

AI Marketing Made Practical for Business Owners and Franchisors







Ella is an AI-powered marketing partner that helps business owners and franchisors stop guessing their marketing and start working from a clear, repeatable system.

Most businesses don't have the luxury of a full marketing team. They're trying to grow while juggling operations, staff, and customers and "do more marketing" usually means late nights, random posts, and money spent without knowing what's working.

Ella changes that.






What Ella does for business owners

Ella gives you an all-in-one AI marketing system that:

-  **BUILDS YOUR MARKETING STRATEGY WITH YOU**
Clarify who you're targeting, what they care about, and why they should choose your business.
-  **URNS STRATEGY INTO A SIMPLE MARKETING PLAN**
See what to do each week so you're not waking up thinking "What should we post today?".
-  **HELPS YOU PLAN AND CREATE CAMPAIGNS**
Generate social posts, emails, web copy, ads and follow-ups based on your strategy and brand – no more blank page.
-  **CREATES A REPEATABLE SYSTEM, NOT ONE-OFF BURSTS**
Save what works as templates so each month gets easier and more effective.

What Ella does for franchisors

Ella is built for franchise networks and multi-location brands:

-  One central AI marketing system instead of scattered tools and agencies
-  Separate workspaces for each location so franchisees have a guided local marketing engine
-  Head office control over brand and campaigns with flexibility for local area marketing
-  Network-wide visibility so you can see what's working and share it across locations
-  Support more franchisees without constantly growing headcount

Why Ella, not just a generic AI tool?



KNOWS YOUR BUSINESS

Set up once with your brand, offers and customers.



BUILT FOR MARKETING, NOT EVERYTHING

Strategy, planning and campaigns in one place, not random answers to generic prompts.



SECURE AND CLOSED

Your data never trains public AI models.

What we're offering expo visitors

- 1** A free 14-day trial
- 2** Book a done-for-you marketing strategy session for business owners (valued at over US\$5,000)
- 3** Live demo of how Ella can act as your AI marketing partner

If you want your marketing to feel organised, consistent and under control and not like a constant guessing game, visit our stand at **Booth D45** and see what Ella can do for your business or franchise network.