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## **AXIS INTEGRATED BECOMES A NATIONAL SPONSOR OF THE CANADIAN FRANCHISE ASSOCIATION (CFA)**

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AXIS Integrated (“AXIS”) has become a National Sponsor of the Canadian Franchise Association (“CFA”) with exclusivity in the categories of Marketing Automation and Lead Nurturing.

As a Franchise Support Services member of the CFA, AXIS provides consultation, implementation, and management of franchise lead nurturing services comprised of people and technology. Experts in data-driven franchise sales and marketing solutions, AXIS assists franchisors action their growth strategies with CRM, Marketing Automation, and E-Commerce while enabling franchisees to communicate with their leads and customers via email, direct mail and live calls.

The CFA is a national, not-for-profit association of more than 700 corporate members representing over 40,000 franchise business owners. They are the voice of the franchise community and the recognized authority on franchising in Canada. The CFAs mission is to amplify the understanding and power of franchising in Canada by advocating on issues that impact this dream, connecting people with opportunity, and delivering learning opportunities that make franchising stronger.

AXIS is proud to sponsor the CFA as it continues its expansion and advocacy work throughout the country with various levels of the Canadian government. As a part of the National Sponsorship, AXIS has been awarded the work of migrating the CFA to the Act-On Marketing Automation platform to improve its email communication initiatives with prospective and current CFA members. AXIS will be collaborating with the CFA to roll out more sophisticated and effective email marketing programs for the CFAs missions as well as its member organizations.

“In partnership with the CFA, we continue to look at ways to improve the way franchisors expand their networks of franchisees in the most efficient ways possible, including the LookforaFranchise.ca lead generation initiatives. We are thrilled to collaborate with the CFA to deliver an email marketing program and reporting suite that will free up time for the association’s sales and marketing staff to spend on growing their membership base and sharing value with all those they interact with.” Corey Nicholson, VP Business Development at AXIS.