



From Likes to Sales: The Power of Local Social For Your Franchise

Meet Today's Speaker



Jennifer Stevenson

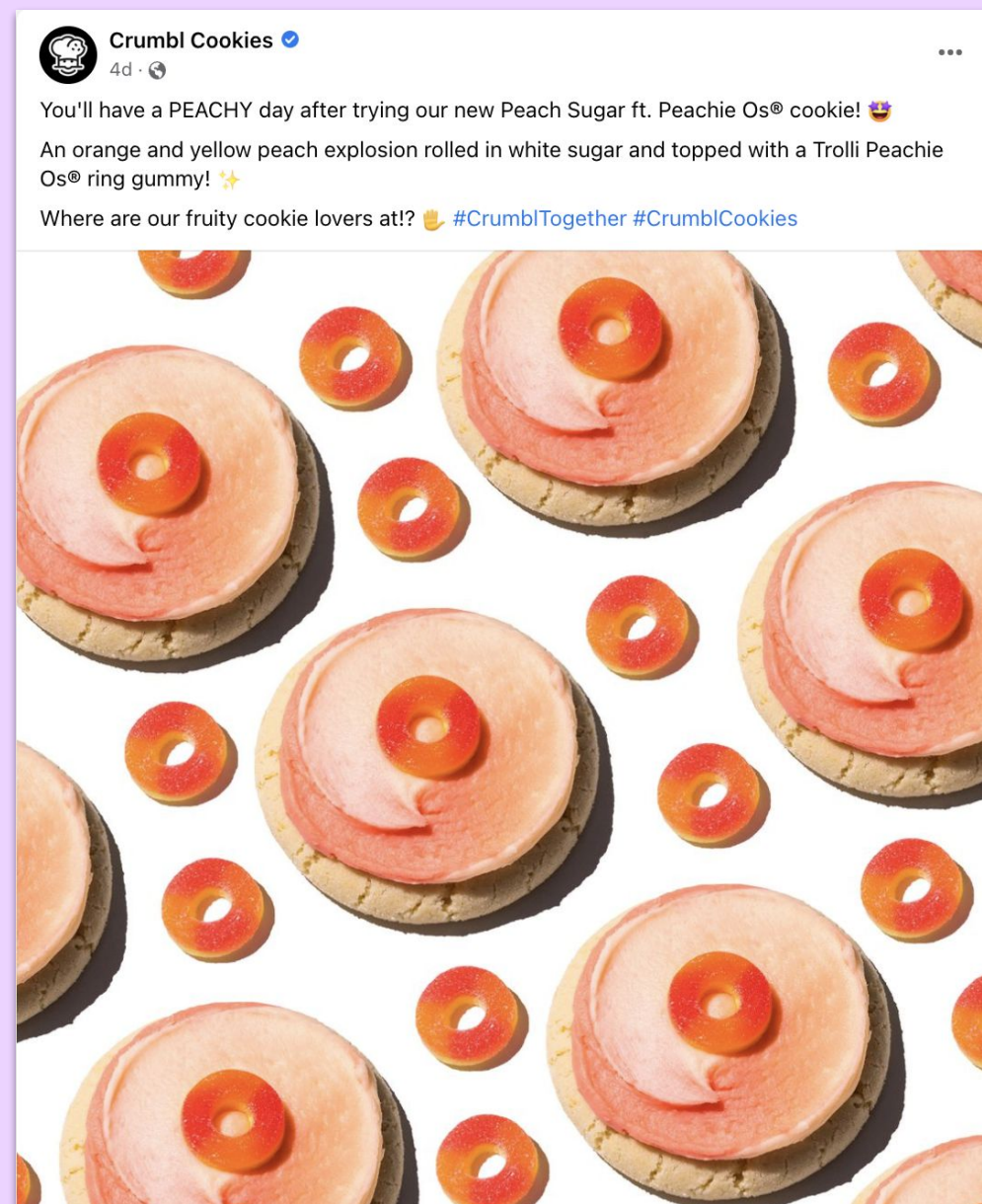
VP of Product Marketing & Strategy, Uberall

How do you manage social media marketing?

Corporate Controlled

Highly Localized

Repurposed Corp Campaigns



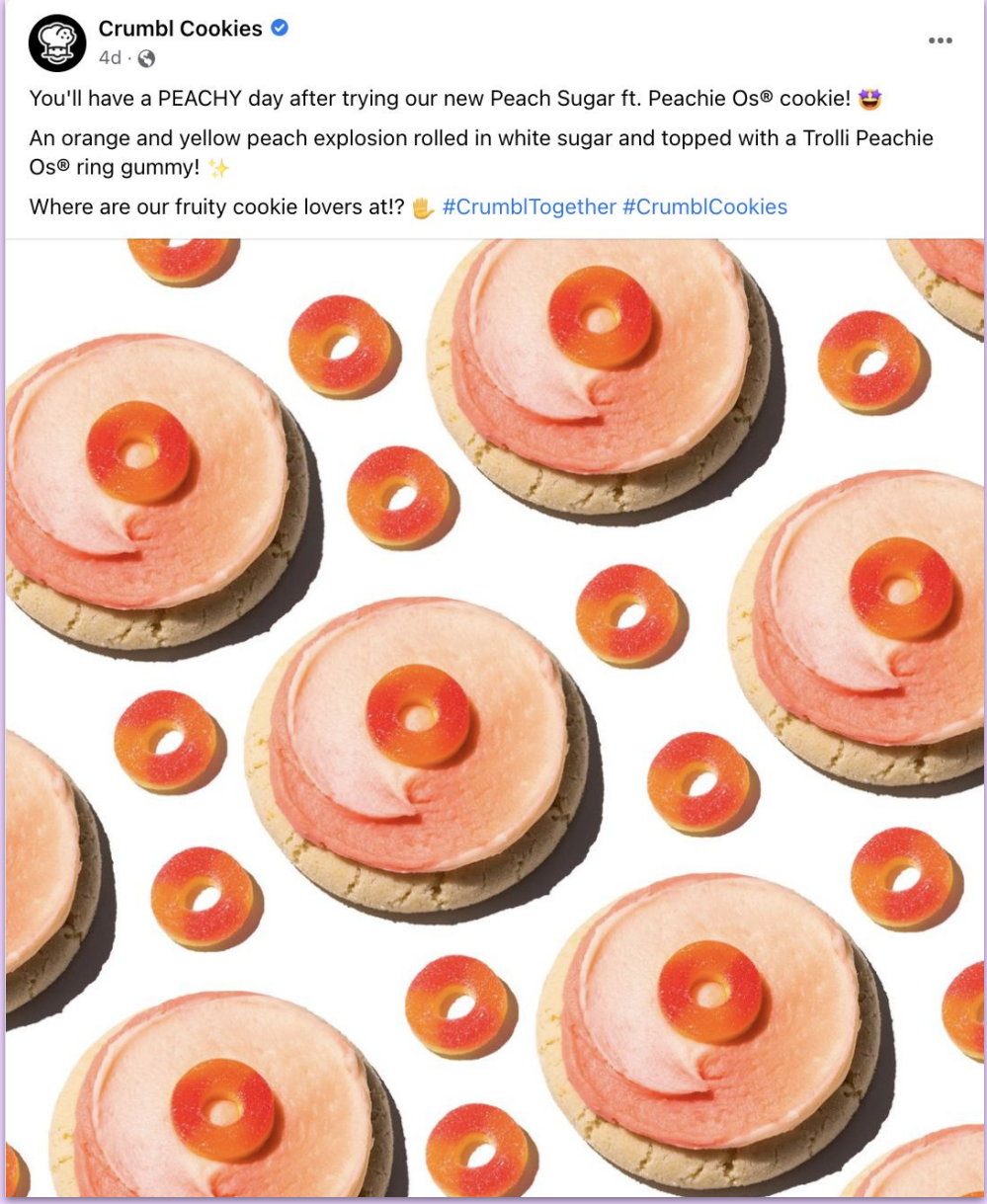
Corporate Owned

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Facebook post from Crumbl Cookies (verified account) dated 4 days ago. The post text reads: "You'll have a PEACHY day after trying our new Peach Sugar ft. Peachie Os® cookie! 🍑 An orange and yellow peach explosion rolled in white sugar and topped with a Trolli Peachie Os® ring gummy! 🍬 Where are our fruity cookie lovers at!? 🍪 #CrumblTogether #CrumblCookies". The image shows several round cookies with a peach-colored filling and a red Trolli Peachie Os ring gummy on top.

Corporate Owned

Corporate Campaigns Lightly Localized



Facebook post from Pinch A Penny Pool Patio Spa (McKinney, TX) dated July 4, 2021. The post text reads: "Happy 4th of July from your West McKinney Pinch A Penny! We hope your day is full of fun in the pool!". The image shows a group of people relaxing in a swimming pool with inflatable rings and lounge chairs.

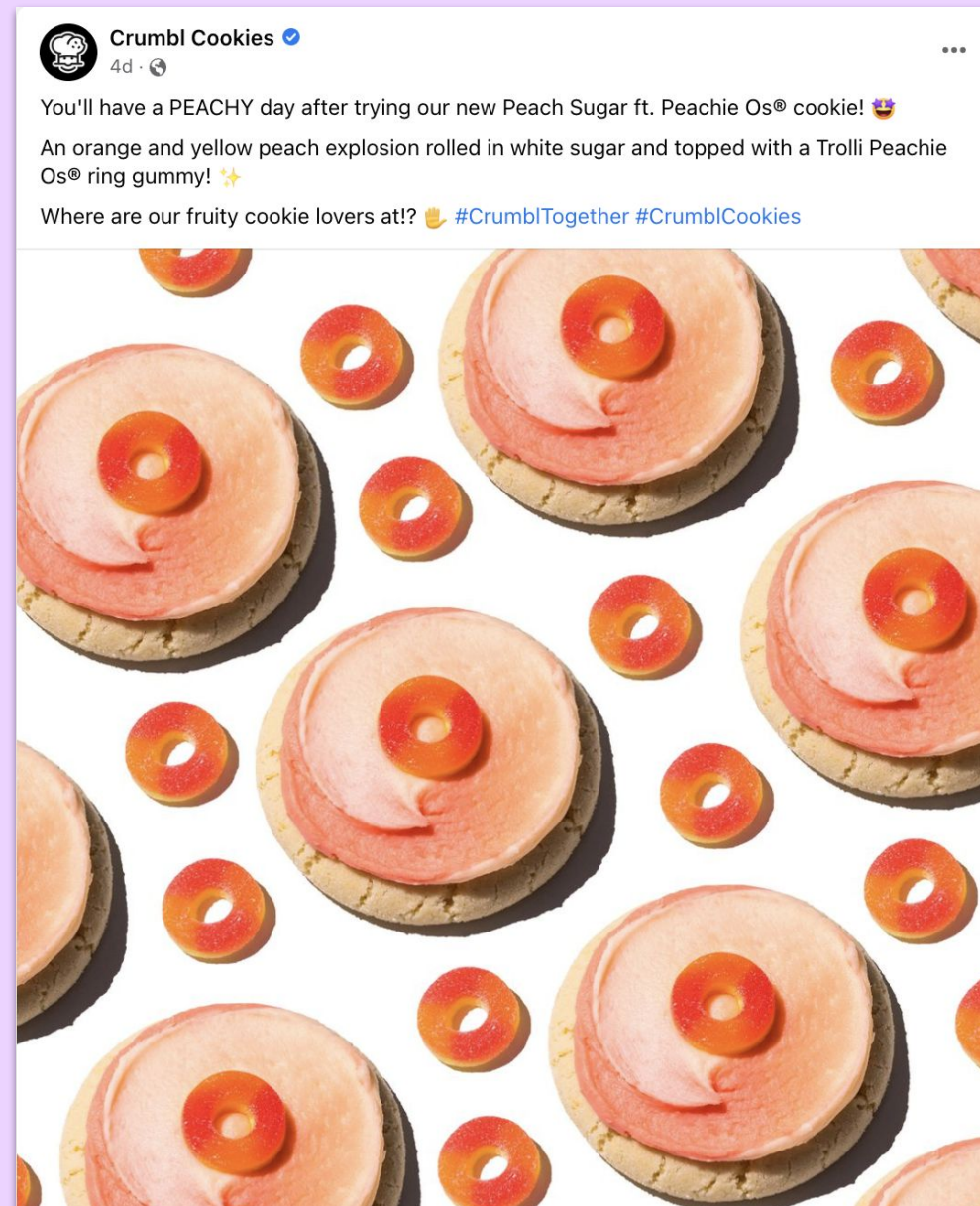
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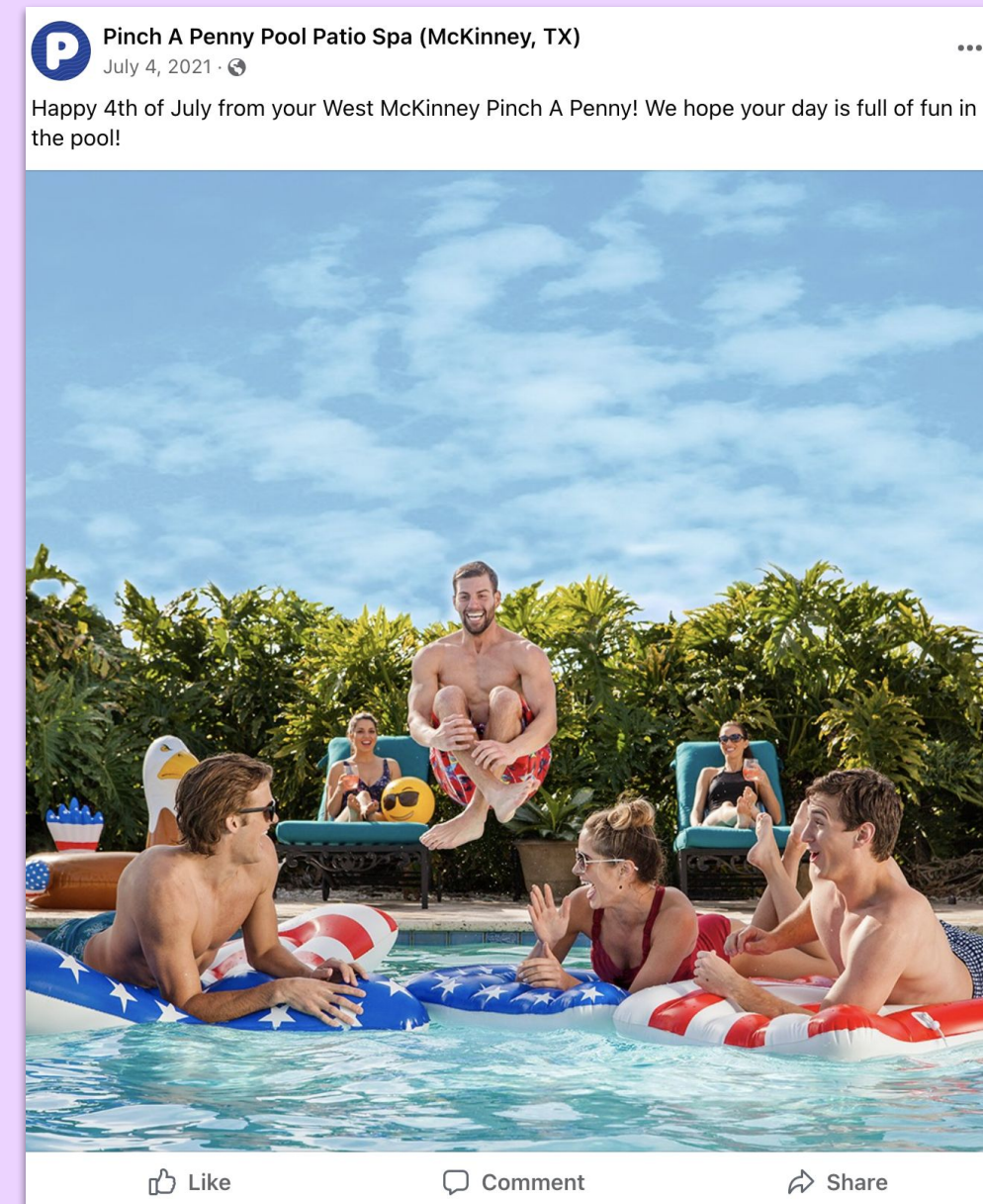
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Corporate Owned

Corporate Campaigns Lightly Localized



Corporate Owned

Enabled Localized Campaigns



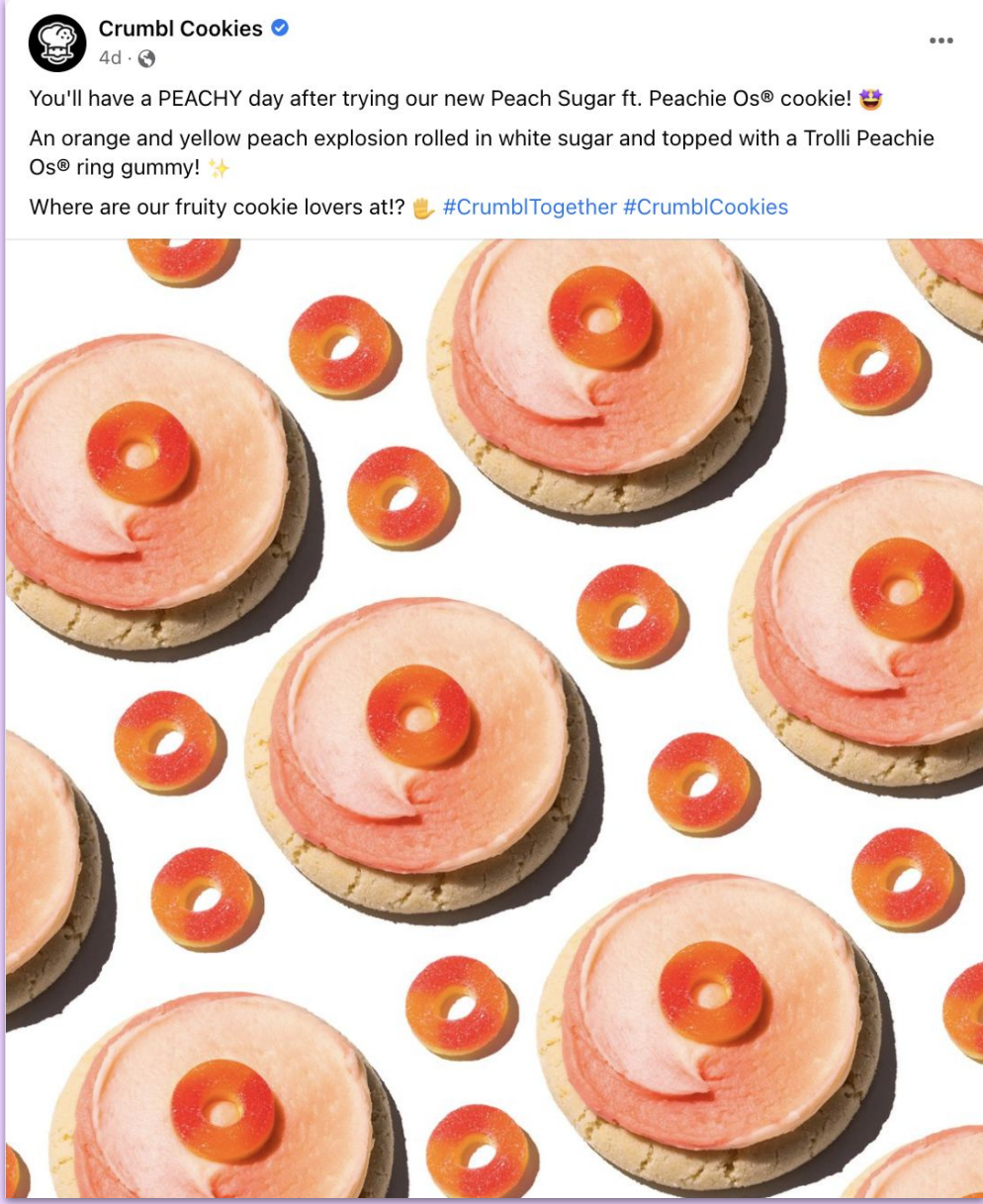
Hybrid

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Enabled Localized Campaigns



Collage of social media posts: Texas Roadhouse (Union City, CA) donating food to nursing students; Smoothie King (7322 Mentor Ave, Mentor, OH) celebrating Valentine's Day at Eastside Volleyball Club.

Hybrid

Franchisees Manage Local Marketing

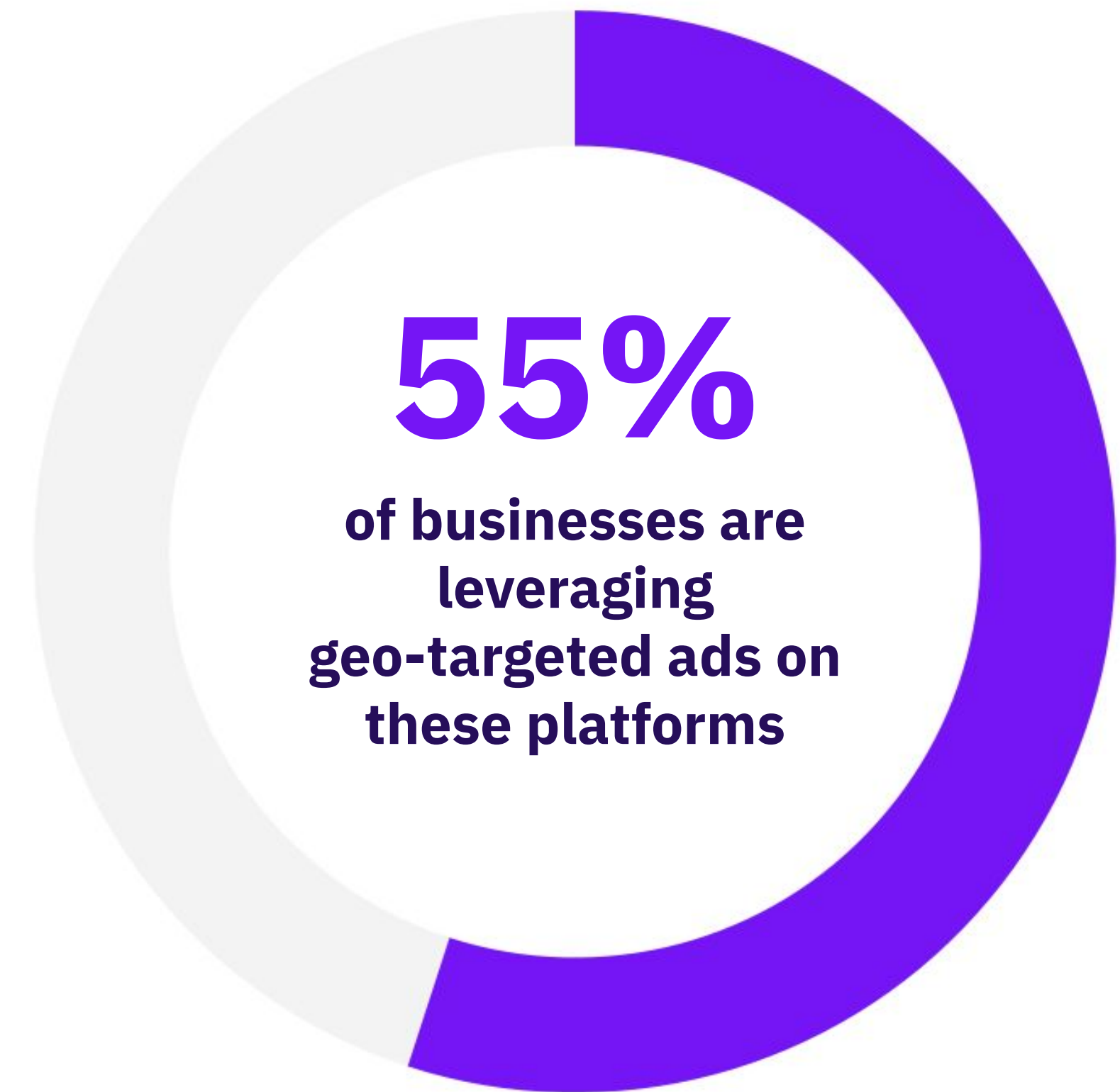
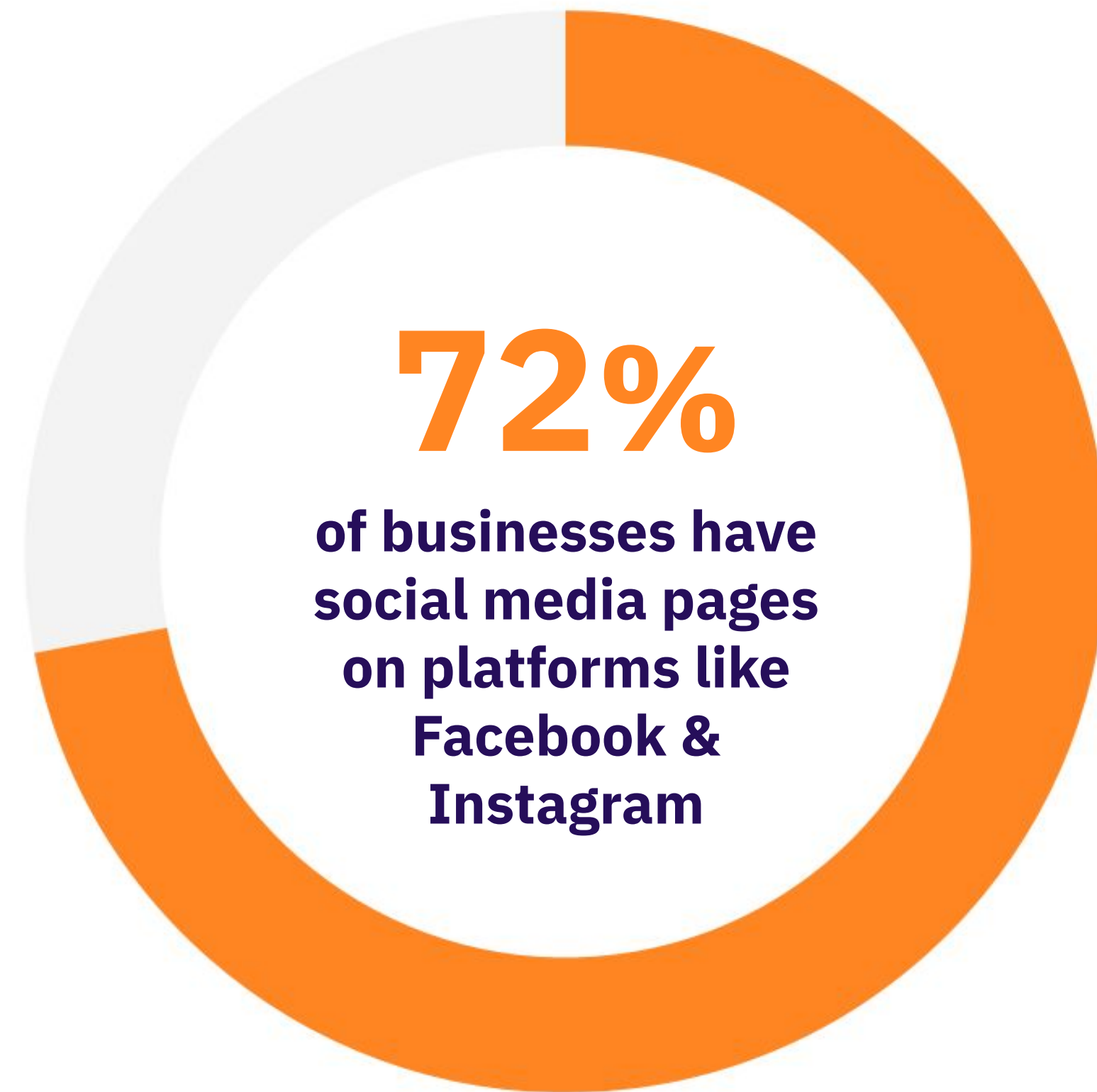


Facebook posts from Farmers Insurance: "Happy Father's Day to all the Dads out there!!" and "Dad jokes. Dad pants. Dad advice. Grateful for the guys who give us their best. Happy Father's Day!"

Franchisee Owned

Survey Results

Leveraging Your Local Advantage



Source: Uberall's Benchmark for Local Digital Marketing Maturity

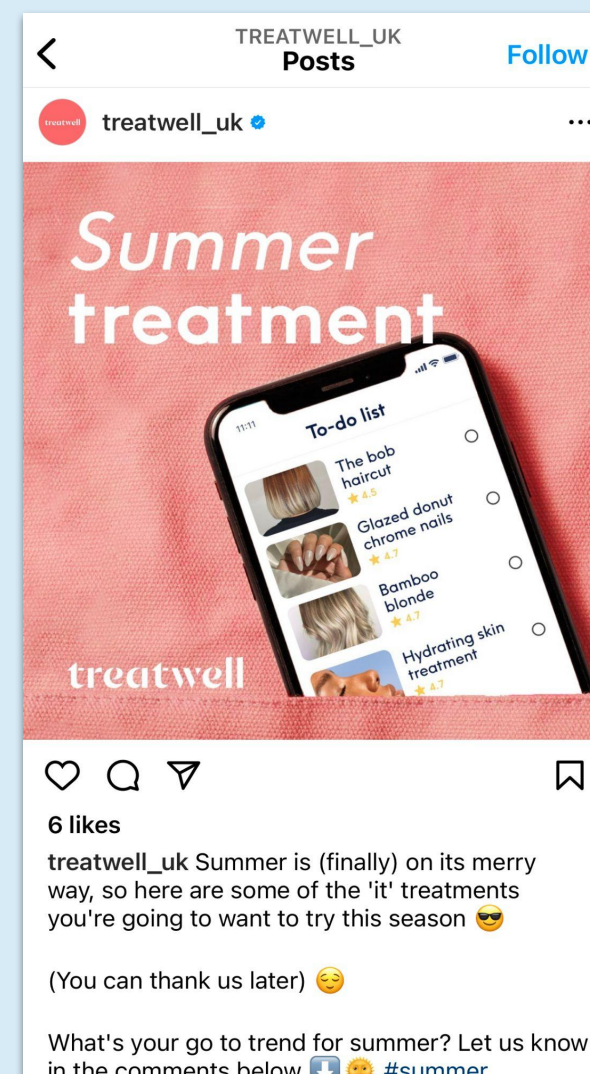
The Cookies & Algorithm Changes

Let's talk about navigating:

- The decline of cookies.
- The rise of the algorithm.
- The local advantage.

The TreatWell Example

Organic + Paid + Local = Successful Marketing Campaign



Instagram Post:
6 likes

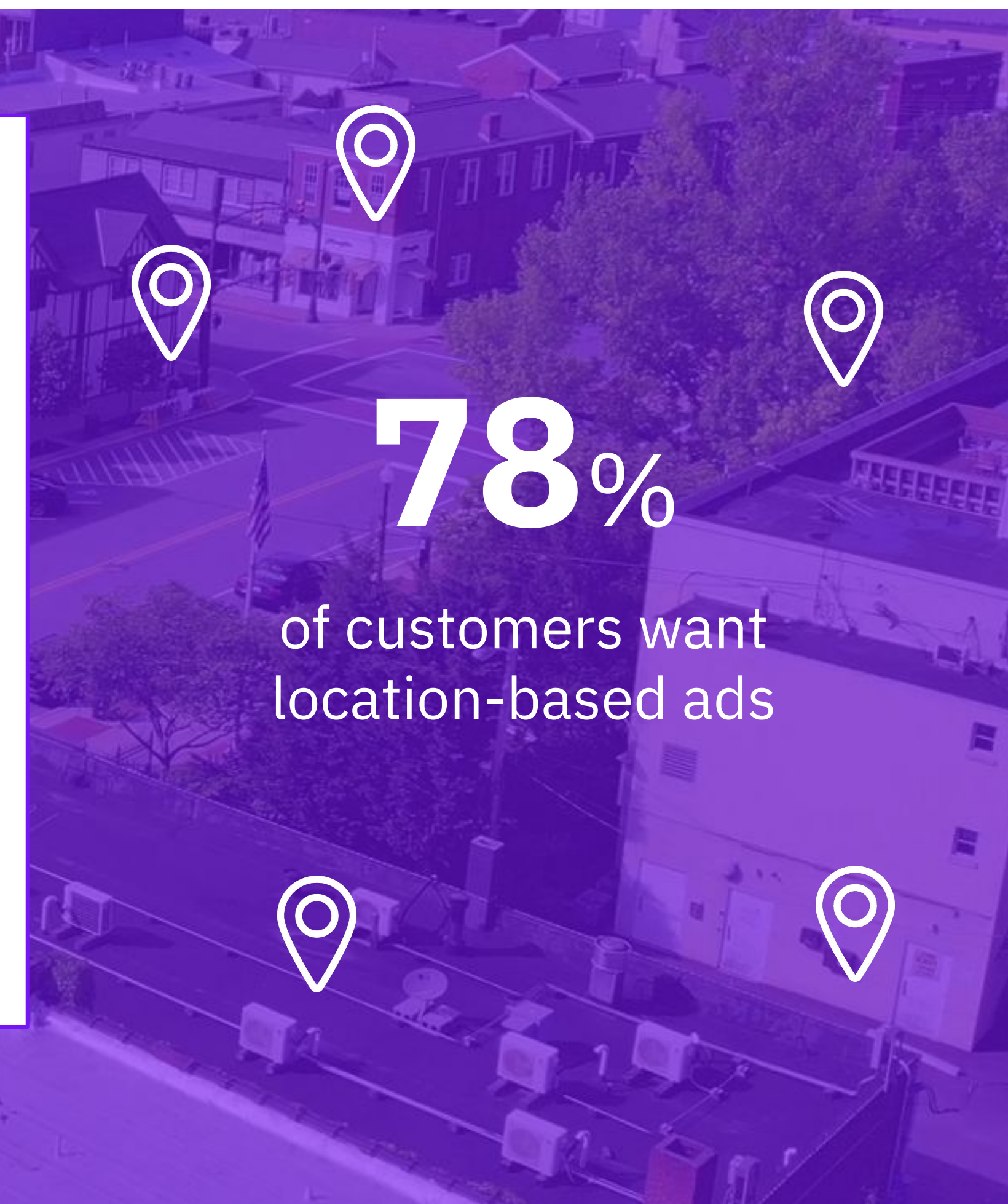


Targeted Instagram Ads:
19% more bookings than goal

National Organic vs. Local Organic vs. Local Organic + Paid

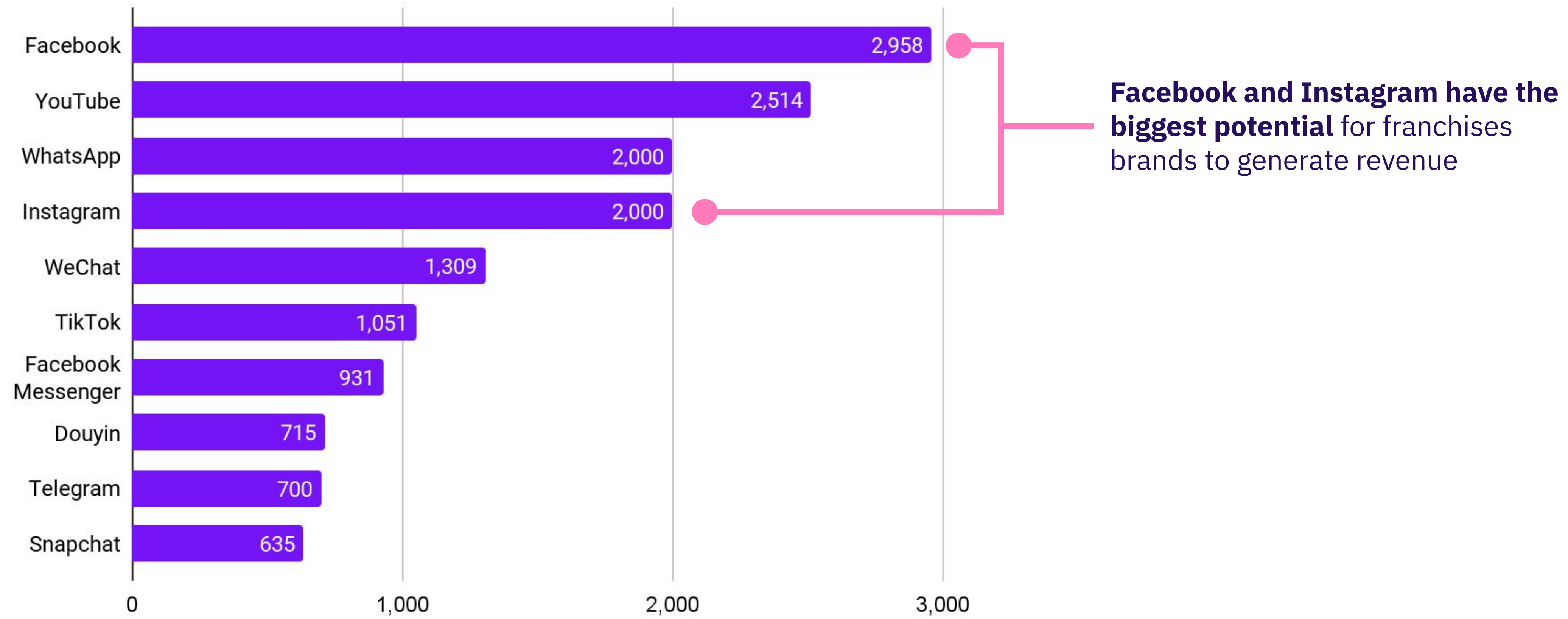
(Good) (Better) (Best)

	NATIONAL CAMPAIGN		LOCAL SOCIAL
PUBLISHING	Broad reach	→	Hyper targeted
ENGAGEMENT	Low engagement	→	Amplified Engagement
ADVERTISING	Very Expensive	→	More Value, Greater ROI



Most Popular Social Networks Worldwide

As of January 2023, ranked by number of monthly active users in millions



Social Sells

Social media is the fastest growing revenue source

87%

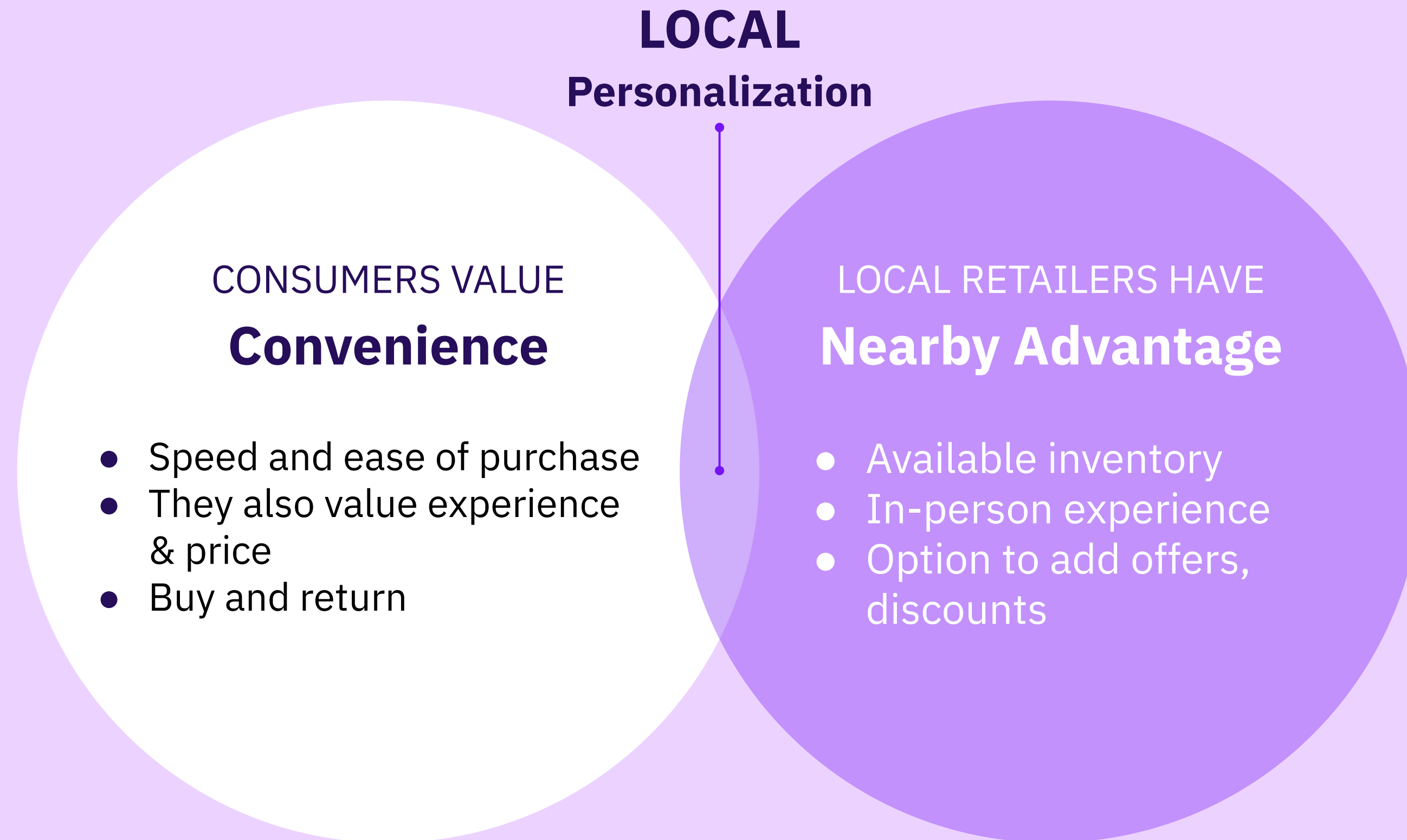
of users said they took action after seeing a product or service on Instagram—such as purchasing or visiting a store

\$86

was the average online shopping basket size worldwide in Q2 2022



Tap Into Your Local Advantage



By tapping into what nearby customers value, local retailers can unlock revenue

How can you empower franchisees in social marketing without losing brand control?

- 01** Involve franchisees without losing brand control
- 02** Leverage your local advantage with hyperlocal targeting
- 03** Provide guardrails and best practices for collaboration and content-sharing

The “Meta” Challenges to Deliver Hyperlocal Social and Ads

Meta Ads Manager is not built for the unique needs of franchise businesses.

Typical pain points:

- Campaign setup is complex and requires expertise
- Too many barriers to connect to local Facebook pages
- Too much work to create multiple different types of creative for each social ad placement (Stories, Reels, Feed, Messenger) for each location
- Too complex to create local ad copy, with specific local offers that include conversion tracking

Without the right tools, a true local strategy can seem unattainable.



One message to many is not how brands stand out or engage on social media today

NATIONAL CAMPAIGNS

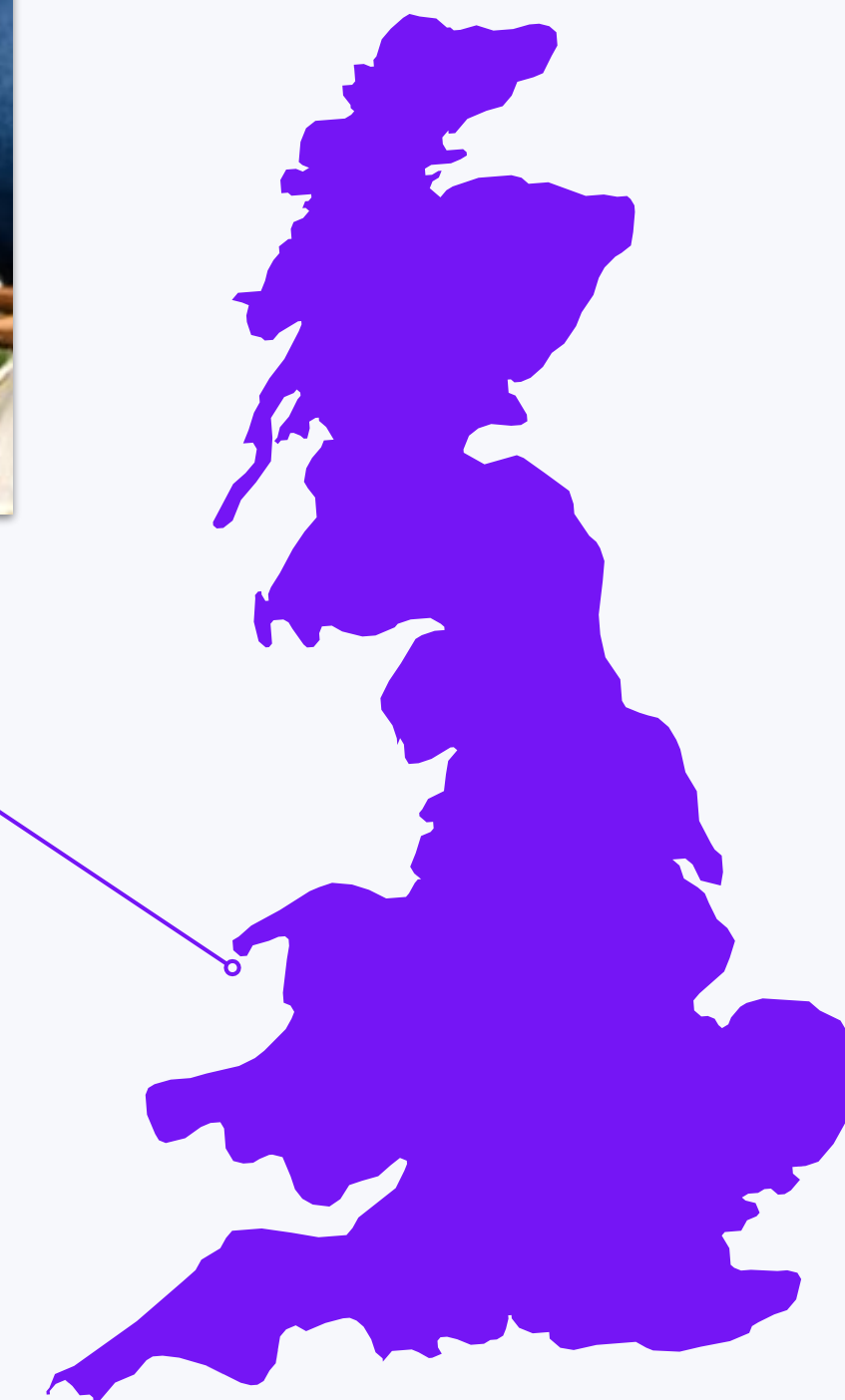
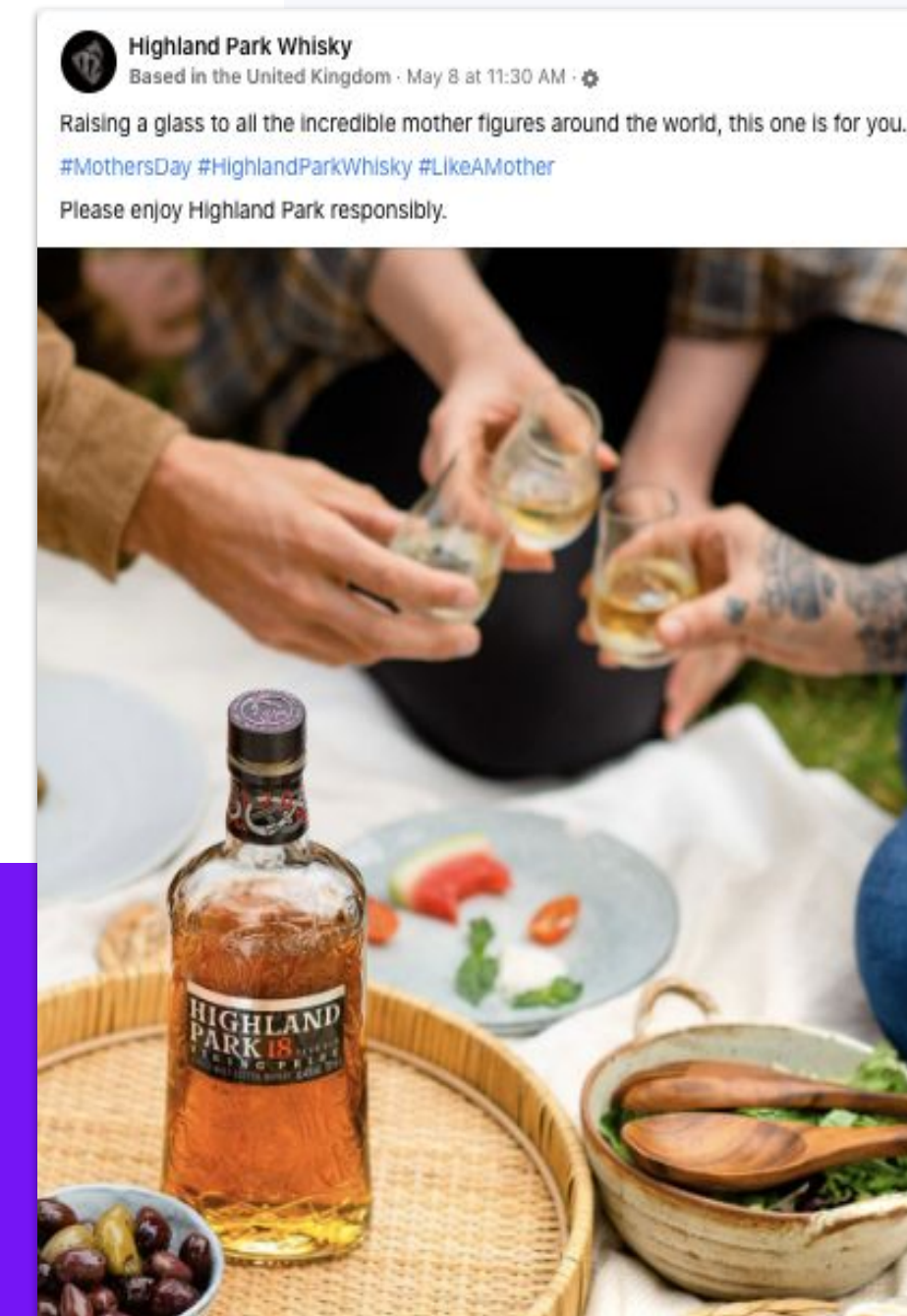
▶ Awareness-focused

▶ Less targeted, more expensive

▶ No connection to location network

▶ Call to action lacks point of purchase

▶ Macro-level performance reporting



You can drive 2-3X more conversions with brand-controlled, locally-targeted, personalized social ad campaigns

LOCATION-BASED CAMPAIGNS

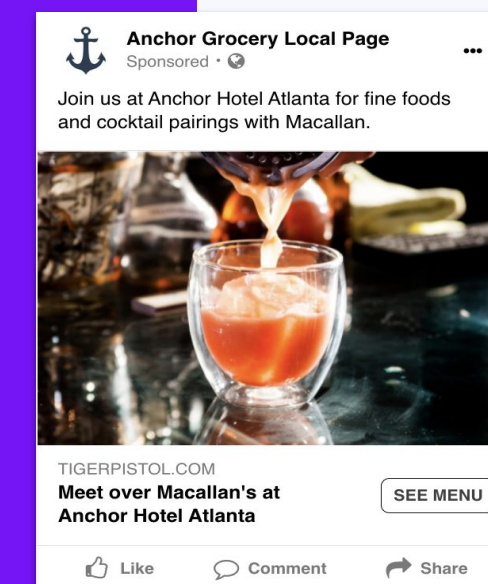
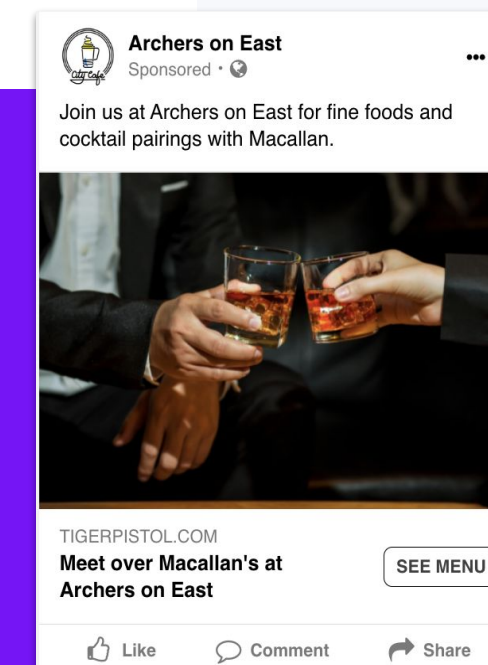
Awareness + conversion focused campaigns

More targeted, lower cost

Greater local engagement

Higher converting campaigns

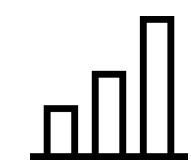
Improved performance insights driven by comparing national, regional, and local campaigns





Toppers Pizza Finds Perfect Ingredients for Local Engagement

To increase local search visibility, maximize ROAS, and simplify marketing, Toppers turned to Uberall. The solution gives the corporate team a central hub to oversee local marketing, while being easy enough for franchise owners to use daily.



25x

ROI increase with paid local social, compared to traditional print and radio ad spend



132%

YOY increase in impressions from paid posts



77%

Of locations appear in the Google 3-Pack for the search term “pizza delivery”

Source: [Toppers Pizza Finds Perfect Ingredients for Local Engagement.](#)

Personalized Local Social in Action

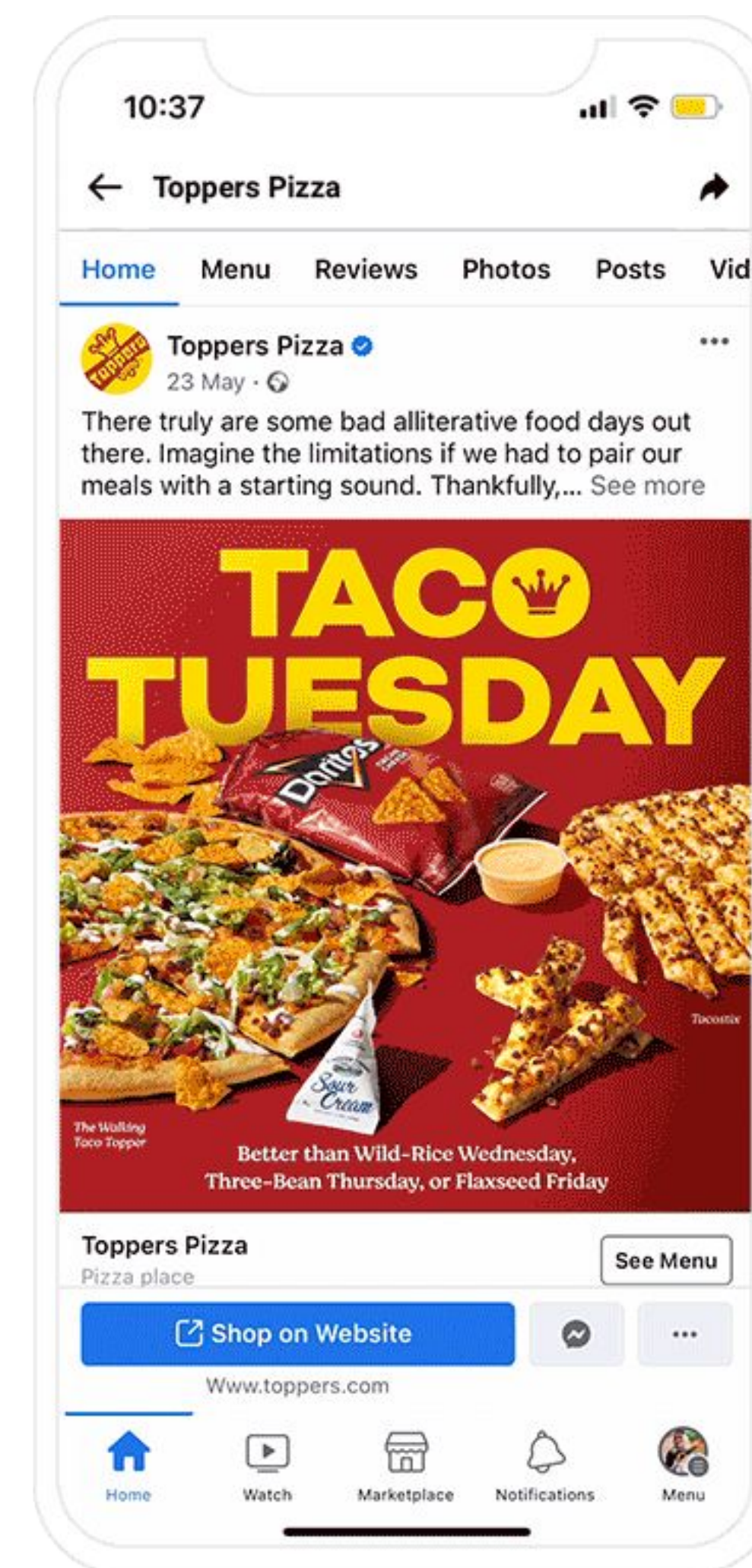
Specific offers

Time of day

Specific day

Specific locations

Seasonal ads
(e.g. graduation)



Staying Ahead of the Curve: Emerging Trends and Future Considerations

- 01** What are the latest trends in franchise marketing?
- 02** The potential impact of emerging technologies and platforms
- 03** Encourage franchise marketers to embrace innovation and adapt their strategies accordingly

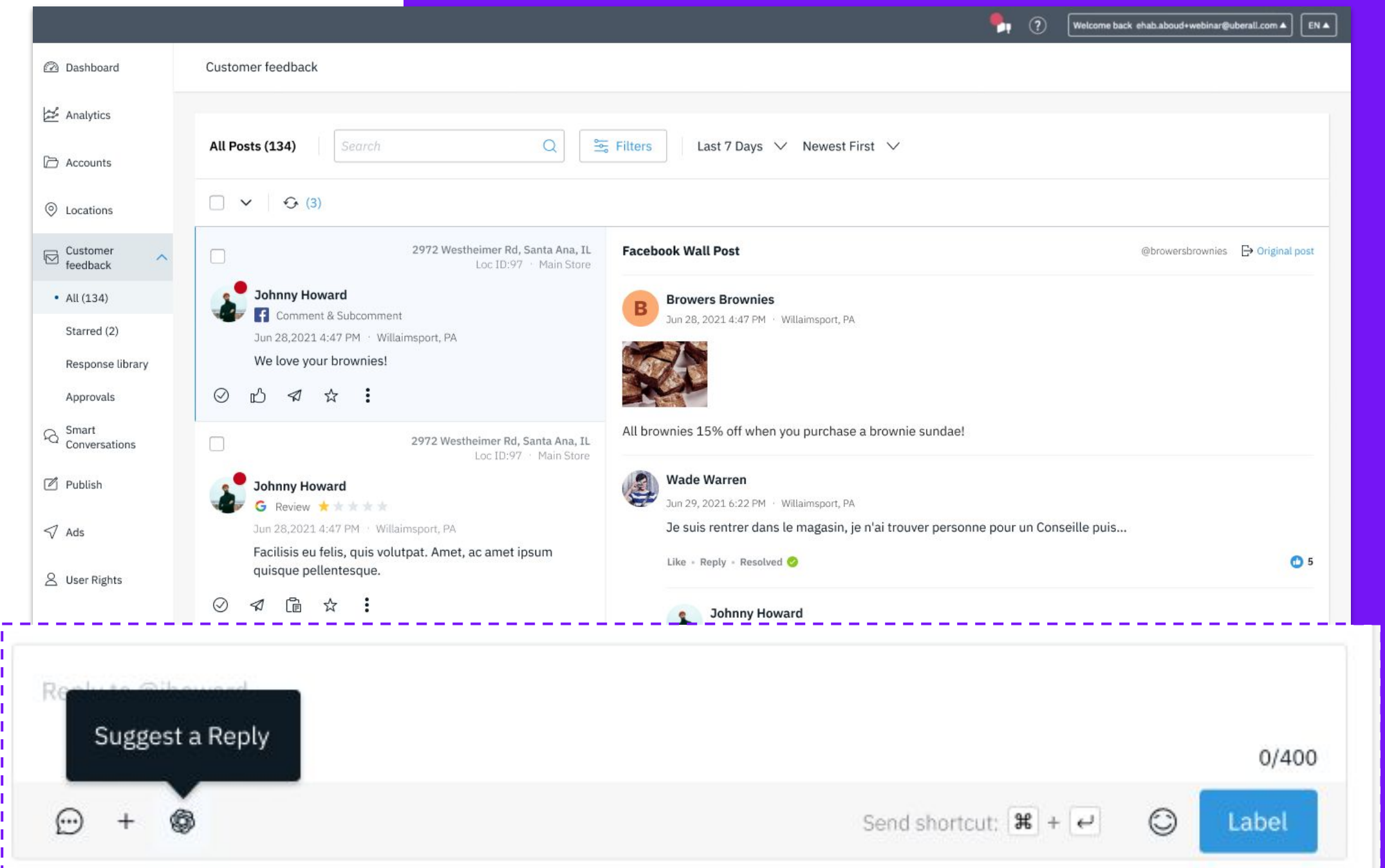
REVIEWS

AI Reply Generator

Let AI help you respond to social reviews faster

Get appropriate review responses with a single click.

- **Get smart response suggestions** from OpenAI that consider the review text, star rating, and business type
- **Remain full control** over what you send to customers as you can edit the AI-powered response suggestion
- **Impress customers and improve your local search ranking** as you respond to reviews individually and in a timely manner



Localized AI-Powered Recommendations

Based on your vetted location data set, the chat recommends:



Products



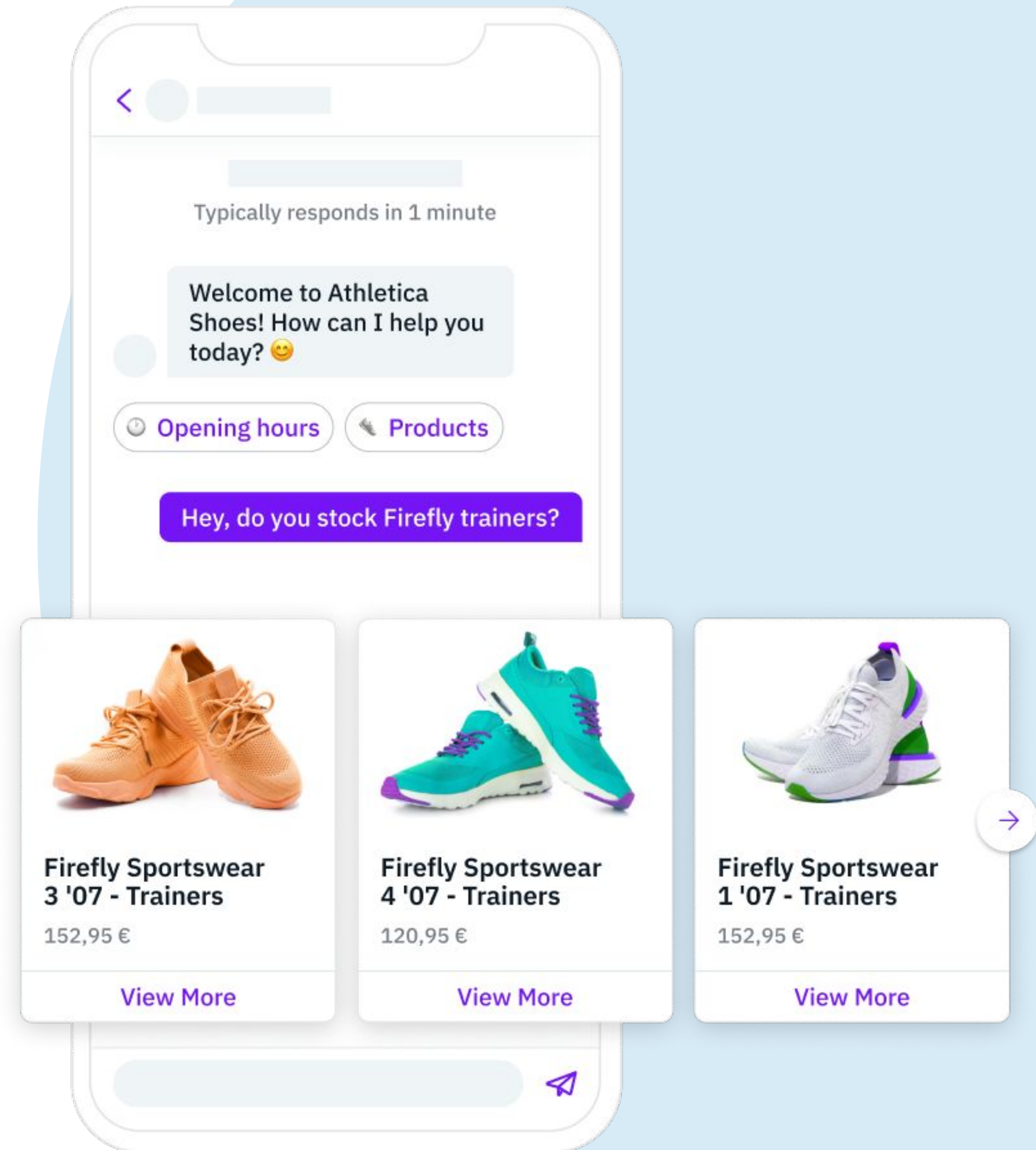
Services



Offers



Special Events



Say Hello to Your Digital Revenue Assistant!

AI-Powered Chat Responds.
You Make Money.

[JOIN THE WAITLIST](#)

Questions?
We've got answers!

Thank You!



Jennifer Stevenson

VP of Product Marketing & Strategy, Uberall

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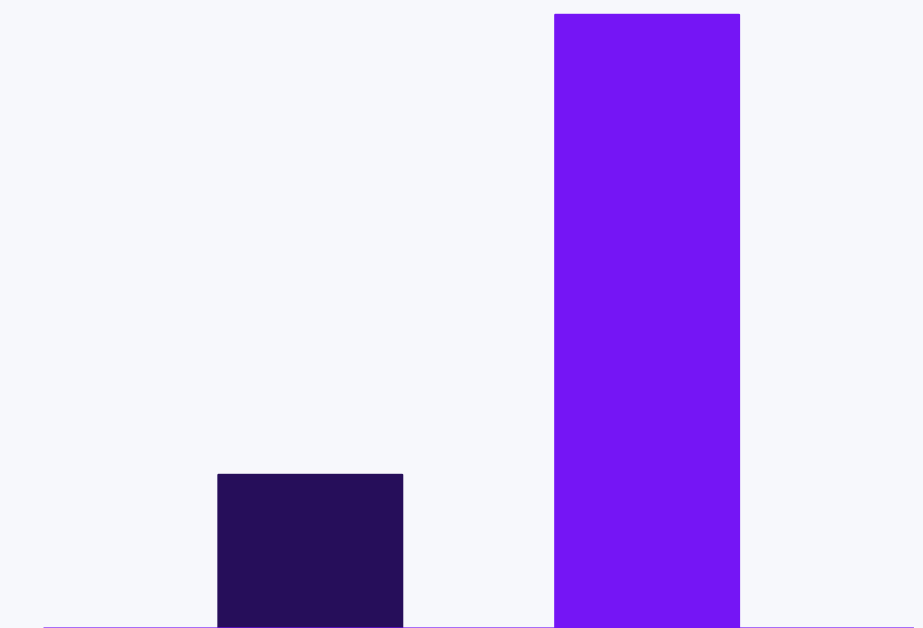


Targeted, Personalized Local Advertising & Lead Generation

- 01** Targeting capabilities of social media ads
- 02** Techniques for creating effective social media ads and lead generation campaigns
- 03** Performance-based marketing at your fingertips
- 04** Local social media offers more cost-effective advertising options

LOCAL AD CAMPAIGNS HAVE GREATER IMPACT, LARGER ROAS

The Uberall approach is proven to drive higher engagement, at a lower cost.



2-3x better at driving conversion