

# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
FRANCHISING



# AI Explained:

Leading Franchise Brands Share Its  
Real Impact on Marketing

Presented by:





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# WE'RE AT AN INFLECTION POINT

In Multi-Location Marketing



1990s



2000s



2010s



NOW

## The Digital Revolution

The birth of the internet gave rise to web browsers

## The Social Revolution

Customers gained a voice, leading to a surge in social interactions

## The Mobile Revolution

Everything became localized – from searches and purchases to engagement

## The AI Revolution



# INFLECTION POINTS

separate those who adapt from  
those who do not...

Since 2000,

**52%**

of Fortune 500 companies  
have vanished



# WHAT IS DRIVING THIS REVOLUTION

FOR MULTI-LOCATION MARKETERS



**Customers  
Went Digital**

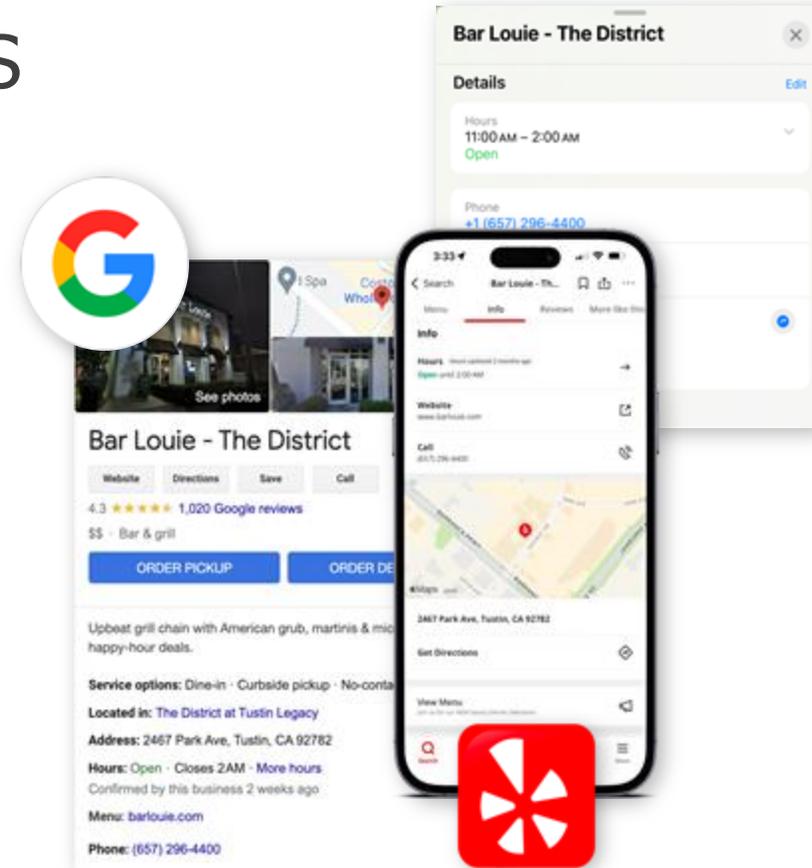
# WHAT IS DRIVING THIS REVOLUTION

## FOR MULTI-LOCATION MARKETERS

**Customers  
Went Digital**

**Channels  
(5 pages)**

With customers  
engaging multiple  
times a day



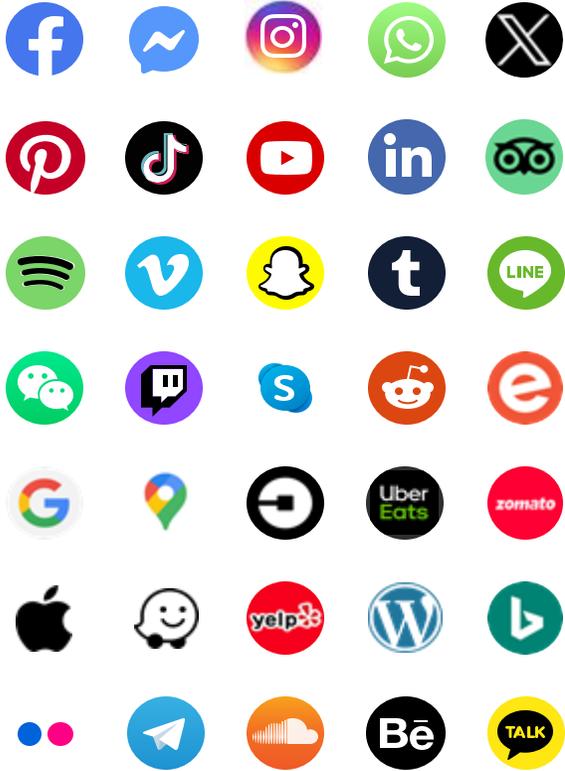
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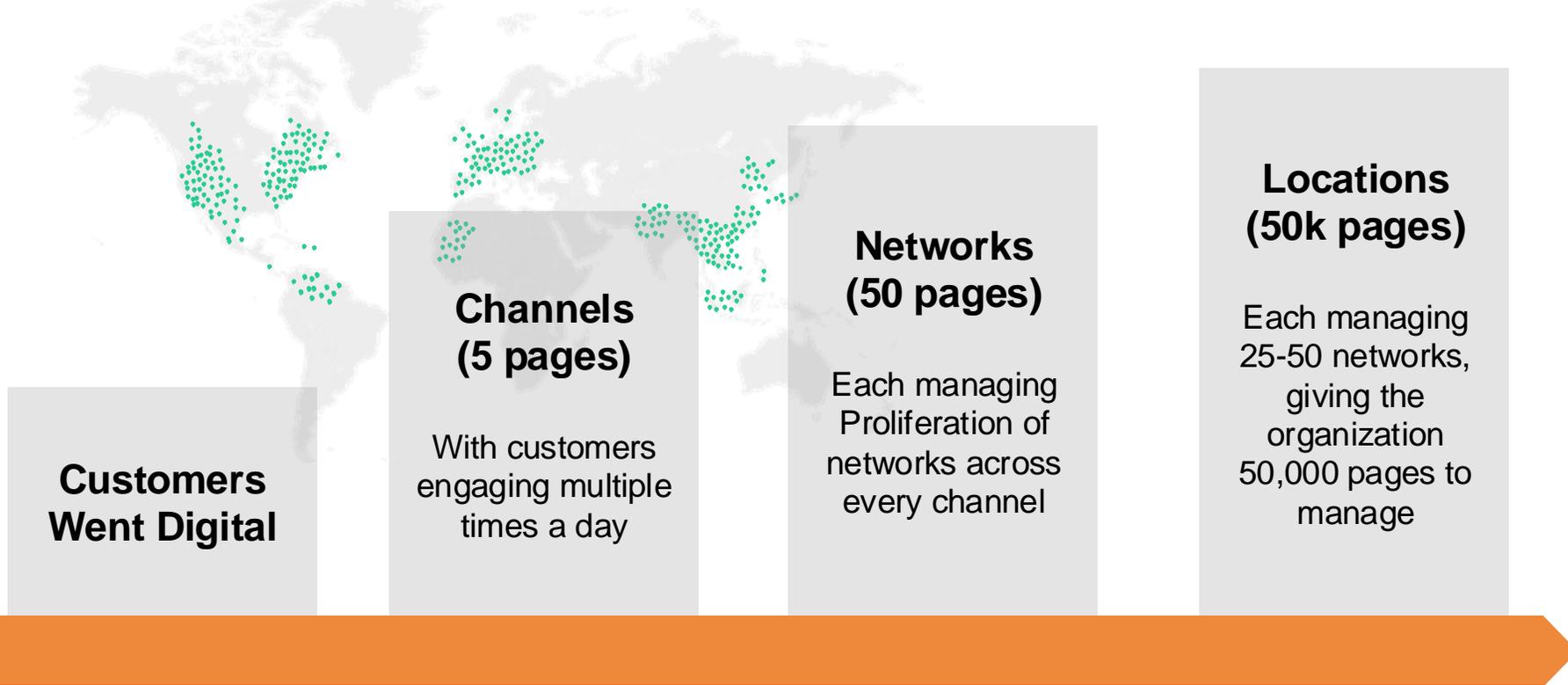
**Channels  
(5 pages)**  
With customers  
engaging multiple  
times a day

**Networks  
(50 pages)**  
Each managing  
Proliferation of  
networks across  
every channel



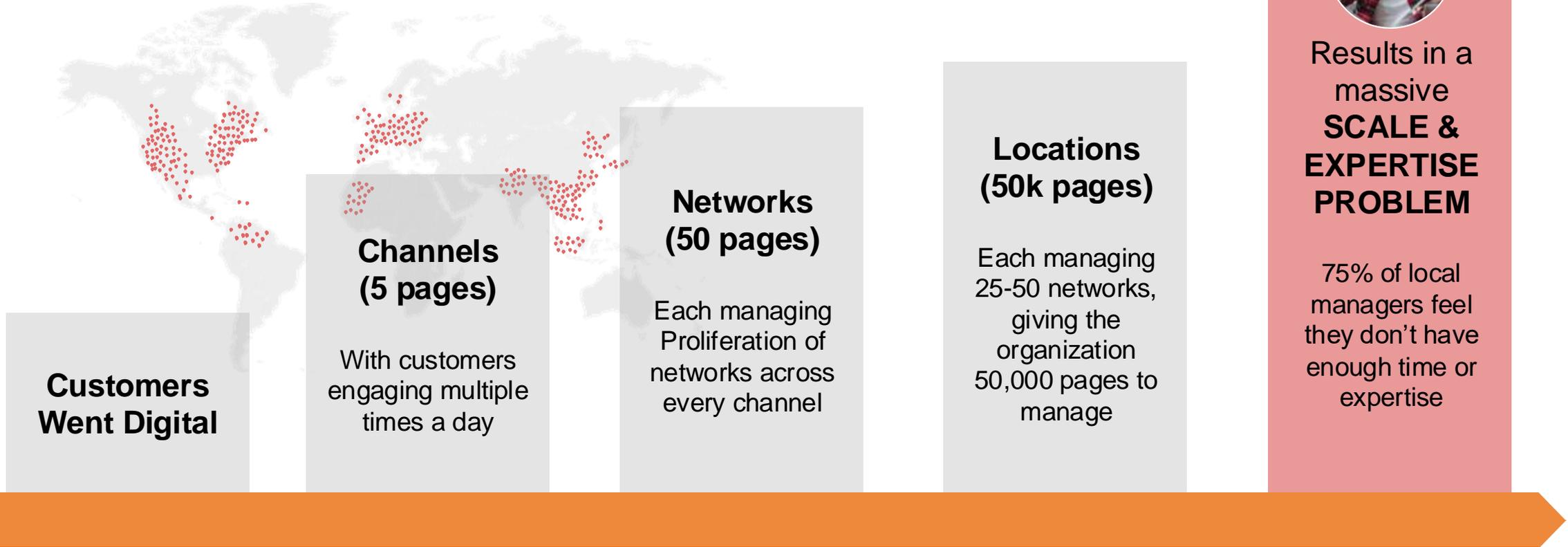
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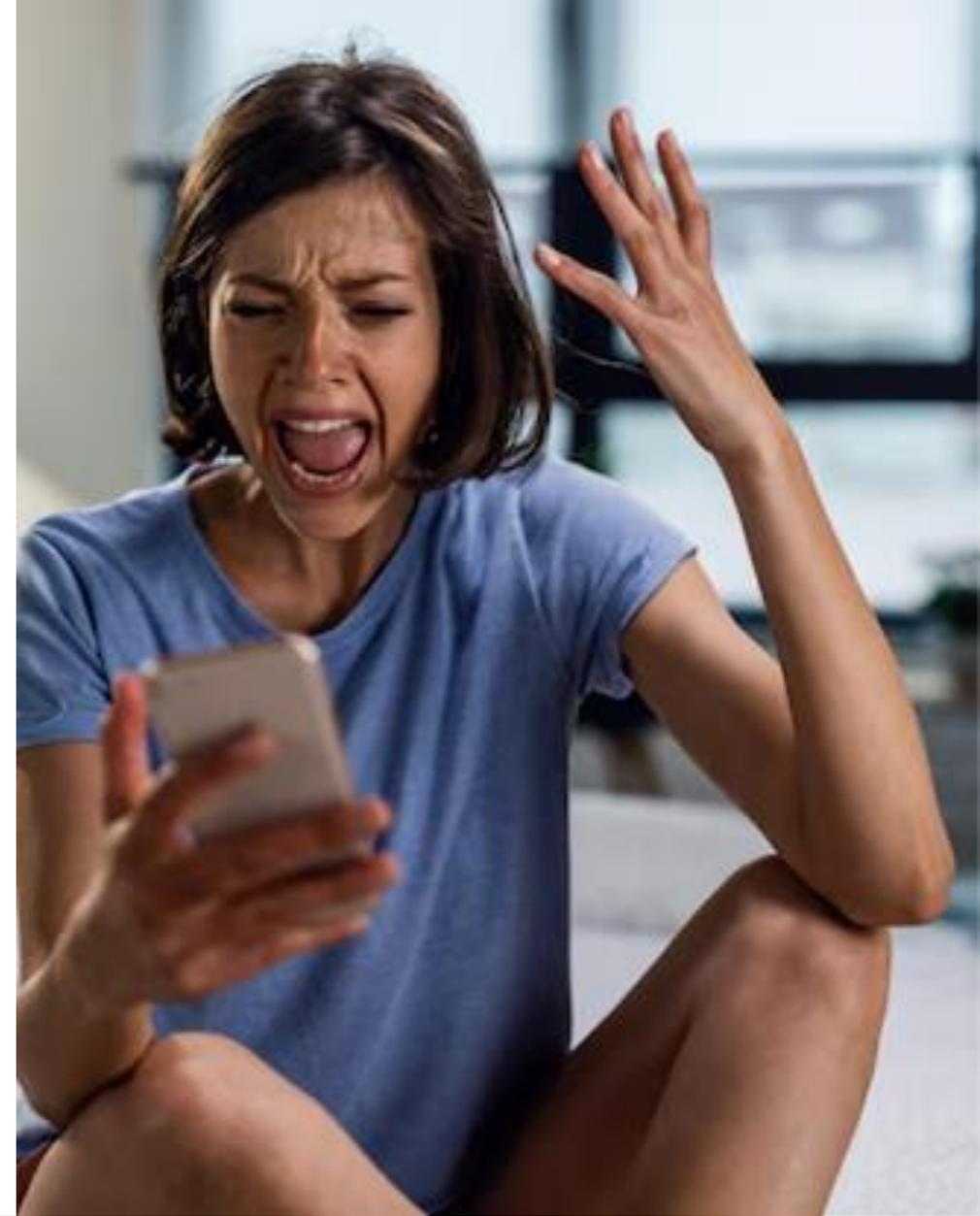


# CONSUMERS EXPECT AND DEMAND AND OMNI-CHANNEL EXPERIENCE

- **98% of consumers** use digital tools to find information about local businesses
- **7 out of 10** consumers say they will abandon a business if not easily accessible online
- The increased ease and access to a wide availability of options has caused a **double-digit decline in brand loyalty** from 2023 to 2024

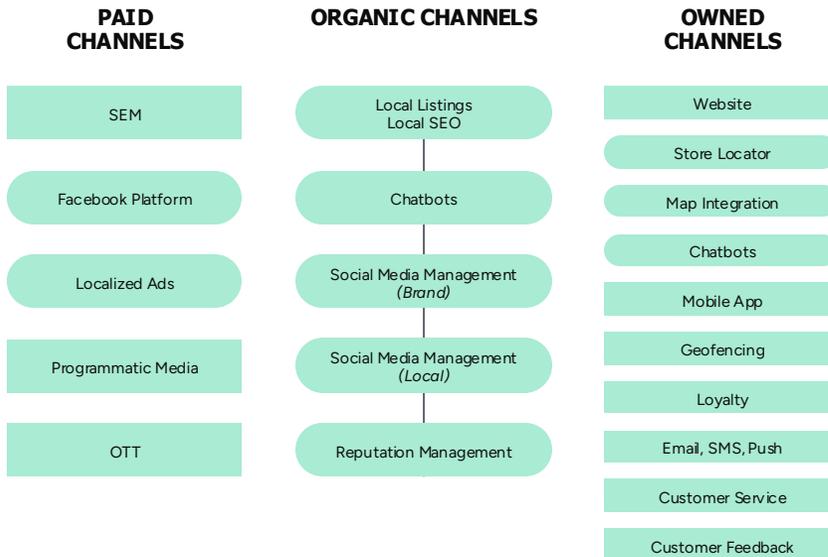
# BRICK & MORTAR BRANDS ARE STRUGGLING TO KEEP UP...

- The average Multi-Location enterprise brand is virtually invisible in **2 out of 3** local searches
- Ignores over **90%** of consumer comments and questions
- Doesn't respond to over **50%** of their local consumer reviews



# WHAT'S NOT WORKING?

## FRAGMENTED TECH STACKS



## LOCAL MANAGERS



TOO FEW RESULTS

**AI has the potential to fix  
your scale & expertise problem**

# OUR PANELISTS



**Kyle Sawai**

CMO

Liberty Tax Services



**Janie Page**

CMO

The Human Bean



**Will Fraker**

VP of Marketing

Good Feet Store



**Christian Betancourt**

CMO

Voda Cleaning & Restoration

# Thank You.

