IFA
INTERNATIONAL FRANCHISE ASSOCIATION

LUNCH N LEARN

IFA WEBINAR SERIES

Empowering Frontline Heroes Through Gamification, Influencing Search Success, and Automating CRM Solutions

WEBINAR DATE

SPONSORED BY: WEBPUNCH™

SPEAKERS

Matt Jones
Co-Founder, WebPunch

Alex Harbanyof
PromoRepublic

John Keene
Founder, ServiceMinder

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MEET WEBPUNCH

Denver, Colorado-based company

Our Mission Statement:

We create cool tools that revolutionize the brand experience industry

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Everyone knows reviews are important

99%

of consumers shopping online look at online reviews before buying

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We have noticed that some franchise locations (even those that send our automated review requests) get a **disproportionate amount of reviews** than other franchises.

At a conference, some franchisees told us how they **gamified the process** of setting goals and getting more online reviews.

They got our minds thinking...

When employees feel recognized, valued, and excited about their work, that

ENERGY SHINES THROUGH

in every interaction with customers.

How much more successful are happy employees at generating reviews?

At WebPunch, one of our most successful review generators is a woman named Doreen. **Her success rate for everyone she asks to write a review is**

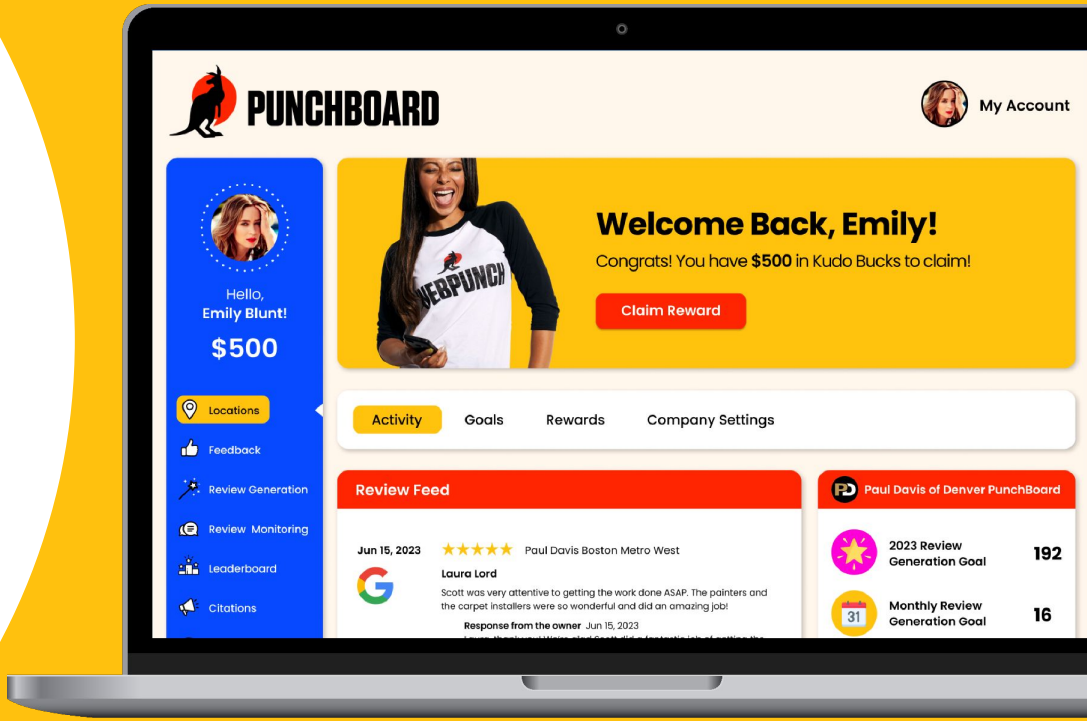
80%.

The franchisees that do the best are the ones where asking for online reviews is part of the company culture.

Introducing

PUNCHBOARD!

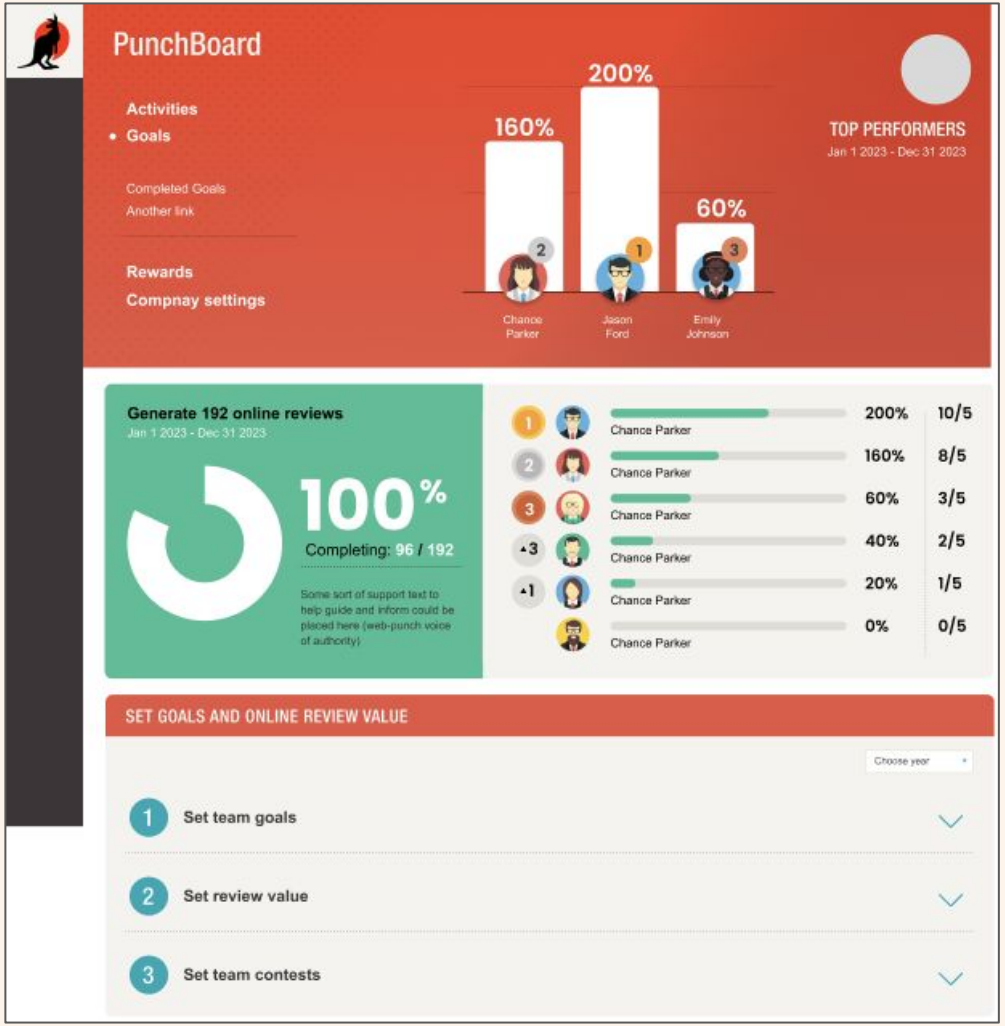
The best solution to gamify the process of getting online reviews



PunchBoard

"Where employees become the heroes of their own stories."

1. Generate more online reviews
2. Enhance feedback by making it more meaningful
3. Motivate employees, keep track of the score, and gamify the process



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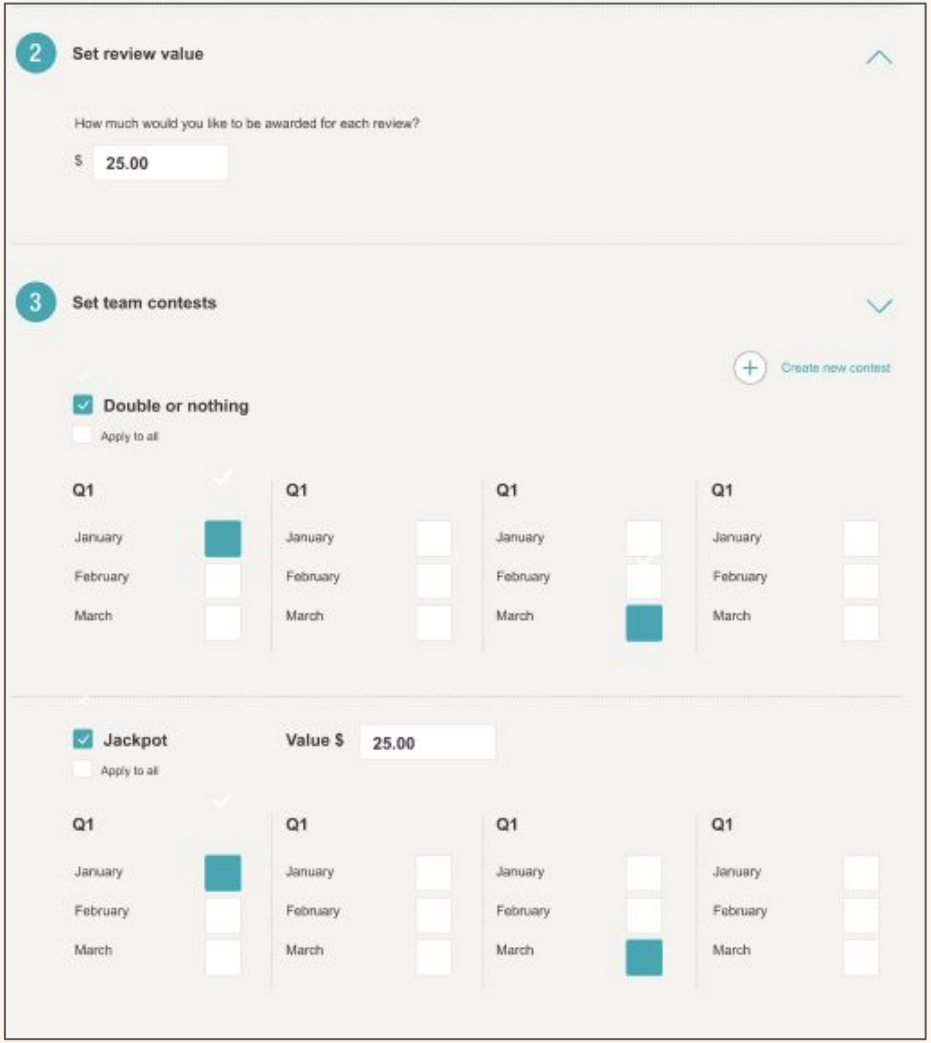
Punchboard gamifies the process of getting reviews which creates a fun, competitive environment that can push people to **reach company goals and win!**

Set Review Value & Contests

Employees crave recognition, a sense of accomplishment, and opportunities for growth. And that's where PunchBoard comes in.



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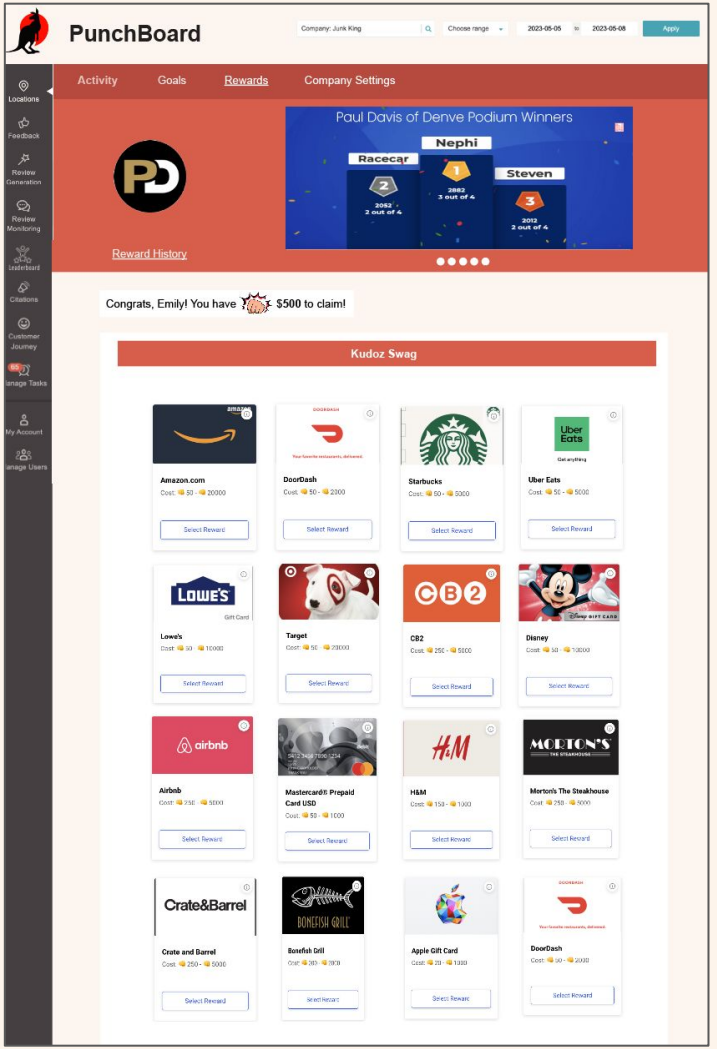
Reward Your Team

When employees feel recognized, valued, and excited about their work, that energy shines through in every interaction with customers.



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CONTACT ME,

Matt Jones, to learn more!

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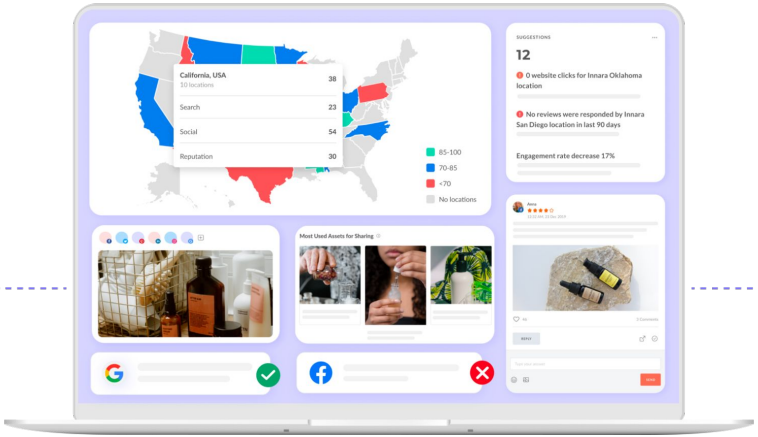
PromoRepublic, one marketing platform for franchise growth

Social media · Reviews · Marketing assets · Listings · Data, insights, and suggestions



What impacts customer choices online?

- How easy it is to find you.
  - Search rankings on both mobile and desktop: Google search, Google Maps.
  - Social media engagement: Check the date of the last post, how you respond to comments, and how the local community engages with you.
- Completeness of your product or service information.
  - The more information that is completed in listings, the better.
  - Local websites and website user experience (UX).

What impacts customer choices online?

- Trustworthiness of your business.
  - Reviews and rating: number of reviews, responses, and date of last review.
  - Alignment between GBP and industry-specific listings: accuracy of information, consistency of ratings.

- Local competition.

Promo Republic

Understand where you stand in terms of competition

Our data experts analyzed the performance of 10,000+ locations across hundreds of fitness, retail, home services, restaurant, and beauty franchise brands on **social**, **reviews**, and **search**.

	METRIC	STATE OF THE INDUSTRY	OUTSTANDING IN THE CHANNEL
SEARCH	Google Business Profile Completeness	75%	95%
	Local Organic Rank	21.4	1-3 positions
	% Locations in 3-pack	33.9%	-
REVIEWS	GBP Total reviews	309	36+ new reviews a year
	GBP Average rating	4.5	4.8
	Last reviews, days	21.7	<10
	Response rate	41.8%	100%
SOCIAL	Posts per week, Facebook	2.7	3
	Posts per week, Instagram	3.2 (8 stories)	5
	Average post engagement per post, Instagram	11.4	27.2
	Average engagement per post, Facebook	7.4	15

Top performers:

follow their local marketing strategies and learn from them

Home services

BUDGET BLINDS
Style and service for every budget.

RE·BATH

PROLIFT
GARAGE DOORS

Restaurants

WAYBACK BURGERS

TEXAS ROADHOUSE

CLEAN JUICE

Fitness

STRIDE FITNESS

F45 TRAINING
DAMANSARA HEIGHTS

D1

Health & Beauty

100% chiropractic.

Cookie Cutters haircuts for kids PRODUCTS

PERSPIRE
SAUNA STUDIO

Retail

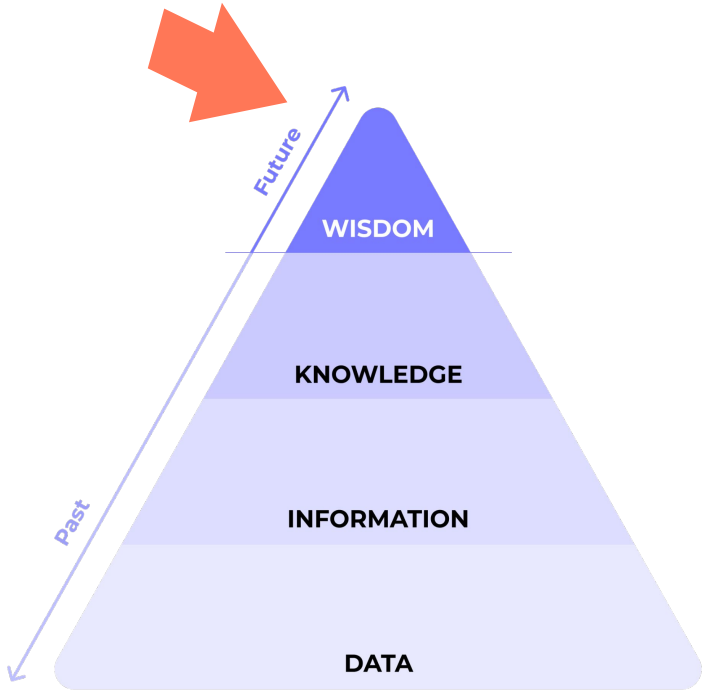
Learning Express Toys & Gifts

Wild Birds Unlimited
Nature Shop

verlo
MATTRESS

How to identify growth opportunities

- Formulate questions and hypotheses
- Set up customized reports and dashboards.
- Identify trends & patterns
- Performance analysis. Use industry benchmarks
- Analyze competitive landscape
- Focus on improving 1 metric at a time

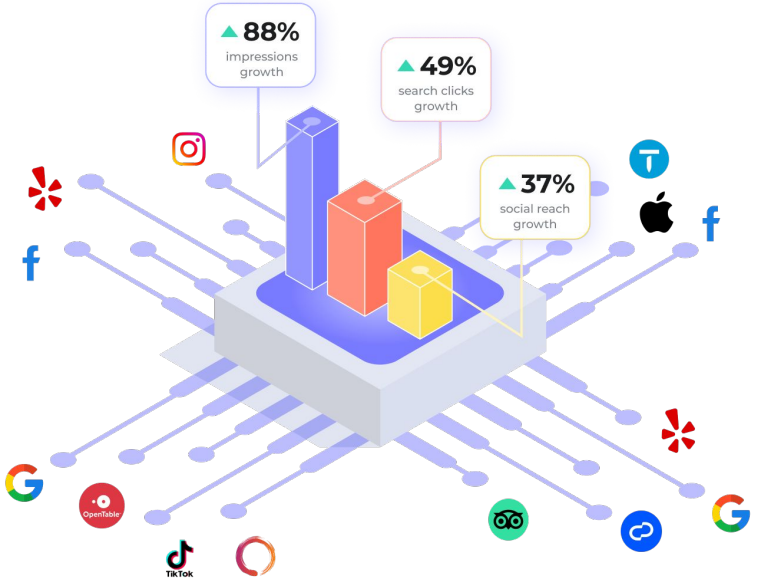


Meet PromoRepublic Copilot!

Transform raw marketing data into business intelligence

Our solution is **a combination of technology and data analyst expertise** that helps busy marketers find growth opportunities for franchisors and franchisees.

We handle data sourcing and analytics **for you,** so you'll never have to worry about dashboard fatigue anymore.



How PromoRepublic Copilot works

Insights to grow your franchise visibility and outperform competitors? Our Intelligence Engine and data analysts do it for you.

1. Collect
all important data-points across locations

2. Get insights
in customized dashboards with our Intelligence Engine

3. Discover opportunities
with your own Data Analyst

- Social media
- Reviews
- Listings
- Local competitors
- Industry benchmarks

- Insights, trends, and patterns
- Grow results with next steps
- Competitive advantages
- Strategic consulting

Promo Republic

Our franchise partners appreciate data integrity and suggestions Copilot provides

Payroll Vault

“One of the key advantages of this martech solution is the ability to have up-to-the-minute reporting and insights. This allows us to effectively address our franchisees on company policies, best practices, and general marketing strategies.

Jessica Martin, CMO at Payroll Vault

Promo Republic

Book a demo to get free report and consulting on your locations.

alex.h@promorepublic.com

Who is service**minder?**

servicem**inder**

The platform for managing and operating home services brands.

- Acquire leads seamlessly with 24/7 scheduling, branded proposals, and targeted email campaigns.
- Track leads effectively with extensive reporting options.
- Convert prospects by enhancing client experience through innovation.
- Make data-driven decisions to grow your franchise, at the brand and location levels.

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The CRM Ties It All Together

serviceminder

Capture All The Data

- Lead sources from all online leads
- Call tracking for offline leads
- Nurture your leads
- Reach out to dead leads

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And Automate All the Things

Automating Client Experience

- Confirmations, Reminders and En Routes
- How did we do?
- Ask for Referrals

Trigger Human Tasks

- How did we do?
- Review Solicitation
- Asking for Referrals

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And Automate All the Things

Wanna Learn More?

Visit serviceminder.io and book a demo/discovery session

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Questions?

Thank you for attending!

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