

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING



EVOLVE OR DIE:

*KEEPING YOUR BRAND RELEVANT TO CONSUMERS
AND DEVELOPMENT PROSPECTS*

Date: Tuesday, February 11, 2025

Time: 1:30pm-2:30pm PST

Brought to you by:



MODERATOR



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SPEAKERS



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SESSION OVERVIEW

As we go into 2025, staying relevant and resonating with your audience is crucial for your brand's success. How is your strategy evolving in 2025 vs previous years? What are some of the strategic, creative, and tactical approaches necessary to refresh and revitalize your brand identity? How do you use your data to achieve this?

CLEAR OBJECTIVES

- How do you identify and establish goals for your brand?
 - Increasing brand awareness
 - Lead generation and business objectives
 - Brand new franchise location vs. a mature location

A COMPELLING NARRATIVE

- How do you integrate your goals into a brand story that resonates with both existing and potential customers?
 - How important is design to transform your brand's look and feel while maintaining its core essence?
 - How important is it for an individual franchise location to adhere to your brand guidelines?

MEASURING SUCCESS

- How do you track key performance indicators (KPIs) to determine whether you are hitting your goals?
 - What data are you using and make data-driven decisions (first party data, Google Analytics traffic, etc.)
 - How to you keep franchisees on the path to success with their local marketing plans?

MULTI-CHANNEL STRATEGIES

- Implementing effective marketing strategies across various platforms to ensure a cohesive and impactful brand presence.
 - Is it important to use all types of marketing platforms (Social, Google, Programmatic, etc.) and ad types (Video, Search, Display, CTV, Billboard, etc.)

MARKET SHIFTS

- How do evolving market trends and consumer behaviors influence your strategy pivots and KPI's?
 - Targeting new consumers
 - Brand refreshes
 - Using emerging tools (Ai etc.)

MARKET SHIFTS

- Where do you see marketing going in the future?

THANK YOU!

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