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# Best in Class:

MAKING THE GRADE WITH COMPELLING,  
CONSISTENT LOCAL MARKETING MATERIALS

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A FRANCHISE CASE STUDY

vya

**BEST IN CLASS** :

Making the grade with compelling,  
consistent local marketing materials.  
How one franchise empowers partners,  
protects their brand and reaches  
more consumers.

## Industry Overview

Marketing teams in franchises often face what seem like competing needs: Empowering local owners to connect with consumers while making sure the brand is properly represented in all marketing materials.

Too little oversight and partners are left implementing their own marketing campaigns; too much oversight can stretch marketing teams thin with approvals, requests and other redundant, mundane marketing tasks.

The right balance, though, can foster strong, lasting connections with consumers in local markets with relevant, branded and consistent materials and campaigns.

We recently partnered with a global franchise that helps students in preschool through high school develop strong reading and math skills. They came to us to help simplify their marketing and find the right balance of local involvement and corporate oversight. This organization has centers in 48 countries and regions; including 1,485 centers in the United States – most of which are independently owned and operated.

# The Need

## **EFFICIENTLY DELIVER PERSONALIZED MATERIALS THAT MEET BRAND STANDARDS**

Our relationship began with printing materials used by centers to support corporate campaigns. That quickly grew into other areas to help them efficiently support and encourage independent locations to implement local marketing campaigns.

Corporate needed to give local centers the resources they needed to effectively engage with consumers, but still ensure brand standards were met and campaigns were effectively utilized.

We focused on three key areas:

- 1 DELIVER PERSONALIZED CAMPAIGNS THAT MEET BRAND STANDARDS**
- 2 BETTER MANAGE MARKETING CAMPAIGNS AND ENCOURAGE LOCAL ADOPTION**
- 3 STREAMLINE MARKETING TASKS TO HELP REDUCE WORKLOAD, SAVING TIME AND MONEY**

# The Solution

## A ONE-STOP RESOURCE FOR LOCAL MARKETING NEEDS

Our marketing resource management system (MRM) helps streamline their corporate and local marketing efforts. Centers are able to personalize branded templates and order relevant marketing materials that connect with customers and gain new business.

The corporate marketing team can easily maintain brand standards, encourage locations to participate in campaigns, review and approve materials, measure meaningful results and save time and money with key automated tasks.

This solution came to life in three specific ways:

### 1 CUSTOMIZED, COMPLIANT EMAIL MARKETING CAMPAIGNS

Centers need unique emails to share location-specific events, hours, weather information, corporate-driven specials, promotions and news. With Vya's web-based email system, center owners can log in, select the appropriate email template, customize based on their needs, get approval and send emails – all within one tool. This approach provides the corporate office with the brand oversight it needs, and delivers two other important benefits:

- The system ensures anti-spam requirements are met, and
- Reporting is now provided in a central location for franchisees and corporate teams to review and evaluate effectiveness.

## 2 LOCAL CENTERS EMPOWERED TO DO MORE

Individual franchisees often have unique, specific needs to support a local promotion or event. Marketing teams have to juggle those one-time requests with the other tasks on their plate.

With Vya's marketing resource management system, local owners can log into the portal and request specific, unique marketing materials to support center-specific promotions and events. They can submit creative requests for flyers, banners, online display ads and much more. The request is electronically routed to marketing, where it's reviewed and then submitted to creative teams. Once designers create the asset, it's routed back to the franchisee to personalize for the event or promotion taking place.

This helps give franchisees the tools and resources they need to market events and promotions taking place at their location, connect with more customers and gain more business – a win-win for the local center and corporate teams.

## 3 MAXIMIZED CORPORATE-DRIVEN CAMPAIGNS

Our client runs several key marketing campaigns throughout the year. Prior to using an MRM system, corporate teams would create campaigns and ship every piece to locations across the country. This led to print waste as every franchise wasn't able to use the same materials.

For example, centers may not be able to use banners – a costly item to print – because of shopping center location or regulations. Additionally, centers didn't always need the quantity delivered. This one-size-fits-all approach was leading to waste and ineffective marketing materials.

Now, with an MRM, franchise owners can log into the system, select which materials they want for the campaign, customize with relevant center information, promotions, directions, hours and more, and order the quantity needed. By putting the power in local franchisees' hands, corporate is able to recognize significant cost savings. Centers receive the materials they needed, with the messages that resonate with local audiences.

# The Results

## **PERSONALIZED, BRANDED MATERIALS DRIVING MORE LOCAL SALES**

We're proud to partner with our global franchise client, helping them achieve the key balance of empowering local owners while maintaining oversight of branded materials. Local centers are utilizing effective, efficient materials and customized messages to connect with more consumers, helping drive more sales.

Key benefits of our partnership include:

- Streamlined marketing operations: Now, it's easy for corporate teams to share campaigns, review requests and approve marketing materials.
- Brand consistency: Corporate knows that materials shared in local markets meet brand guidelines, which helps strengthen brand positioning.
- Cost savings: Our client recognized significant print cost savings by centralizing ordering, and empowering local stores to order the specific materials and quantities they need.
- Access to key metrics: Custom dashboards provide local owners and corporate teams with clear insight and measurement on what campaigns are working, and what's not.
- Better leverage marketing budgets: A benefit our client wasn't anticipating was the ability to manage, track and assign local marketing budgets within the MRM system. Center owners can use local marketing budgets to run campaigns and Corporate can better track and encourage partners to spend money, which helps them connect with more local consumers to drive sales.

## Additional Resources

Learn more about Vya's solutions, systems and print services by visiting [vyasystems.com/franchising](https://vyasystems.com/franchising), calling **+1-800-426-7921**, emailing [sales@vyasystems.com](mailto:sales@vyasystems.com) or reviewing our online resources, including:

**MRM: HOW IT WORKS** – An infographic detailing how MRM systems work

**CONNECT PARTNERS WITH YOUR BRAND, BOOST SALES** – A presentation outlining the benefits and impact of an MRM system, specific to franchises.

**QUESTIONS TO ASK AN MRM VENDOR:**

An overview of questions to consider when researching MRM providers

**CALCULATE THE VALUE OF MRM SYSTEMS:**

A worksheet to identify, and share, the value and impact a marketing resource system can have on your organization's bottom line.

**4 TIPS TO DRIVE LOCAL SALES:** Easy tips to maximize local marketing efforts and drive more sales.



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