

Scaling Your Brand's Digital Footprint from Day One

Growing a franchise, you are juggling two BIG goals: attract amazing zees and win over customers. This assessment of a brand's digital footprint is crucial because the digital presence fundamentally shapes how both franchise candidates and consumers perceive the brand. A strong digital footprint is essential as it drives visibility, trust, and conversions.

Step 1: Foundation Technical Brand Assessment Low-hanging fruit

1. Mobile Friendly Website

☐ <https://pagespeed.web.dev>

2. Create Social Media Accounts: Register accounts on all major social media platforms using your company name.

☐ Be sure to secure YouTube channel

☐ Complete Basic Profiles: Even if you don't plan to actively use the accounts, fill out essential profile information, including your website URL and contact details.

3. Set up a Master Google Business Profile (GBP) to gather all listings in one spot. This allows for future scaling.

☐ Get help from a small business advisor \$39.99 per appointment
<https://business.google.com/advisors>

Step 2: Execute Your Strategy Outline the rhythm of your content

1. Create a Social Media Content Calendar

✓ <https://trends.google.com/trends/>

✓ Seasonal Topics (Winter, Spring, Summer, Fall)

✓ Events (National Hot dog day, MilkShake Day, Grand Openings)

2. Set Objectives: Boost brand awareness, drive engagement, generate leads, increase sales!

3. Use Social Media Strategically

☐ Check the number of followers and likes on your social media channels.

☐ Where are your customers spending time, where can your brand capture the most eyes?

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Step 3: Build and grow your community

Keep the positive rhythm going

1. Respond to **ALL** Google Business Profile Reviews
 - ☐ Leverage Social Media AI tools to create custom responses
2. Create Zee contest example **Race to 100 Reviews**
 - ☐ Integrate review requests in stores, QR codes, Receipts, Emails, Invoices, NPS scores. Etc.
 - ☐ Challenge owners with a competition to see who can get the most reviews in set amount of time (3 – 6 months) and reward the top three.
3. Chat Bots
 - ☐ Integrate into website, and Facebook Messenger.
4. Target Paid Ads
 - ☐ Upload customer lists to GAW and Meta to target look-alike audience and capture more customers
 - ☐ Look at the number of followers and likes on your social channels

Take a hard, honest look at your brand's digital presence. Where does your brand stand? Be honest with yourself. On a scale of 1–10, with 1 being non-existent and 10 indicating a strong foundation and consistent results, the website is optimized, customers can find you locally, and it's crystal clear what you want customers to do.

Identify which area needs the most improvement — foundation, execution, community, or analytics?