



KEY TAKEAWAYS

TACTICAL TIPS YOU CAN IMPLEMENT NOW
& TOP ADVICE FROM THE KEYNOTE SPEAKERS



MADELEINE ZOOK
FRANCHISEE, FORMER FRANCHISOR, AND NETSERTIVE'S DIRECTOR OF MARKETING



- LOCALIZED DIGITAL MARKETING: PAID MEDIA, ORGANIC/SEO & WEB SOLUTIONS

- FACILITATED NEARLY \$2 BILLION IN MEDIA SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

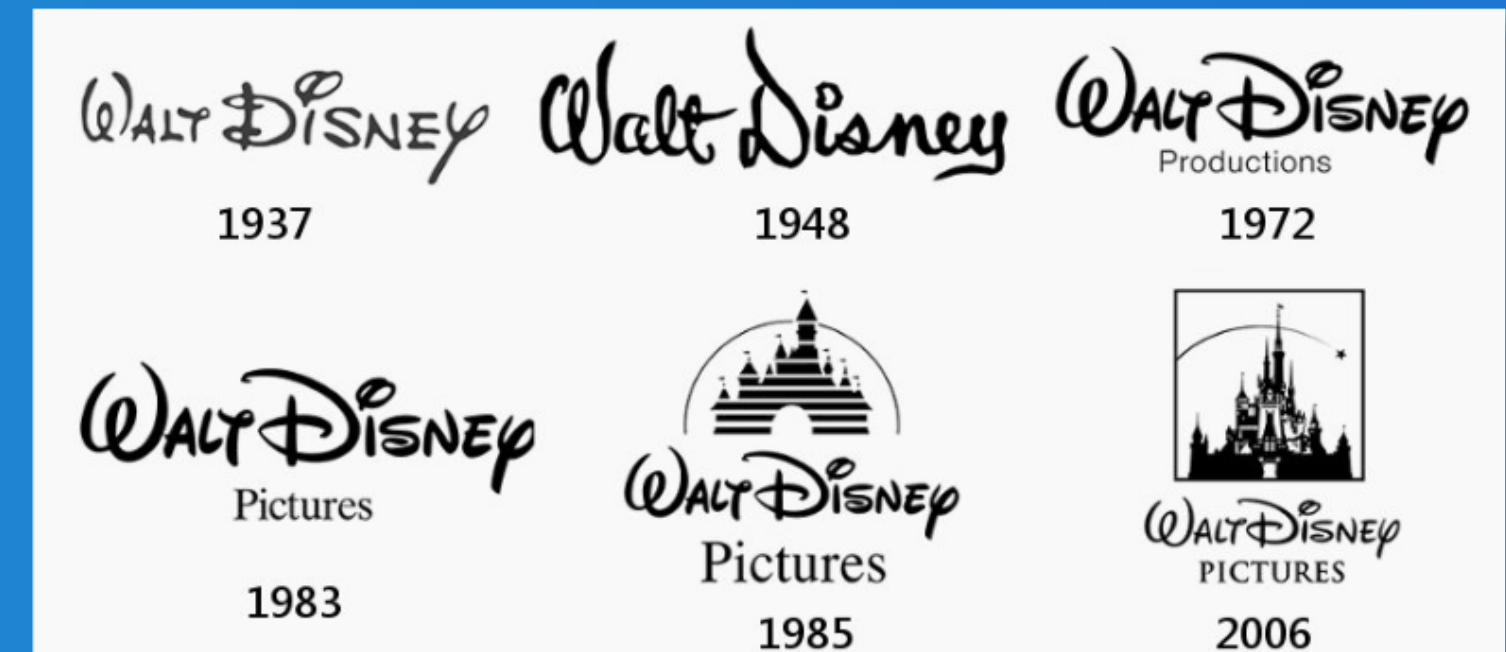
- DRIVING SUCCESS FOR OVER 100 MULTI-LOCATION BRANDS



MARKETING

VISION, MISSION, AND STRATEGY

- YOUR BRAND STATEMENTS SHOULD NOT BE: EITHER/OR, COMPETING, OR A "WHEN"
- YOUR STRATEGY AND VISION STATEMENTS MAY CHANGE OVER TIME BUT YOUR MISSION STATEMENT SHOULD REMAIN THE SAME
- YOUR CORE VALUES, BRAND/REBRANDS, CULTURE, AND OPERATIONS SHOULD ALL REPORT BACK TO THESE STATEMENTS



MARKETING

TIPS FOR CRISIS MANAGEMENT

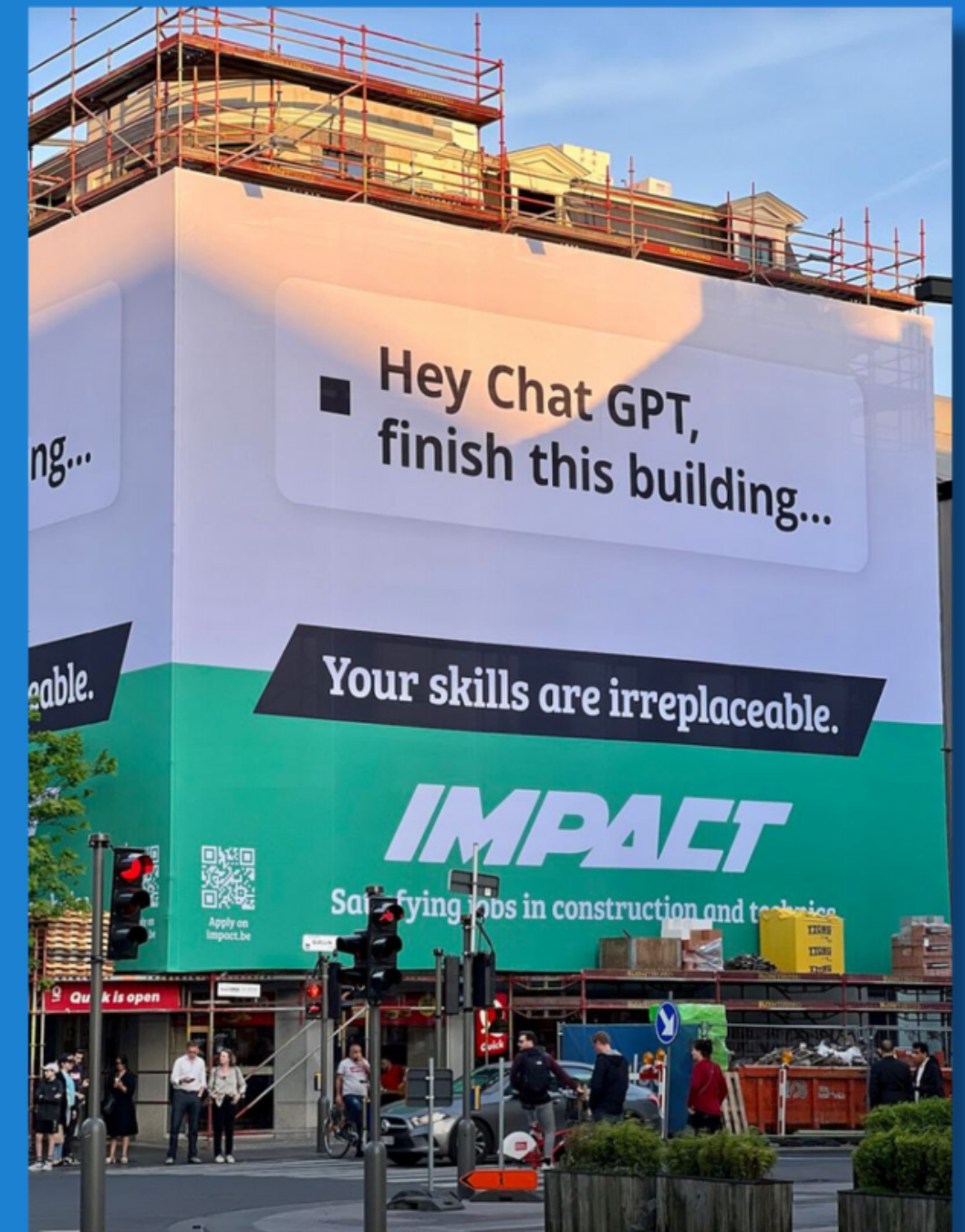
- CONSISTENT MESSAGING & RAPID PLAN OF ACTION
 - INTERNAL COMMUNICATION, TRANSPARENCY & AUTHENTICITY
 - STRICT AND CONCISE PROCEDURES & ROLES
 - ESTABLISH A BASELINE LEVEL OF PUBLIC ENGAGEMENT
 - TEACH YOUR FRANCHISEES & HAVE **"THE BRAND'S BACK"**
- * ULTIMATELY YOU WANT TO SUPPORT YOUR FRANCHISEE'S CHOICES BUT THEY DON'T ALWAYS MAKE THE RIGHT ONES. RESPOND IN A WAY THAT IS GOOD FOR YOUR BRAND, THE FRANCHISEE IS NOT ALWAYS RIGHT



TECHNOLOGY

THE FUTURE OF ARTIFICIAL INTELLIGENCE

- IDENTIFY WHERE AI CAN FILL IN THE GAPS: AUTOMATE
- START SMALL: LEAVE ROOM FOR BETA TESTING (& FACT CHECK!)
- EDUCATE ON INTEGRATION VS. REPLACEMENT
- IDENTIFY PRIVACY LIMITS & ESTABLISH PROTECTION PROTOCOLS
- UNDERSTAND THE TREND CYCLE & EXPLORE
 - ONCE AI IS THE NORM, PEOPLE WILL BEGIN TO CRAVE THE MORE "HUMAN" VOICE



OPERATIONS

WRAPPING OPERATIONS AROUND A SUCCESSFUL CULTURE

- PRIORITIZE EFFORTS IN LINE WITH YOUR INVESTMENT STRATEGY
- DEFINE YOUR FRANCHISE SUPPORT MINIMUM AND MAXIMUM
- SUPPORT YOUR SUPPORT TEAM
- INTERDEPARTMENTAL COLLABORATION
- IDENTIFY BOTTLENECKS & BUILD TRUST TO REMOVE THEM



SPEAKERS

ADVICE FROM THE KEYNOTE SPEAKERS



SHAWN KANUNGO

**ASK THE BOLD QUESTIONS AND DISAGREE WHEN APPROPRIATE.
INNOVATION DOES NOT COME FROM "WHAT DID WE DO LAST YEAR?"**



TIM MCINTYRE

**OWN YOUR NARRATIVE AND UNDERSTAND THE THREATS TO YOUR BRANDS REPUTATION.
REMEMBER, MOST HATED COMPANIES HAVE SELF-INFLICTED WOUNDS.**



JAY BAER

**RESPONSIVENESS CREATES REVENUE AND BOOSTS RETENTION.
DON'T ASSUME THAT COMPETENCY CREATES CONVERSATION. GIVE THEM A STORY TO TELL.**

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development marketing and producing
more qualified candidates?

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