
Unlock the Power of Franchisees

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DRIVE MORE SALES WITH LOCALIZED, BRANDED AND EASY-TO-IMPLEMENT MARKETING CAMPAIGNS, MATERIALS AND MESSAGING.

By: Liz Schaefer



Simplified Marketing Systems

CONTENTS

- 2 INTRODUCTION**
- 3 STEP 1: KEEP IT SIMPLE AND RELEVANT**
- 5 STEP 2: LET DATA TELL A STORY**
- 7 STEP 3: EMPOWER THEM WITH ACCESS, RESOURCES**
- 9 CONCLUSION**
- 10 ADDITIONAL RESOURCES**

Executive Summary

Reaching consumers and standing out from competitors are big challenges for any marketer. Add in franchisees where corporate marketers don't always have control, and that challenge starts to feel even bigger.

Fortunately, there are ways that marketers can stand out from competitors and share consistent and branded messages, without overwhelming their workload. By developing a simple process, corporate marketers can empower franchisees to really reach consumers.

This white paper outlines three simple steps that unlock the power of local franchisees to connect with local customers and help drive sales:

Step 1: Keep it Simple and Relevant

Step 2: Let Data Tell a Story

Step 3: Empower Franchisees with Access and Resources

About the Author

LIZ SCHAEFER

Director of Client Engagement

Liz Schaefer has worked with clients through a variety of roles, including project manager, marketing director, business development director and product development director. Her passion for marketing and technology has enabled her, and Vya, to work closely with clients in order to cultivate innovative, streamlined technology solutions.

Follow Liz on Twitter @liz_schaefer and on LinkedIn at [linkedin.com/in/lizschaefer](https://www.linkedin.com/in/lizschaefer)



“ A BRAND IS
WHATEVER A
CONSUMER
THINKS IT IS. ”

INTRODUCTION: Franchising

As a marketer for a franchise company, you already know you face a unique challenge: how to engage local franchisees and ensure they are sharing materials you provide in a consistent, branded way.

You're often tasked with two competing jobs: get the word out in local markets and set the strategy for the franchise at the corporate level. How can you be sure the strategy you set, the campaigns you develop are brought to life in local markets and adhere to brand standards?

Fortunately, there is a simple solution: Build a strong relationship with franchisees and unlock the power of your brand in local markets.

Here are three steps that make that happen.

- 1 KEEP IT SIMPLE AND RELEVANT
- 2 LET DATA TELL A STORY
- 3 EMPOWER THEM WITH ACCESS, RESOURCES

1

**KEEP IT SIMPLE
AND RELEVANT**
for franchisees

“**49%**
OF MARKETERS KNOW
LOCALIZED MATERIALS
ARE CRITICAL TO
BUSINESS GROWTH.”

- CMO COUNCIL

Franchisees are asked to constantly stay on top of corporate marketing's latest initiatives – for good reason. They are the face of your brand in local markets – representing your products, services and brand to consumers. It's key that they share the campaigns, materials and messages that corporate creates to help elevate the brand.

Keep it simple for franchisees to implement and customize campaigns to reach more consumers, drive sales and amplify the power of your brand.

**MAKE SURE MESSAGES ARE RELEVANT
TO LOCAL AUDIENCES.**

It's no secret that customized materials, updated with relevant information to local consumers, are more effective at resonating with audiences. According to a recent study from CMO Council, nearly 49 percent of marketers know customized, localized materials are critical to business growth.

But managing, implementing and overseeing that customization is daunting to most organizations. You need to find a way to get franchisees materials that they can localize – without adding to your to-do list. CMO Council also found that only 12 percent of survey respondents believe they have sophisticated campaigns and analytics to effectively execute local marketing campaigns.

One tool that can help is a marketing resource management (MRM) system. Franchisees can access email, marketing and signage templates in one web-based, central tool and customize with specific information. Updated materials are routed back to corporate for final review and approval before distribution.

WHAT IS MARKETING RESOURCE MANAGEMENT?

A marketing resource management (MRM) system provides the software and infrastructure to support marketing operations management and centralize local marketing efforts. Marketing materials and templates can be accessed by franchisees to update or order. An automated, electronic approval process makes it easy for corporate teams to maintain oversight and ensure brand consistency.

SIMPLIFY THE PROCESS OF GETTING MATERIALS TO FRANCHISEES.

Customization goes beyond messaging. Make sure franchisees get the specific materials they need and can use. Often, marketing teams ship pre-made kits without an understanding of how many each location needs, how the materials are used in the given space or how localization could make a greater impact. Let franchisees order the materials they need through an MRM system. Engaging them in the process can encourage participation, and ensure that the best materials wind up in-store, in front of customers, and not left forgotten in the back room.

NOT SURE HOW MRM WORKS?

Here's a quick example of how it streamlines local marketing:

- Corporate marketing teams develop a campaign for local franchisees to execute.
- Templates for banners, emails, postcards, posters, flyers, signage and more are created to support the campaign and uploaded into an MRM system.
- Local franchisees can log into the MRM system to select which pieces they want to use, and customize relevant fields.
- Customized materials are then routed to marketing for review and approval.
- Marketing can request changes, approve materials as is or route to another department – such as legal – for further review.
- Once materials receive final approval, franchisees can order materials to be printed and shipped directly to a location or download final files.

2

LET DATA TELL A STORY and drive powerful campaigns

It's difficult, if not impossible, to make sound, strategic decisions without key insights. Yet, that is what many franchise marketers are forced to do. Without knowing who is using campaign materials, participating in campaigns and the impact of those campaigns on the local consumer, it becomes incredibly challenging to plan the next round of innovative, insightful and powerful campaigns.

GUIDE FUTURE CAMPAIGNS

Arm yourself and franchisees with the data and tools you and they need to gain clear insights and make sound, smart decisions. Look at standard metrics and consider other measurements that can help guide future campaigns. Consider:

Do you know how many franchisees participate in marketing campaigns?

What are the success rates for standard campaigns?

Are franchisees utilizing local marketing budgets?

TRACK FRANCHISEE INVOLVEMENT TO DRIVE ENGAGEMENT

Once campaigns are easy-to-access and implement, make sure franchisees are using materials as intended. Track participation rates and create touch points with email reminders to ensure campaigns kick-off smoothly and on time. These engagement tools deliver more insight into participation – they can provide insight on what campaigns are of interest to franchisees, and ultimately their customers.

MEASURE CAMPAIGN IMPACT WITH CONSUMERS - AND MAKE DATA EASY TO ACCESS.

You're already measuring corporate-sponsored campaigns. Make sure the same oversight applies to local marketing. One dashboard can give corporate marketers a clear picture of how many locations are participating.

BETTER LEVERAGE LOCAL MARKETING BUDGETS.

Local marketing budgets are a great resource for franchisees to implement marketing initiatives. But how can you tell franchisees are using funds and what they are using them on? A local marketing budget management system can make it easy to assign budget dollars, track spend and review requests for additional dollars.

MAKING MARKETING BUDGETS EASY

Here's how a local budgeting management tool can make managing MDF, co-op and other local marketing budgets easy:

Efficiently allocate local marketing dollars to individual sales contacts in one system.

Corporate, district or regional managers can log into one system and assign specific dollar amounts to local franchisees as appropriate. It's easy to vary dollar amounts for individual users based on performance, market and other specified criteria.

Empower franchisees to manage funds, customize materials and implement local marketing campaigns.

Franchisees can review current campaigns, use dollars assigned to them, order marketing materials, submit expenses incurred outside the software (like event sponsorships or outdoor advertising) and more. Budgets and campaigns are easily accessible and motivate local sales reps to use available budgets.

Easily adjust budgets for individual orders.

If an order exceeds the approved budget for a given location, a manager can easily approve an additional amount to cover the balance of the order.

Get a clear picture of marketing activities across regions and budgets.

A local marketing budget management tool can give you a clear picture of what's working across regions. Log in to see where franchisees are spending money, and match that against their performance. Notice a spike in sales in one region? Compare it to local marketing budgets to see if you can identify a trend, and make recommendations to other regions.

3

EMPOWER FRANCHISEES with access and resources

It's important to remember that top-down marketing isn't the only effective marketing technique for engaging franchisees and their local consumers. Give franchisees the tools and resources they need to build and maintain local contact lists that drive a steady line of business into their locations.

Consider these marketing strategies and techniques to help franchisees build their customer list, and boost your company's sales:

LIST MANAGEMENT

Many companies have different policies about sharing lists between corporate and franchisees. Depending on your brand's policies, one central tool can help make managing those lists much easier, while building ongoing relationships with consumers.

DIRECT MAIL

Franchises often rely on direct mail to reach local customers. With Every Door Direct Mail (EDDM) from the United States Post Office, marketers have more options than ever to reach consumers through the mailbox. However, EDDM and standard direct mail aren't created equal.

EDDM is a service from the United States Postal Service that offers discounted postage rates on mail to every door within a defined area. Businesses can target an area directly around them, and share their message with every household on the street.

EDDM can be a good fit for businesses like restaurants or banks that are looking to increase traffic from nearby homes. However, if your campaign is targeting a specific demographic – say a family at a specific income level with children within a certain age range, a targeted list is the way to go. A targeted list ensures that your message is being shared with the right group. It's important to know your campaign goals before selecting which approach is right for your campaign.

EMAIL MARKETING

Take email marketing a step further by providing sales channels with branded templates to share specific store information, including sales, promotions, events and even weather-related news.

MARKETING CAMPAIGNS

Franchises often run multiple campaigns throughout the year, all with different goals. Driving traffic, building brand loyalty or raising awareness are just a few. It's important to stay fresh and on top of the latest trends with new, innovative ways to reach consumers.

Here are few techniques to consider adding to your marketing mix:

1. Set up a constant drumbeat of impactful campaigns.

If you don't already have an on-boarding or drip campaign that delivers relevant, interesting materials to current customers, consider researching one. They can be an effective, turnkey technique that keeps your brand top-of-mind with customers.

2. Deliver a powerful in-person experience.

Create a memorable in-person experience for customers that visit local franchisees. Traditional signage and interactive displays can enhance the brand experience to ensure customers have all the information they want at their fingertips. Interactive display systems can expand on the brick and mortar experience. Include additional product or service offerings, gather key customer demographics and interact with consumers in a new way with interactive display systems that push you to the front of the pack.

3. Gather local insight with surveys.

Improve future campaigns and encourage franchisee and customer engagement with easy-to-implement and manage surveys. Ask for feedback about past campaigns, franchisee involvement or even about customers' insights to shape future campaigns that connect with local audiences.

4. Do more than the digital status quo.

Digital matters. Brands know that, so to truly stand out, you need to do more than post on social channels a few times a week. Offer content and package it in a meaningful way. Empower local franchisees to post for the brand, and ensure it's a consistent, branded message with a social media management system.

CONCLUSION: How to connect with local consumers

Franchisees are a critical resource in connecting with local consumers and driving sales. The best way to unlock that power is by building a strong relationship, and delivering the tools marketers and franchisees need to easily implement and managing marketing campaigns for the greatest impact.

LEARN MORE:

For additional information and insight specific to the franchising industry visit:

vyasystems.com/franchising

If you have a question not covered in this white paper or additional resources, or would like to talk with someone at Vya, please call us at **+1-800-426-7921** or email us at sales@vyasystems.com.

Additional Reading

If you're interested in learning more about unlocking the power of franchisees, please consider reviewing the following resources, available at vyasystems.com/resources:

ROADMAP TO LOCAL MARKETING SUCCESS ▶

Gleanster, a third-party research firm, outlines the benefits and reasons top performing companies use MRM systems.

MRM: HOW IT WORKS ▶

An infographic detailing how MRM systems work.

**LOCAL MARKETING BUDGETS:
HOW IT WORKS ▶**

An infographic detailing how local marketing budget management systems work.

CONNECT PARTNERS WITH YOUR BRAND ▶

A presentation to share with team members and executives on the benefits and impact of MRM systems.

QUESTIONS TO ASK AN MRM VENDOR ▶

An overview of questions to consider when researching MRM providers.

MRM ROI ▶

Calculate the value and return on investment of a marketing resource management system.



Simplified Marketing Systems