



Amplify

EMERGING FRANCHISOR CONFERENCE

NOVEMBER 10-12, 2025 | NASHVILLE

Amplify Your Brand

**Hitting the Right Notes:
Scaling Your Brand's Digital Footprint from Day One**

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

Hitting the Right Notes: Scaling Your Brand's Digital Footprint from Day One



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Who is in the room?

Number of units:

- 10 to 25 locations
- 25 to 50 locations
- 50 to 100 locations
- 100 to 150 locations
- 150 + locations
- 7-Eleven 84,000 locations
- Subway 37,000 locations



BRAND AUDIT

Start with a Brand Audit...

WEBSITE

Is it clear from the brand “consumer site” that you are a franchise?

Start with a Brand Audit...

IMAGE

Brand
Consistency
Photography
Video

Start with a Brand Audit...

SOCIAL MEDIA

**Brand Pages
Local Pages
Handles
Messaging
Frequency**

SCALING > DAY 1

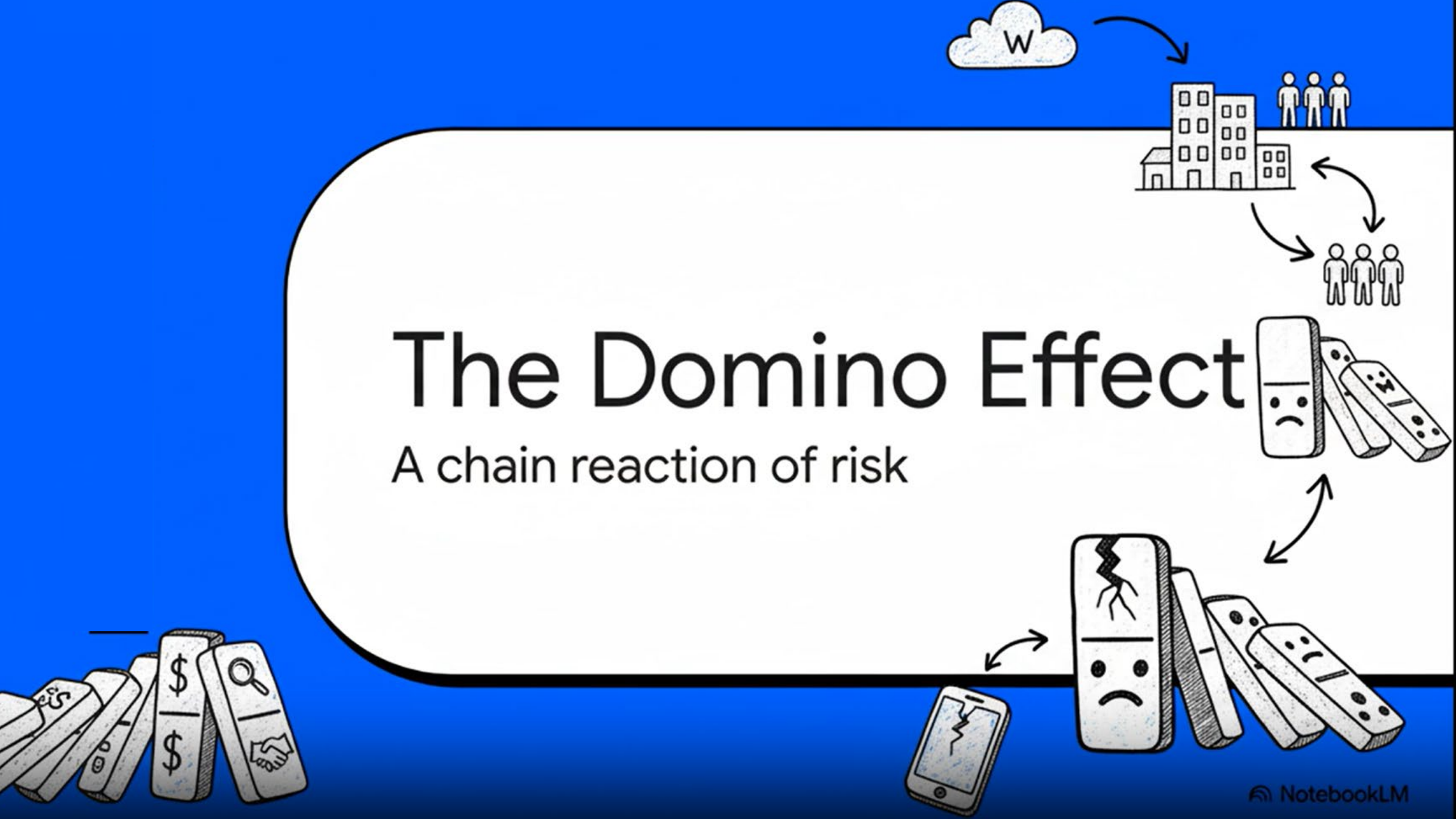
Scaling Your Brand's Digital Footprint from Day One

- Technical Assessment outlining low-hanging fruit
 - 4 Step Blueprint
 - 1: Foundation - Low-hanging fruit
 - 2: Execution - Calendar outlining the rhythm of content
 - 3: Community - Keep the positive rhythm going
 - 4: Analysis – Never Stop optimizing and learning
- AI integration to optimize results and improve conversions



The Domino Effect

A chain reaction of risk





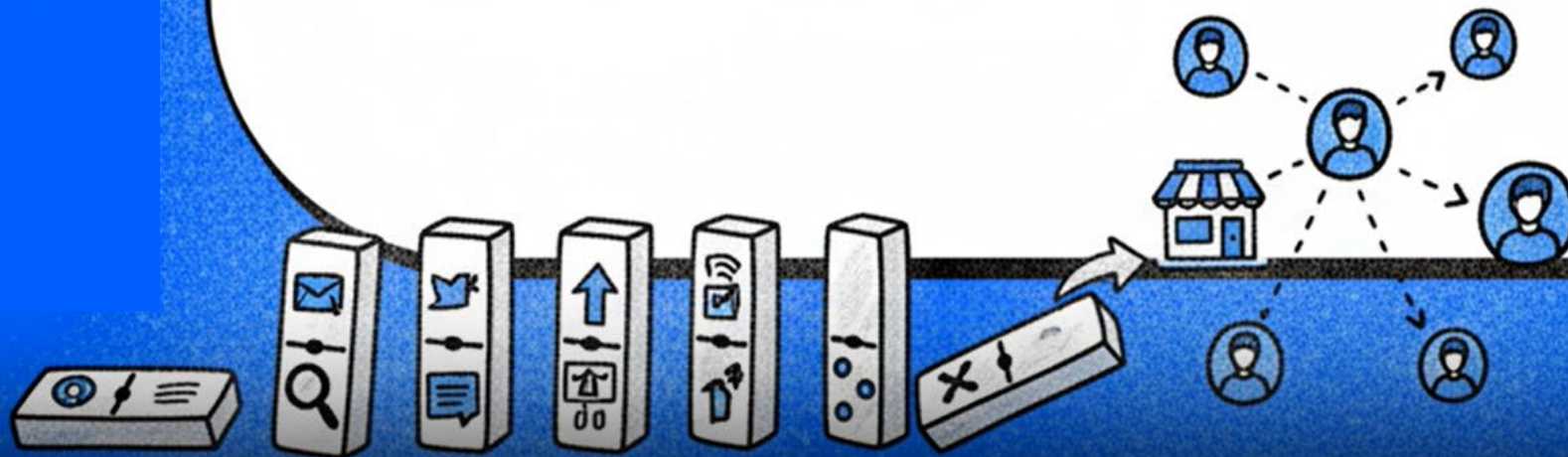
Your Digital Storefront – First Impressions Matter





The 4-Step Blueprint

Scaling Your Footprint



Digital Footprint



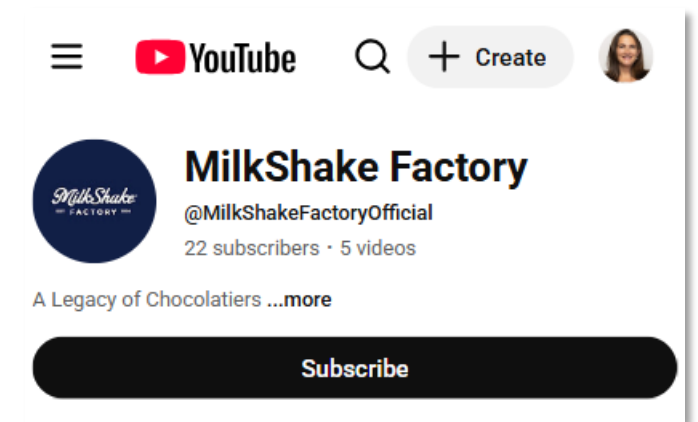
Step 1: Foundation



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
3. 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.
4. 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: Execution



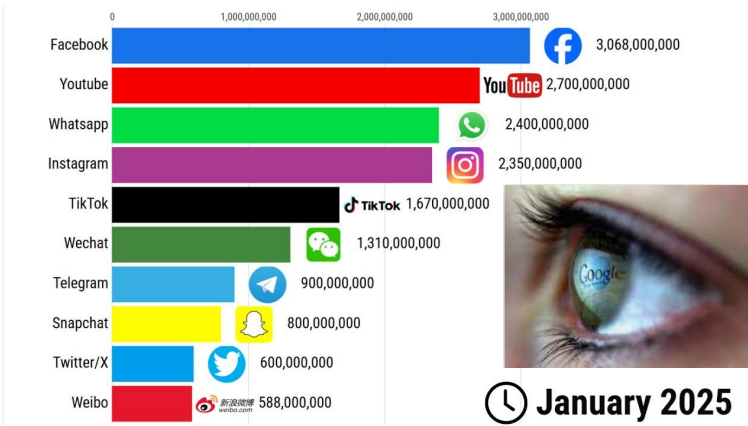
Step 2: Execute Your Strategy

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
 - ✓ Where are your customers spending time, where can your brand capture the most eyes?
 - ✓ Check the number of followers and likes on your social media channels.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sticking to Resolutions	51	0	0	0	0	0	0	0	0	0	0	20
Lash Lift Aftercare	0	26	0	7	14	13	20	7	0	5	7	0
Eyebrow Shape	42	57	51	41	45	50	56	41	26	39	52	60
Makeover	71	67	72	67	68	67	61	62	59	54	54	71
Lash Extension Aftercare	0	0	20	8	0	10	0	10	29	10	9	0
Eyebrows	67	68	71	66	65	64	70	63	60	58	52	74
Eyebrow Threading	45	44	45	36	61	61	54	49	47	46	50	54
Beauty Industry	35	36	44	35	29	32	36	39	51	34	41	32
Strong Women	31	33	27	34	28	24	33	26	29	30	27	26
Self-Confidence	52	33	32	44	28	32	19	45	33	52	38	9

Seasonal Search Trends



Step 3: Community

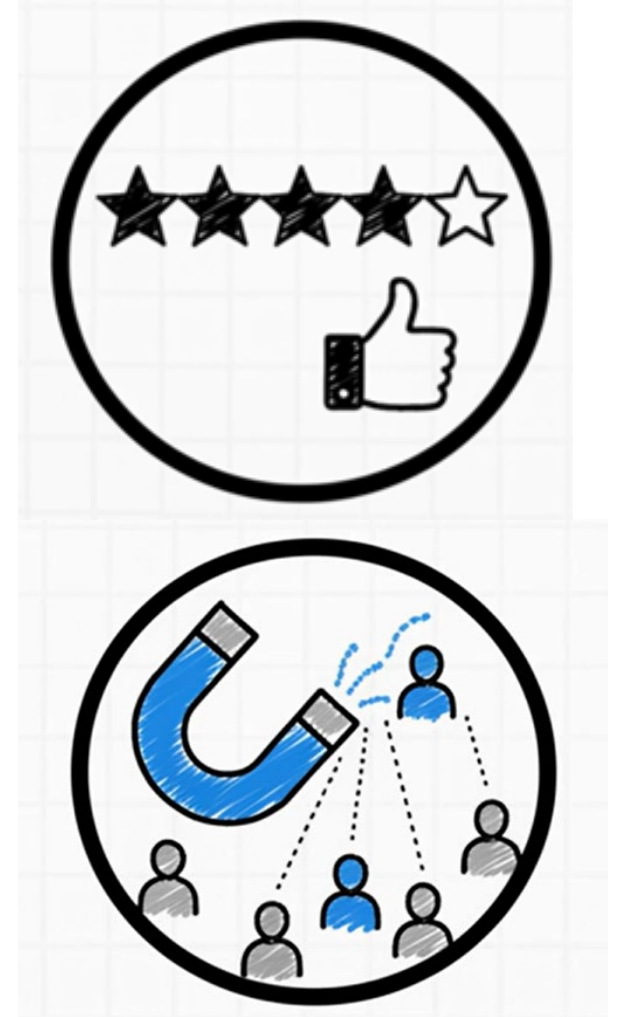


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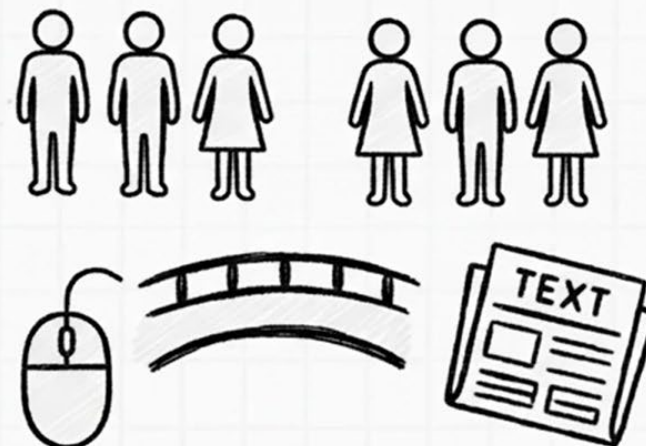
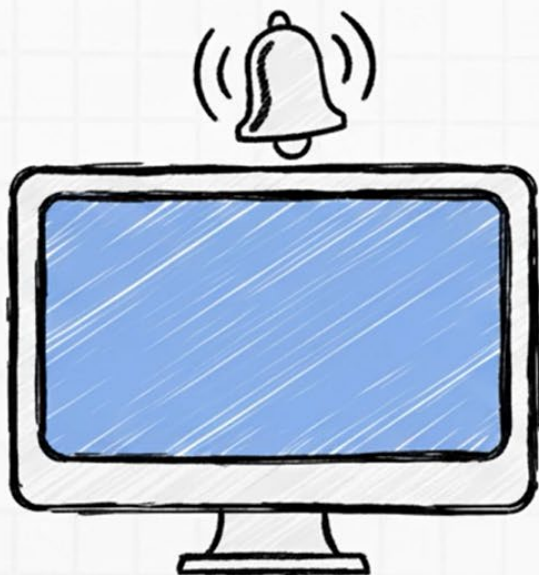
Step 3: Build and grow your community

Keep the positive rhythm going

1. Respond to **ALL** Google Business Profile Reviews
 - ✓ Leverage AI tools to create custom responses (Rallio, Eulerity, SOCI, and Birdeye)
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 and reward them
3. Chat Bots
 - ✓ Integrate into website, 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



Step 4: Analysis



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Step 4: Analysis

Never stop optimizing and learning

1. Set up Google Alerts
 - ✓ <https://www.google.com/alerts>
2. Set up Key Events in Google Analytics
 - ✓ Leverage AI tools like PMAX to optimize
3. Leverage Tools like SEMRush
 - ✓ Benchmark and evaluate how the brand currently ranks
 - ✓ Analyze Competition and Market Demand
4. Create a digital download or dashboard to measure KPI's monthly/quarterly/YOY
 - ✓ Webtraffic
 - ✓ Key Events
 - ✓ Traffic Sources
 - ✓ Analyze Competition and Market Demand

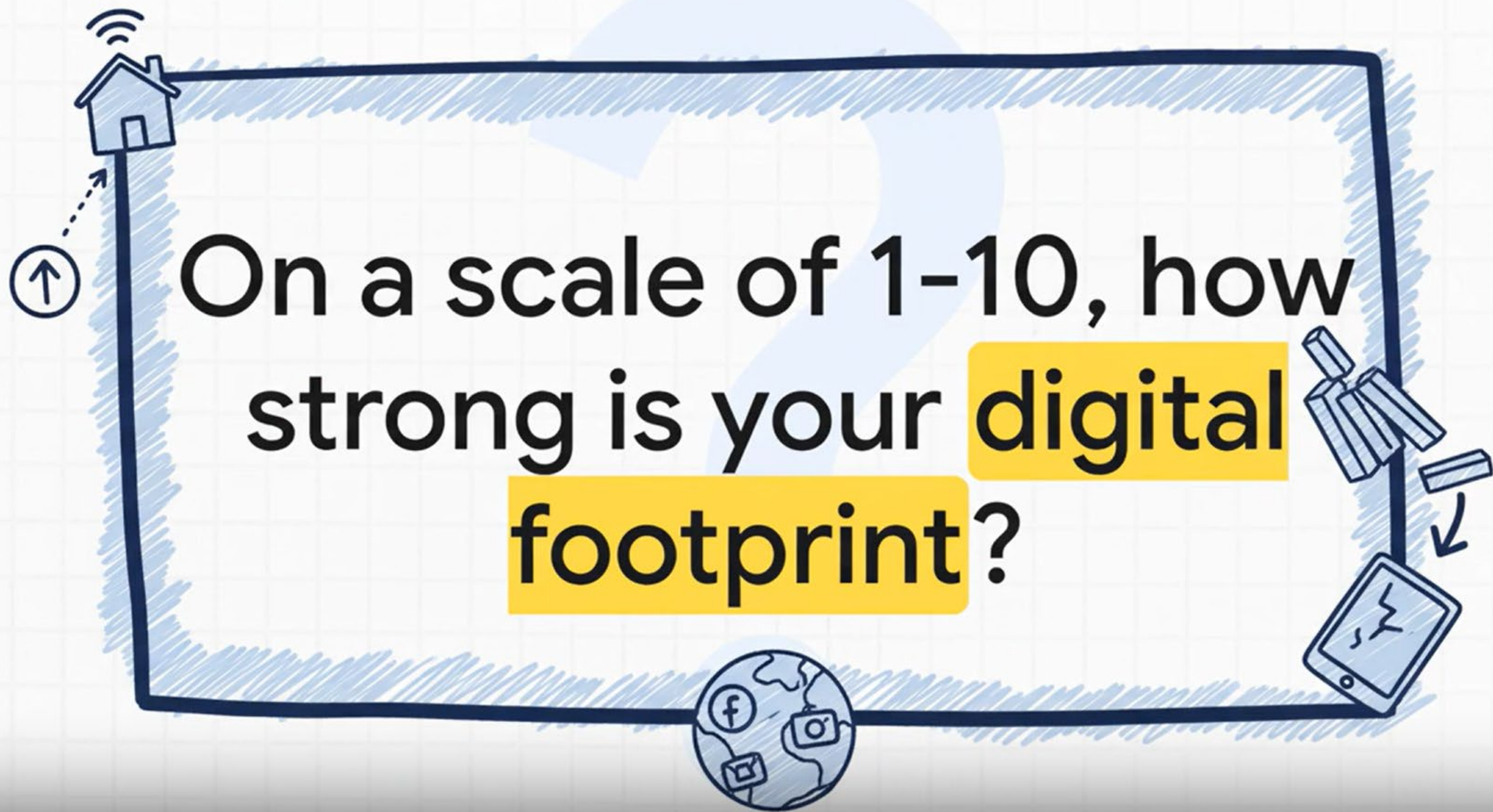


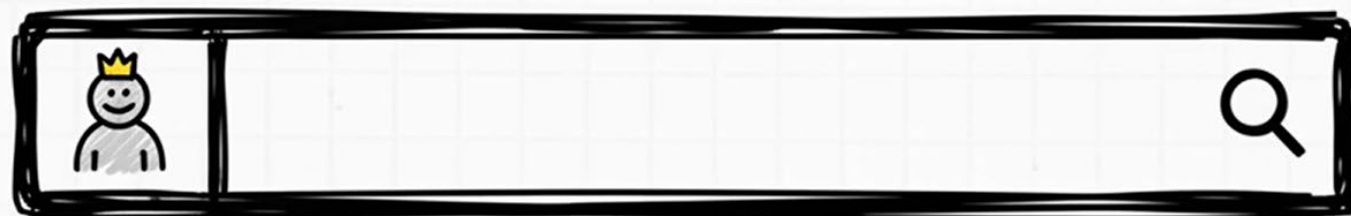


Advantages & Watch Outs

Opportunities & Pitfalls







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FRANCHISE DEVELOPMENT

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Franchise Development – Planning & Execution

KNOW YOUR CANDIDATE

AVATARS

REACH THEM WHERE THEY ARE

Promote: At locations / In territories

CONSISTENCY

13-week calendar > Increase frequency > Repeat quarterly

Franchise Development – Planning & Execution

THOUGHT LEADERSHIP

BRAND VOICE

Founder + Leadership

ENGAGEMENT

Day in the Life > Video + LinkedIn + Blogs

Franchise Development – Planning & Execution

CONSISTENT TOUCHES

E-MAIL + TEXT + CALLS

Rinse + Repeat...

CONVERSION

*In person > Discovery Day or Meet the Team
Awarding the territory*

LOCAL MARKETING

Local Marketing – Taking It To The Streets

DETERMINE KPIs

PARTICIPATION

% of stores that join in and execute the initiative

ENGAGEMENT

Frequency and quality of participation — are franchisees posting, tagging, sharing, and staying consistent?

PERFORMANCE

Sales lift, redemptions, or ROI among participating stores

OPERATIONAL EFFICIENCY

Ease of rollout, training completion, and time to implement

SENTIMENT

Franchisee feedback and satisfaction — do they believe in the program?

BRAND IMPACT

Local visibility, social reach, and consistency in brand presentation

Local Marketing – Taking It To The Streets

COMMUNICATE THE WHY

Repurpose internal vision.

Make it matter to *them*.

Link to real store impact.

Keep messages consistent.

Local Marketing – Taking It To The Streets

SIMPLIFY THE HOW

Make execution plug-and-play with templates, toolkits, and short videos.

Reduce friction – the easier it is, the higher the adoption rate.

Share an early success story to prove it works.

Local Marketing – Taking It To The Streets

LOCAL PROOF WINS

Showcase peer success stories.

Let top adopters share results.

Turn stories into “copy-and-paste” playbooks.

What do the numbers tell us?

Local Marketing – Taking It To The Streets

REDUCE FEAR & FRICTION

Identify what's blocking adoption (time, tech, confidence, etc.).
Offer tiered options: *Done For Me* > *Do It With Me* > *Do It Myself*

Local Marketing – Taking It To The Streets

CONNECTION > COMPLIANCE

Key Takeaways: Scaling Your Brand's Digital Footprint from Day One

Questions? (We have Answers...)

Scaling Your Brand's Digital Footprint from Day One



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