



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

WEBINAR SERIES

Build, Buy or Partner?

How To Create Your 2021 Franchise Marketing Plan

Today's Speakers



Josh Allen

Senior Director of Marketing, Location3



Tom Lynch, CFE

V.P. of Growth, Location3



Ted Asbury

Fractional CMO (Lynx Franchising, Honey Baked Ham, Arby's)

Poll Question #1

Build, Buy or Partner?

- **Origins: This consideration is an element of any growth plan**
- **Often is focused on how the consideration fits into your tech stack**
- **Does it move you closer-to or further-away from your topline goals**

Build, Buy or Partner?

- *“Given the incredible success of Disney+ and our plans to accelerate our direct-to-consumer business, we are strategically positioning our Company to more effectively **support our growth strategy** and increase shareholder value,” said CEO Bob Chapek in an announcement Monday.*

Factors to Consider

- **Resources**
- **Costs/Revenue**
- **Future of industry**
- **Temporary demand?**
- **Time to market**
- **Potential for change?**
- **Goals**

Poll Question #2

Build



- Website
- Local Pages
- Brand Creative
- Brand Content

Buy

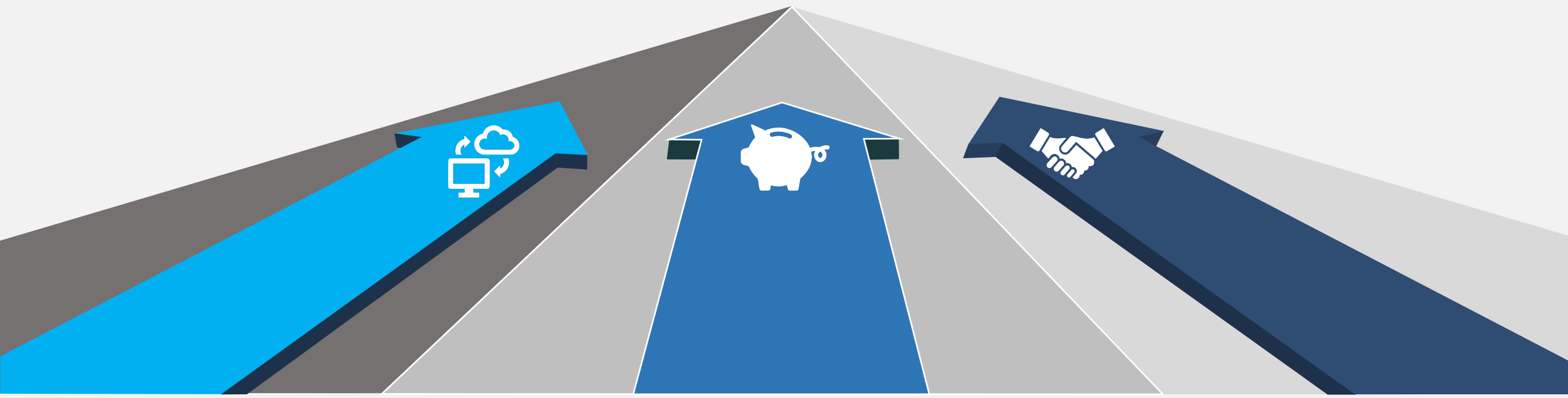


- Local Content
- Local Creative
- CRM
- POS
- Reviews/Posts
- Email
- Direct Mail

Partner



- Linear TV
- Connected TV
- Display
- Video
- Paid Social
- Paid Search
- Business Listings



	Starting	Emerging	Established
Build	Business Listings	Website Content Social Media	Website CRM POS Content Social Media Email
Buy	Website CRM POS Social Media Email	Business Listings CRM POS Email	Business Listings
Partner	SEO Content Advertising Analytics	SEO Advertising Analytics	SEO Advertising Analytics

Poll Question #3

Q&A



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