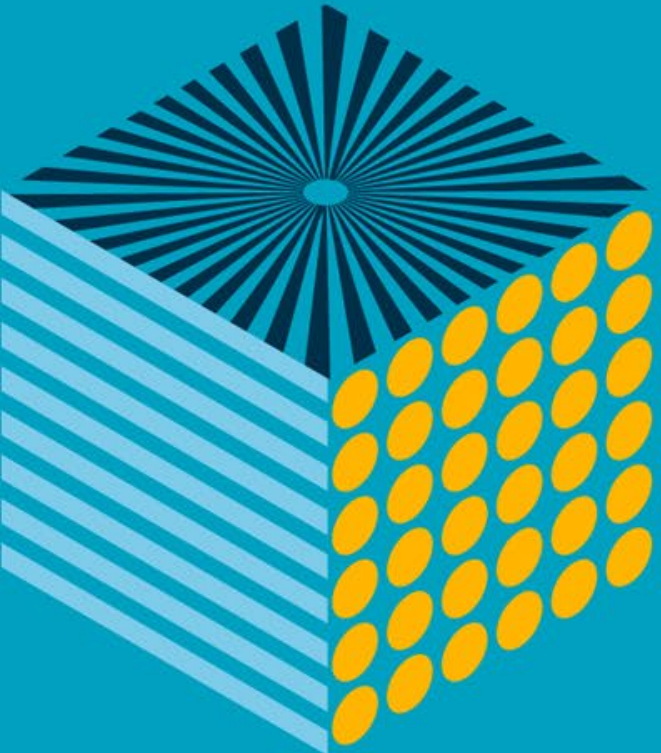




IFA ANNUAL CONVENTION

20
22



Blending FranDev & Consumer Marketing Messages, Tactics & Resources

BLENDING FRANDEV & CONSUMER MKTG



Christy Barnes

VP of Marketing
Camp Bow Wow
cbarnes@cbwcorp.com



Andrea Pirrotti-Dranchak

Global Enterprise Director
NewFlex
andreapirrotti@newflex.com



Larisa Walega, CFE

VP, Marketing
Ziebart
lwalega@ziebart.com

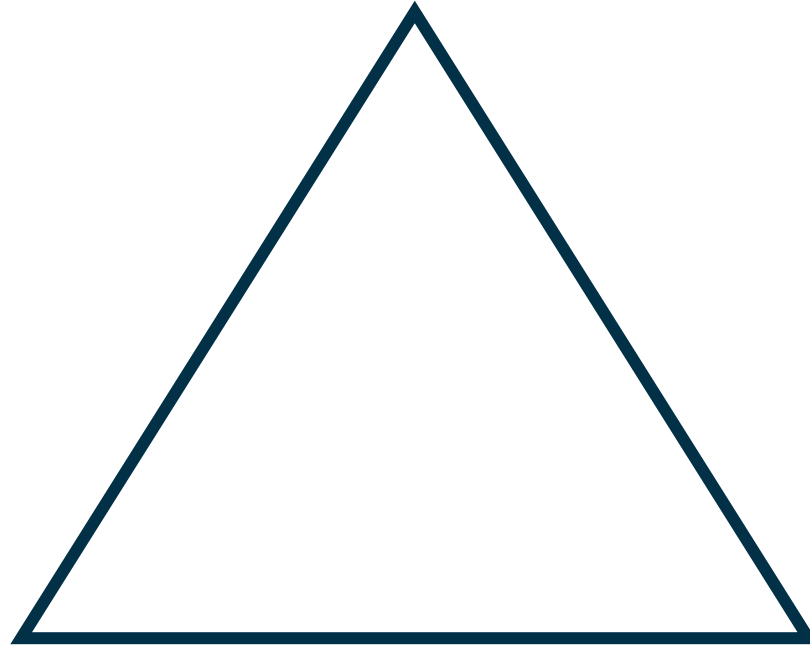
DURING THE CONFERENCE

- Live tweet and share quotes from sessions you attend
- Tweet top takeaways and include your twitter handle
- Tweet questions and share statistics/data
- Use **#IFA2022** and tag **@Franchising411** on Twitter and Instagram or **@IFA.DC** on Facebook

JOIN THE CONVERSATION

Use **#IFA2022** to talk with others on social media before, during, and after the conference.

BRAND PROMISE



CONSUMER MKTG

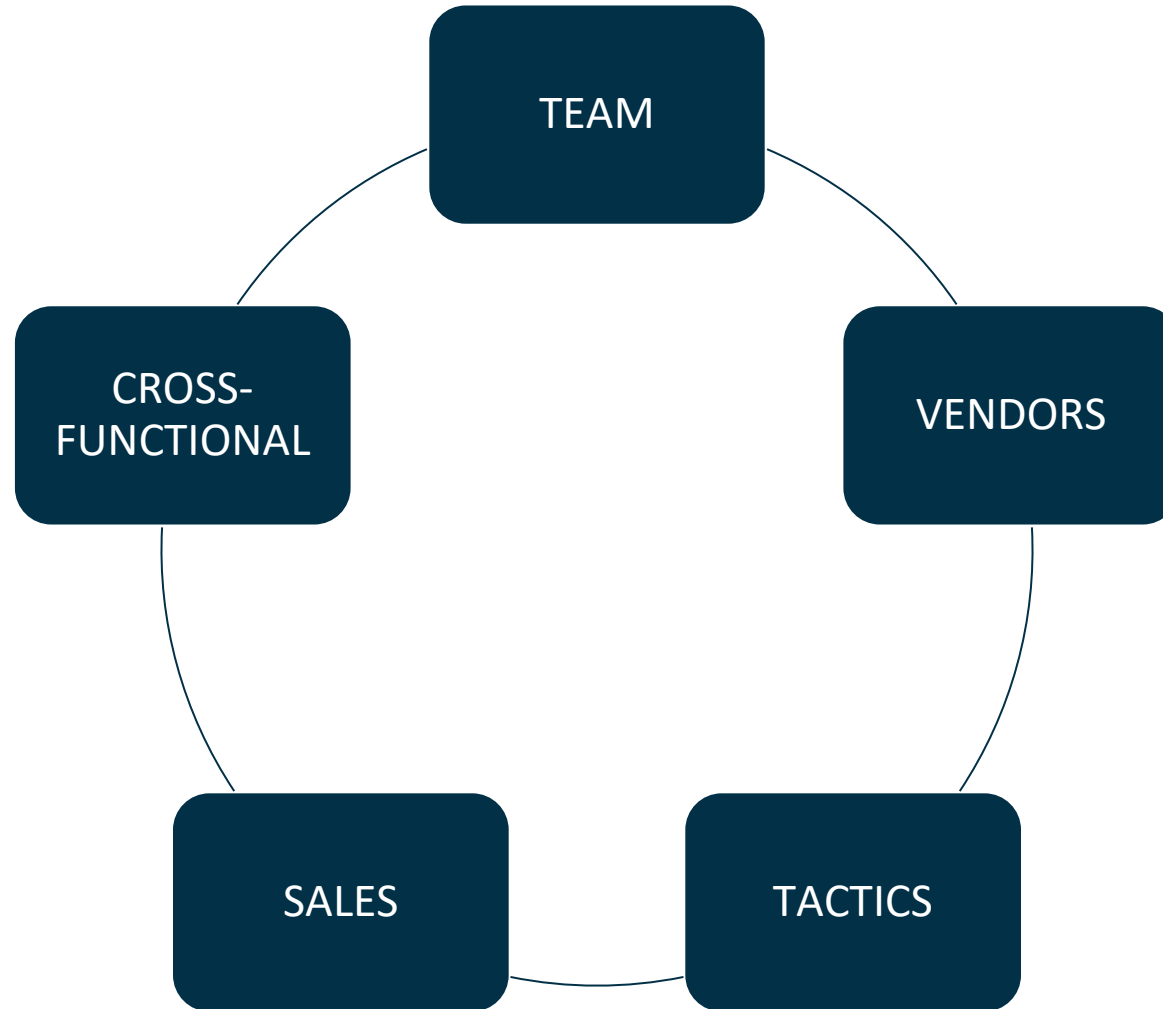
FRANDEV MKTG

**DOES THIS MAKE
SENSE FOR YOUR
BRAND?**

STEP 1: STRATEGY

- Establish what success looks like
- Determine key performance indicators and reporting cadence
- Understand persona
- Define budget
- Create marketing plan
- Allocate resources

STEP 2: STRUCTURE/ALLOCATION



STEP 2: STRUCTURE

Tactic	Camp Bow Wow	NewFlex	Ziebart
Paid Digital (i.e. PPC, retargeting, display, etc.)	✓	○	✓
Social Media (paid)	✓	✓	✓
Social Media (organic)	✓	✓	✓
Website	✓	✓	✓
Public Relations	✓	✓	✓
ConnectedTV	✓	✗	✗
Database Nurture	✓	✓	✓
Channel Partners	✗	✓	✗
Brokers/Consultants	✗	✓	✗
Referrals	✓	✓	✓
Portals	✗	✗	○

Used for Consumer AND FranDev	✓
Used for Consumer OR FranDev	○
Not used for either	✗

STEP 3: MEASURE & OPTIMIZE

- Same measurements, different targets:
 - # of Leads / Cost per Lead
 - # of Sales / Cost per Sale
 - Lead to Sale Conversion
 - ROI
 - Lifetime Value
 - Time to Close
- Define KPIs and lifecycle stages for accurate measurement

Q&A