



## How Franchisors & Franchisees Can Optimize Revenue Growth Through Integrated Marketing & Operations

May 22, 2024

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The premier partner driving digital transformation  
for multi-unit brands and franchise systems





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# Helping Partners Solve Tomorrow's Digital Challenges



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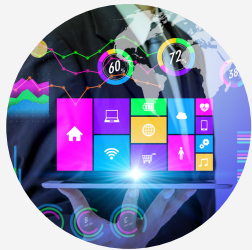






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# Strategic Growth Pillars



## Data + Analytics

Harnessing data and predictive analytics to effectively reach and engage target audiences



## Technology

Increasing marketing efficiency through artificial intelligence, machine learning and automation



## Digital Media

Developing comprehensive media mix models, powered by data and technology



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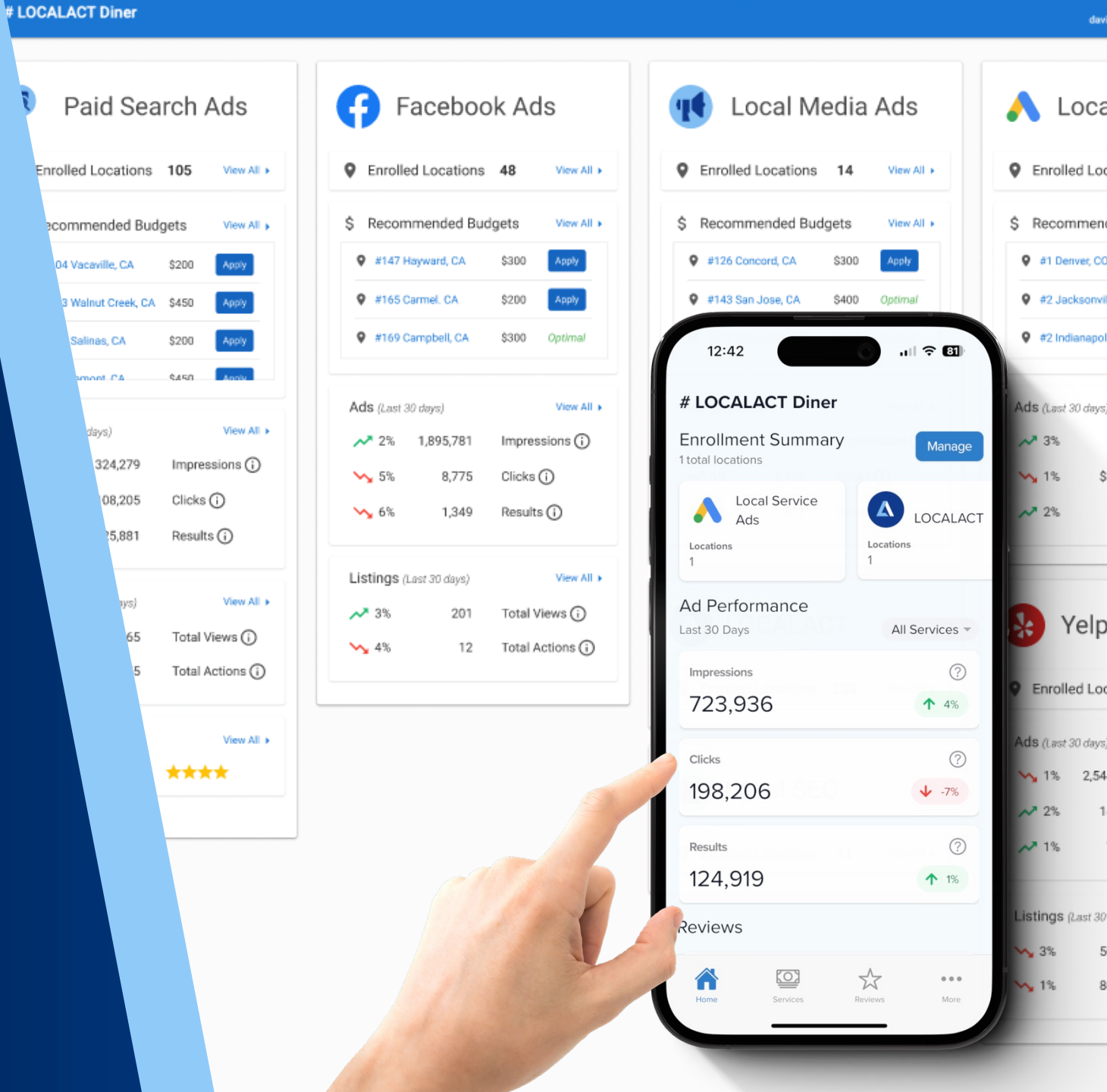
**But what makes us truly unique...**

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# The premier local marketing platform for businesses

Empowering franchise owners with digital technology that **delivers growth in leads, customers, sales and revenue**





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# Delivering results for our partners

Franchising  
Restaurants  
Healthcare  
Education  
Financial Services  
Fast Casual + QSRs

Retail  
Home Services  
Business Services  
Fitness & Wellness  
Automotive  
Real Estate





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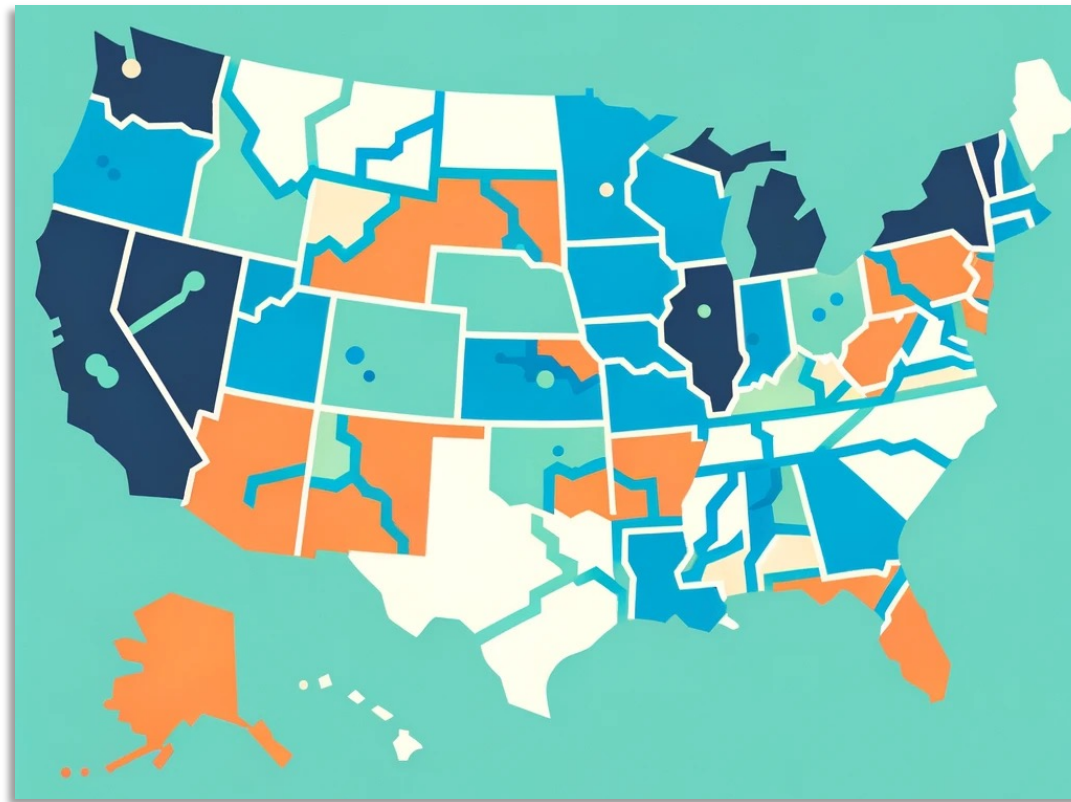
# Key Topics for Discussion

- Challenges and successes in integrating data and marketing efforts
- Strategic synchronization across marketing levels
- Utilizing technology to optimize marketing and operations
- Importance of a unified brand message
- Practical advice for improved coordination

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# Common Barriers to Success



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# Common Barriers to Success



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# Common Barriers to Success



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# Today's Panelists



**Vera Shafiq**

V.P of Digital Strategy

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**Jennifer Chasteen**

Chief Marketing Officer

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