

Key Challenges Franchisees Face IN LOCAL ADVERTISING AND MARKETING



BIA/Kelsey's Franchise Advertising and Marketing Research Report provides essential insights into franchisee local marketing trends.*

As you work to engage franchisees and build a marketing culture at the local level, here are

3 KEY CHALLENGES

we, at Vya, identified in the research:

1 CHANNEL OVERLOAD

Franchisees report that they use on average **20 different free and paid marketing channels**. Managing so many channels can be overwhelming.

TIP: Create turnkey, multi-touch local campaigns. Enable easy customization, allowing your franchisees to quickly make campaigns relevant to their local markets.

2 SUPPORT

Two of the top four marketing resources franchisees would like from their franchisors are related to training – **33% want more training in digital marketing** and **22.2% want more training in non-digital marketing**.

TIP: Campaign participation dashboards enable field teams to quickly see which franchisees have not enrolled in local campaigns and may need some extra help or training.

3 LIST MANAGEMENT

Fewer than half of franchisees that maintain customer lists use those lists for promotions.

TIP: Make a point of helping franchisees easily link their lists to marketing campaigns. Unified platforms for direct mail and email communications can provide list functionality and opt-out management.

*For more information on franchisee local marketing trends including marketing channel usage, budgets, & more, download BIA/Kelsey's full report here. The report is available **FREE**, compliments of Vya.

DOWNLOAD RESEARCH REPORT

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