



# Quarterly Review

## January 2023

(for the period 1<sup>st</sup> October 2022 – 31<sup>st</sup> December 2022)

# Executive Summary

Happy New Year!!

We hope you enjoyed your Christmas break and enjoyed some much-loved time with your family and friends. It's exciting to finally say hello to 2023!

FranchiseShow247 is always striving to develop the online community platform further and grow as an online platform for visitors and exhibitors.

This month, we are creating a "News" feature for our community members to share exciting news about their company whether its awards, achievements, milestones, or exciting plans. All of this will now be shared on the community news area launching soon!

Our podcast and coffee chat in 15 series, provides exhibitors to discuss industry related topics, all helping increase your exposure and brand awareness.

We are proud to bring together the franchise opportunities, business services along with advice and support in the industry by enabling a single community that showcases providers from across the globe and allows them to connect, network, engage and share their knowledge.

Finally, we are eager to develop relationships with all community members to ensure you are getting the most out of the platform. It would be great to arrange a time with you to discuss about the development of the platform and to hear your feedback. To arrange a time please contact [katie.bateman@franchiseshow247.com](mailto:katie.bateman@franchiseshow247.com)

Thank you again for your continued support, we love having you as part of our community and look forward to what we can do in 2023 together.

A handwritten signature in black ink that reads "Bob Rehill". The signature is fluid and cursive, with the first letters of "Bob" and "Rehill" being significantly larger and more stylized than the rest of the letters.

FOUNDER & CHIEF INNOVATOR

# **Our objective:**

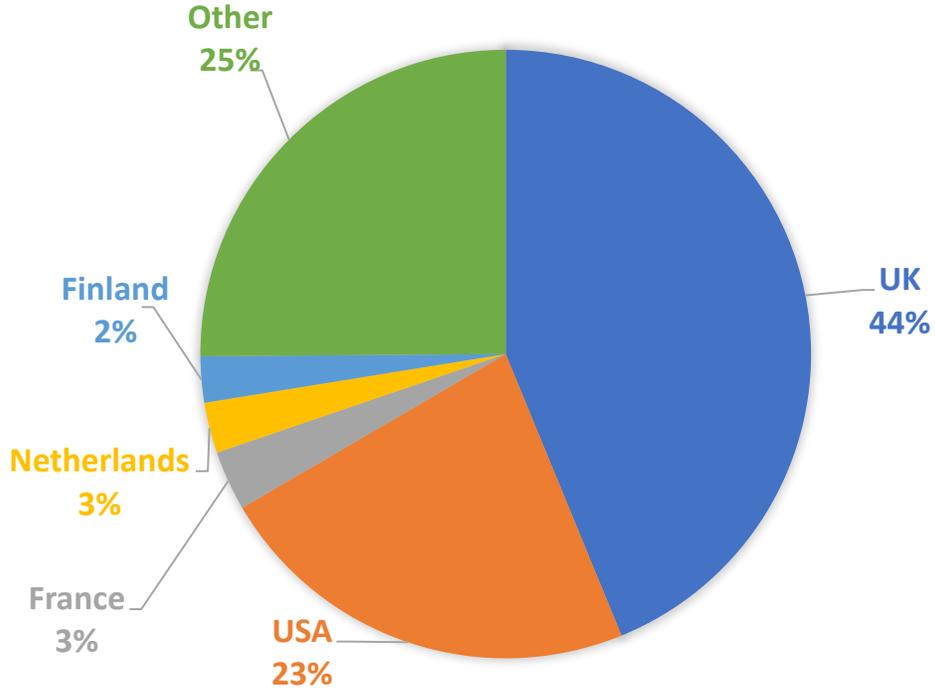
- 1. To drive awareness to the FranchiseShow247 platform**
- 2. To drive traffic to the FranchiseShow247 platform through organic and paid social marketing**
- 3. Continue to grow the Franchiseshow247 community**
- 4. To gather feedback from our community members on the platform for future development**

# Dashboard Oct-Dec 2022

Total Page Views (Oct-Dec)

2,494

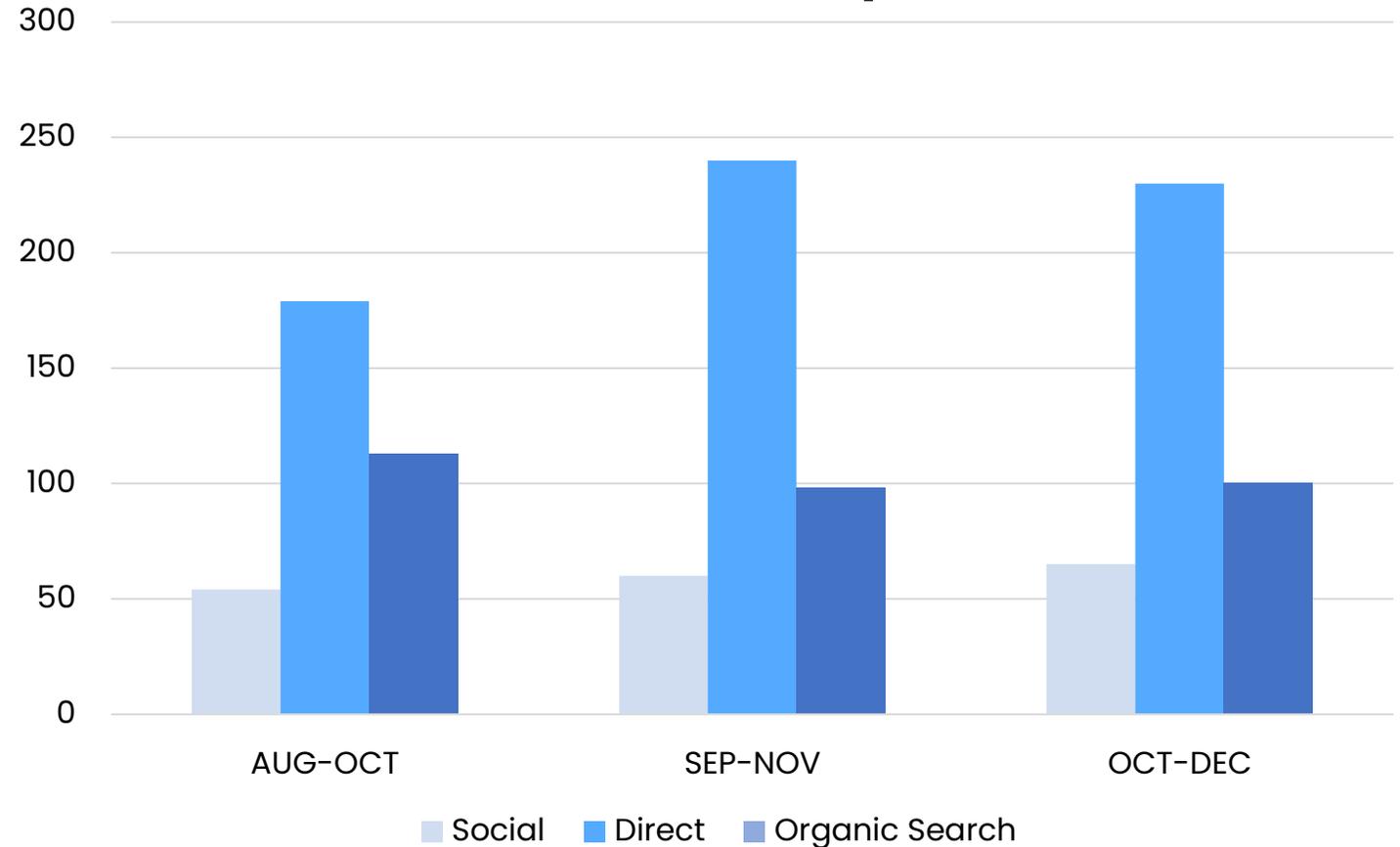
## Visitor Location Overview



## Total Followers

Platform	Followers
LinkedIn	1,162
Twitter	518
Instagram	1,207

## 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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