

National Social Isn't Enough: Why Local Social Drives Real Franchise Growth



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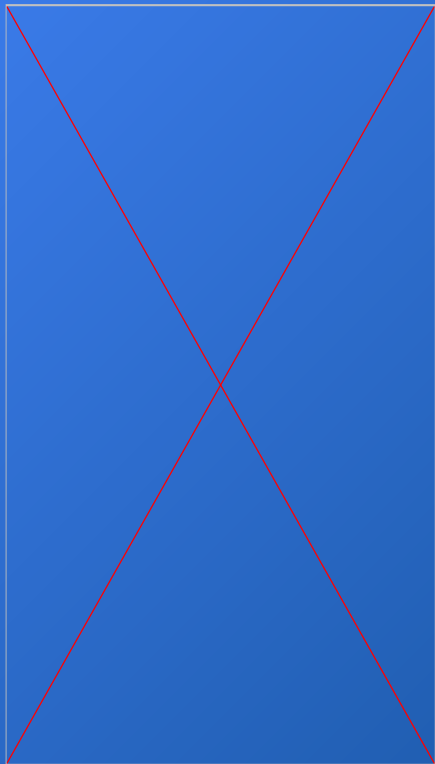
The Local Social Blindspot

National Social Isn't Enough: Why Local Social Drives Real Franchise Growth



What You'll Learn Today

- ✓ The role social media plays in local discovery and trust
- ✓ Why local activity often influences decisions more than national visibility
- ✓ What High Performing Brands Are Doing Locally
- ✓ Strategies for driving meaningful local engagement
- ✓ Systems that help brands scale local social across locations



The Shift In Social

More content than ever
More competition than ever
Harder to stand out, especially at the local level

The Local Social Gap



Strong National Presence



Weak or non existence
local presence

👉 There's a disconnect between brand presence and local presence.

The Reality: Customers Experience You Locally

In 2026: The Customer Journey is Local

- Customers don't engage with your brand nationally
- **They choose locations locally**



👉 Your customer doesn't choose your brand. They choose your location.

The Result

This gap creates:

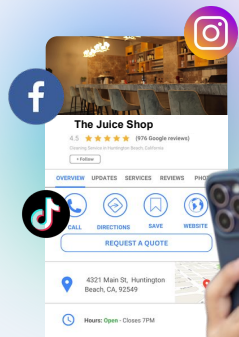
- No local awareness
- Weak engagement
- Missed Opportunities
- Reduced visibility (hyperlocal search)



How Customers Discover Today

The customer journey is local, not national. One of the major parts in the customer journey is social media

- **“Near Me Behavior”:** Customers are actively searching for businesses based on location and proximity, not just brand..
- **Real Time Decision Making:** Customers are making decisions faster than ever, often in the moment.
- **Multiple Platforms:** Customers don't rely on just one channel. This includes platforms like Instagram, Tiktok, Facebook.



👉 Search locally. Decide instantly. Validate everywhere.

Social Drives Discovery

76%

Of consumers have purchased a product after seeing it on social media

54%

Of social users research products on social platforms before buying

78%

Of consumers say social media impacts their purchasing decisions

46%

Of consumers say they are more likely to visit a local business if it has an active social presence

Generational Behavior & Why It Matters

GenZ

40%+ Use Tiktok or Instagram instead of Google Search + **80%** discover new brands on social

Millennials

54% research products & services on social before purchasing. They expect brands to engage & respond online

GenX + Boomers

Still rely on Google + Facebook heavily. Facebook remains the top platform for local business engagement.

👉 Every generation uses social differently...but all of them use it to make local decisions.

What Customers Actually Look For

What Customers Actually Want:

- **What's happening near me:** Customers want to see that your location is active right now in their area
- **Recent Activity:** Customers look for freshness as a signal of reliability
- **Community Involvement:** Customers want to feel like the business is part of their local community
- **Real People:** Customers want to see who they're interacting with



What Local Social Drives



Visibility



Trust



Engagement



Revenue (AUV)

👉 Local social isn't just marketing. It's a growth lever.

Local Social Impacts:

✓ Local Visibility

- Social Profiles rank in Search
- Content supports discoverability

✓ Trust & Decision Making

- Active pages signal credibility
- Dormant pages create doubt

✓ Customer Engagement

- Build familiarity before first visit
- Creates repeat interaction

✓ Average Unit Volume

- More engagement → more visits → more revenue
- Customers spend 20-40% more with brands that engage

👉 Local social isn't just marketing. It's a growth lever for each location.

So Why Is This Happening?

The Local Social Challenge Causing This Disconnect

Franchise Pain Points

Why Local Social Breaks Down in Franchise Systems:



Franchisees Don't Know
What To Post

Franchisees aren't marketers. They don't know:

- What content to post
- What's allowed vs not allowed
- How to make it relevant locally



Do Not Have The Time

Owners are focused on:

- Running a business
- Managing staff
- serving customers

Social media = last priority



No Tools or Easy Way to
Execute

What's happening:
Even if they want to post:

- No central platform
- No easy way to create content
- No visibility into whats working



Lack of Structure or System

What's happening:
There's no:

- Posting cadence
- Content Calendar
- Standard process

Without a system, scale breaks down

But The Brands That Solve This... WIN

What This Looks Like

What High Performing Brands Are Doing Differently

From the Field: Voda Cleaning and Restoration



Elle Delaura

Marketing Coordinator,
Voda Cleaning & Restoration

Social Media: Corporate Content Vs Local Content



NATIONAL CONTENT

(Created by Marketing Dept.)

- **Brand-Level Content**
- **Corporate Initiatives**
- **System-Wide Promos**
- **National Campaigns**
- **Local Spotlights**

LOCAL CONTENT

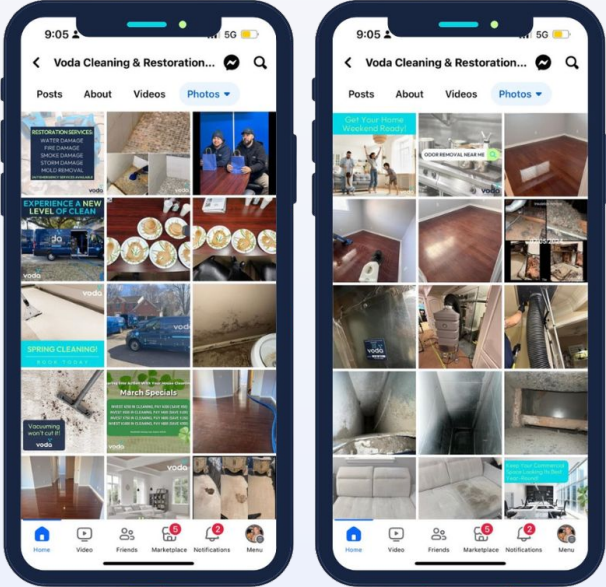
(Created by you & your team)

- **Hyper Local Focus**
- **Community Engagement**
- **Local Offers & Promotions**
- **Customer Reviews & Testimonials**
- **Employee Spotlights**

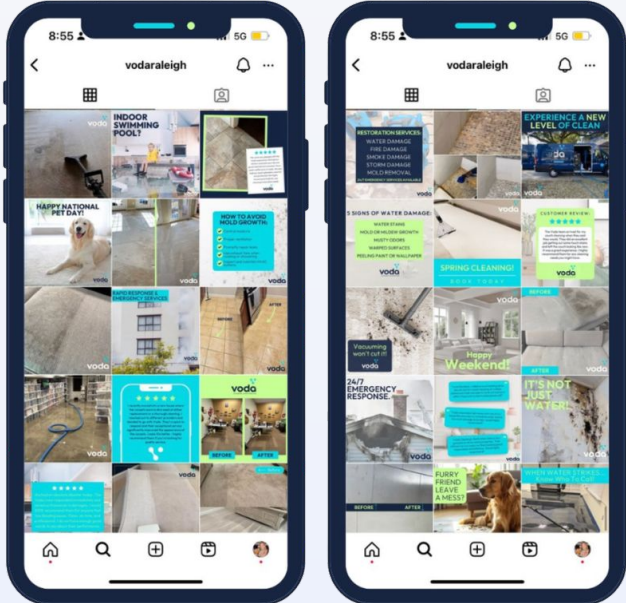
The combination of corporate and local content produces a high performing local social presence and increased online visibility of your business.

Local Social VS Corporate Social

Local Content



Corporate Content



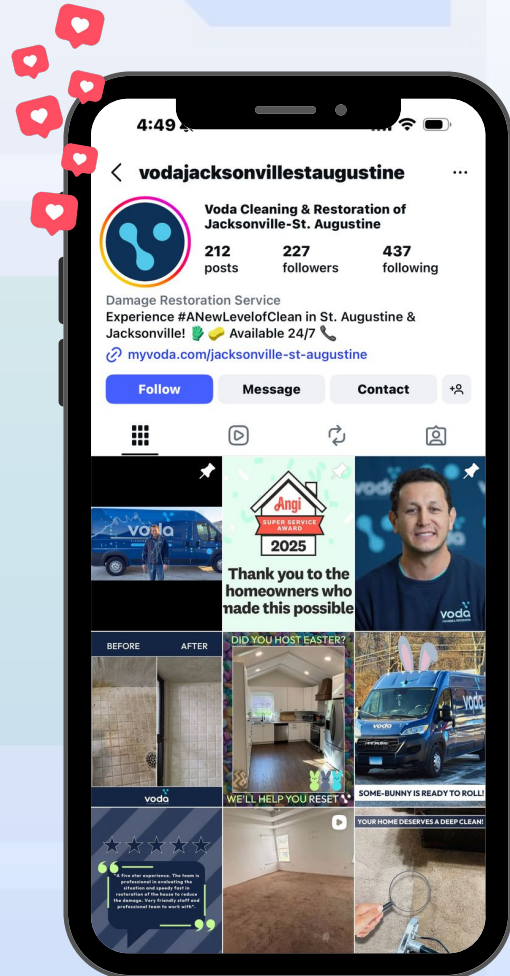
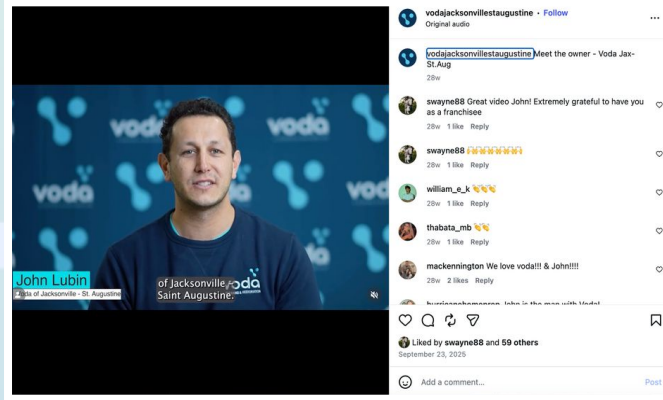
Social Media: What Local Content You Should Post



YOUR LOCAL SOCIAL CONTENT SHOULD INCLUDE:

- Before/After Photos
- Videos
- Specials & Promotions:
- Reviews and Testimonials
- Voda Culture/Brand
- Service Spotlights
- Employee Highlights & Recognition
- Tips For Keeping Your Home or Business Clean
- Holidays
- User-Generated Content
- Hashtag Holidays
- Questions/Answers (“Ask The Expert”)

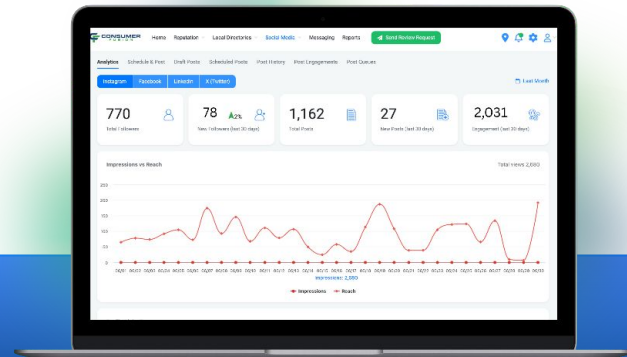
Mayor of the town



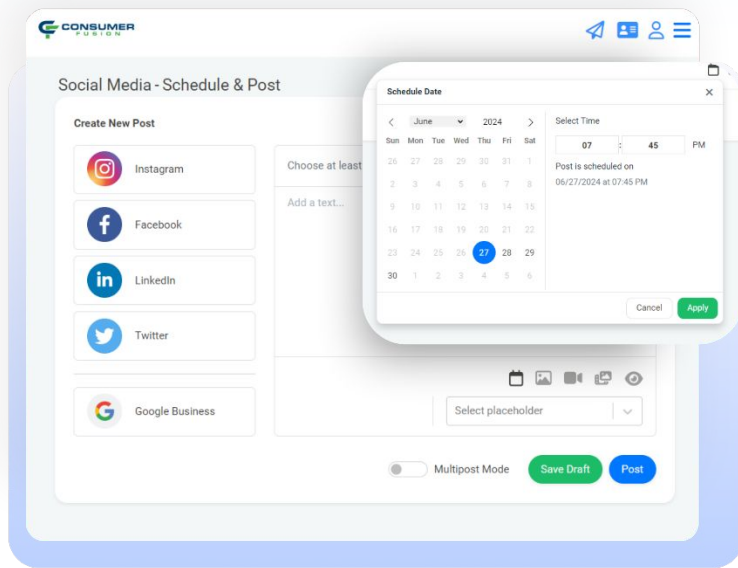
How to Operationalize It

How To Make it Happen

- In Person Training (Voda University)
- Branding Guidelines
- Content Calendar
- Templates & Asset Library
- Employee Advocacy
- Easy to manage All this in One Place (monitor audit)



The System: Enabling Local Execution



Enabling Location Execution By:

- Owners use Consumer Fusion dashboard
- Easy to post and manage content
- Keeps brand aligned
- Provides insights
- Offers curated content libraries

👉 It removes friction for franchisees.

What “Good” Local Social Looks Like

Examples of effective local content:

- Community involvement
- Team highlights (local staff)
- Local promotions
- Emergency weather statements
- Educational
- How to... (specific service line)

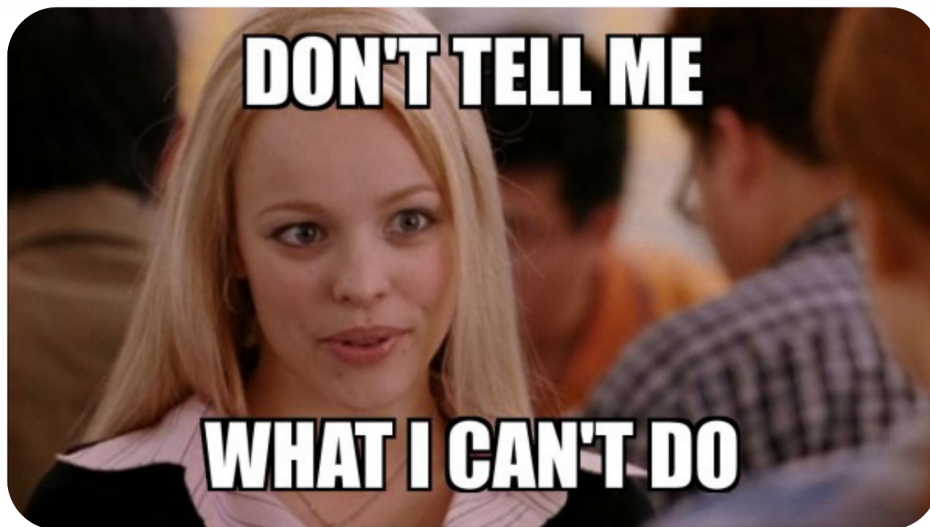


👉 It's not about being perfect. It's about being present.

What NOT to Do:

Common Mistakes:

- Only corporate posting
- Stock imagery
- Inconsistent posting
- No engagement



👉 If it feels like an add, it won't perform like community content.

The Future of Local Social

Where This is Headed:

- Social becoming part of local search signals
- Customers expecting real-time, local engagement
- AI search prioritizes active, relevant businesses



👉 Visibility is no longer just about showing up.
It's about showing up locally and consistently.



Key Takeaways

Customers Discover and
decide at the local level

Social is a part of the decision
making-making process

Inactive locations = missed
visibility and revenue

The brands that activate locally
WIN.



Thank You For Joining Us



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