

Social Media Marketing for Franchise Systems



Time: 7am - 8:45am

Date: Wednesday, 15 February 2012

Venue: RNZYS, Level 1, 101 Curran Street, Auckland

Come along and hear Kent Routen, Internet Marketing Manager and business owner of Kiwise Advertising Ltd. speak about the importance of the Internet for your Franchise.

Did you know over 84% of the population in New Zealand are using the Internet to find a service or product? That represents approximately 3.6 million potential customers to target your business.



With a keen interest in business and travel, Kent travelled to Europe in 1995 where he worked for several global companies working in the software and marketing industry.

After returning to New Zealand in 2010, Kent established his own business Kiwise Advertising as he realised the enormous potential for businesses to advertise on the Internet.

Kent was asked to help the Speedy Signs and EmbroidMe Franchise systems with their Social Media Marketing. His role is to help both Franchise Systems advertise on the main Social Media Networks such as Facebook, Twitter, LinkedIn, YouTube and Google+. Kent will share with us why and how Search Marketing and Social Media can help promote your brand and drive traffic to your website.

Over 80% of all Internet transactions begin with a keyword search and over 86% of Internet searches start with the Google Search Engine. So it is critical for your business to be found on Google. Kent will explain in very simple terms how to effectively advertise your Franchise on the Internet.

Kent is very interested in the Franchise Industry and can see the important increase of new Franchise Systems entering the Australasian marketplace.

To register for this event complete the registration form over the page and return by email fax or post.

Email: contact@franchise.org.nz **Phone:** (09) 274 2901 **Fax:** (09) 274 2903

Address: P O Box 217145, Botany Junction, Auckland, 2164

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Yes, I would like to attend this meeting:

Name: _____

Company: _____

Phone Number: _____ Email: _____

Special dietary requirements:

FANZ Member: Yes / No (Please circle)

Tickets

Members \$46.50 Non- Members \$69.95 Buddy \$38.50 (first time breakfast attendees)

All prices include GST

Registrations close Friday prior to event.

Three Payment Options (PLEASE PRINT CLEARLY)

1. Please charge \$ _____ to the credit card you have details for

2. Please charge \$ _____ to the credit card below

Visa MasterCard Amex Diners

Name on card _____

Expires ____ / ____ Signature _____

3. Please find a cheque enclosed for (payable to the Franchise Association of NZ) \$ _____

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