

The 4 Cornerstones of a Solid Franchise Marketing Strategy

Meet Today's Speakers



Alyssa Trenkamp

VP of Brand Marketing &
Communications, Uberall



Jennifer Stevenson

Head of Product Strategy,
Uberall



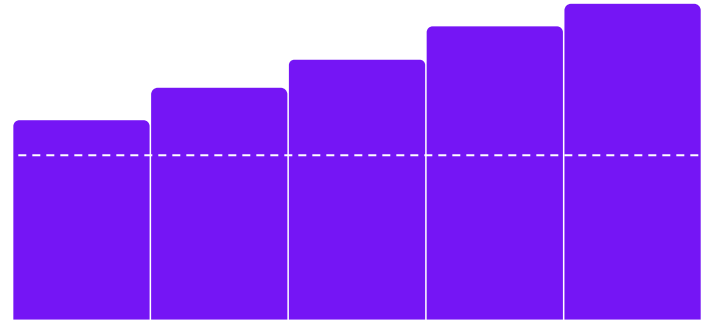
Local Digital Marketing Benchmark

Key Findings

Unveiling the Untapped Opportunity

What We Set Out to Do and Methodology

- Define local digital marketing maturity
- Provide a benchmark
- Reveal the untapped opportunities to gain a competitive edge



459

Location-based
businesses
surveyed

26+

w/ 26+ Business
locations

13

Local digital
marketing maturity
indicator q's asked

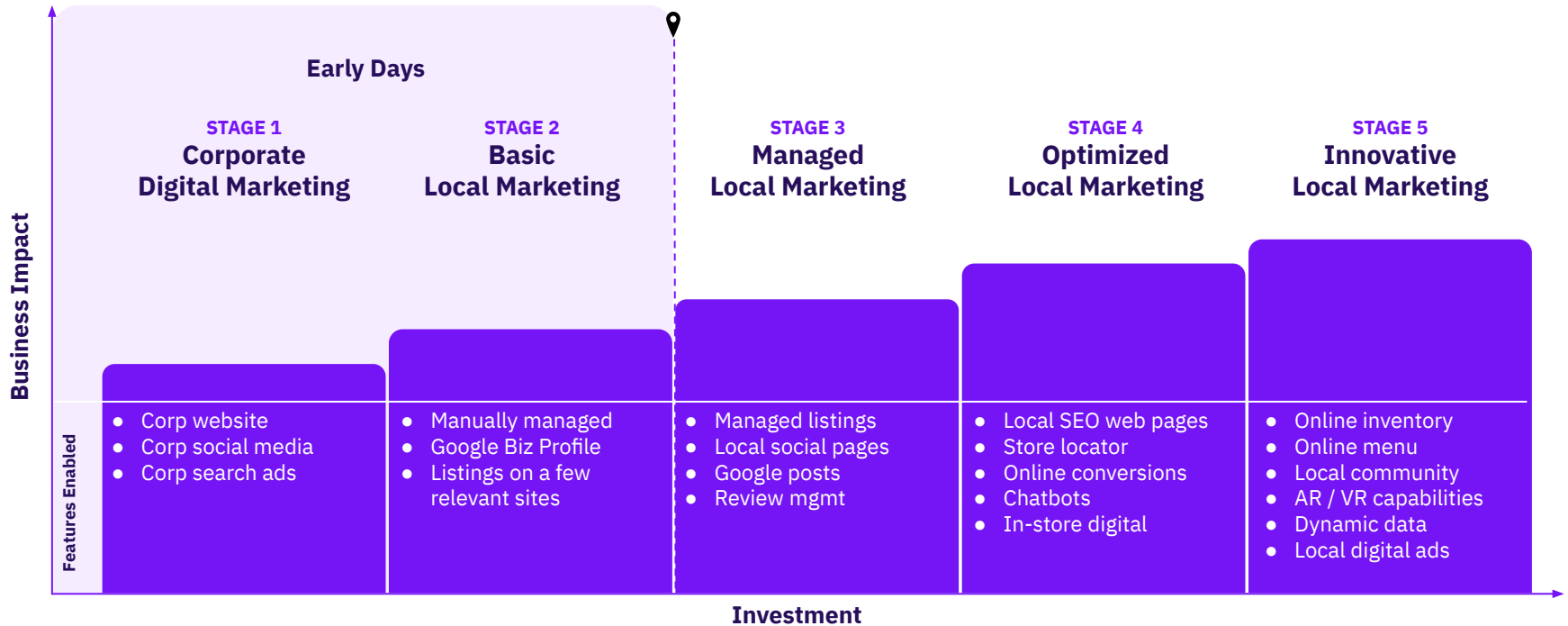
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Countries - US,
Canada, Germany,
France, UK

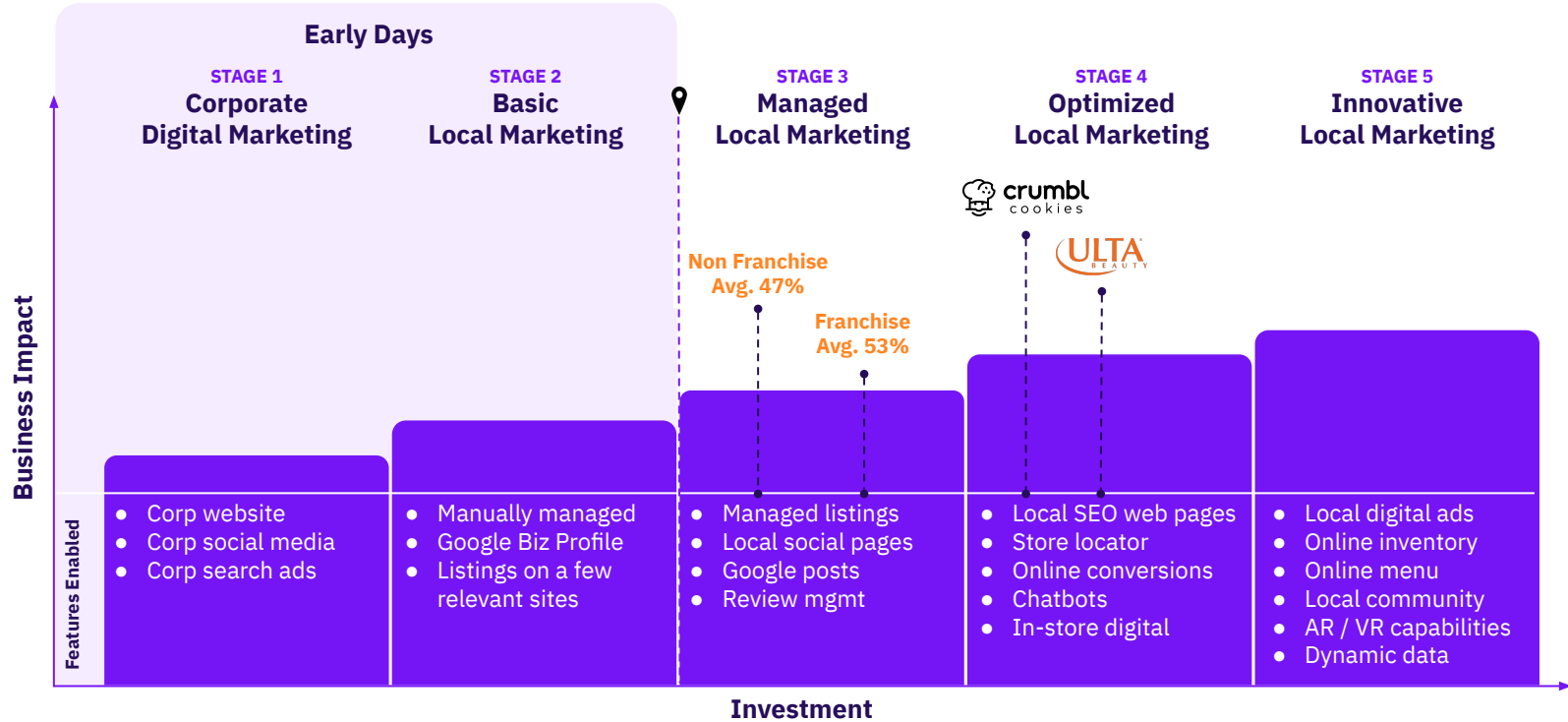
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Maturity Model to
compare
businesses

Local Digital Marketing Benchmark—Level Up



Local Digital Marketing Benchmark—Level Up



Maturity score determined by Uberall research and based on a survey responses from 459 business decision makers in Canada (73), France (76), Germany (50), UK (89), and the U.S. (171). Survey conducted by Zogby Analytics in April 2022 on behalf of Uberall.



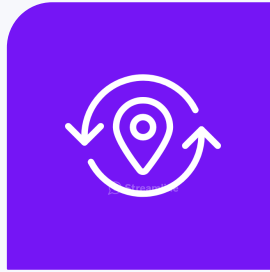
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4 Cornerstones

of a Solid Franchise Marketing Strategy

**MANAGED LOCAL
DIGITAL PRESENCE**



**LOCAL
SOCIAL**



**MANAGED LOCAL
REPUTATION**



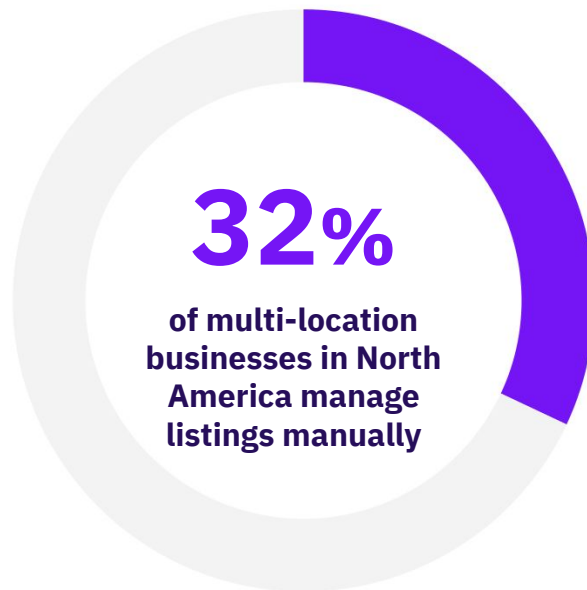
**CORPORATE /
LOCAL BALANCE**





Cornerstone #1

Managed Local Digital Presence





Missed Opportunities on GBP

37%

Don't have up-to-date
business / holiday hrs.

57%

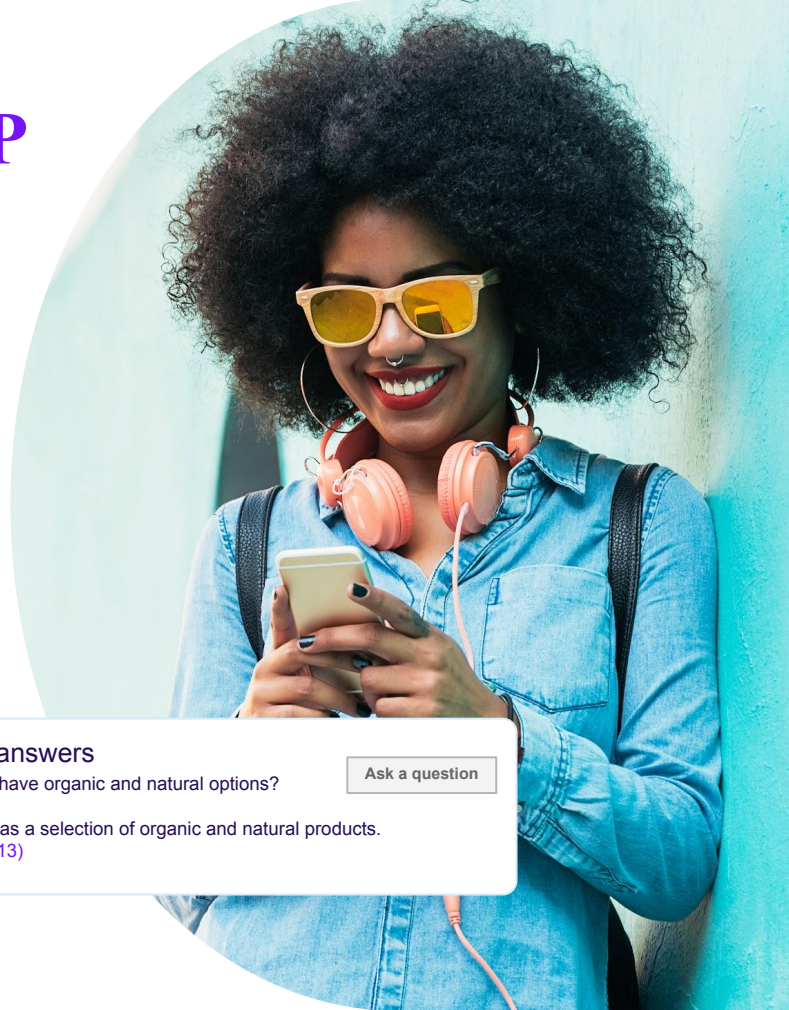
Don't actively manage
Google Q&A

67%

Don't utilize Google
Posts

72%

Don't actively manage
Google Chat



Questions & answers

Q: Does this store have organic and natural options?

Ask a question

A: Yes, this store has a selection of organic and natural products.
[See all questions \(13\)](#)



Cornerstone #2

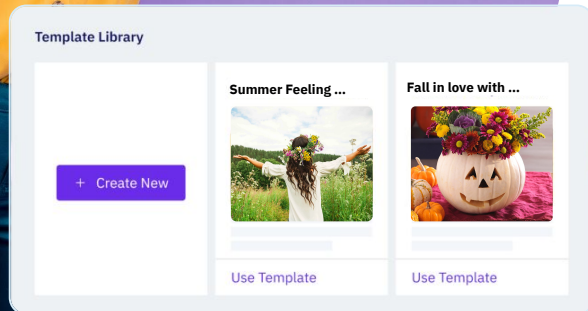
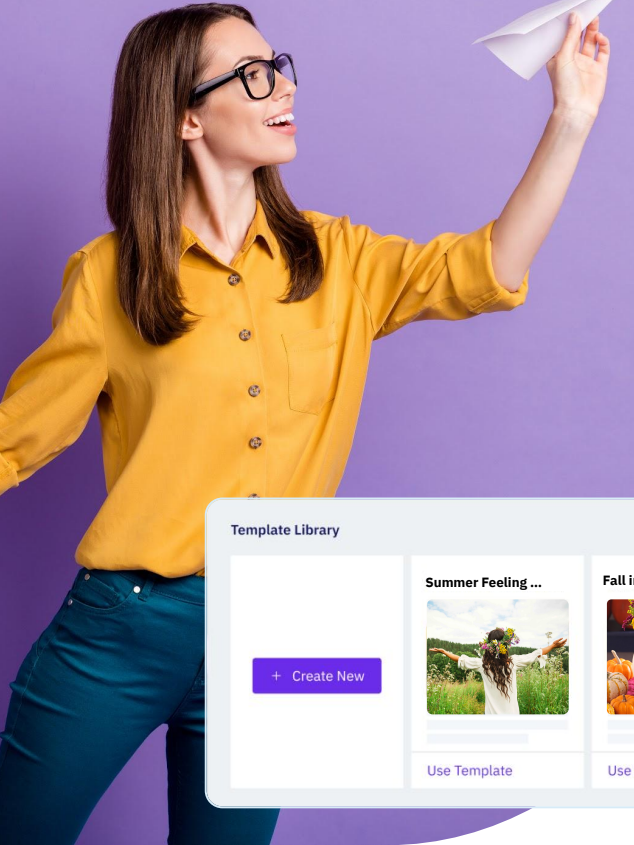
Focus on Local Social





Level Up Your Local Social Game

- 1** Provide a starting point for social posting
- 2** Respond to social comments
- 3** Help build a regular volume of posts
- 4** Train local owners



Prioritize Review Response



Don't ghost 🙈 your prospects!



Prioritize Review Responses

1

Auto-reply to no-text reviews

2

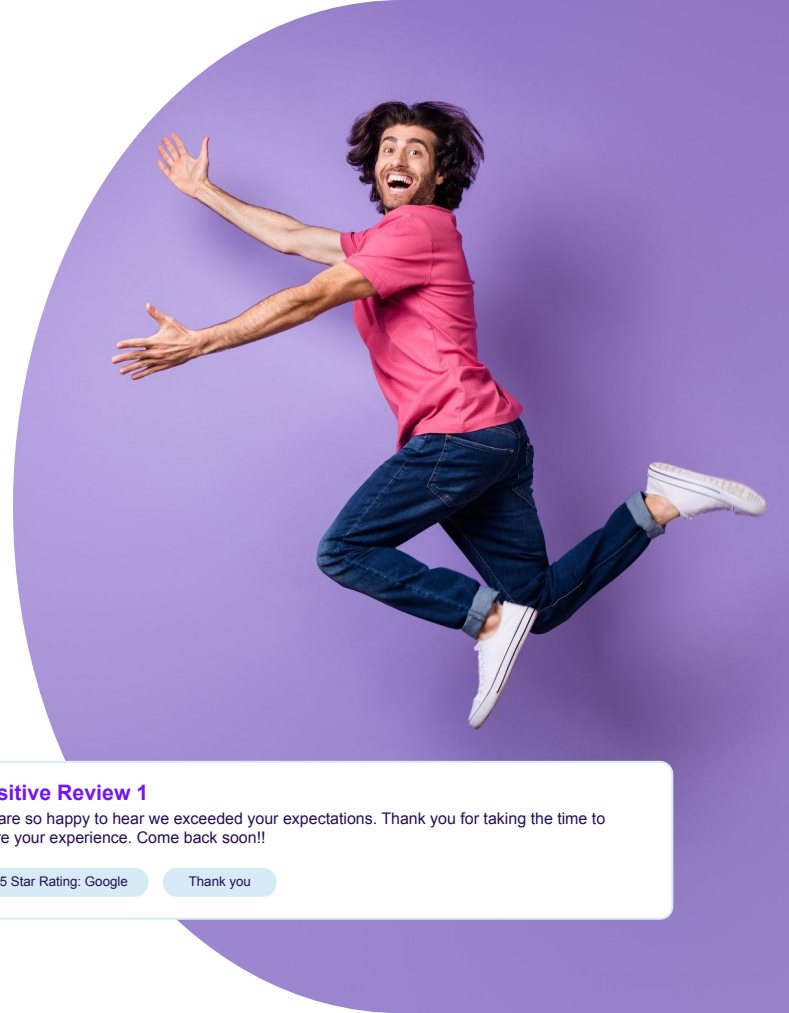
Reply to negative reviews

3

Target inconsistency by location

4

Respond to all or nearly all reviews



Positive Review 1

We are so happy to hear we exceeded your expectations. Thank you for taking the time to share your experience. Come back soon!!

4-5 Star Rating: Google

Thank you



Cornerstone #4

Corporate / Local Balance

Listings



Local Social



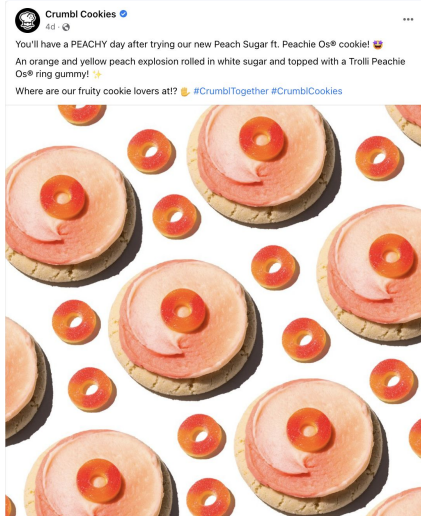
Corporate Control vs. Highly Localized

Corporate Controlled

Highly Localized



Repurposed Corp Campaigns



Brand-level

Corp Campaigns Lightly Localized



Brand-level Light Local

Enabled Localized Campaigns



Hybrid

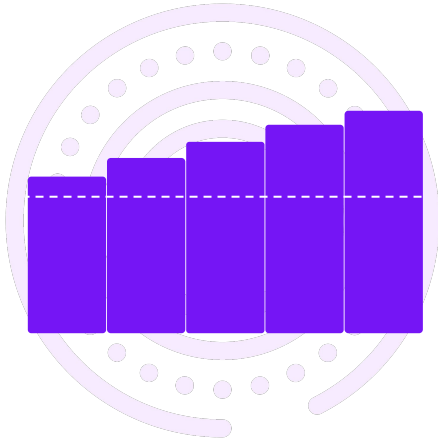
Franchisees manage local marketing



Franchisee Owned



Thank You!



Benchmark for
Local Digital Marketing



Jennifer Stevenson

Head of Product Strategy

jennifer.stevenson@uberall.com



Alyssa Trenkamp

VP Marketing, Uberall

alyssa.trenkamp@uberall.com