

## Enterprise/Franchising Branding Program

Program Leadership: Franchise Branding Team (Program/Project/Marketing Management)

Scope of Work:

Program Title: The Franchise System

- 1) Centralize then systemize enterprise: headquarters, centers, satellites, specialties, and;
- 2) Document its operations.

Program Outline:

- I. Brand Identity
  - a. Standardize image for consistency
  - b. Standardize branding to meet accreditation
- II. Marketing Materials (templates plus additional when/where needed)
  - a. On line presence
    1. Web Sites
    2. Social Media
    3. Inbound Content
  - b. Printed Collateral Materials
  - c. Trade Show/Conference Presence
  - d. Power Point Templates
  - e. Other Merchandising
- III. Content Management
  - a. Webinars Content
  - b. Seminars Content
  - c. Training Content
  - d. Event/Conference Content
- IV. Create detailed manuals that outline procedures for each aspect of the business
  - a. (e)-manuals and other systems re: internal thought leadership programs
    - i. Core Services
    - ii. New Services
    - iii. Center Specific Services
    - iv. Shared Services
- V. Create streamlined training programs
  - a. Directors
  - b. Managers
  - c. Employees
  - d. Consultants