



Social Media Best Practices for Franchises

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IFA Convention 2017 Las Vegas



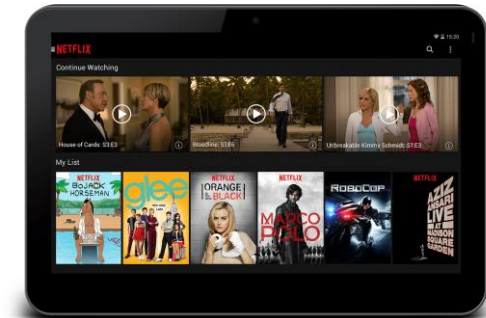
The Good Ol' Days:

2012

2012



2017



2012



2017



2012



2017



2012



Organic Posts Reach
All Followers

2017



Ads Reach
Targeted Consumers

2012

2017

5 years = one generation

Social Media Truths In 2017

Marketing Mix in 2017

Direct Mail

Outdoor

Online Display

Website

Search

Email Marketing

Telemarketing

Loyalty Program

Radio

Television

Print Ads

Public Relations

Media Relations

Investor Relations

Word of Mouth

Social Media

Marketing Mix in 2017

Direct Mail

Radio

Outdoor

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Public Relations

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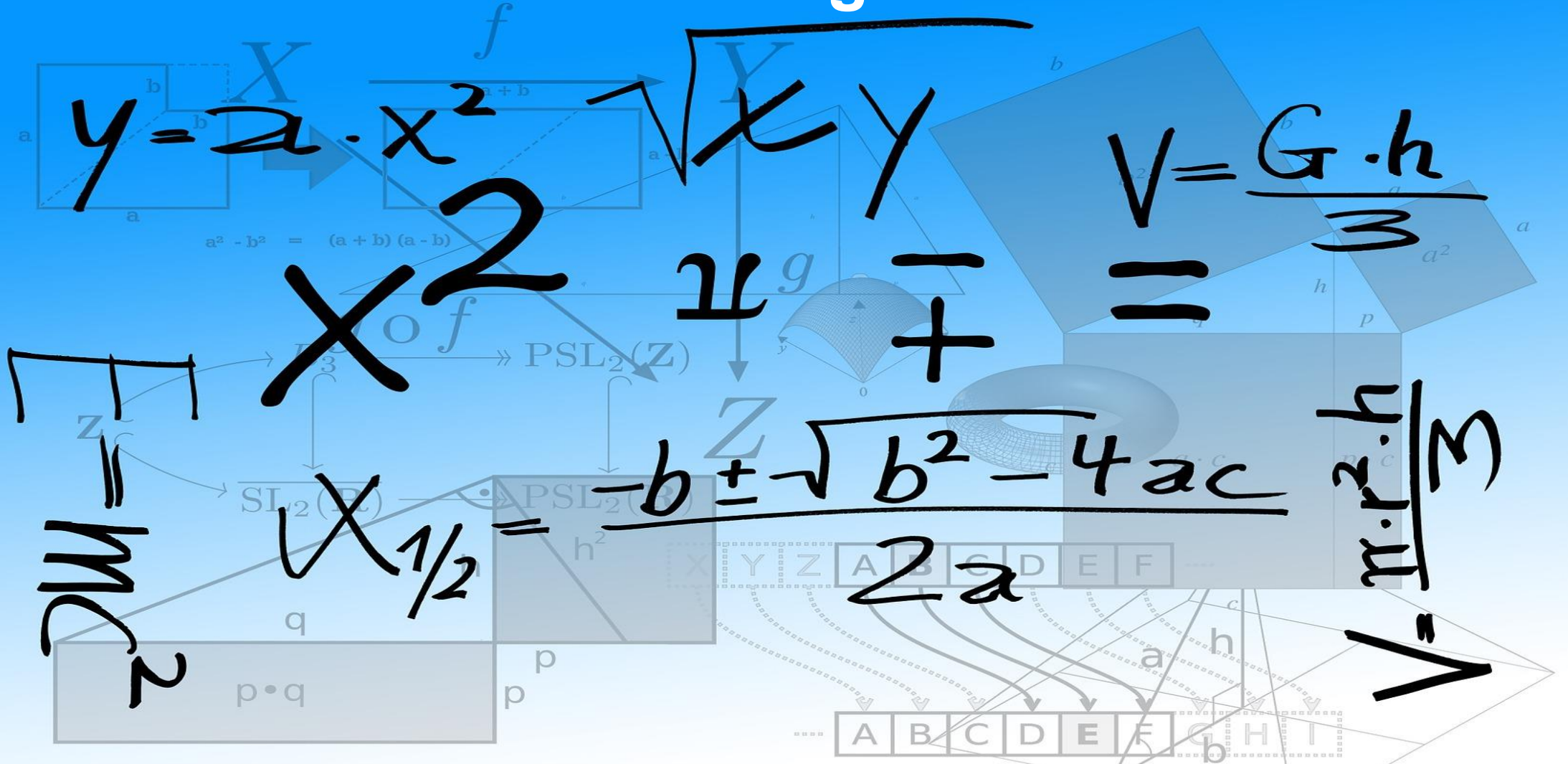
Marketing

Word of Mouth


Loyalty Program

Social Media

You can't "not" do something because it's too hard.



Anyone who says "it's just too hard" can be ignored.



There are no snowflakes.

You can make exceptions, but each one chips away at logic, efficiency, and profitability.



9 Social Media Best Practices

1. One Facebook page per location.

1. One Facebook page per location

Facebook	1 for brand + 1 for each location
Google+	1 for brand + 1 for each location
Twitter	1 for entire system
Instagram	1 for entire system
Snapchat	1 for entire system
YouTube	1 for entire system

2. No Separate Pages for Fran Dev



3. Post Every Day

A Facebook page with nothing new in the past 2 weeks means you're out of business.

3. Post Every Day

Facebook organic reach?

1 Million Fans: 1%

1 Thousand Fans: 20%

1 Million < 1,000 x 1,000

It's Good to Be a Franchise!

3. Post Every Day

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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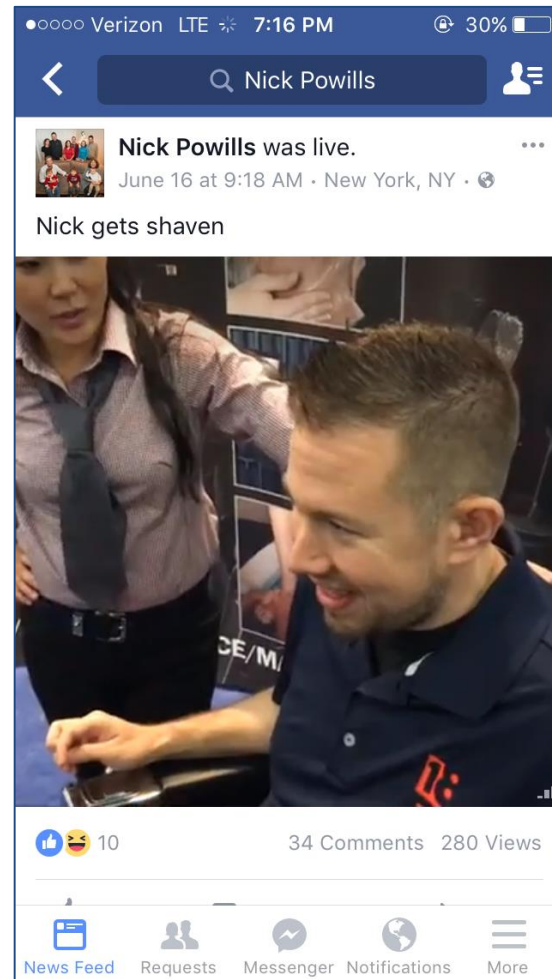
DECEMBER

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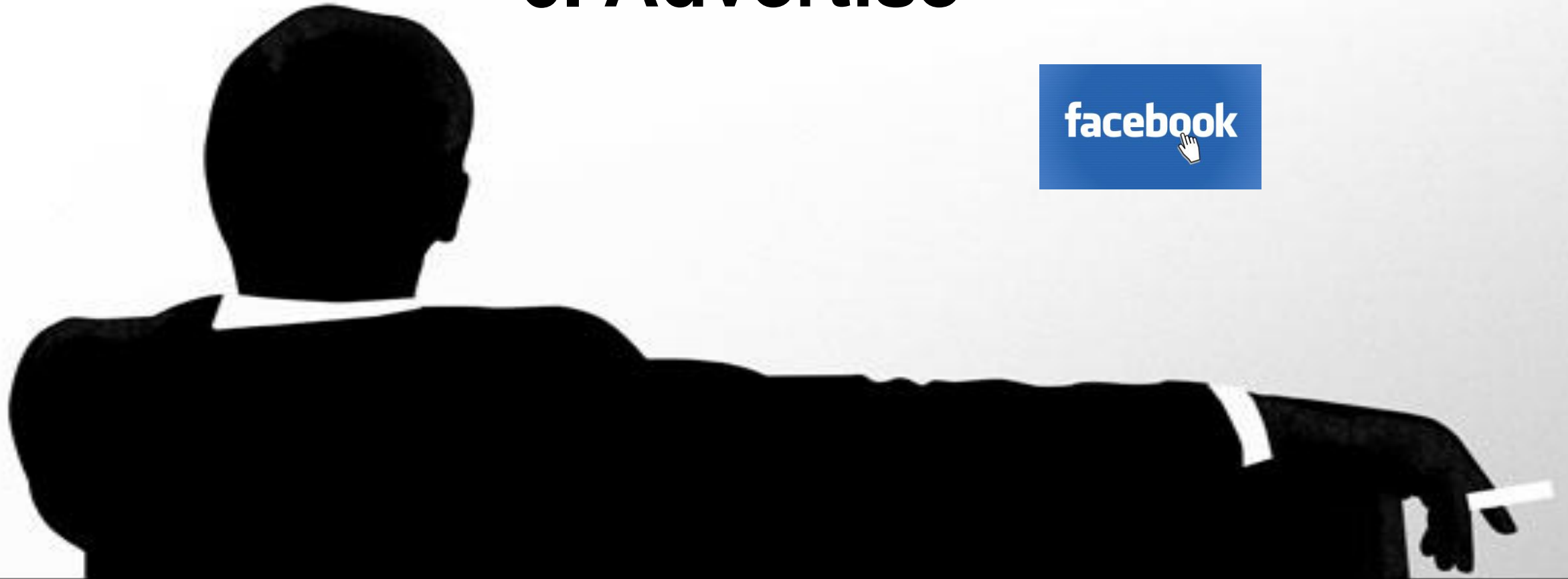
4. Post Shareable Content



5. Post Facebook Live Videos



6. Advertise



7. Respond

Respond to all customers on Social.

But don't spend all of your time monitoring and measuring.

8. Lead Your Franchisees

- D.I.Y. or Do It For Franchisees?
- Choose a Social Media Conductor at HQ



9. Do One Thing Different

