

Southeast Franchise Forum July 8th 2008

15 Things Your Website Should Be Doing... But Probably Isn't.

Our Premise: It's Not Al Gore's Internet Anymore!

MySpace, Google, FaceBook and YouTube are Changing Everything!

If You're Not Capitalizing on their Dominance,

You're Slowing Your Company's Growth!

Today's consumers—and today's franchise buyers—are increasingly sophisticated and use the internet more and more every day. For shopping, for news, for selling their “stuff,” for keeping in touch with family and friends, for learning, for recommendations, checking on their favorite sports teams, singers, actresses, and for finding **the best franchise in which to invest!**

If your company is not keeping up with the rapid changes on the internet—you're falling behind. **And its Obvious!** Your site is “old” if it hasn't had a major facelift in the last 3 years!

We feel there are Three Main Focuses for Franchisor Websites and we'd like to spend some time discussing how the internet can impact each:

Prospecting for, and Signing, New Franchisees

Search Engine Optimization

Focus on Niche Keywords

Repeat them on your Homepage

Pay Per Click Advertising—Google AdWords, Yahoo Search, MSN

Landing Pages

Geo Targeting

Educating Prospects

On Line Reputation Management

Sales Presentation: Webinars

Video Demonstrations & Testimonials

Email Marketing

Finding Clients & Customers for Your Franchisees

Building Your Brand

Creating a Buzz

Social Media or Social Networking

Each City (or Unit) Should Have a Page

A Media Room where Press Releases and Articles are posted for the Media.

Coupons to Drive Traffic to Stores

Geo-Targeting

Public Relations

On Line Reputation Management

Video Demonstrations & Testimonials

Surveys

Customer Newsletters (Talk to the People that will Listen)

How Do You Overcome Negative Postings on the Internet?

Social Media—FaceBook

Email Marketing

Communicating with Your Franchisees

- Operations Manuals
- Forms for Royalties
- Dashboards
- Chat Rooms-Bulletin Boards-Blogs
- Educational Webinars
- Surveys
- Franchisee Newsletters
- Posting Advertising Materials
- Voice Over Internet Protocol (VOIP)
- Quarterly Town Hall Meetings
- Best Practices Examples
- Knowledge Repository
 - Presentations
 - Proposals
 - White Papers
 - Training Modules
- Daily/Weekly News
- Calendar of Events
- Team Web Sites
- Internal Metrics
- E-Learning: Training for Franchisees & their Staff

Technical Decisions: Do Customers & Franchisees Use the Same Website?
Can Franchisees post their own sites?

Sites You Should Review: YouTube.com; FaceBook.com; MySpace.com; LinkedIn.com; CopyScape.com; SpyFu.com; Go-To-Meeting.com; MyMeeting.com; Google Analytics; Twitter.com; Google Alerts; Yelp.com; AngiesList.com; Wikipedia.org

Points to Ponder:

Is Your Website Your Number 1 Lead Generator or an 8-ton Dinosaur that's Embarrassing You?

We hope these thoughts will help you move your company up in your niche. Please feel free to call our panelists if you have a question or two with which you think they could help.

**Special thanks to our host: Starwood Hotels
and our Panelists: Sandy Mazur of Spherion; Jay Kapp of Kapp Concepts; and Rick Batchelor of Qiigo.**

Save the Date:

Tuesday, August 12, 7:30 – 9 AM
Going Green in Your Franchise System
@ The Ashford Club