



# Quarterly Review

## July 2022

(for the period 1<sup>st</sup> April 2022 – 30<sup>th</sup> June 2022)

# Executive Summary

It has been an eventful few months, with summer finally arriving in the UK and a wonderful Bank Holiday weekend for the Queen's Platinum Jubilee. I hope you were all able to take some time to reunite with family and friends.

Firstly, a huge welcome to all our new exhibitors who have joined the community, it is great to have you onboard. We are proud to bring together a single community that showcases suppliers and services from the industry and allows them to connect, network, engage and share their knowledge. Please do feel free to connect with other exhibitors on the platform, or if you would prefer us to help with an introduction, please don't hesitate to get in touch.

Don't forget that our Coffee Chat is 15 series is now available wherever you listen to your podcasts. If you have already recorded a Coffee Chat with us, you can find it posted already, or if you are interested in recording one, please contact Katie Bateman and she can book you in.

Finally, we are still keen to hear your thoughts about FranchiseShow247 and how you have found being a community member. We have launched a new Trustpilot page and would love to hear your feedback. Please visit <https://www.trustpilot.com/review/Franchiseshow247.com> to leave a review. Thank you to those who have already shared their thoughts.

Thank you again for your continued support, we love having you as part of our community!



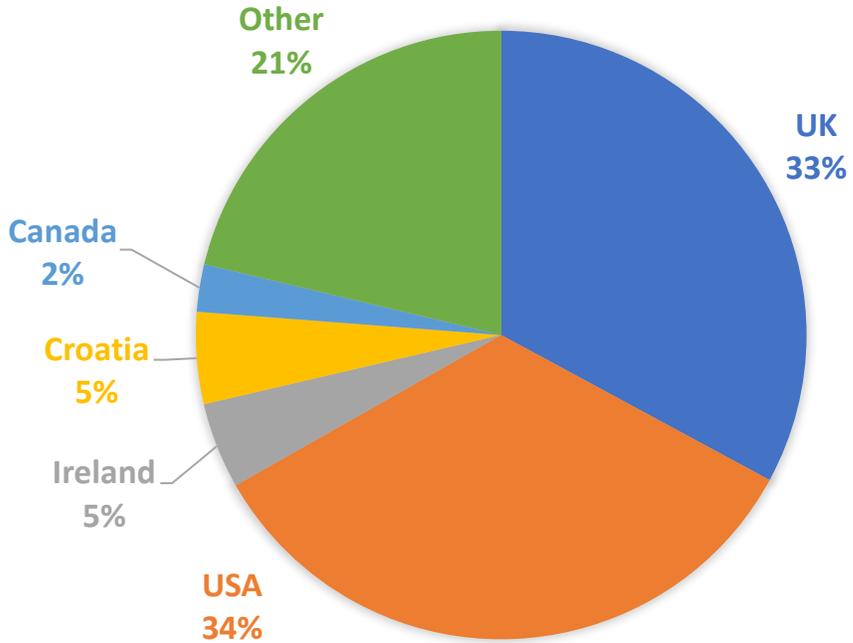
FOUNDER & CHIEF INNOVATOR

# **Our objective:**

- 1. To drive awareness to the FranchiseShow247 platform**
- 2. To drive traffic to the FranchiseShow247 platform through organic and paid social marketing**
- 3. Continue to grow the Franchiseshow247 community**
- 4. To gather feedback from our community members on the platform for future development**

# Dashboard Apr-Jun 2022

## Visitor Location Overview



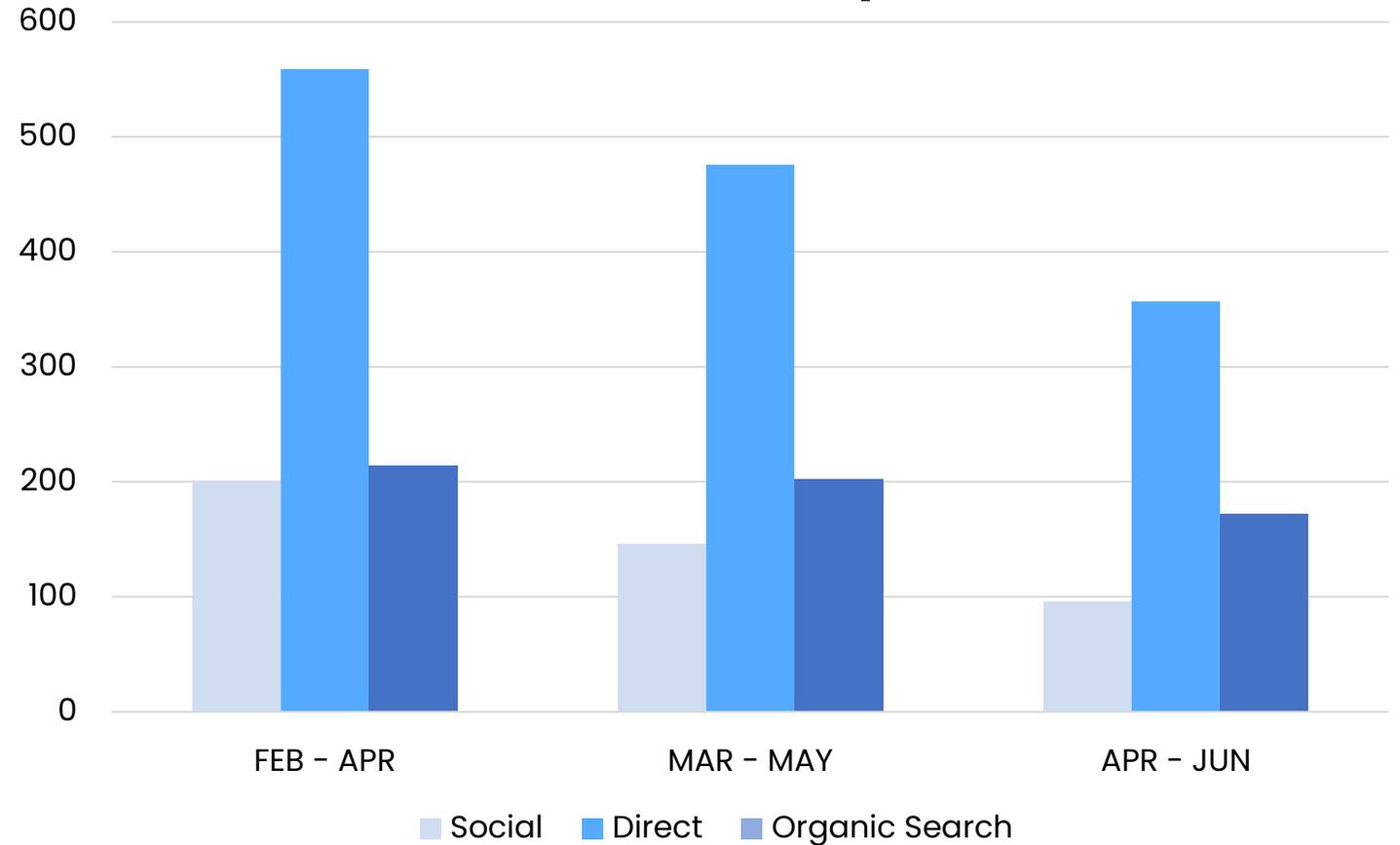
## Total Followers

Platform	Followers
LinkedIn	1087
Twitter	417
Instagram	1100

Total Page Views (Apr-Jun)

2,556

## Acquisition Overview



# Planned Activities

As part of continuing to grow the Franchiseshow247 community, we have the following activities planned during the next three months:

1. Continuation of both paid and non-paid social media marketing through LinkedIn, Instagram, Facebook and Twitter, plus working on Google SEO. Along with global presence from visitors.
2. Build more upon our monthly newsletters to ensure great content is being sent to existing exhibitors and explore ways of increasing the numbers signed up via the website.
3. Blogs and seminar room are elements that create awareness to exhibitors and community platform, so we continue to encourage exhibitors to share content.
4. Market more actively the new events and job boards on the platform which showcases roles and events in the franchise industry.
5. Share exhibitor discounts with fellow community members.



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