



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



KENNY STOCKER

VP Sales & Partnerships

V DIGITAL SERVICES

kenny.stocker@vdigitalservices.com



SPEAKERS



Julie Green

Vice President of Marketing
Massage Heights
jgreen@massageheightsfranchising.com



Larisa Walega

Chief Growth Officer
Ziebart International Corporation
lwalega@ziebart.com



Laurel Graham

Vice President of Products
Homewatch CareGivers
lgraham@hwcg.com



JOIN THE CONVERSATION

Use **#IFACon2025** to talk with others on social media before, during, and after the conference.

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!

VISIT V DIGITAL SERVICES
@ BOOTH 811

VDIGITALSERVICES.COM



STYLE GUIDE

- **Headers:** 42pt Tahoma, bold, Orange (#EE883B), all caps
- **Body text:** 26pt Tahoma, Dark Grey (#404040), mixed case

