



The Franchise

SOCIAL MEDIA
SPECIALISTS



Over 10 years ago, CANAM Franchise Development Group began building franchise systems from the ground up and assisting existing and new franchisors to expand and grow in the Canadian marketplace.

Seeing the need for a web portal devoted to marketing franchise opportunities, in 2002 CANAM developed BeTheBoss.ca, PlaneteFranchise.ca and, more recently, BuyThatFranchise.ca, making CANAM Canada's leader in franchise marketing and promotion.

What's the point of all this? We know franchising. From building, developing, and marketing franchises, CANAM Franchise Development Group has become Your Canadian franchise authority™.

In launching this new Social Media program, we are offering franchisors the competitive edge in their now-essential Social Marketing endeavours. To be effective in building a profitable social network full of online followers and fans, you need two things from the team driving your Social Media campaign: expert and up-to-the-minute knowledge of Social Media and an intimate understanding of franchising and franchise marketing. CANAM is the only company to offer Social Media programs exclusively to Franchisors that can promise that unique success-factor and, because of our large network of clients, we are able to offer these services much more cost-effectively than traditional ad agencies.

Leverage the experience and success of CANAM, the undisputed Canadian franchise authority.

What we do...

- Create and promote content on various social media channels
- Find your audience
- Develop strategies for your organization
- Monitor what's being shared about you
- Build a following by networking and sharing interesting content
- Measure results for various channels
- Continuously research new channels so clients get in on early adoption
- Customize channels with social media application programming interfaces
- Implement social media policies and procedures



How we do it...

- We identify social media opportunities and analyze what will work for your target audience
- Create and maintain accounts on a regular basis
- Programs to reduce time consumption



- Receive effective tools for generating awareness for your brand
- Cut service costs while reaching a larger number of people
- Social media drives a large amount of traffic back to your website
- Franchisees see increasing numbers of brand loyalty
- Customers get updates in real-time

What is SEO?

Search engine optimization (SEO) involves building new websites, or altering existing websites, so that they rank highly in a search engine's organic listings when users search on terms that are related to the site's content.

When you implement a Search Engine Optimization (SEO) Strategy, your site will achieve improved positioning on major search engines for specific keywords relevant to your products, services, and/or topic of your website.

What is a CMS?

A content management system (CMS/Wordpress) allows the content manager, who may not know HTML, to manage the creation, modification, and removal of content from a Web site without needing the expertise of a Webmaster.

Blogging

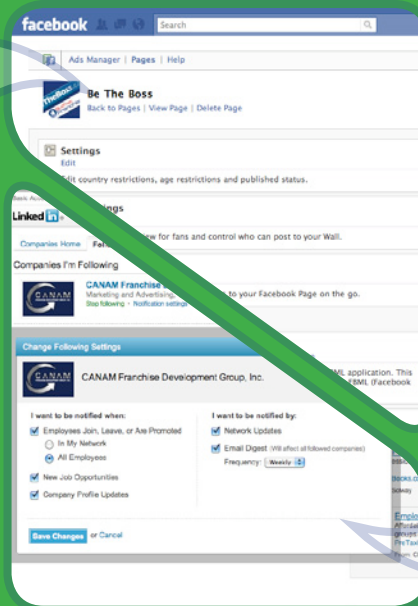


The screenshot shows a WordPress blog interface. The main header reads "The Franchise Social Network" with the subtext "Network Designed". A navigation bar includes "Home", "Franchising", and "News". A "RECENT POSTS" sidebar lists "The Pros and Cons of Buying a Franchise Franchising in Canada". The main content area features a "Latest Story" titled "The Pros and Cons of Buying a Franchise" dated June 11, 2010, by admin. Below this is another post titled "Franchising in Canada" also dated June 11, 2010, by admin. A pie chart is overlaid on the bottom right of the screenshot, showing traffic sources: Search Engines (16,494.00, 83.37%), Direct Traffic (1,674.00, 8.46%), Referring Sites (1,552.00, 7.84%), and Other (64, 0.32%).

- Creating a blog helps your business be more public and accessible
- Having a blog will work as your central hub to your core social media community
- Writing articles and updates regularly helps identify you as an expert in your field
- Blogs consistently help drive traffic to your website with noticeable growth
- A content management system (CMS) makes it easy for multiple users to update a blog without prior knowledge of HTML or SEO

Facebook

- Facebook has 500 million active users; 50% of these users log on to Facebook every day
- The average user is connected to 60 pages, groups and events
- Studies estimate that someone who has *'liked'* a brand will spend on average \$71.84 more than someone who hasn't
- Facebook can increase referral traffic to your blog by 50%



- LinkedIn has over 70 million members with a new member joining every second
- Be found for business opportunities and find potential partners
- Helps provide SEO by linking blogs and company websites
- LinkedIn receives a high PageRank in Google

LinkedIn 

Twitter

- There are more than 106 million accounts on Twitter with an average of 600 million search queries every day
- Automated tweets are generated by posting on Facebook page and Blog
- With search queries Twitter makes it easy to seek out people discussing your brand
- A great way to provide exclusive deals to clients



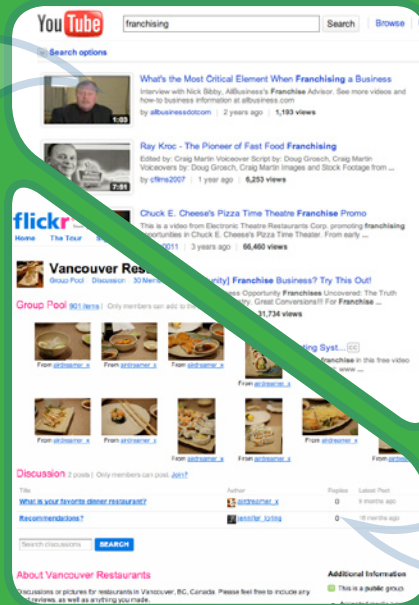
- After its first year Foursquare has half a million users, 1.4 million venues and 15.5 million checkins
- Take ownership of your location and see who your most loyal customers are
- Businesses are starting to take advantage of Foursquare to reward their most loyal
- Foursquare provides real-time venue/location statistics

Foursquare



YouTube

- With two billion views a day, YouTube is the third most visited site on the internet
- In-house HD video production makes it easy to enhance the users experience
- Packaging a video will bring the audience back consistently for brand loyalty
- Proper SEO is crucial as YouTube is the second largest search platform after Google



- The Flickr community is made up of 36 million registered users that have posted 3.5 billion photos
- It is an immense social network where users comment, join groups, and add friends
- Optimizing an image search translates well into overall good SEO
- Geotagging allows the user to view local photos and events



Future Channels

- Social media is an ever changing marketing tool that can reduce productivity if not researched properly
- Nielsen ratings show that social media has grown 82% over the past year making it a major advantage for the early adopters
- CANAM Franchise Development Group, Inc. is constantly searching for the latest resources and channels to ensure their clients are ready for the ever evolving web



Contact

Your Canadian Franchise Authority™



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