

LUNCH N LEARN

IFA WEBINAR SERIES

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

WEBINAR DATE

SPONSORED BY:



WEBPUNCHTM

SPEAKERS

Matt Jones

Co-Founder, WebPunch

Alex Harbanyof

PromoRepublic

John Keene

Founder, ServiceMinder



MEET WEBPUNCH™

Denver, Colorado-based company

Our Mission Statement:

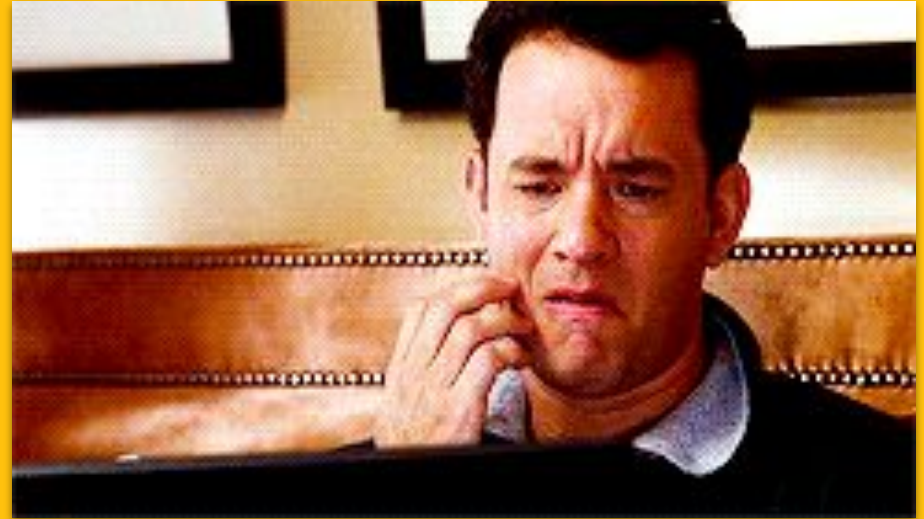
We create cool tools that
revolutionize the brand
experience industry



**Everyone knows
reviews are important**

99%

of consumers shopping
online look at online reviews
before buying



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?



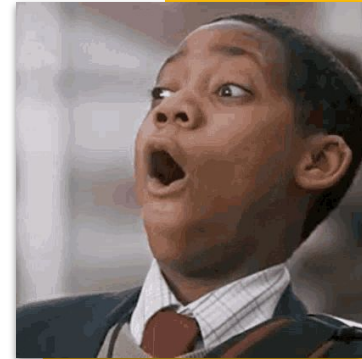


At WebPunch, one of our most successful review generators is a woman named Doreen.

Her success rate for everyone she asks to write a review is

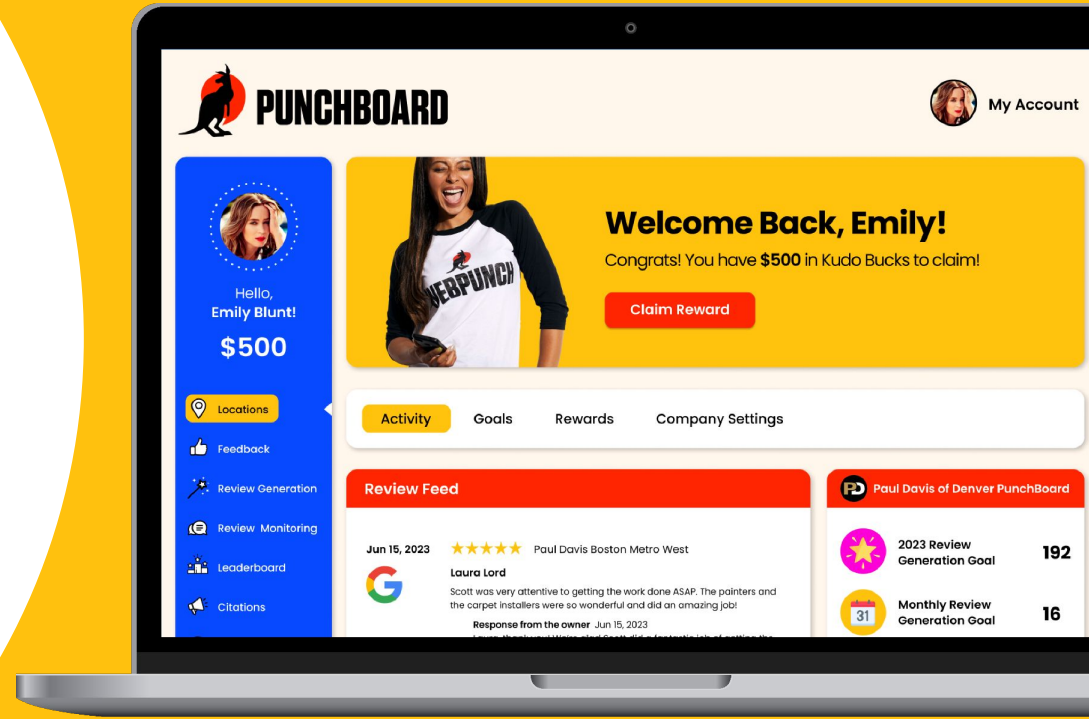
80%.

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



Introducing **PUNCHBOARD!**

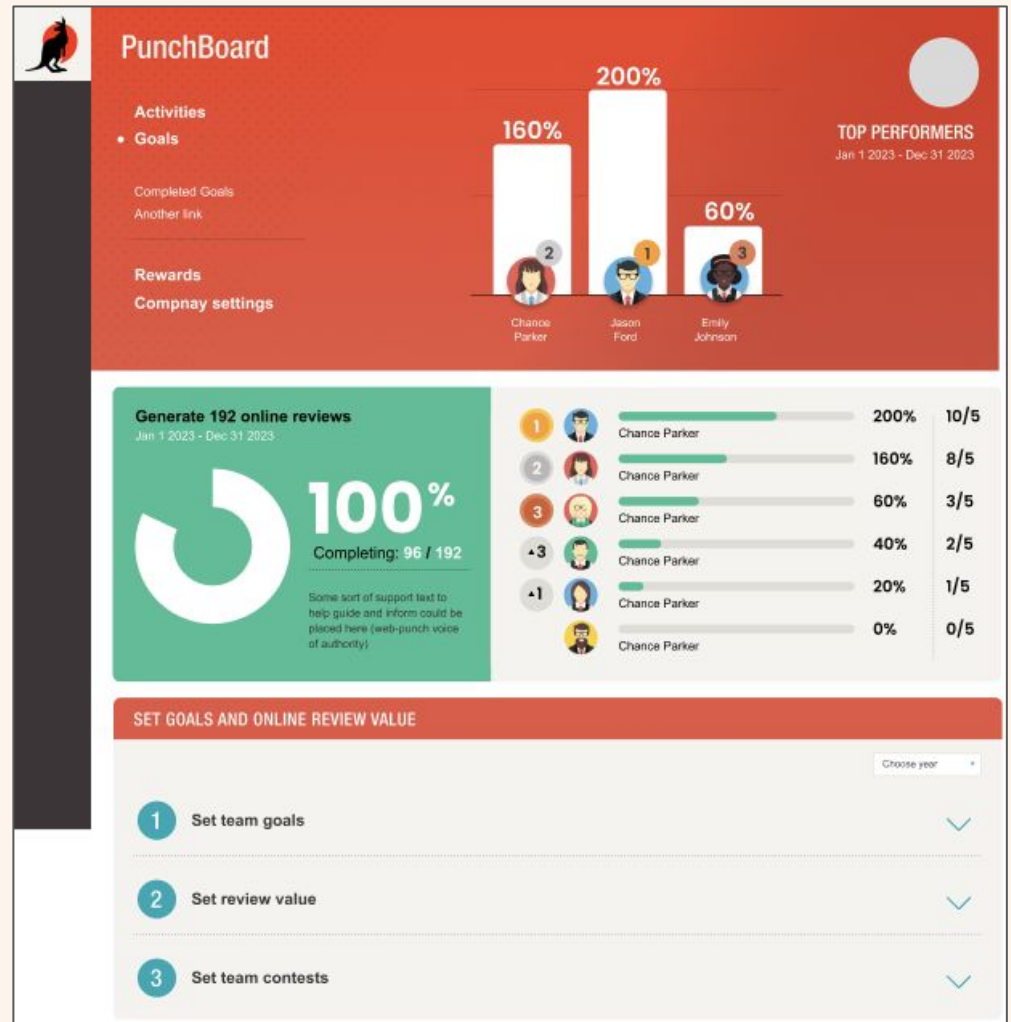
The best solution to gamify the process of getting online reviews



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



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

It's time to jump for joy! You're in first place as the Review Generation Leader for your team! We all bow to you. Wanna see who's in second and third? [Click here to find out](#)

Hey, you've lost your top spot as the Review Generating overlord. You're better than this! Put your back into it and climb once more to the top spot! [Click here to see who's edging you out.](#)

You're getting reviews and can savor the sweetness of being the second-place Review Generator! Don't stop getting reviews now—it's time to dethrone the champion and claim your place as



Set Review Value & Contests

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

2 Set review value ⤴

How much would you like to be awarded for each review?

\$

3 Set team contests ⤵

+ Create new contest

Double or nothing
 Apply to all

Q1	Q1	Q1	Q1
January <input checked="" type="checkbox"/>	January <input type="checkbox"/>	January <input type="checkbox"/>	January <input type="checkbox"/>
February <input type="checkbox"/>	February <input type="checkbox"/>	February <input type="checkbox"/>	February <input type="checkbox"/>
March <input type="checkbox"/>	March <input type="checkbox"/>	March <input checked="" type="checkbox"/>	March <input type="checkbox"/>

Jackpot Value \$
 Apply to all

Q1	Q1	Q1	Q1
January <input checked="" type="checkbox"/>	January <input type="checkbox"/>	January <input type="checkbox"/>	January <input type="checkbox"/>
February <input type="checkbox"/>	February <input type="checkbox"/>	February <input type="checkbox"/>	February <input type="checkbox"/>
March <input type="checkbox"/>	March <input type="checkbox"/>	March <input checked="" type="checkbox"/>	March <input type="checkbox"/>

Reward Your Team

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

The screenshot displays the PunchBoard Rewards interface. At the top, the company name "PunchBoard" is visible, along with a search bar and date filters for "2023-05-05" and "2023-05-08". The main navigation includes "Activity", "Goals", "Rewards", and "Company Settings".

A central banner titled "Paul Davis of Denve Podium Winners" features a "PD" logo and a podium graphic. The podium shows three winners: Racecar (2nd place, 2 out of 4), Nephi (3rd place, 3 out of 4), and Steven (3rd place, 2 out of 4). Below the banner is a "Reward History" link.

A notification states: "Congrats, Emily! You have 🎉 \$500 to claim!".

The main content area is titled "Kudoz Swag" and displays a grid of 16 reward options, each with a logo, name, and cost in points:

- Amazon.com: Cost: 50 → 2000
- DoorDash: Cost: 50 → 2000
- Starbucks: Cost: 60 → 5000
- Uber Eats: Cost: 55 → 5000
- Lowe's Gift Card: Cost: 60 → 10000
- Target: Cost: 90 → 20000
- CB2: Cost: 250 → 5000
- Disney: Cost: 50 → 10000
- Airbnb: Cost: 100 → 5000
- Mastercard® Prepaid Card USD: Cost: 50 → 1000
- H&M: Cost: 150 → 1000
- Marriott The Doubletree: Cost: 250 → 5000
- Crate and Barrel: Cost: 100 → 5000
- Bonfish Grill: Cost: 500 → 1000
- Apple Gift Card: Cost: 50 → 1000
- DoorDash: Cost: 50 → 2000

CONTACT ME,

Matt Jones, to learn more!

(303) 229-0051

matt@webpunch.com





PromoRepublic, one marketing platform for franchise growth



Social media



Reviews



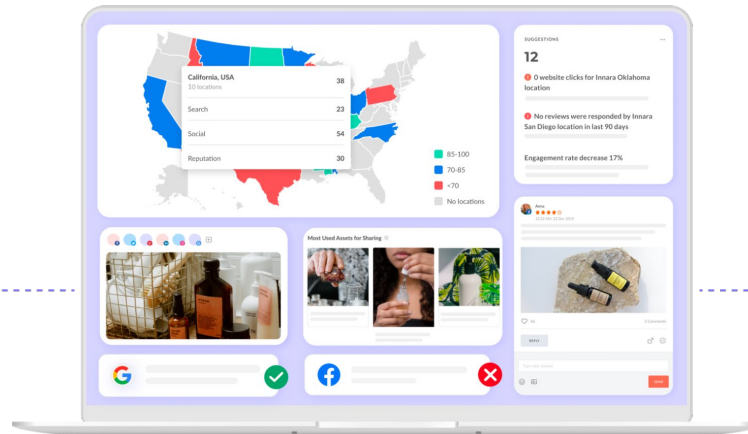
Marketing assets



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.



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



Restaurants



Fitness



Health & Beauty

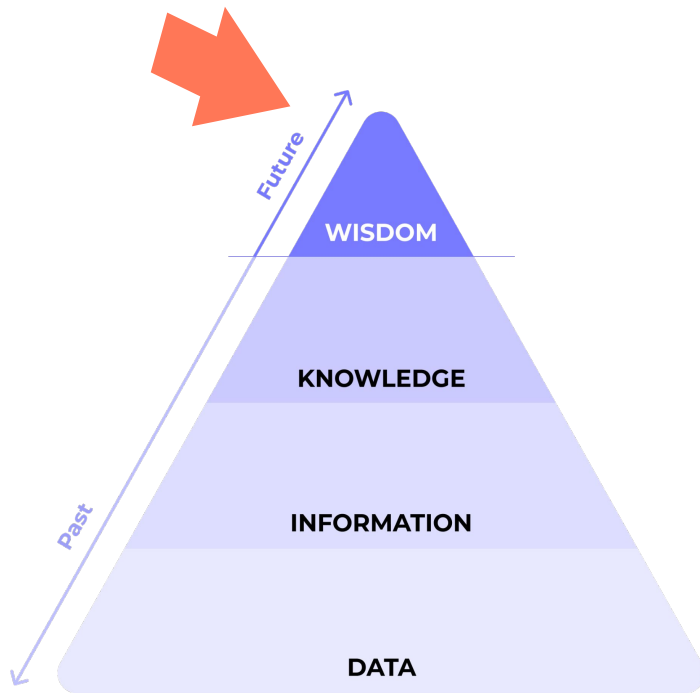


Retail



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

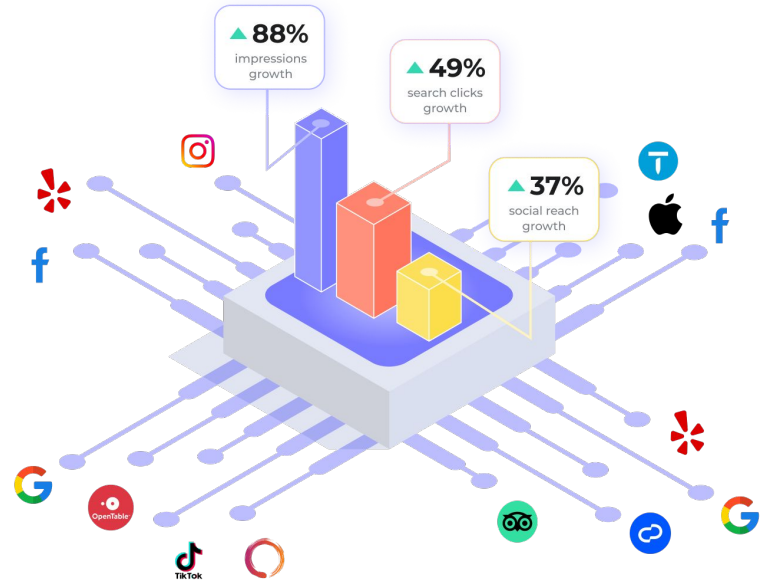


Meet PromoRepublic Copilot!

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

Social media

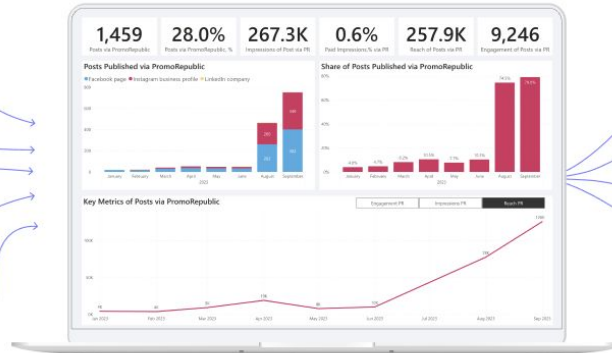
Reviews

Listings

Local competitors

Industry benchmarks

2. Get insights
in customized dashboards
with our Intelligence Engine



3. Discover opportunities
with your own Data Analyst

Insights, trends, and patterns

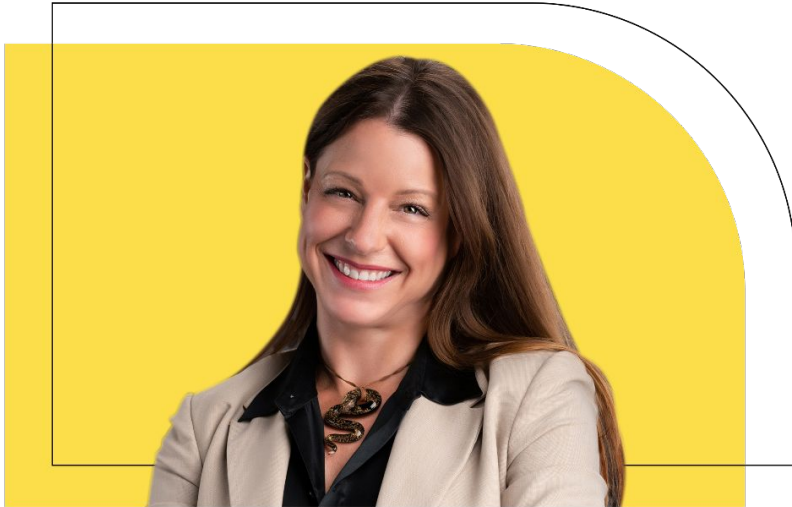
Grow results with next steps

Competitive advantages

Strategic consulting



Our franchise partners appreciate data integrity and suggestions Copilot provides



“ 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



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

alex.h@promorepublic.com

A man with a beard, wearing a dark suit, white shirt, and blue tie, stands in the center of a circular graphic. The graphic is composed of several overlapping circles in shades of blue and purple. Surrounding the man are five callout boxes, each containing a different metric or tip. The boxes are: a yellow box at the top left with '4.4 average rating across locations', a light green box to the left with '+7% The number of subscribers in July 2023', a light orange box at the bottom left with '60% Response rate of negative reviews on Google', a white box at the top right with 'Social' and three bullet points, and a white box at the bottom right with 'Reputation' and one bullet point, and another white box at the bottom right with 'Search' and three bullet points.

4.4
average rating across
locations

+7%
The number of
subscribers in July 2023

60%
Response rate of negative
reviews on Google

Social

- Focus your efforts on Facebook.
- Use videos to enhance engagement.
- Regularly interact with your followers.

Reputation

- Generate 10 new reviews to improve rating for Dallas location.

Search

- Delete duplicate pages for Danville location.
- Including accurate contact details, business hours, and description
- Update it with posts, photos, and reviews at least once a month

Who is serviceminder?



serviceminder

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.

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

And Automate All the Things



serviceminder

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

And Automate All the Things



serviceminder

Wanna Learn More?

Visit serviceminder.io and book a demo/discovery session

Questions?

Thank you for attending!