

# The Power of Connected Community™

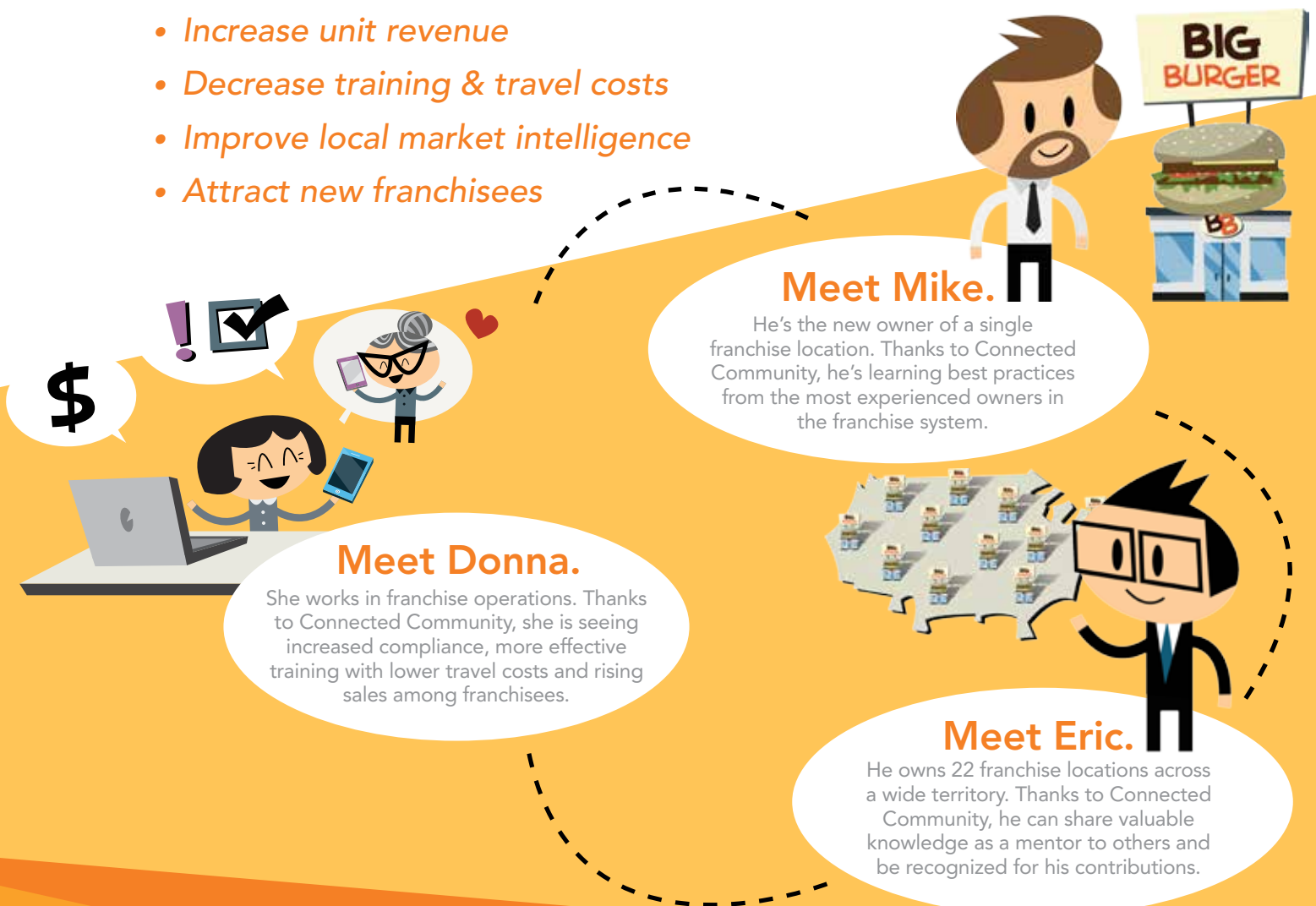
## Your franchisees are talking. Are you listening?

Connect with your franchisees to discover who they are, hear what they're saying – and learn what they need to be successful. With Higher Logic's Connected Community platform, you can create vibrant, secure online communities that stimulate conversations, create mentoring opportunities and provide a forum for innovation.

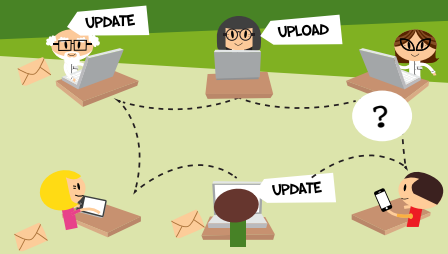
Most importantly, Connected Community keeps your franchise operations relevant and engaged with owners and managers to grow business faster. It's exactly the value owners expect from their franchise investment.

### Connected Community enables franchisors to...

- Increase unit revenue
- Decrease training & travel costs
- Improve local market intelligence
- Attract new franchisees



▶ Watch the video:  
[higherlogic.com/franchising](http://higherlogic.com/franchising)



## Connected Community™ by Higher Logic

With more than 400 clients and over 90,000 active communities, Higher Logic specializes in providing the tools and best practices to get franchisees connected, engaged and involved. Mobile and cloud-deployed services enable franchises to benefit immediately, 24/7/365, without capital expenditures for software, hardware or programming.

### Connected Community Core Suite



Directory

#### Directory

Build secure, personal franchisee profiles from your existing data. Peers can search for and connect with other franchisees, create different communities and be recognized for their involvement with badges and ribbons.



Discussions

#### Discussion Groups and Mentoring

Encourage innovation and collaboration while lowering support costs by giving franchisees a place to have discussions, ask questions and share expertise.



Event Calendar

#### Event Calendar

Keep franchisees, operators and staff up-to-date on upcoming training, meetings and industry events.



Resource Library

#### Resource Library

Build a helpful library of business and training documents, forms, guidelines and so on. Owners can easily share materials, best practices, promotional pieces, videos, podcasts and more.



Wiki Glossary

#### Wiki Glossary

Help owners “speak the same language” by enabling them to create and edit a user-generated dictionary of company-specific terms and acronyms, available to all.

**Try it!**

IFA members can see  
Connected Community in action  
by exploring FranSocial!

▶ [fransocial.franchise.org](http://fransocial.franchise.org)

### Additional Options



Microsites

#### Microsites and Website Hosting

Create custom corporate or franchisee-branded websites for franchisees, additional brands, or for special events and conferences.



Mobile App

#### Mobile Apps

Search contacts, create discussions, check direct messages and stay current with franchise news 24/7 from any mobile device.



Volunteer Central

#### Volunteer Central

Increase participation by posting volunteer functions and community projects that employees can sign up for based on their available time or expertise.



Vendor Advertising

#### Vendor Advertising

Allow approved vendors to advertise on the site and contribute content to the resource library to offset the cost of the site and create additional revenue streams.

For more information: [www.higherlogic.com/franchising](http://www.higherlogic.com/franchising) | email: [kathy@higherlogic.com](mailto:kathy@higherlogic.com) | Call us: 866.670.1402 x143

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