



Online®

Strategic Franchise Webinar Series

INTERNET BUSINESS SOLUTIONS

The webinar will begin shortly...

**10 Low Cost and No Cost Strategies to
Grow Your Franchise Online and Draw
Customers to Your Local Storefronts**

Featuring IFX Strategic Partner





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INTERNET BUSINESS SOLUTIONS

10 Low Cost and No Cost Strategies to Grow Your Franchise Online and Draw Customers to Your Local Storefronts

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Your Hosts



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WebVisible:

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Strategic Franchise Executive, WebVisible

Find IFX online:



www.ifxonline.com



www.ifxconference.com



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IFX Strategic Franchise Conference – Dec 9-11, 2010
San Diego, CA – www.ifxconference.com

About WebVisible



In our 9th year, WebVisible is a Software as a Service company known for making it easy for the franchise sector to advertise online.

- Global reseller partnerships with Intuit, British Telecom and AT&T
- Helping more than 100,000 SMB's advertise online
- Reaching 3,000 industries in 14 countries
- Award-winning software platform
- Founded in 2001
- IFA Supplier Partner



Jennifer Brunacini

- Franchise and small business marketing veteran
- 2 + years at WebVisible



Strategy Overview



- Strategy #1** Get **FREE** Google alerts when your franchise is mentioned on the Web.
- Strategy #2** Get **FREE** Yelp profile pages for your local franchise.
- Strategy #3** Get **FREE** Internet Yellow Pages profiles for franchisor and local franchisee.
- Strategy #4** Get a **FREE** franchisor business profile on Facebook.
- Strategy #5** Get a **FREE** franchise video profile page on Youtube.
- Strategy #6** Advertise to potential franchisees and local customers on Google, Bing and Yahoo!
- Strategy #7** Advertise for **FREE** to potential franchisees and local customers on mapping tools from Google, Bing and Yahoo!
- Strategy #8** **FREE** tool for targeting markets that will fill gaps and build brand density.
- Strategy #9** **FREE** tool to target specific re-sale of existing units.
- Strategy #10** Monitor the effectiveness of your online advertising for **FREE**

Strategy #1



Get **FREE** Google alerts when your franchise is mentioned on the Web.

Go to: www.google.com/alerts

- Monitor what others are saying about your franchise
- Monitor your competitors
- Monitor your local franchisee
- Monitor customer feedback and reviews

A screenshot of the Google Alerts beta interface. At the top left, it says 'Google alerts beta'. Below this is a 'Search terms:' label followed by an empty text input field. Underneath are three dropdown menus: 'Type:' with 'Everything' selected, 'How often:' with 'once a day' selected, and 'Volume:' with 'Only the best results' selected. At the bottom left is a 'Your email:' label followed by an empty text input field. At the bottom center is a 'Create Alert' button.

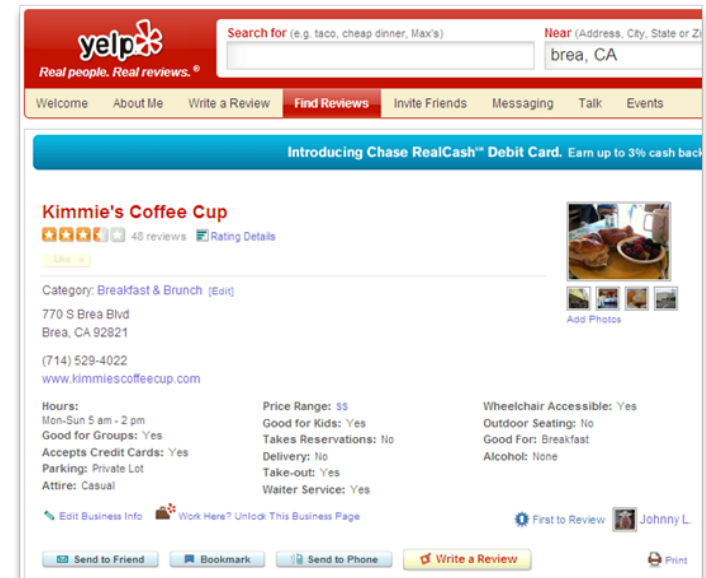
Strategy #2



Get **FREE** Yelp profile pages for your local franchise

Go to: www.yelp.com

- Promote your local presence
- Detailed profile of your franchise
- Ensure accuracy of location and contact info
- Monitor customer feedback and reviews and know how your franchise owner is serving his/her customers
- Offer incentives to your franchise owners for earning positive customer reviews



Strategy #3



Get **FREE** Internet Yellow Pages profiles for franchisor and each local unit.

Go to: www.superpages.com

Go to: www.yellowpages.com

- Promote your local presence
- Detailed profile of your franchise
- Ensure accuracy of location and contact info



Strategy #4



Get a **FREE** franchisor business profile on Facebook.

Go to: www.facebook.com

- Great tool to communicate with local franchisees as “fans”
- Detailed profile of your franchise
- Ensure accuracy of location and contact info
- Paid advertising optional
- Distribute coupons, video, promotions to your franchisees
- Promote yourself: Press releases, franchise rankings, announcements, contests



Strategy #5

Get a **FREE** franchise video profile page on Youtube.

Go to: www.youtube.com

- Advertise your franchise to potential franchisees
- Free to post videos and commercials directed at the local customers, or potential franchisees
- Detailed profile of your franchise
- Free way to host your Web site video content
- Produce your own video using iPhone or similar devices (*avoid music, artwork copyrights*)



Strategy #6



Advertise to potential franchisees and local customers on Google, Bing and Yahoo!

Go to: www.google.com/adwords

Go to: <https://adcenter.microsoft.com/>

Go to: <http://advertising.yahoo.com/>

- Ads only appear to those who search for what you are selling
- No wasted inventory
- Only pay when your ad is clicked
- Results can be tracked; proven ROI
- A/B test ads for effectiveness
- Compete with the big boys

A screenshot of a Google search results page for the query "electric guitars in detroit". The search bar shows the query and a search button. Below the search bar, it says "Results 1 - 10 of about 1,370,000 for electric guitars in detroit. (0.21 seconds)". The first result is a sponsored link for "Buy Electric Guitar" from MusiciansFriend.com, with a price of \$99. Other results include "KISS Detroit ROCK City Electric Guitar Lesson DVD", "Katrina's Piano Fund", "The Wire: Adventures in Modern Music: Article", "Detroit Electronic Music Festival - Wikipedia, the free encyclopedia", and "Movement 2007: Detroit's Electronic Music Festival". An advertisement overlay is positioned on the right side of the screenshot, containing the text: "Your brand ad here", "Advertise your national brand website in this space. www.YourWebsite.com", "Your local brand presence", "Partner with a local store, retail outlet, or service location here. www.LocalOutlet.com", and "National brands can partner here to advertise and drive consumers to local outlets." with two upward-pointing arrows.

bing™ Google™ YAHOO!

Strategy #7

Advertise for **FREE** to potential franchisees and local customers on mapping tools from Google, Bing and Yahoo!

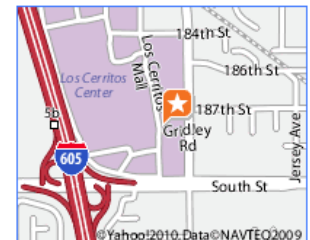
Go to: www.google.com/maps

Go to: www.yahoo.com/local

- Ads only appear to those who search for what you are selling
- Profile page details your business
- Map provides location and driving directions to local unit
- Links to your Web site
- Upload product photos



[Nestle Toll House Cafe by Chip](#)
nestletollhousecafe.com
(562) 809-2500
437 Los Cerritos Mall, Cerritos, CA ▾
[Hours & More Info >](#)
Reviews -



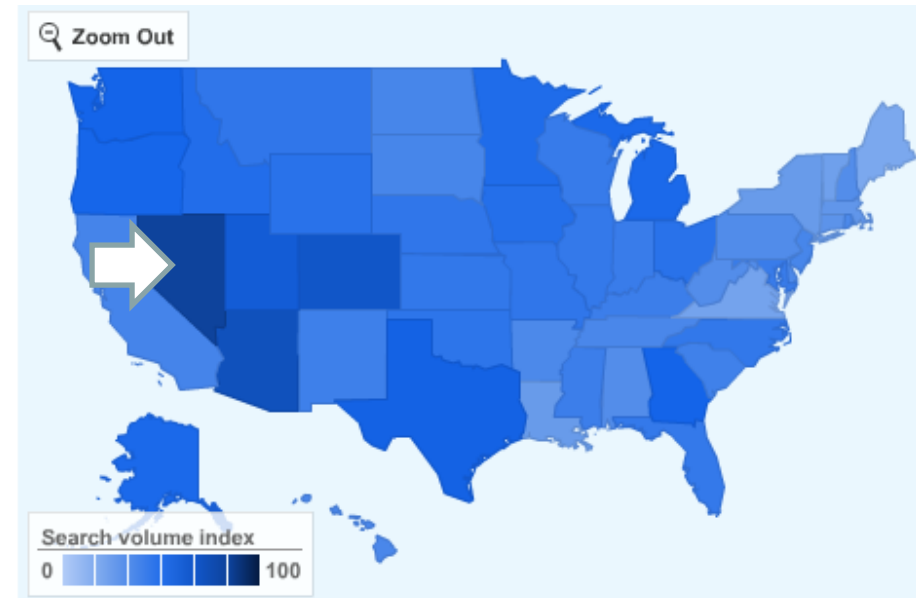
Strategy #8

FREE Google Search Insights tool for targeting markets that will fill gaps and build brand density.

Go to: www.google.com/insights/search

- Search globally (or just US) to view popularity of search terms associated with your franchise and use data to target market expansion
- Map on right shows volume of searches for “carpet cleaning”
- Search seasonally, regionally, **metros** identify patterns in consumer search activity
- Based on this data, target Nevada for expansion of franchise brand

Google Insights for Search
beta




Strategy #9

FREE tool to target advertising of specific re-sale units online.

Go to: www.allbusiness.com search “Franchise Finder”

- Free tool for people seeking/selling a franchise
- Allows industry, city, and keyword targeting
- Franchisor can list “re-sale” units or other categorical information
- Search results allow for free or paid placement listings; paid ads rise to top of listing

Franchise Finder



Find your perfect franchise
Select your desired filter below
and click the "Find Franchises"
button to refresh the list on the
left.

Industry:
Children's Franchises

Location:
Georgia

Liquid Capital:
All Levels

Net Worth:
All Levels

Employees Needed:
All Levels

Home based?

Item 19 Disclosure?

Franchisor offers financing?

On SBA's Franchise Registry?

IFA VetFran member?

Absentee ownership allowed?

Multiple U.S. units required?

Keywords (optional):
Enter Keyword

Find Franchises



Strategy #10

Monitor the effectiveness of your online advertising for **FREE** with any WebVisible service.

- Record and playback customer calls
- Mapping tools show where your leads are coming from
- Block unwanted phone calls
- Measure your advertising ROI
- Free with WebVisible paid advertising program
- 24/7 online access



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Contact us



To contact WebVisible, go to: www.ifxonline.com/partners

To view IFX Strategic Online Webinars go to: www.ifxonline.com/resources

**NEXT STRATEGIC WEBINAR: Wed., Oct. 20th @ 11am PT
10 Strategies on How to Boost Profitability Applying the Latest
Franchisee Federal Tax Credits and Online Payroll Tools**

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