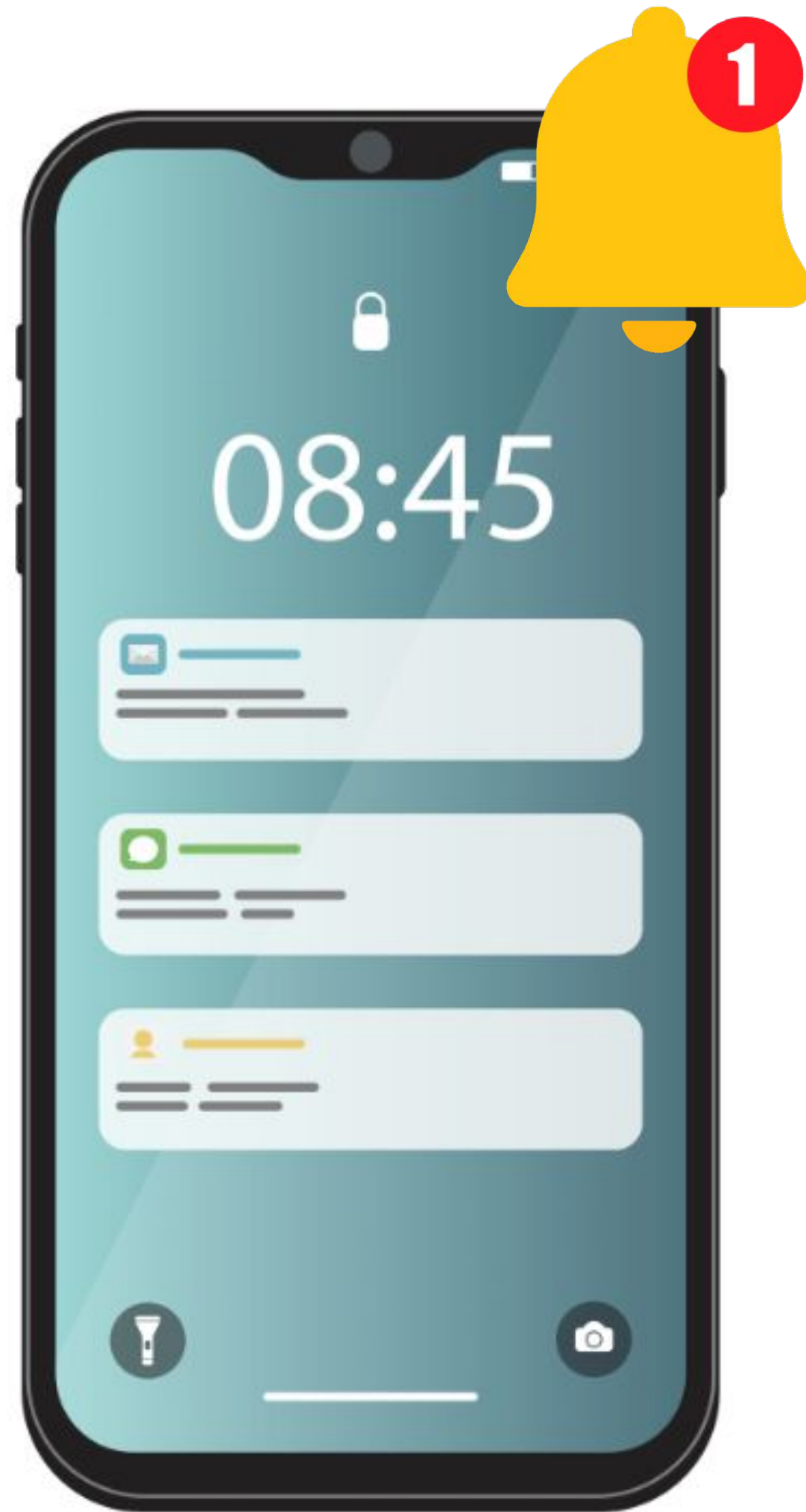




# Top Lead Generators

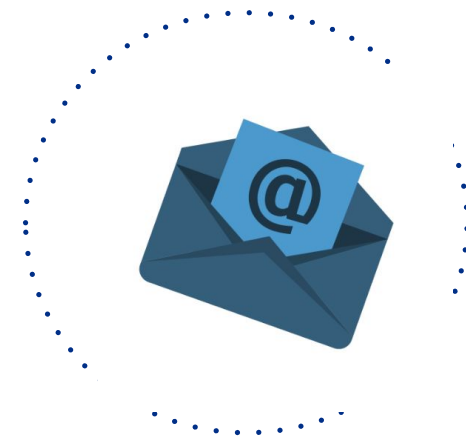
Understanding Volume, Budget, and Quality





# Pipeline Nurturing

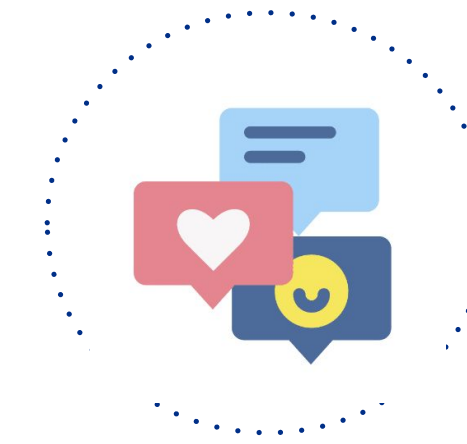
Marketing Team vs. Franchise Sales



EMAIL  
DRIPS



CALLS/TEXT  
MESSAGES



SOCIAL MEDIA



COLLATERAL/  
SWAG



VALIDATION  
CALLS



VIDEO



TIMELINES

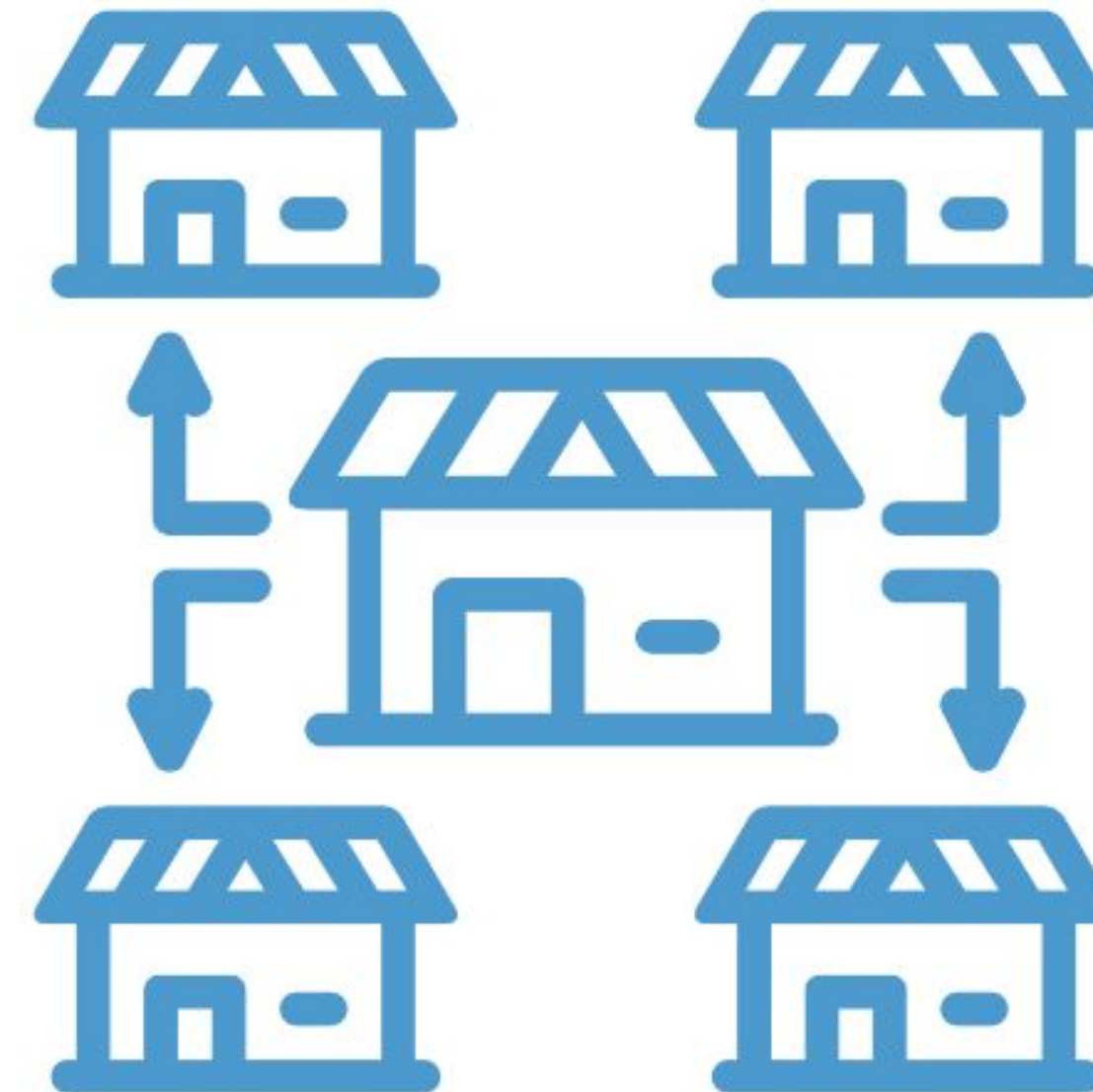


OFFICE VISITS



# Territory Expansion & Multi-Unit Ownership

How These Sales Play Into Your Goal Setting



# Live Q&A





**Thank you!**

**Be on the lookout for our the  
recording of this webinar.**

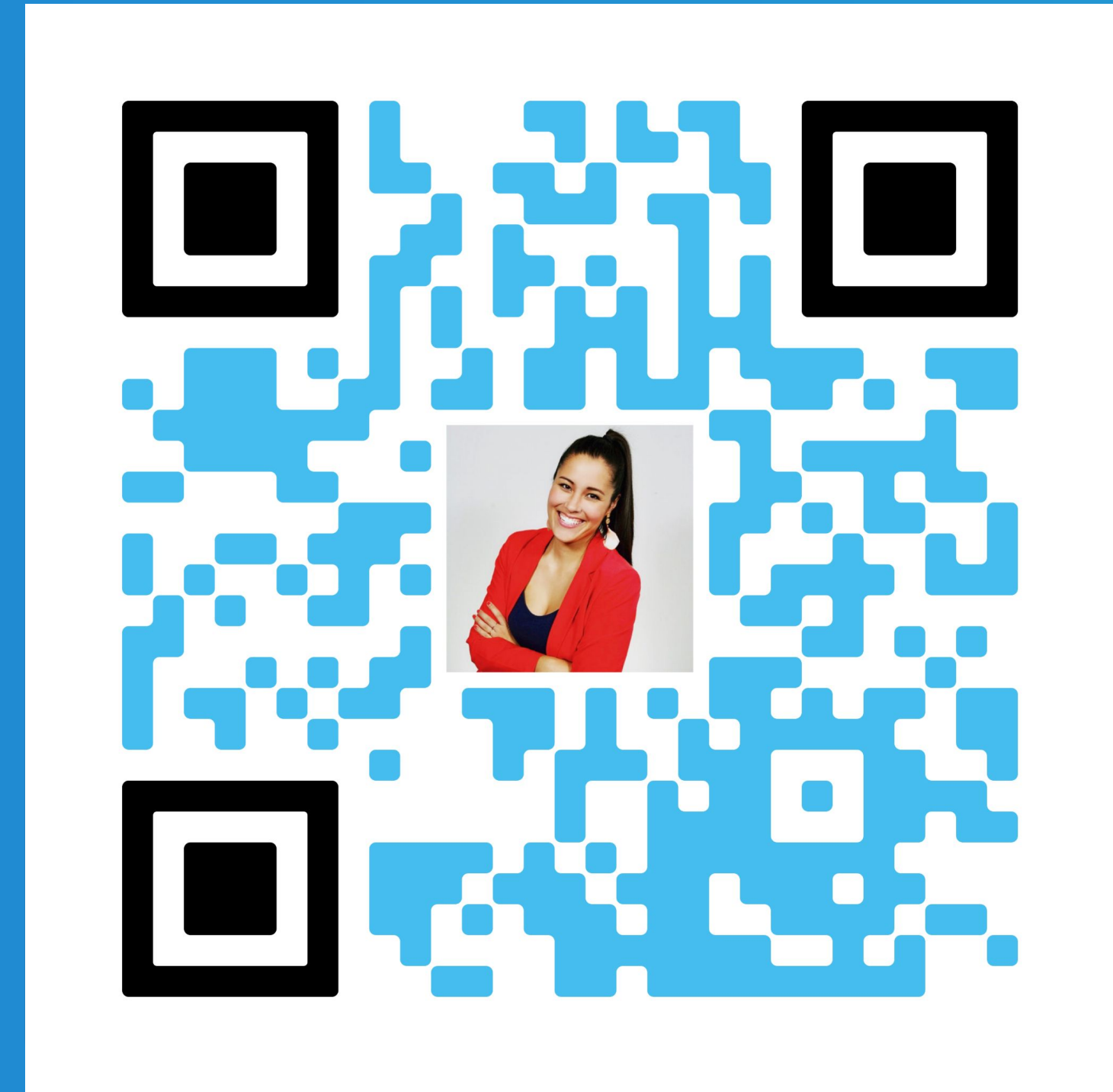
Want to save time on franchise development marketing and producing more qualified candidates?

**Connect with Us!**

**Madeleine Zook**

*mzook@netsertive.com*

*linkedin.com/in/mpark141/*



*Connect With Me*