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WEBINARS

Marketing Trends & Hot Takes for Franchises

Introductions



Gabriella Ferrara

Vice President of Sales
Scorpion



Julie Green

VP of Marketing
Heights Wellness Retreat



Madeline Zook

CMO
Rolling Suds

Local is the New National



Franchisees Should Allocate Majority of Budget to Digital



Rising Cost in Digital Does Not Mean Your Marketing Isn't Working



First-Party Data Can Change Your Marketing



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Q & A