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CONVENTION

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ARE
FRANCHISING**

FEBRUARY 10-13 | PHOENIX CONVENTION CENTER & SHERATON GRAND PHOENIX | PHOENIX, AZ

MARKETING & INNOVATION SUMMIT

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2018: The Year of Local Social Media Marketing

Presented by:

Afif Khoury, CEO SOCI



Afif Khoury

CEO, SOCi Inc.

My Journey:

High Tech M&A Attorney

Manager of Two Venture Funds

Third Tech Venture...

Passionate about Franchise

The State of Franchise

Franchise matters.



Industry Growth

The franchising industry is set to grow for the 8th consecutive year



Jobs Are Created

Employment expanded by 3.3% to 7.8 million workers, adding 250,000 new jobs in 2017 alone.



GDP Expansion

GDP of the industry increased by 5.2% to an estimated \$426 billion from 2016's \$405 billion.

The State of Social Media in 2018

So, where are we now?



3 Billion+

MONTHLY ACTIVE SOCIAL MEDIA
USERS



91%

OF BRANDS USE 2 OR MORE
SOCIAL MEDIA SITES



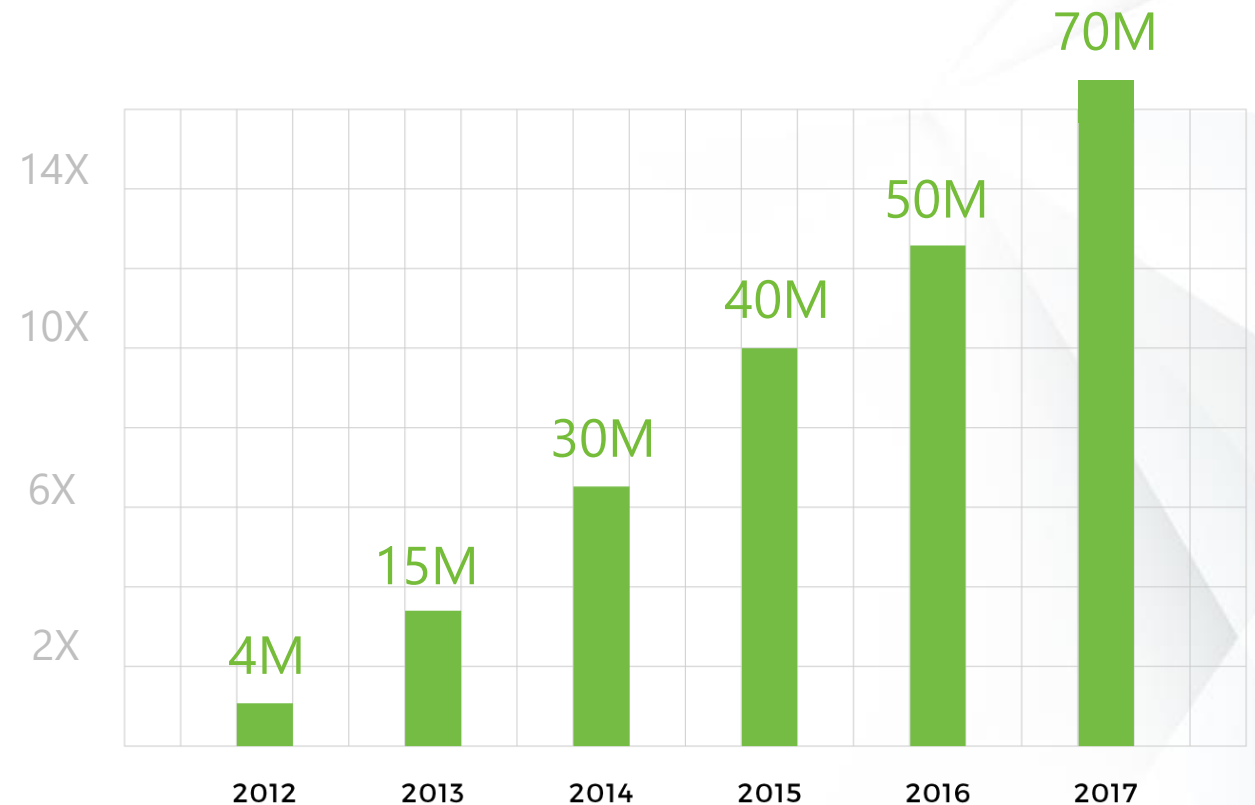
121+ MM

SOCIAL MEDIA USERSHIP GROWTH
BETWEEN Q3 AND Q4 IN 2017

Social Media Has Gone Local

17.5X

GROWTH



Since Q4 of 2016, there has been a total of **70 million businesses** on social media. Are you one of them?

FACEBOOK INTERNAL DATA JULY 2017

[HTTP://WWW.ADWEEK.COM/DIGITAL/25M-SMALL-BUSINESS-PAGES/](http://www.adweek.com/digital/25m-small-business-pages/)

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SOCIAL MEDIA HAS GONE LOCAL

Social Media Has Gone Local

Facebook has become the site for interaction and engagement, especially at the local level.

#1

IN LOCAL REVIEWS

4x More in certain categories.
Reviews appear even on unclaimed pages.

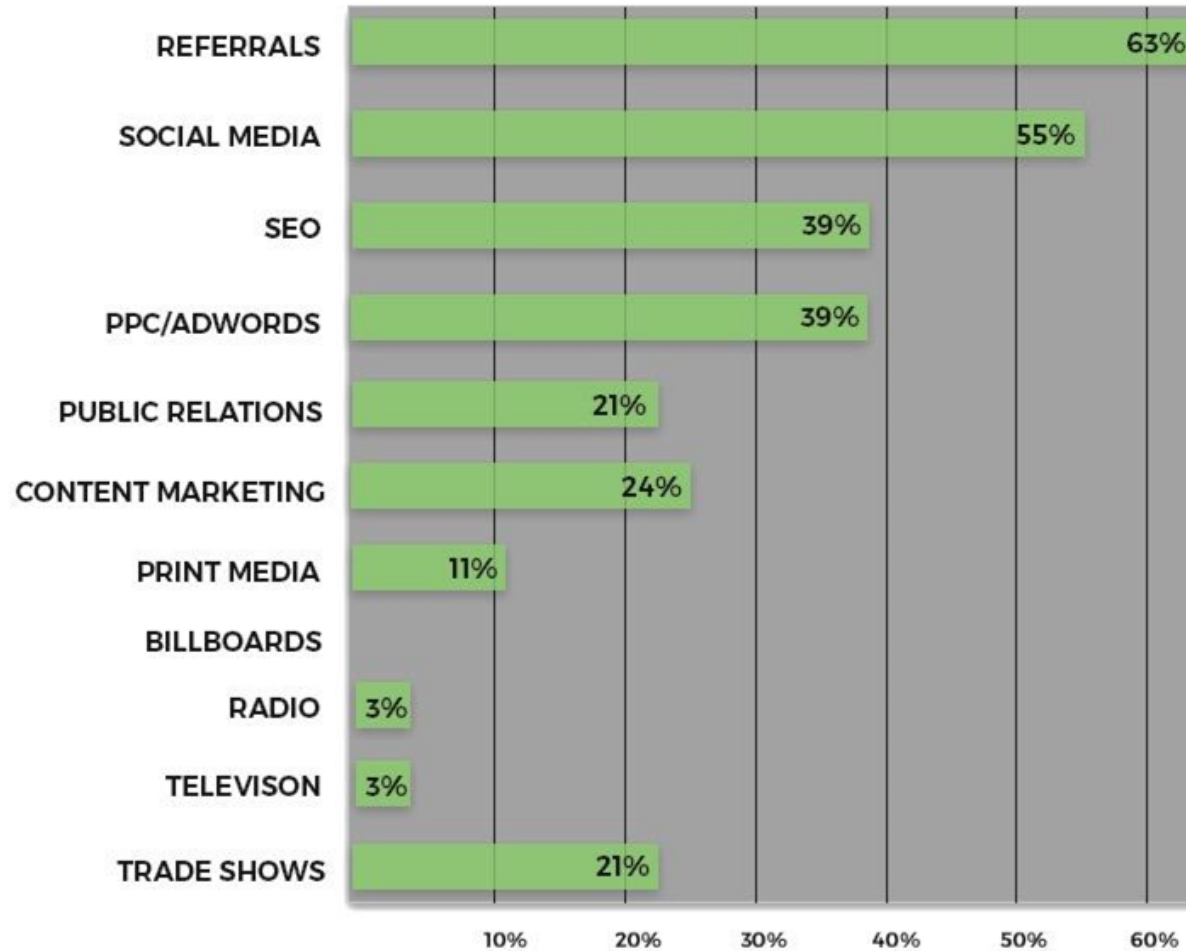
#2

MOBILE SEARCH ENGINE

1 of 4 mobile searches for a local business is on Facebook. Ranking is based on your **Local** engagement.

Social Media to Drive New Business

Social media has passed SEO and PPC for generating new business



Social Content Influences Purchase Decisions

78%

OF CONSUMER PURCHASE DECISIONS
ARE INFLUENCED BY SOCIAL CONTENT

Social Media for Customer Service

Social media has become a premier communication channel for customers

NEARLY

70%

of social media users use Twitter and Facebook to seek resolution for customer care issues.

<https://www.socialmediatoday.com/social-business/social-media-customer-service-statistics-and-trends-infographic>



Social Media for Franchise Diligence

Social media presence, at the local level, informs a potential Franchisee's decision

73%

of prospective franchisees stated that local social media pages was one of the diligence considerations in their research



Social Media for Franchise Development

A survey shows that Franchises now rely on social media for franchisee recruitment

62%

Of franchisors surveyed stated that they used Facebook to attract prospective franchisees

https://www.franchising.com/articles/social_media_measuring_up.html

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Social Media is Now Affecting Every Part of Your Business

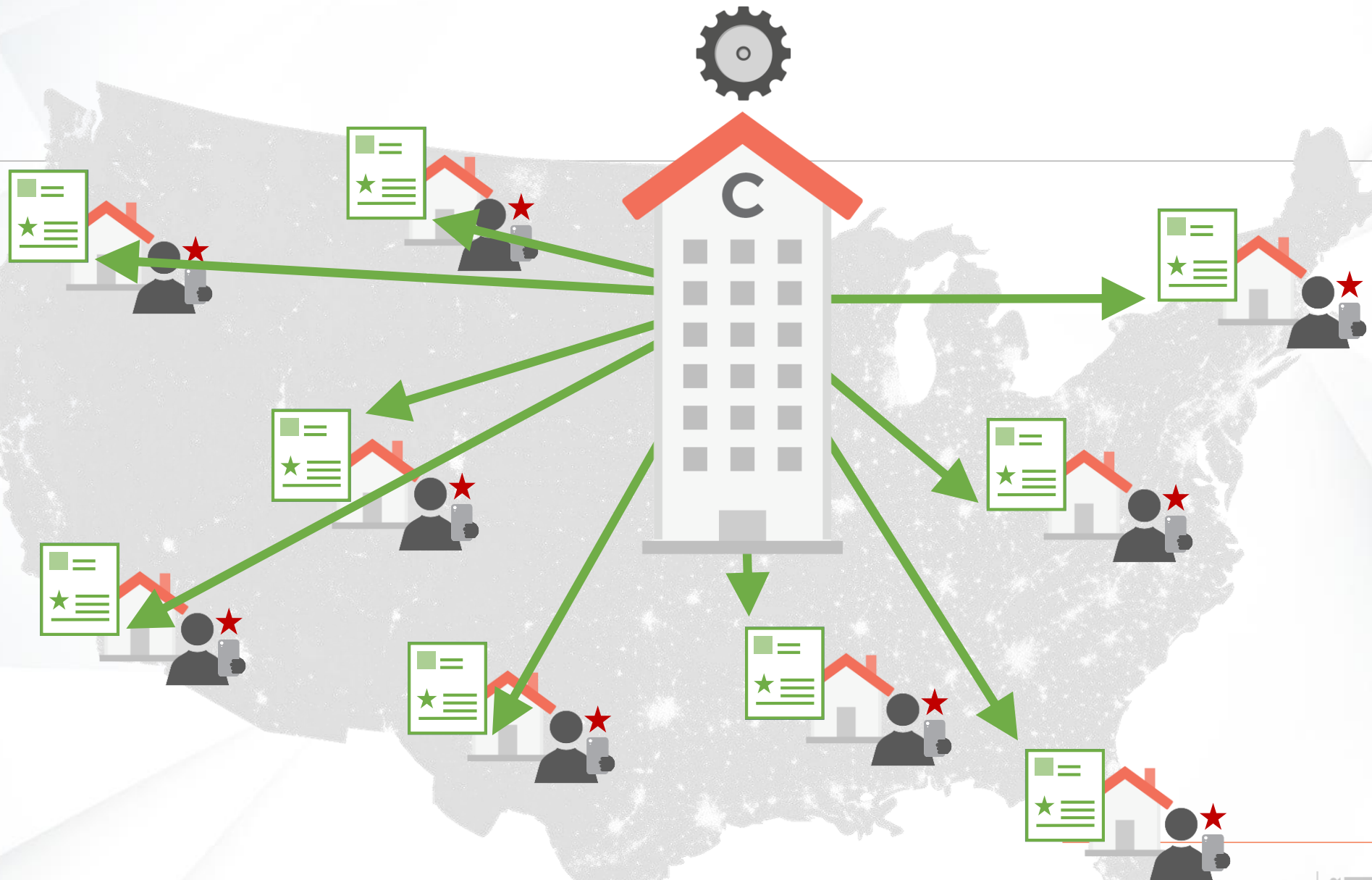
...So What's The Problem

Your Customers Are Engaging With Your Local Pages

85%

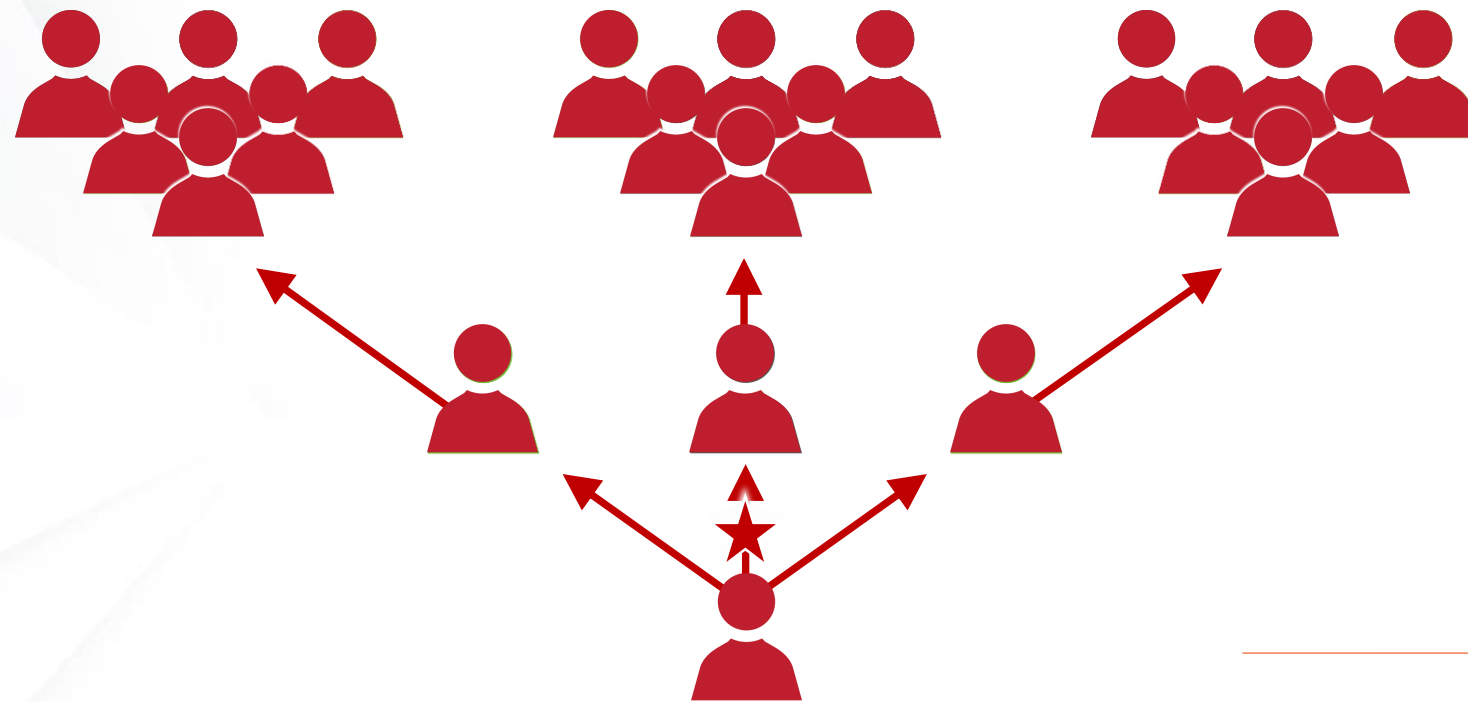
OF BUSINESS PAGE ENGAGEMENT
TAKES PLACE ON LOCAL PAGES

[HTTP://WWW.SOCIALMEDIATODAY.COM/MARKETING/MASROOR/2015-05-28/SOCIAL-MEDIA-BIGGEST-INFLUENCER-BUYING-DECISIONS](http://www.socialmediatoday.com/marketing/masroor/2015-05-28/social-media-biggest-influencer-buying-decisions)



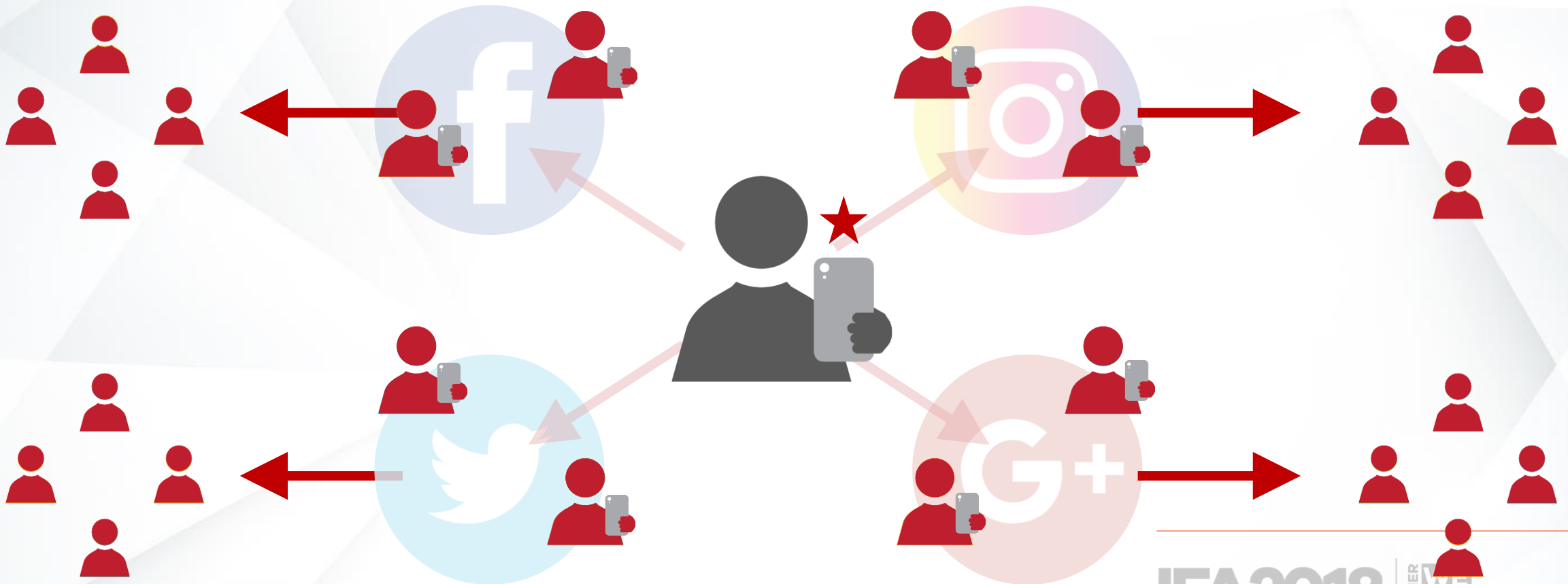
What was once 1 to 1

What was once 1 to 1 Is now 1 to Many



The Network Effect

With social media, dynamic conversations take place across an entire network.

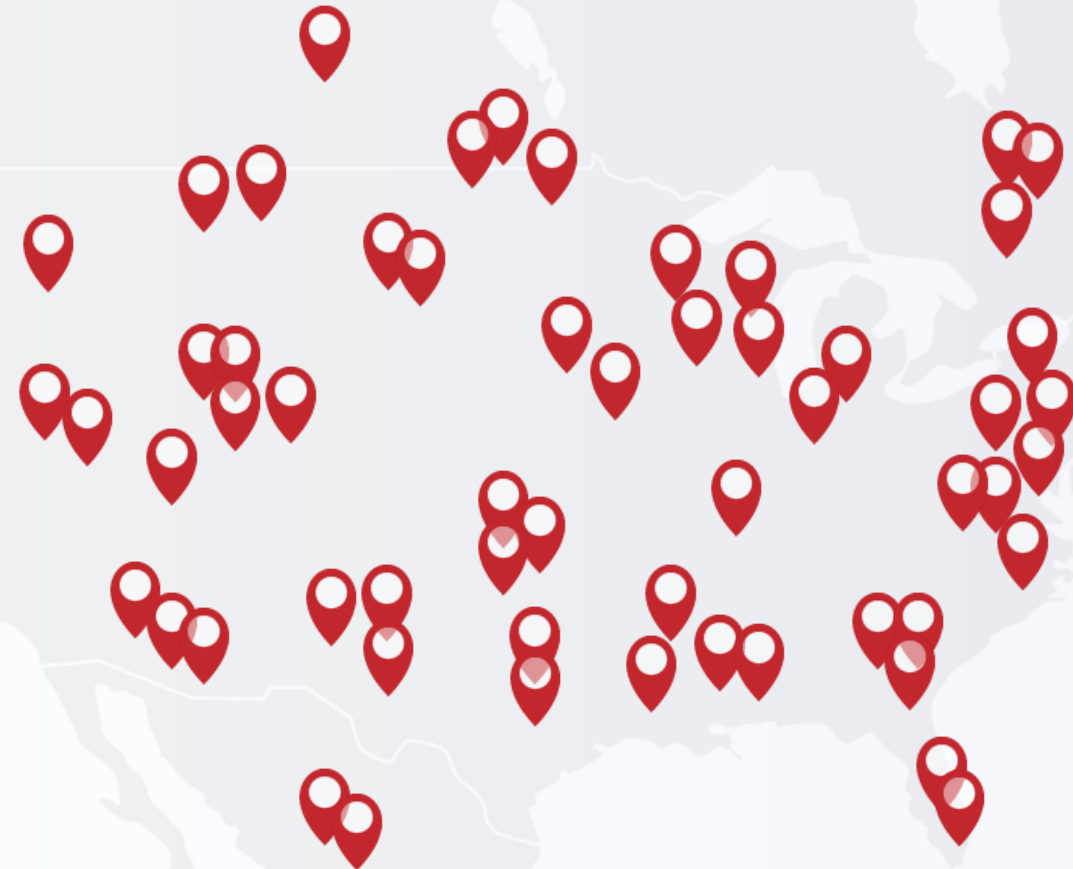


Management Becomes Overwhelming

Businesses now have to manage 100's or 1000's of social pages

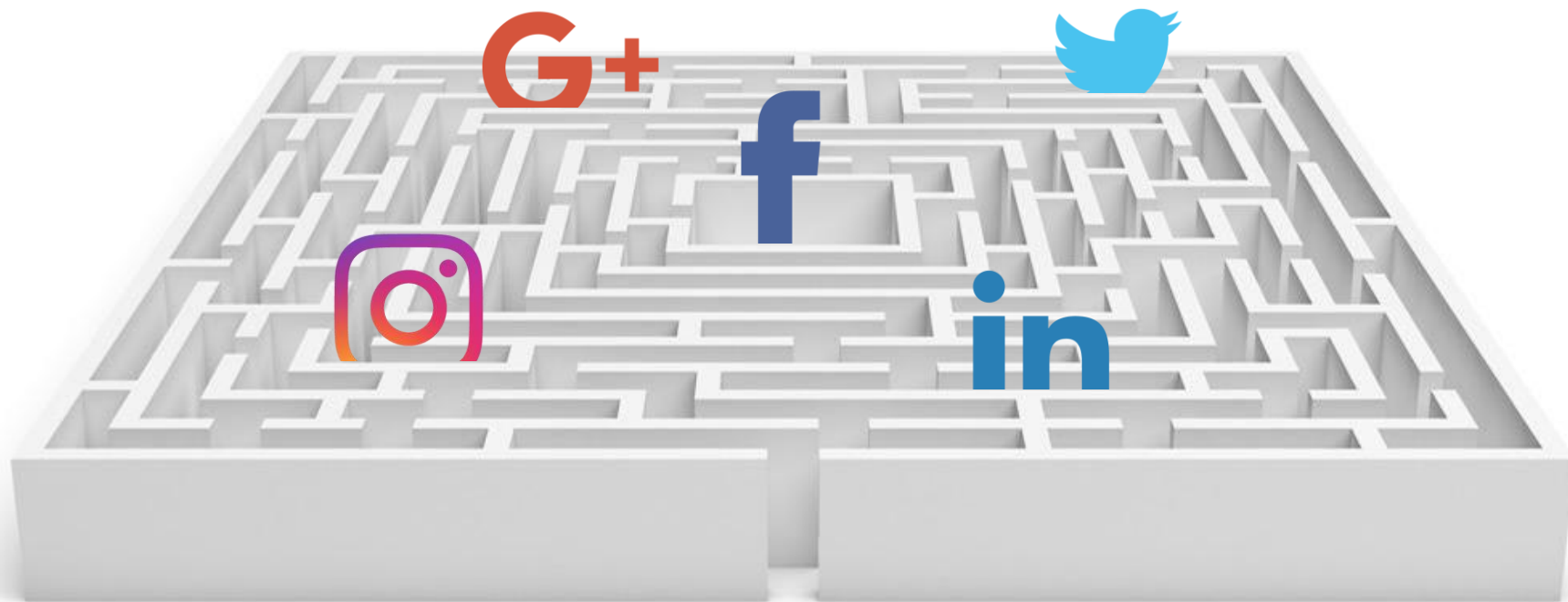
Essential Tasks:

- CONTENT PROCUREMENT
- ASSET MANAGEMENT
- MASS-PUBLICATION
- CAMPAIGN TOOLS
- LISTENING & RESPONDING
- WORKFLOW MANAGEMENT
- ANALYTICS & REPORTING
- REPUTATION MANAGEMENT



Social Is A Complicated Landscape

So how do you successfully chart a course through it?



We Are Here To Help!



Social Media Management Solved.



afif@meetsoci.com

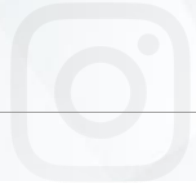
www.meetsoci.com

[#meetsoci](https://twitter.com/meetsoci)



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Thank You!



afif@meetsoci.com



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Marketing & Technology Summit

Learn to Leverage Big Data to Create Emotional Connections that Strengthen Consumer Trust, Drive Store Growth and Enhance Franchisee Profitability

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DOUG ZARKIN

Vice President & Chief Marketing Officer, Pearle Vision

ALLOW ME TO INTRODUCE MYSELF



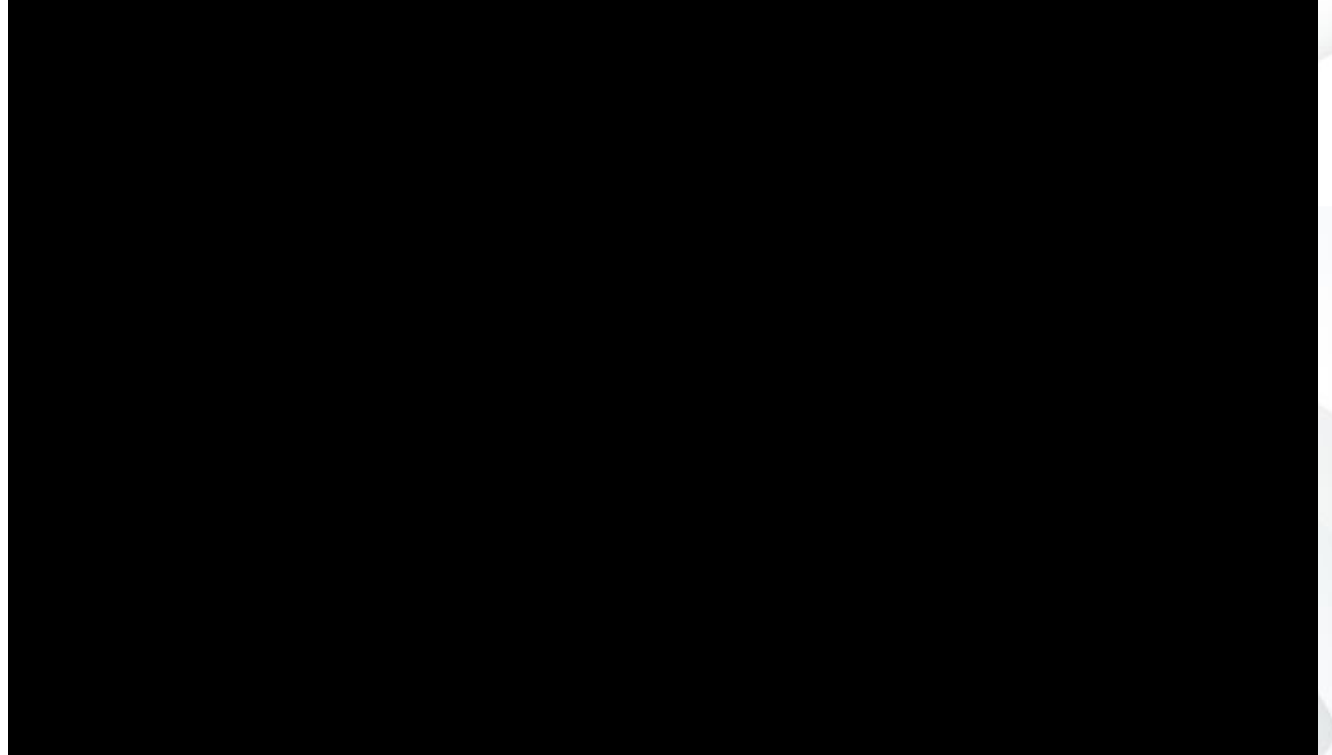
OBJECTIVES FOR TODAY'S SESSION:

- Showcase the journey of the revitalization of an iconic franchise brand
 - Dig into the art and science employed to distinguish Pearle Vision and evolve it into the award-winning healthcare services business it is today
- Learn what it means to earn trust, both nationally and locally
 - Explore the high-tech and high-touch elements used to strengthen the power of the brand nationally while fostering incredible connection to our patients and franchisees locally
- ...and have a little fun because who wants to sit through a boring PPT case study!

MAKE NO
SMALL PLANS
FOR THEY HAVE
NO POWER TO
STIR THE SOUL.

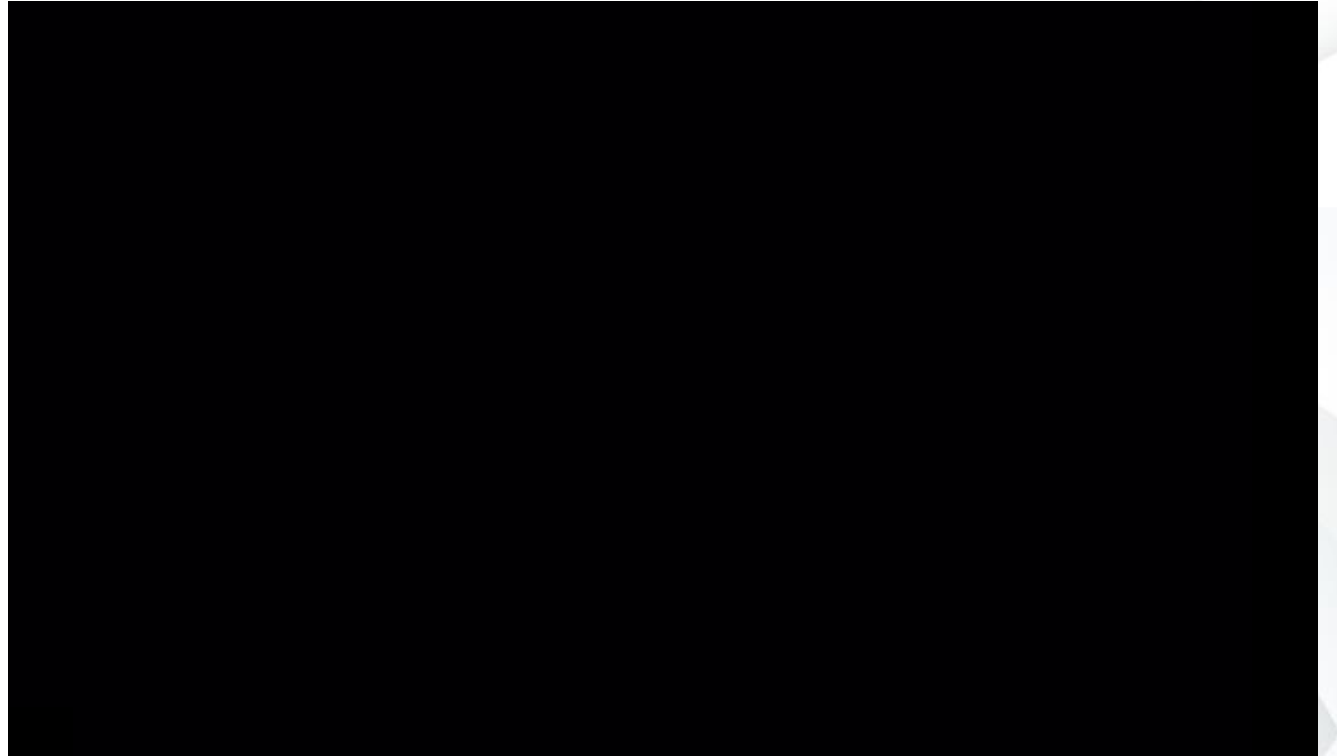
• NICCOLO MACHIAVELLI •

**DO YOU
REMEMBER?**





SOMEHOW THINGS WENT SIDEWAYS

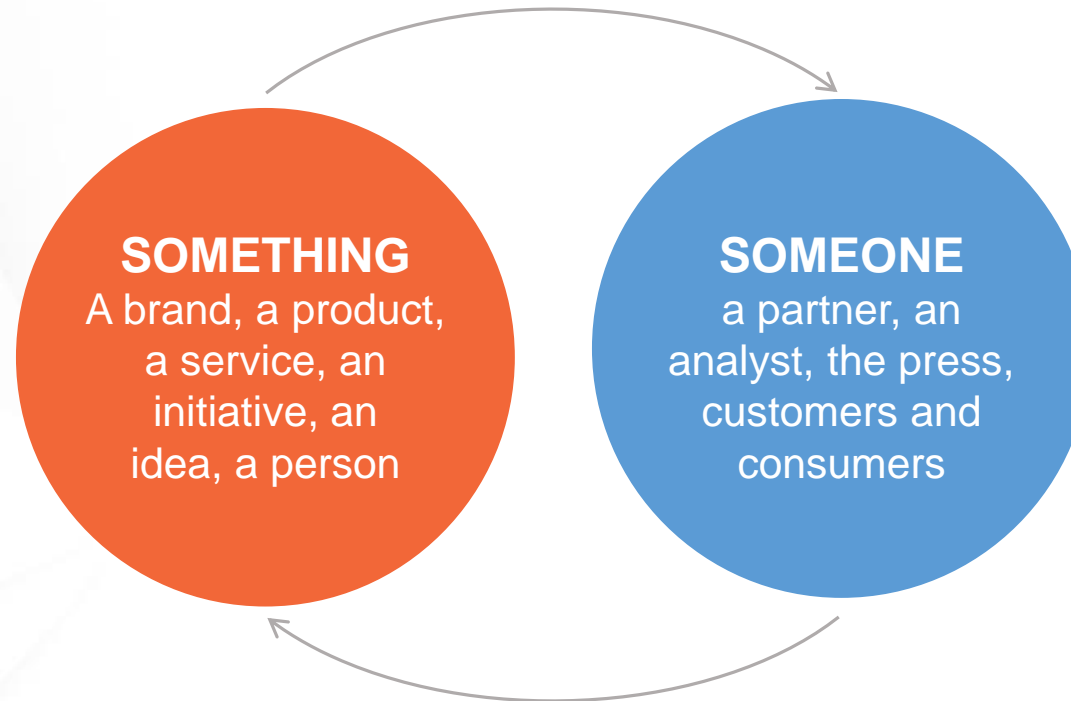




WHAT IS MARKETING?

The art of positioning something to someone

i.e., know how to find the competitive advantage and opportunity



i.e., know how to get “permission” through audience insight

POSITIONING IS ABOUT SACRIFICE



The ability to
create meaningful
difference and
organizational focus

THE IDEA OF DIFFERENCE

The person who started the business began with a radically different idea and built from there



+
Steve Jobs

ebay

+
Pierre Omidyar

Virgin

+
Richard Branson

Google

+
Larry Page
& Sergey Brin

Microsoft

+
Bill Gates

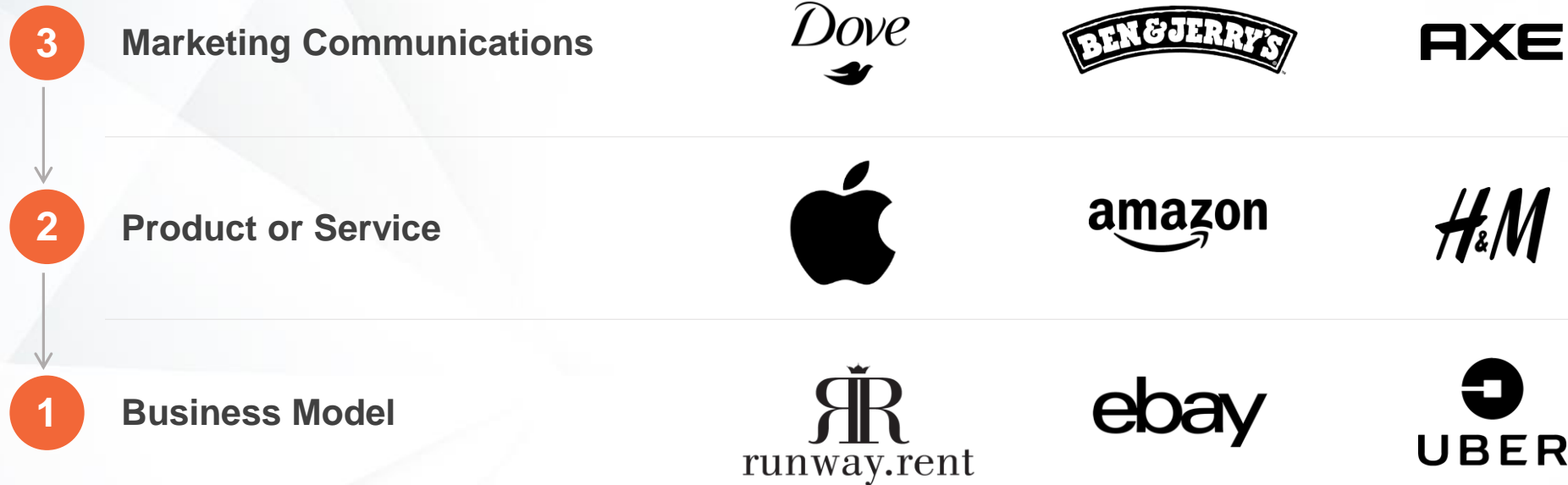
BEN & JERRY'S

+
Ben & Jerry



DEPTH OF DIFFERENCE IS IMPORTANT

Difference can exist at three depths—the deeper the difference, the stronger and more sustainable the position



BUILDING YOUR BRAND FRAMEWORK

Positioning is the art of sacrifice

Positioning is built on clarity of difference

Difference must be more than skin deep

It's only a great position if it makes for great execution

Customers don't create strategy, marketers do

Never assume the interest of your audience

Catalytic products and services make it real

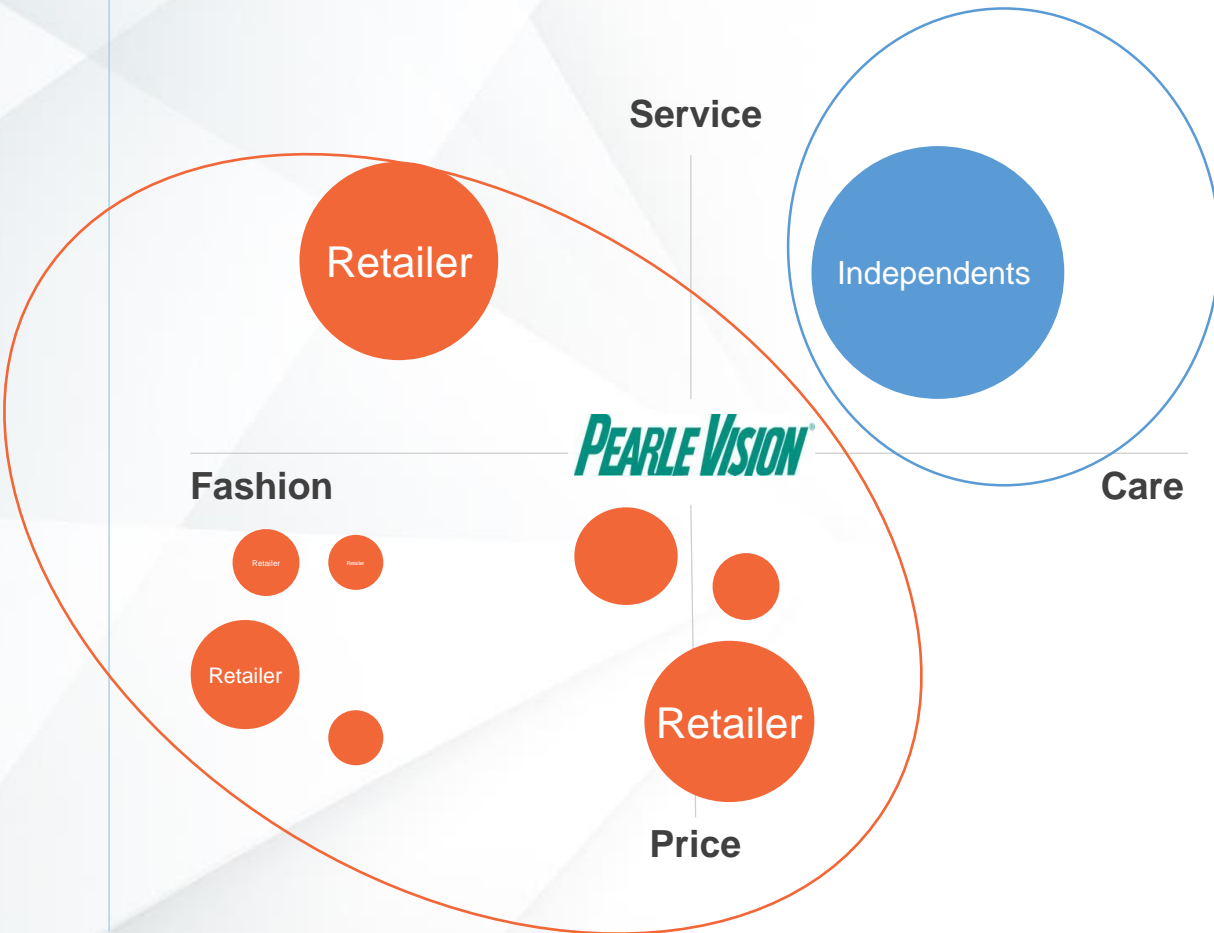
It must resonate emotionally and rationally to really win

PEARLE VISION®



HOUSTON, WE HAVE A PROBLEM

Branding Optical Retailers



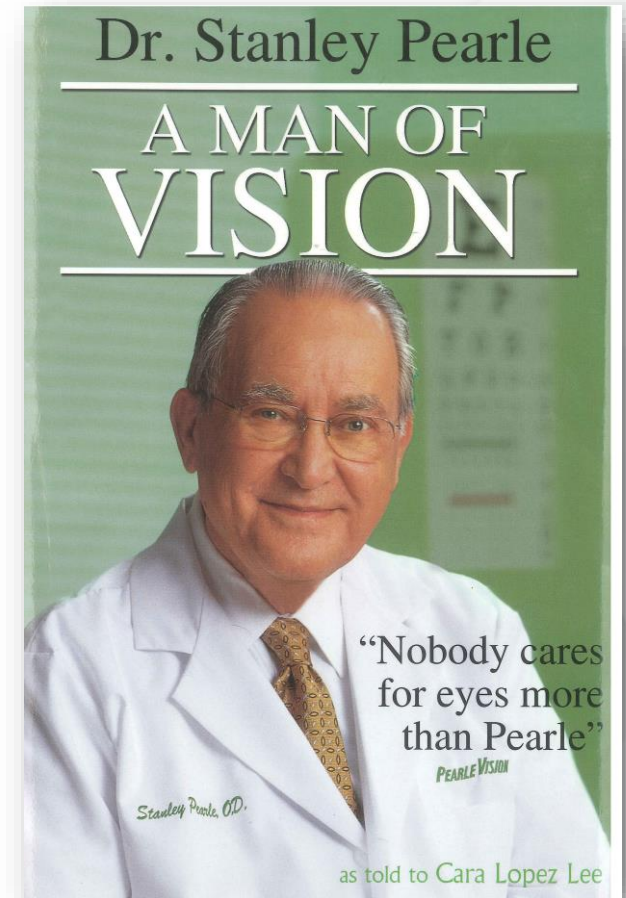
5 different brand propositions in 8 years

- Did we want to go head to head with the bigger optical retailers?
- Even if we could from a SOV perspective, could we win?
- Where was the greatest source of growth?
- Where could we win, and how does that relate back to our brand DNA?

REDISCOVERING OUR DNA

Dr. Pearle believed Pearle Vision was about...

- A best-in-class doctor
- With an unmatched commitment to care
- And the best-in-class product assortment (frame and lens)
- Serving his/her local community of patients and customers
- That trust Pearle Vision with their eye care and eyewear needs



PRIORITIZING WHO TO WIN WITH

The Chief Health Officer

At the age (45-55) where her aging eyes need to become a priority in her health routine

- Has vision insurance (143 index)
- Key entry point into the category
- +60% of the vision correction market

She prioritizes her health and well-being

- 93% want to put more intention into their “health & well-being”
- Pays anything when it comes to their health (138 index)
- 76% will pay more for high-quality service

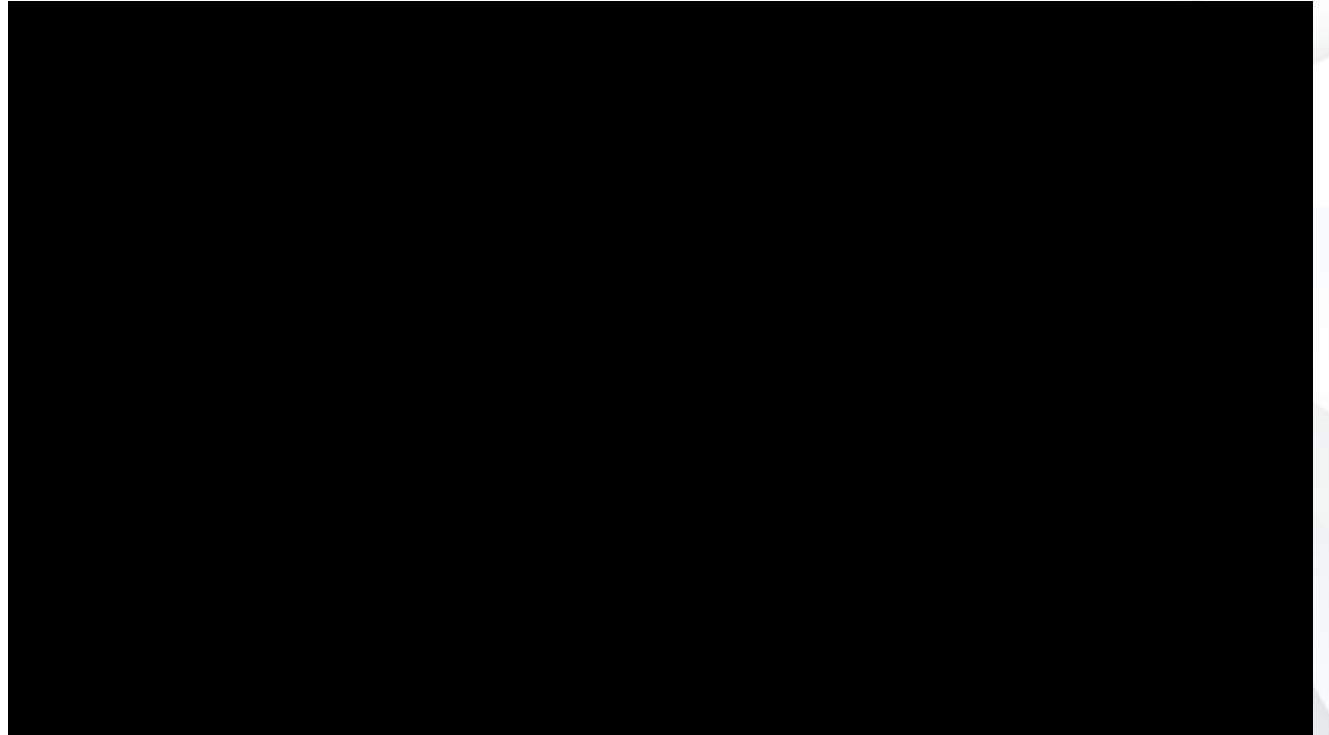
She’s the one her friends and family turn to when they need health and doctor recommendations

- 56% gather health information from websites
- Makes 80% of healthcare decisions for their families



Goal: Convince her that her neighborhood Pearle Vision has the trusted care she craves, and you’ll have gained access to her network of family and friends.

REFOCUSED BRAND POSITIONING



Our Brand Position

*Genuine eye care
from your
neighborhood doctor.*

Genuine means...

- Genuine to the legacy of Dr. Pearle
- Genuine to doctors' vocational pride
- Genuine to the dedication of our people
- Genuine to customers' eye care needs
- Genuine to our commitment to local communities

The word Genuine also means...

- absolute, accurate, actual, authenticated
- bona fide, certain, certified, demonstrable, exact
- existent, factual, for real, good, hard, honest, honest-to-goodness, in the flesh, indubitable, legit, legitimate
- literal, natural, official, original, palpable, plain, positive, precise, proved, pure, real stuff, sound, sterling, sure enough, tested, true, unadulterated, undoubted, unimpeachable, unquestionable, unvarnished, valid, whole

OUR NEW ICONOGRAPHY

This typography is bold, legible and contemporary

This color green says current and fresh

The slight earthiness grounds the icon, making it more proprietary with a nod back to heritage

PEARLE VISION

PEARLE
EST.  1961
VISIONSM

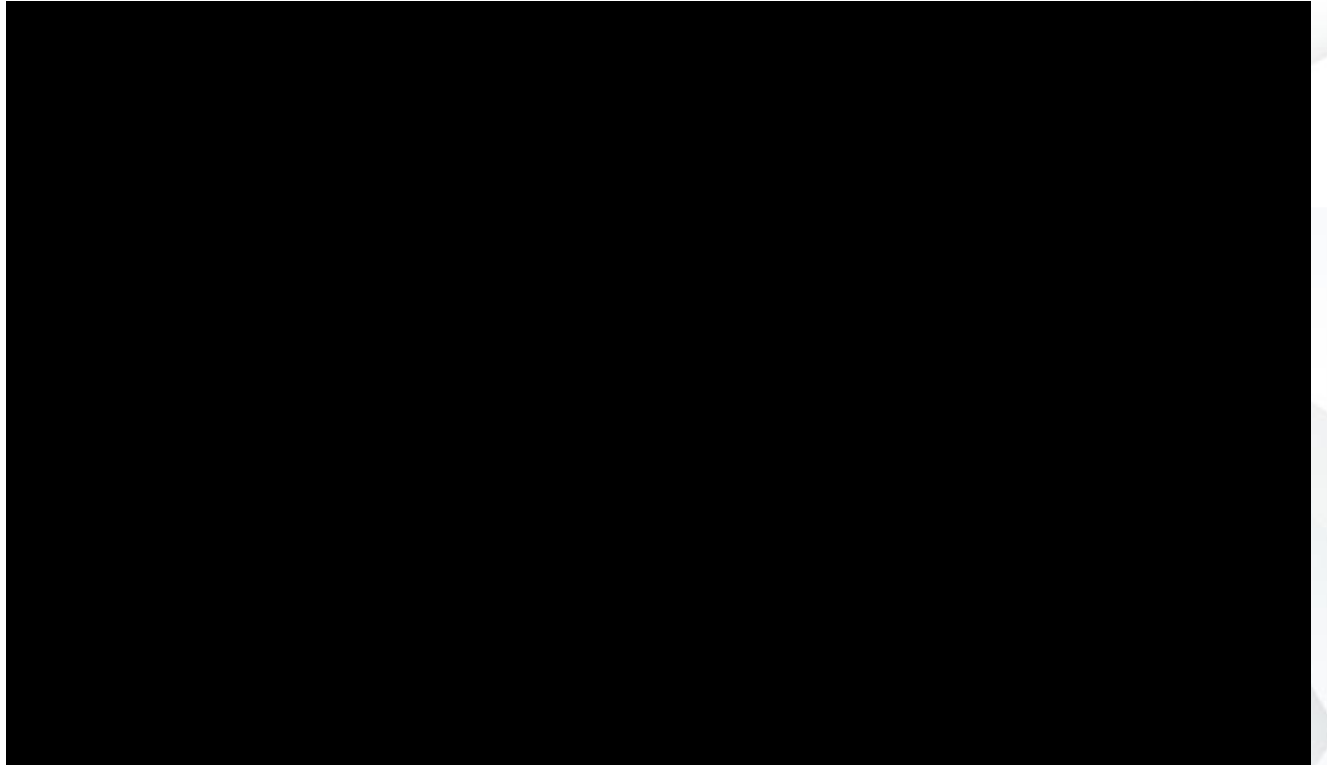
— EST. 1961 —
PEARLE  VISION

The “Est. 1961” prioritizes the importance of its time-tested heritage

Style and character is unique and nostalgic, while also being current and credible

It provides inspiring design language for the creation of secondary assets

MOVING FROM STORES INTO EYE CARE CENTERS





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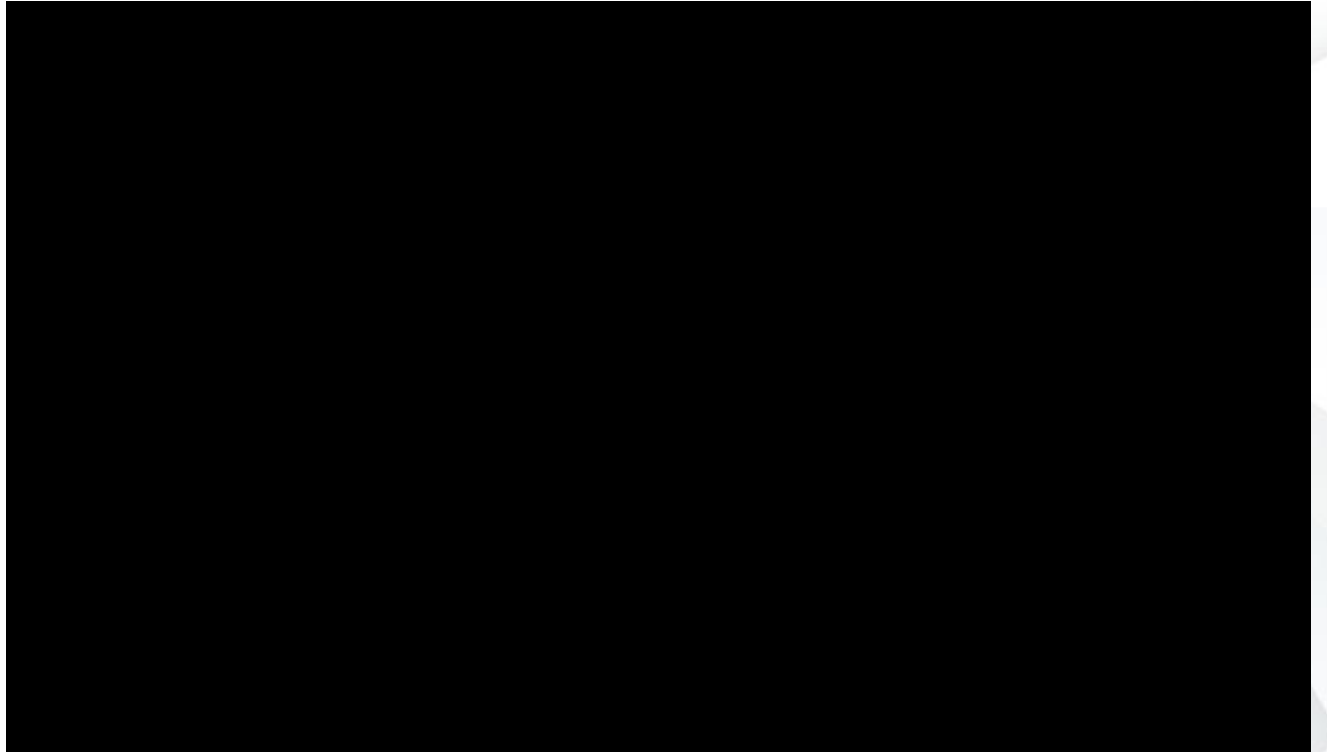
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Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

—Sun Tzu

**WINNING THE 5
MILE BATTLE
AND 9 MILE
WAR FOR
PATIENTS**



Caring for your eyes
 since 1961.

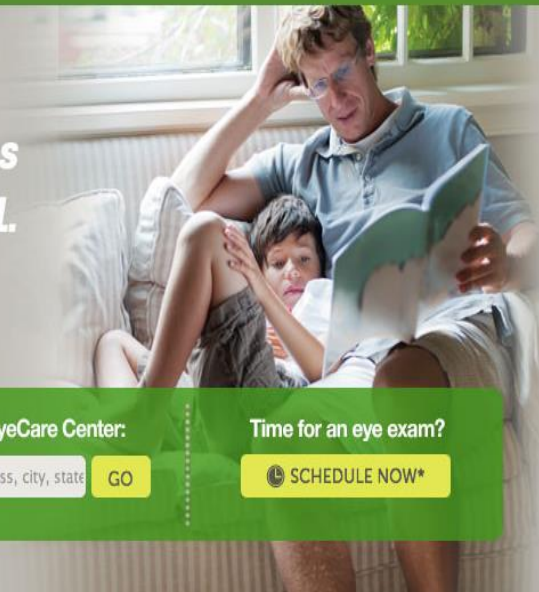


Find your EyeCare Center:

ZIP code or address, city, state [GO](#)

Time for an eye exam?

[SCHEDULE NOW*](#)



C.O.R.N.E.A.



Pearle Vision (Roslyn)
 1085 Northern Blvd
 Roslyn, NY 11576
 (516) 365-4066



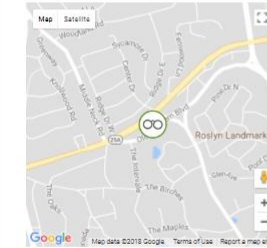
» WHERE TO FIND US | » MEET DOCTORS | » OUR BRANDS | » INSURANCE WE TAKE

Welcome to Pearle Vision Roslyn

Welcome to Pearle Vision Roslyn where your eye health and wellness is our primary focus. Our services range from comprehensive eye care to fitting you with prescription eyeglasses, sunglasses, and contact lenses to meet your individual needs. We offer the latest styles in top brands like Ray-Ban, Oliver Peoples, Versace, Tiffany, Coach, Oakley, Maui Jim and Costa Del Mar along with contacts from Vistakon, B&L, Ciba, and Cooper-Vision. Stop in today!

See the difference.
 Book an eye exam at your neighborhood Pearle Vision today.
[SCHEDULE NOW*](#)

GREAT SAVINGS ON EYEGLASSES Save 40% Off Lenses with Frame Purchase
[VIEW DETAILS](#)



Pearle Vision - Roslyn, NY
 1085 Northern Blvd
 Roslyn, NY 11576
 516-365-4066
 pearlemannasset@optonline.net

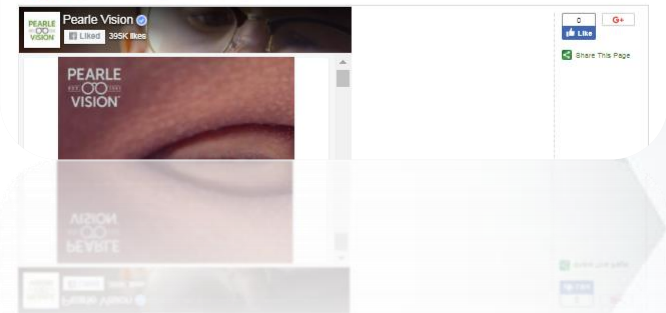
Store Hours
 Mon: 10:00 AM - 8:00 PM
 Tue: 10:00 AM - 8:00 PM
 Wed: 10:00 AM - 8:00 PM
 Thu: 10:00 AM - 8:00 PM
 Fri: 10:00 AM - 8:00 PM
 Sat: 10:00 AM - 5:00 PM
 Sun: 11:00 AM - 5:00 PM

[SCHEDULE MY EXAM](#)
[DRIVING DIRECTIONS](#)

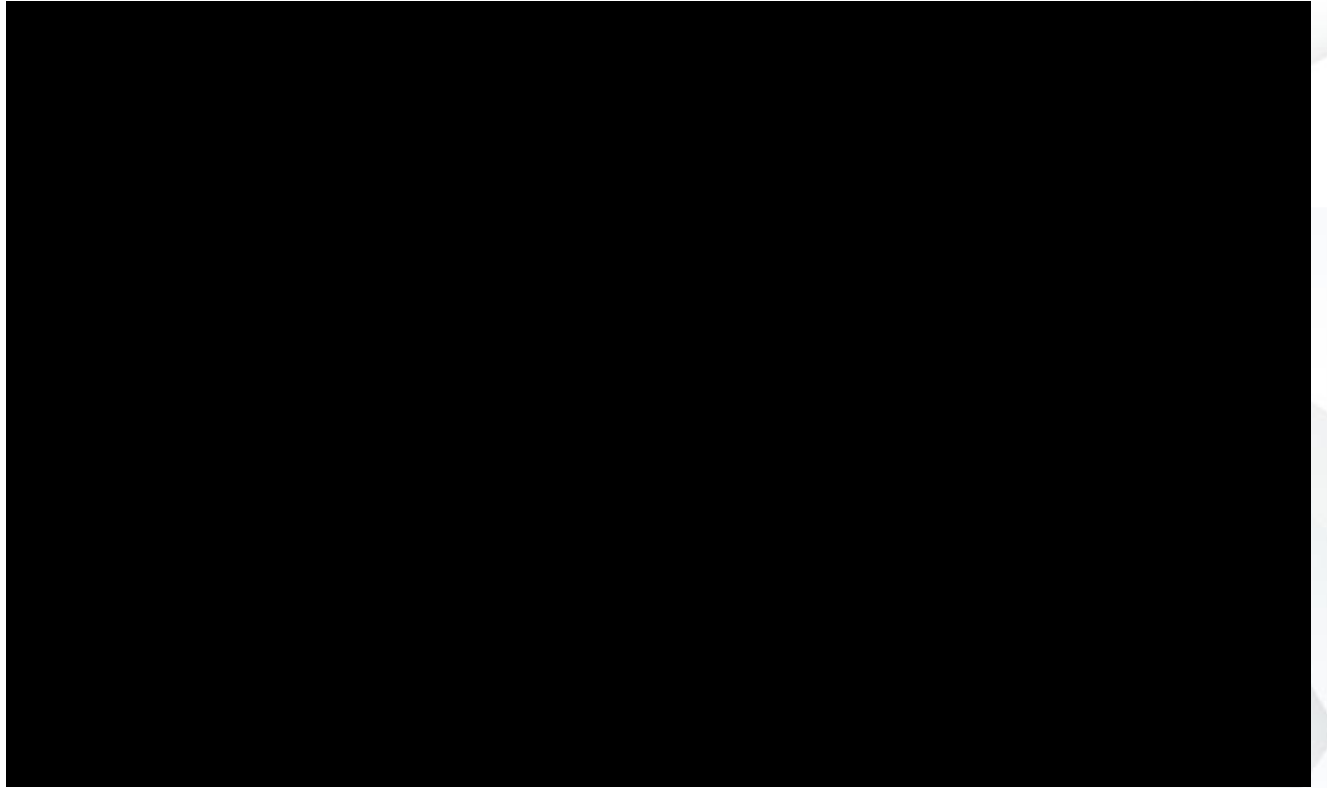
SIGN UP TO RECEIVE EMAILS FROM YOUR NEIGHBORHOOD EYECARE CENTER

My email address [GO](#)

I certify that I am 18 years or older.



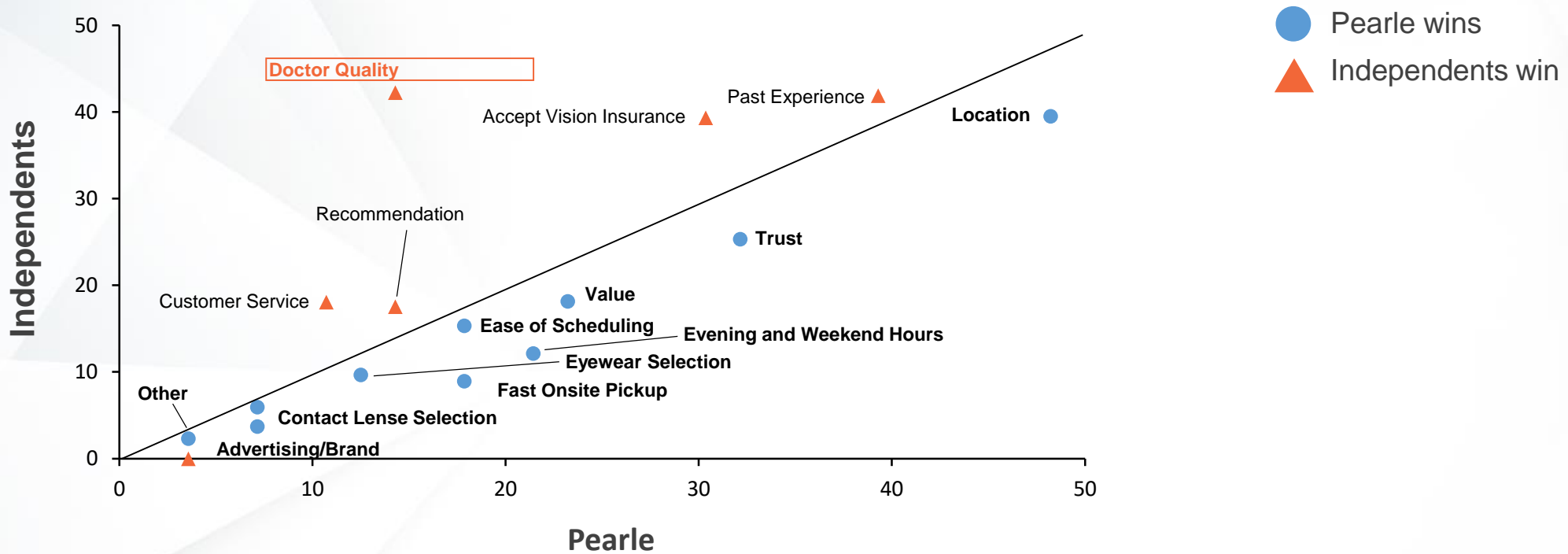
**THINKING
SMALL TO
WIN BIG**





MOVING FROM GOOD TO GREAT

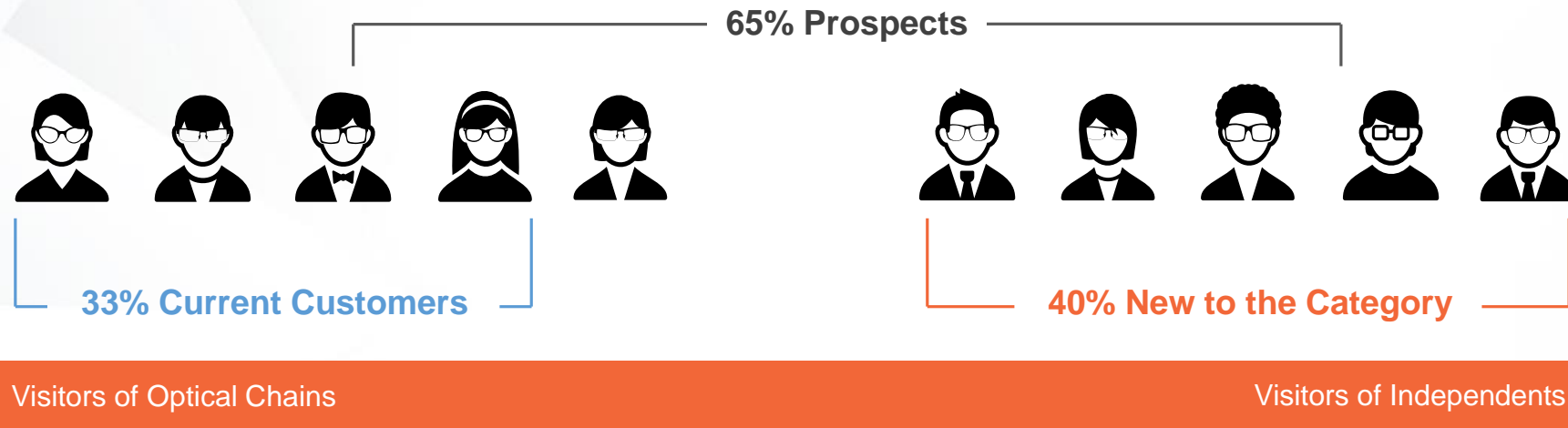
% top 3 reasons to pick a provider, Pearle vs. Independents



MOVING FROM GOOD TO GREAT

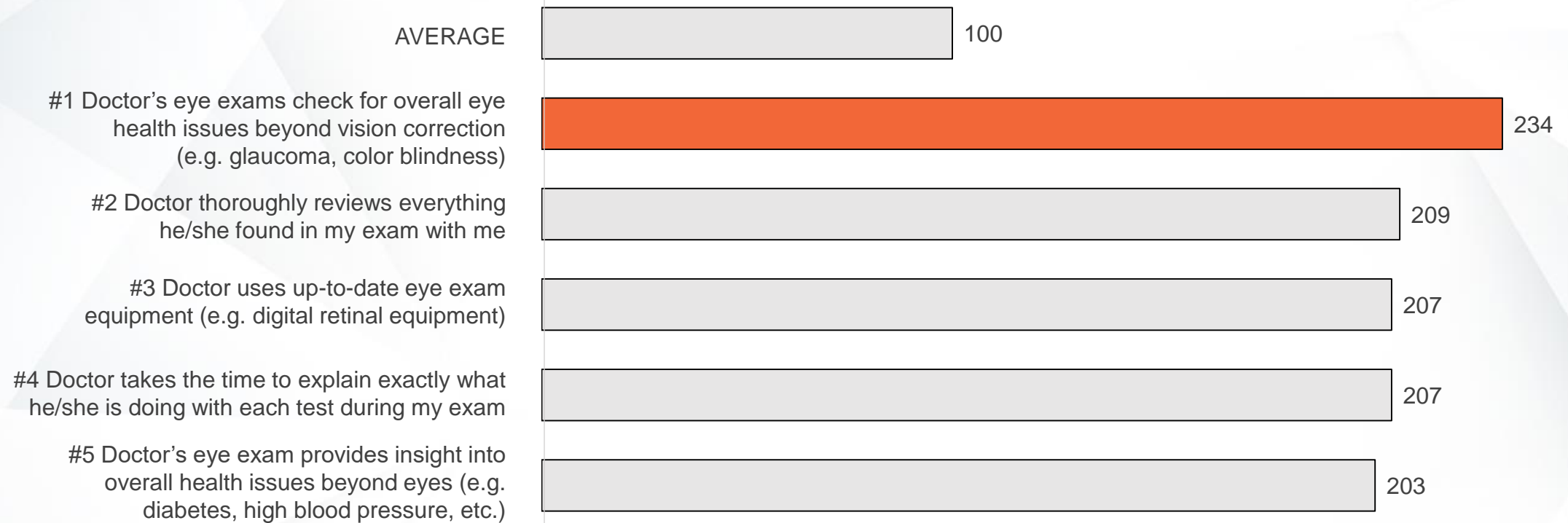
Qualitative & Quantitative Exploration into the Notion of what Doctor Quality Means

900 total respondents
Tested 35 different attributes



UNIVERSAL RESULTS ACROSS ALL SEGMENTS TESTED

Index vs. Average

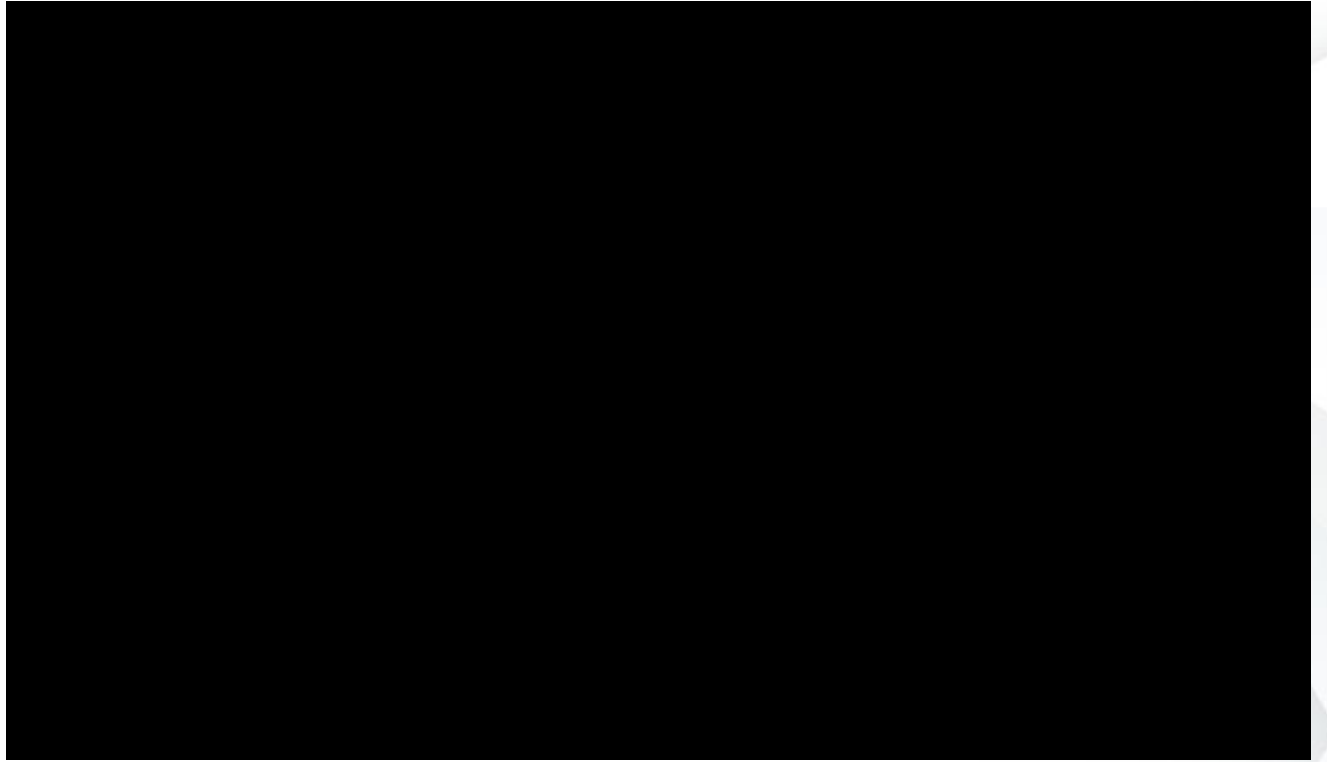


GOING DEEPER



**Emotional intelligence
is an essential part of
the whole person.**

**GOING
DEEPER**



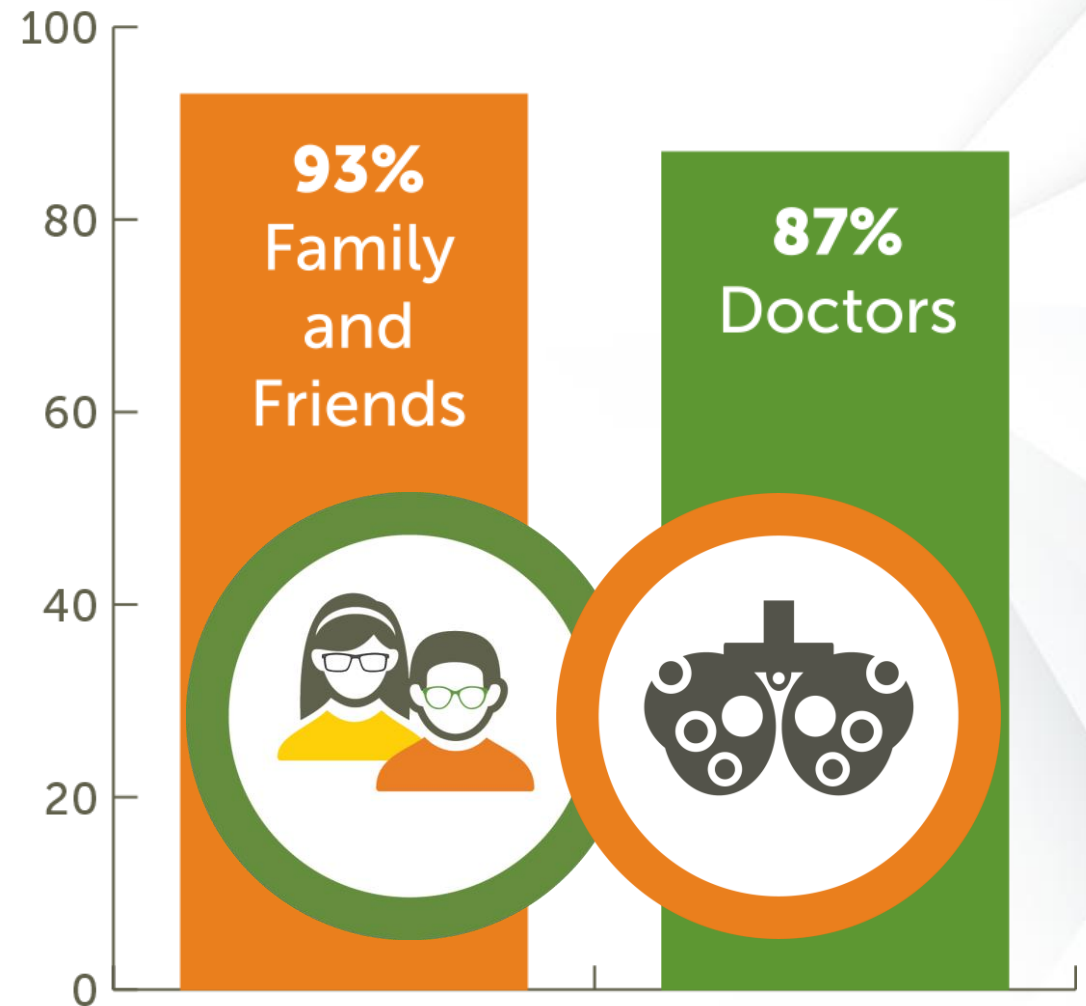


**"Trust is built
one marble at
a time."**

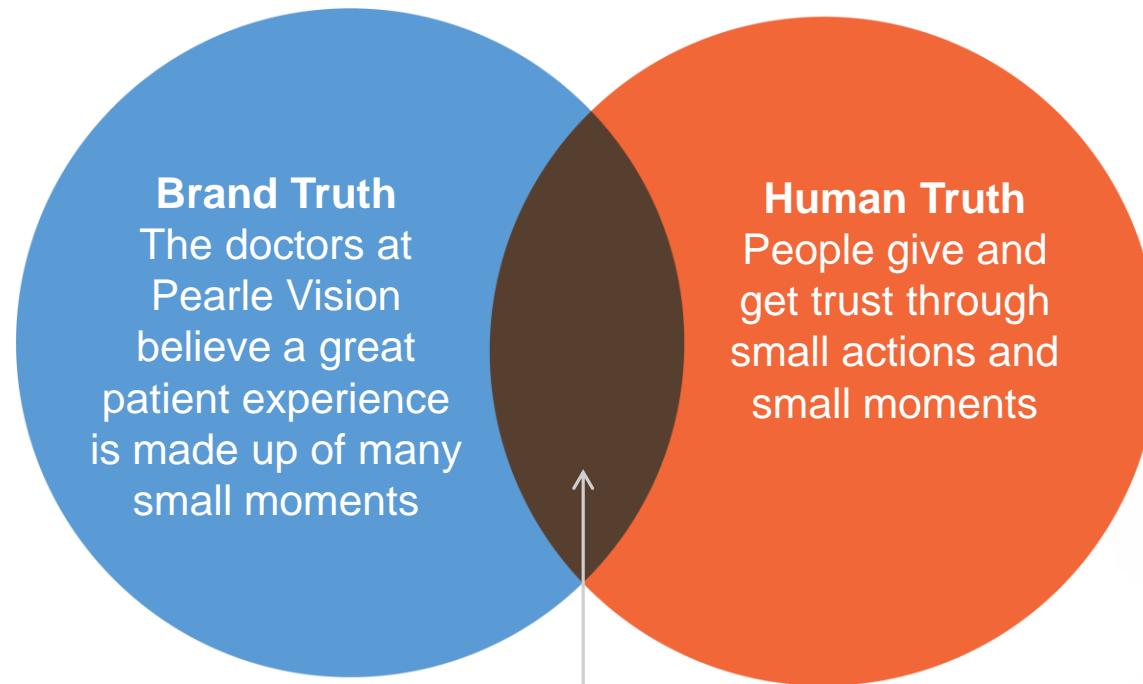
Brene Brown



**Doctors are
rated most
trustworthy
behind family
and friends**

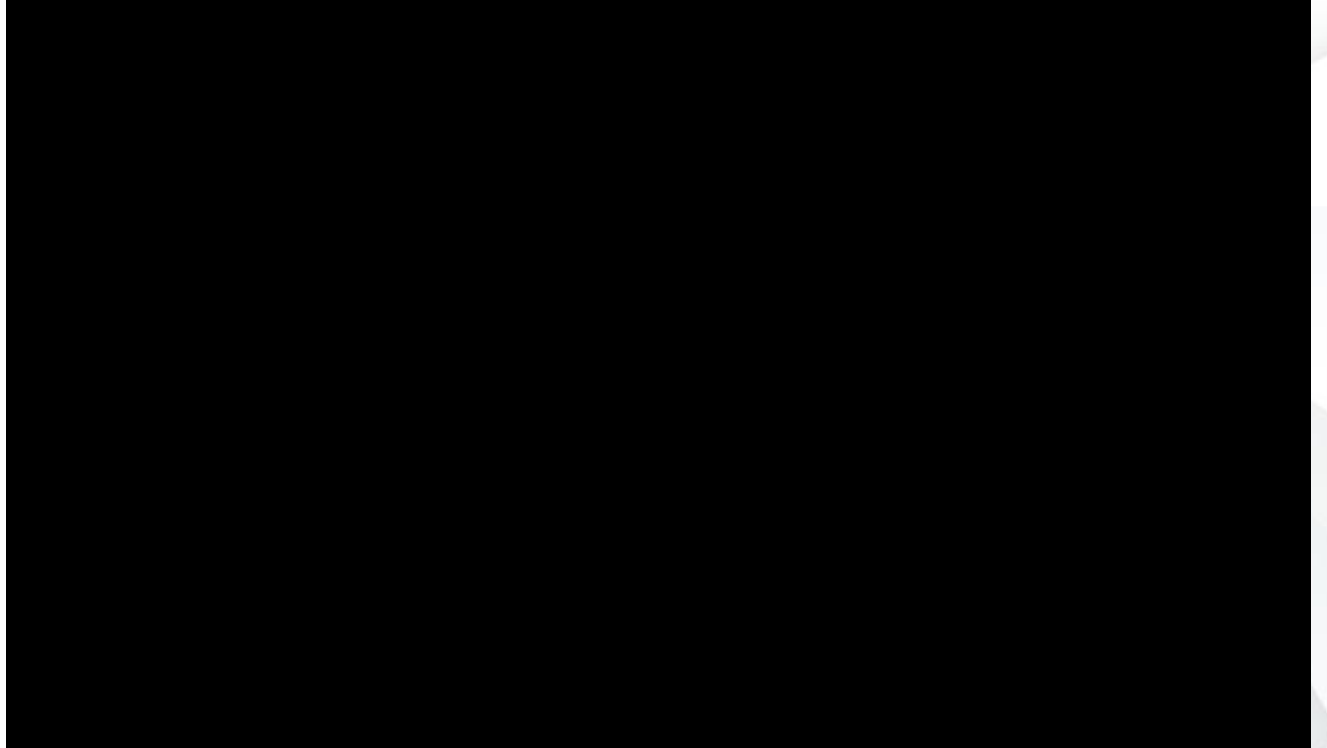


THE DRAMATIC FOCUS



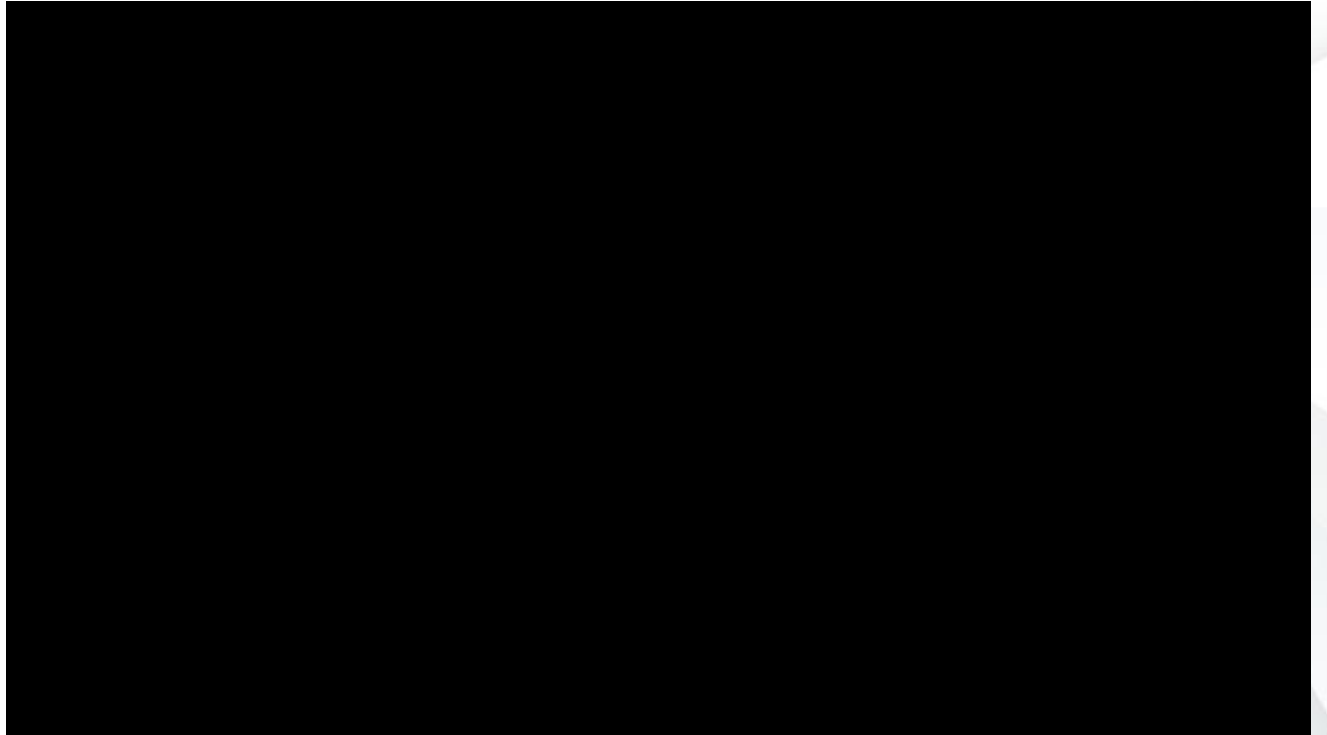
**The Neighborhood Doctors at Pearle Vision
Earn Your Trust, One Small Moment At A Time**

NEW EQUITY CAMPAIGN





CLAIMING THE HIGH GROUND ON EARNING TRUST IN OUR CATEGORY



2017 PROVED TO BE A GREAT YEAR

Ranked #24 in Entrepreneur's Franchise 500

Up from #115 in 2016



#1 Optical Retail brand for doctor quality

- +40% full year improvement
- 4th year of positive exam



Industry Recognition



CLO
AWARDS

CONCLUSIONS

- 1 Marketing is about positioning, which is about the art of sacrifice
- 2 Your brand positioning sets the north star for more than just what you say in advertising, but how you behave as a brand
- 3 Data is only as good as the questions you ask

- 4 Data doesn't make decisions; people make decisions using data
- 5 It is possible to think small and win big
- 6 Trust (especially in business) is earned through a series of small moments



FINAL THOUGHT

An **individual** can make a difference. A **team** can make a **miracle**

—Doug Pederson

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MARKETING & INNOVATION SUMMIT ROUNDTABLES

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ALL POINTS
PUBLIC RELATIONS

Jamie Izaks, President

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