



IFA 2019

FRANMARKETING

MARKETING AND PUBLIC RELATIONS

TOOLKIT

DISCOVER KEY TOPICS SUCH AS:

2 | 3 STORYTELLING STRATEGIES TO SPARK FRANCHISE GROWTH

10 | THE EMAIL MARKETING SOLUTION THAT SAVES YOU UP TO \$1 MILLION A YEAR

14 | THE POWER OF A DIRECT MARKETING PLATFORM



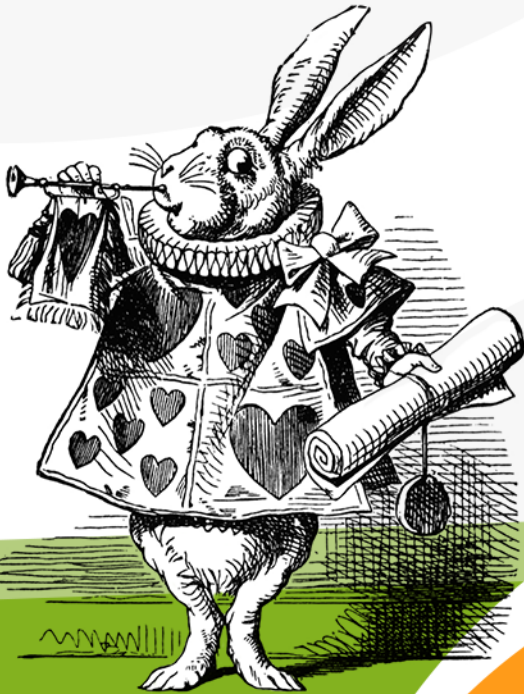


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Rick Grossmann,
"Franchise Bible" author



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IFA 2019 FRANMARKETING MARKETING AND PUBLIC RELATIONS TOOLKIT



The IFA Marketing and Public Relations Toolkit is your key to unlocking your brand's potential by combining it with proven marketing approaches. The toolkit is designed to help marketing, communications and information technology franchise professionals navigate the various facets of marketing options available to them. In the following pages, you'll find six unique marketing and public relations strategies highlighted that, if fully utilized and implemented, will assist in improving your company's efficiencies, and positively impact your business' bottom line. Using these techniques will help strengthen your brand and ultimately increase consumer traffic at the store level. This special advertising section is essential reading for your next marketing strategy session!

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3 Storytelling Strategies to Spark Franchise Growth

BY JAMIE IZAKS

COMPANY BIO

Rethink the way you tell your franchise's story with **All Points Public Relations**.

Our team's passion, personal approach and professionalism come together to create strategically-designed integrated PR solutions focused on developing powerful results. Dynamic campaigns earn credibility, drive lead generation and promote franchise expansion. The expertise we have in the well-defined franchising niche comes from a combined 50-plus years of work in the industry.

Tell your story. See results. Grow your franchise.

Dynamic marketing strategies that allow prospective franchisees to align their values with your brand can make a powerful impact on the growth of your concept. Why? The better a person can picture themselves as a part of your franchise system and your brand essence, the more inclined he or she will be to invest in it.

The most effective way to create that connection to your brand with prospects is through a carefully-crafted franchise brand storytelling campaign, which should include an integrated PR approach focusing on earned, owned and paid media. Here are three powerful ways franchisors can channel these PR efforts to amplify their brand's story with prospects, as well as spark leads and close deals.

Seek out more online press opportunities

With the power of the internet available at our fingertips, more people are spending their time browsing online as opposed to print media. Smartphones, computers and tablets offer a variety of opportunities for your franchise prospects to discover your brand online through earned media. Not to mention, news has never been so easily shareable—with every "like," comment and share, your brand's coverage is put in front of new eyes. Plus, channeling efforts into securing online press also provides great SEO benefits and content for your other franchise development marketing channels, including email and social media.

Social media itself is a key player in securing online exposure when considering the boom of influencer marketing. Covering any niche imaginable, including business and entrepreneurship, influencers can establish an authentic relationship between your brand and their followers. Take advantage of the belief that the general population, including your prospects, has in influencers. It's likely you'll reach them on social media as opposed to print or television in today's online-driven society.

Emphasize lead nurturing emails

Content marketing is an essential tool in getting the most mileage out of your marketing tactics. Specifically, channeling efforts toward lead nurturing, succinct storytelling emails is where you can further ignite that spark in your leads.



After all, if you have approval to use their email address, they've already expressed their interest—this is the opportunity to drive your story home and make the sale.

Lead nurturing emails offer the perfect opportunity to remind your leads how they can fit in with your brand. Mixing in elements like profiles of ideal franchisees and success stories can help franchisee candidates see themselves in business ownership with your concept.

Targeted social media lead generation

Social media channels can be a gold mine for leads, especially when pursuing paid strategies. While organic posts are important to developing your brand's presence, those posts can get lost in the flood of updates from potential franchisees' friends and family. Paid ads guarantee a place in a user's feed—users who are targeted by the exact demographics you're searching for in franchisee prospects.

- Plus, targeting can go beyond these details by choosing from psychographic factors as well, such as hobbies and behaviors. And, by uploading a list of leads to focus on, as well as creating lookalike audiences that resemble your existing leads, you're both expanding and engaging your ideal audience at once.
- There's nothing that resonates in the minds of franchise prospects like a good story. Taking advantage of today's cost-effective channels to share that story with an integrated approach can drive lead generation and promote franchise growth with more power than ever before. ■

Jamie Izaks is the president of All Points Public Relations, a franchise-focused PR agency based in the Chicagoland area, www.allpointspr.com.

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Mastering Online Reputation Management for Your Franchise Network

BY SARAH MILBRATH

COMPANY BIO

GoDaddy Social is the people-powered, tech-enabled solution for franchise networks. We are passionate about helping franchises succeed online with social media marketing and reputation management on the platforms that matter most to customers: Facebook, Instagram, Twitter, Yelp and Google.

Our do-it-for-you solution delivers brand consistency powered by localized content to save you time, guard your reputation, and win local customers.

Having a positive reputation online is good for business. According to BrightLocal, 97 percent of consumers search online for local businesses. A poor reputation could turn away 97 percent of your potential customers! Marketers recognize the importance of online reputation management and are making it an integral part of their marketing strategies for 2019.

Online reputation management entails monitoring, reacting and engaging with customers across your touchpoints online. These touchpoints include social media platforms such as Facebook and Instagram and review sites such as Yelp.

Franchises face a challenge when it comes to mastering online reputation management because of the large number of profiles within a network. A franchisor must balance maintaining the corporate brand with localizing review management and social media content. This can make establishing a comprehensive online reputation management strategy difficult.

So how do you master online reputation management for your franchise?

The GoDaddy Social team has helped more than 300 brands with online reputation management that upholds the corporate brand while delivering the authentic experiences that win local customers. Here's how we do it.

Provide Local Review Management

Eighty-eight percent of consumers consult online reviews before making a purchase decision. We protect your reputation by strategically responding to each review and flagging reviews that violate guidelines. We also offer franchisee customers access to a dashboard where they can review and revise pending responses for their location.

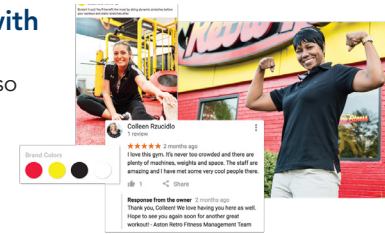
Create a Consistent Brand Presence Online

Consistent presentation of a brand increases revenue by up to 23 percent. The GoDaddy Social solution for franchises emphasizes maintaining a consistent brand presence for your network online. We work with you to determine and document your

brand identity in a brand kit. Then we use your brand kit to inform all of the content we create for your network.

Elevate Your Brand with High-Quality Visuals

Your reputation online is also impacted by the quality of the visuals you use. Social media posts with images receive a 37 percent increase in engagement on average. We stage professional photo shoots for each franchise location to capture high-quality photographs. Our team of professional designers uses these images, along with your brand identifiers, to create visuals that help you stand out online.



Engage Customers on Social Media with Local, Branded Content

According to a Pardot study, 80 percent of people based whether or not they followed a brand on social media on "authenticity of content." Genuine content is a mainstay of our reputation management strategy for franchises. Our team of content creators ensures that every post or response not only reflects the brand but also highlights the voice of the individual location.

Facilitate Social Media Advertising on Facebook and Instagram

One out of every minute spent online on a mobile device is spent on Facebook or Instagram. Facebook and Instagram advertising also delivers strong ROI. With a blend of people power and technology, we create network-wide Facebook and Instagram campaigns franchisees can opt into, and we manage them from start to finish.

Track Network Performance

Continuously auditing the performance of your network is important for decision making but can be cumbersome for a franchise network. We simplify this task by supplying franchisors with a corporate dashboard and quarterly business reviews to offer visibility into network performance. We also provide franchisees with quarterly performance reports so they can see how their individual location is doing.

You can follow our proven strategies to master online reputation management for your network, or you can let us do it for you. Send us a message to start the conversation today. ■

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The Franchise Email Marketing Solution That Saves You Up To \$1 Million a Year

BY MICHEL LECONTE

COMPANY BIO

SeoSamba offers turnkey franchise development and franchise brand marketing packages. SeoSamba's unique Hub & Spoke technology **amplifies marketing effectiveness** as brands scale their footprint, **while bringing incremental benefits to franchise development efforts.** Add SeoSamba's marketing toolbox to your franchise support program, **save time, licenses fees and integration costs by consolidating over 30 marketing tools under 1 simple interface.** SeoSamba brand marketing software supports both single, and multi-unit franchisees, and speaks 14 languages. And thanks to its U.S and European presence, franchisors can easily scale across borders to make SeoSamba part of their master franchising plans.



There are nice franchise marketing products, there are great franchise marketing products, and then there are franchise marketing products with life-changing benefits for your entire franchise business.

Introducing SeoSamba's email marketing software platform, the ideal email marketing solution for franchisees and distributed organizations which can save you up to \$1 million/year!

Skeptical? Allow us to demonstrate. Since email strategies imply multiplying email costs by the number of accounts using it, your email marketing budget can quickly escalate to brobdingnagian proportions.

That's not even counting setup, management and reporting expenditures which routinely outprice the sending of emails itself.

With SeoSamba's email marketing software platform, you can kiss all these senseless costs goodbye. Not only it will give you more control, increased productivity, and unmatched localization features, but it will do all this at a fraction of the cost of comparable email marketing solutions.

This feat is achieved with a simple pricing recipe: instead of being charged by the number of accounts, you only pay for the number of sent emails. As simple as it is, this changes everything for your email marketing budget.

In average, this will save you around \$1 for 10 sent emails compared to well-known solutions. For instance, a franchise network sending 1 email per month on account of 50 locations to 10,000 contacts each, will save over \$50,000 each year.

In fact, thanks to this revolutionary email marketing pricing model, the more emails you send to more contacts, the more you will save. And this is how a 1,000 location-strong franchise network can save \$1,000,000 on email marketing costs simply by switching to a provider that understands the needs and wants of smart franchisors.

For more information on the powerful features of SeoSamba's email marketing software platform and a pricing comparison proving its cost-effectiveness, keep reading, and let us know when you are ready to start saving big on email marketing costs. When you are, we'll be there for you.



Control

- Design, approve and release email templates to your franchisees.
- Get metrics across all campaigns being ran by your franchisees.

Productivity

- Email all your franchisees contacts from a central interface while personalizing all communications as coming from your local offices.
- Select blog posts, and create your newsletter automatically from your best performing content.
- Resend emails to anyone on your list who has not previously opened your communication in just 1 click, and augment your open emails rate by 8 to 10%.
- On top of reports accessible on SeoSamba Email Marketing platform, all emails, read, opens appear directly in the contact timeline when your franchisees website and/or CRM are powered by the SeoToaster Ultimate CRM system which includes a website, blog, CMS, CART and CRM.
- Automatically localize network-wide emails using the relevant franchisees data, including name, email, territory name and contact information when you email their contacts.
- Automatically localize embedded links to the relevant pages and blog posts on your franchisees websites.

Cost-effectiveness

- SeoSamba Email Marketing is priced per numbers of emails being sent every month instead of per contact stored on the platform.
- In addition, SeoSamba Email Marketing lets you pay for a single subscription for your entire network. This means that your associated email sending allowance is shared across all your franchisees, exponentially reducing email subscription costs! ■

	1	10	50	250	1000
TERRITORIES (LOCATIONS)	1	10	50	250	1000
CONTACTS (OR EMAILS/MONTH)	10k	100k	500k	2500k	10000k
TYPICAL EMAIL MARKETING PROGRAM	\$95	\$950	\$4,750	\$23,750	\$95,000
SeoSamba FRANCHISE EMAIL MARKETING	\$40	\$130	\$500	\$2,150	\$8,500
MONTHLY SAVINGS	\$55	\$820	\$4,250	\$21,600	\$86,500
YEARLY SAVINGS	\$660	\$9,840	\$51,000	\$259,200	\$1MLN

SeoSamba's groundbreaking turnkey **Email Marketing Software Platform** is the ideal email marketing solution for franchisees and distributed organizations.

To save up to \$1 million on your email marketing costs, visit SeoSamba.com, call SeoSamba at +1-(877) 450-9894 (US) or +33-(644) 600-678 (EU), or email sales@seosamba.com.

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Locate, Connect, Grow Your Brand

BY WILLIAM RODRIGUEZ

COMPANY BIO

Founded in 2011 by advertising industry veterans William Rodriguez and Ryan Gesler, **Silvercrest Advertising** (www.silvercrest-advertising.com) provides strategic media planning and buying services that leverage relationships with nationwide local media providers that generate significant, quantifiable results. Silvercrest also offers a proprietary Localized Media Automation Platform (LMap) that enables franchisees to customize newspaper FSIs, door hangers, direct mail pieces and other advertising tactics for their respective trade areas while adhering to franchisor guidelines and maintaining brand integrity.

“There is no better system to locate your markets, connect directly with consumers, and grow your brand than LMap,” William Rodriguez, President of Silvercrest.

Many companies make the claim that a product is unique, however, Silvercrest raised the bar further: LMap is free to use. With no (*) attached.

The Reasoning is Simple

Regardless of the size of your company, there is never enough time or personnel to manage all of the needs of a dynamic and growing brand. Needs that span from location information for your real estate and development directors, media services for your marketing department, and current, real-time data for C-level managers to chart a course for their departments. The frustration of brands having to manage multiple services and dozens of products to produce positive results has been removed.

Solving Problems Simply

Silvercrest understood these concerns and designed the only platform that addresses these three major needs in one, easy to use system: Technology, Media, and Data.

LMap, or Local Media Automation Platform, offers Development Directors, Marketing Departments, and Senior Management, total control over their brand’s decision-making process.

Real Estate or Development Directors are able to search over 14,000 data points in real-time to find location information with territory analysis tools that offer pinpoint accuracy. Marketing Directors are able to customize media to the local, regional, and national level with total control over brand standards. Ranging from gas pump video services, to EDDM, the media portion of LMap offers more methods of delivery than any other comparable service.

“We knew that building a robust platform that included every acceptable method of advertising in one easy-to-use system would be an industry first and we accomplished it.”

For franchisors, growing a brand relies on accurate data, LMap provides up-to-date information on sales, distribution, and works with the nation’s largest consumer data providers to ensure accurate information. Not merely up-to-date, the data is offered in real-time.

Make Franchise Marketing Easy

The benefits to the franchisee may even be greater. LMap provides complete transparency for the franchisee’s media and print-on-demand ad spend in one place.

Once a franchisee determines their demographic, LMap’s technology automatically selects advertising tactics that reach that specific demographic area. The process is streamlined to customize creative for the tactic, select the in-home dates for delivery and offer payment choices—in a one-stop automated process.

LMap offers customizable tactics that include print ads; door hangers; e-mail marketing; social media marketing; workplace media; business to business strategies; free-standing inserts; and solo mail pieces—to get your promotional message into the hands of the people who can use it most: the consumers in your community.

Silvercrest offers custom solutions through technological innovation making LMap’s unique features proprietary to the end user.

“We built LMap for innovation. Every brand customizes it for their needs. It is a simple solution that bases brand media in one location and ensures marketing success.”

Success Never Sleeps

Silvercrest recently launched TrueTarget, an off-line marketing tool to reach end users directly through location-based mobile displays that extend the reach of your advertising.

TrueTarget delivers your brand via mobile ads that prompt the viewer into action. It offers direct-to-customer contact and is the next generation of connecting to consumers.

“TrueTarget offers location intelligence by delivering the most accurate and actionable location-driven insights to consumers.

Franchisees have the ability to geofence events, retarget visitors, and directly connect with current and potential consumers.”

Locate, Connect, Grow Your Brand

With the twin offerings of LMap and TrueTarget, Silvercrest now commands both online and offline capabilities, giving franchisors and their locations unparalleled access to locate their markets, connect to consumers, and grow their brand.

The claims of superiority resonate, as Silvercrest has invested in new technology while expanding their media offerings. Unparalleled in the franchise spectrum, from LMap to TrueTarget mobile marketing, Silvercrest’s technological innovation and custom solutions make your brand’s success its sole focus.

Silvercrest, let your future start today. ■

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How Franchises Win with Localized Social Marketing

BY MONICA HO

COMPANY BIO

#60 on the 2018 Inc. 5000 list of the fastest growing companies in America, **SOCi** is the leading social media and reputation management platform built to address the complex workflow needs of highly visible multi-location businesses. An award-winning leader in the industry, SOCi has pioneered more than a dozen unique marketing tools to help multi-location brands oversee, maintain, and protect their brand at the national level, while simultaneously scaling presence across hundreds, sometimes thousands, of local pages.

What is localized social marketing? It's the biggest untapped marketing opportunity for national franchise brands — and SOCi just wrote the book on it.

Introducing **The Franchise Playbook for Localized Social Marketing**—the brand new guide to capturing your most engaged audience, widening your brand reach and unleashing the power of brand authenticity.

This comprehensive playbook contains the latest proprietary data pulled from SOCi's social media and reputation management platform—providing unique insight into the power of localized social marketing to drive customer engagement.

Localized social marketing focuses on building a local presence for a business, leveraging locally-driven communication channels to reach the specific local communities it serves (rather than a broad/national approach).

According to a **research report**¹ created by SOCi and the Local Search Association, 72 percent of brand engagement happens on local pages. Combine this with **the report**² that 73 percent of potential franchisees use local social pages as a premier source of decision making when considering new franchise opportunities, and you start to see why localized social marketing is so vital to brand visibility.

Localized Social Marketing Management Model for Multi-Location Businesses

Every national franchise brand should have a localized social media strategy, and *The Franchise Playbook for Localized Social Marketing* addresses this within the first few pages. The playbook reveals the differences between centralized, decentralized and hybrid social management models while providing recommendations on the right one for your franchise brand.

The right model can help franchisors and franchisees take control of the factors that affect local brand visibility such as social content, mentions of the brand in social conversations, and reviews for individual franchise locations.

Platforms for Localized Social Marketing Presence

The guide also explains which platforms are ideal for establishing a localized social presence and provides valuable updates on

emerging social spaces such as Google Posts, Google Q&A and Facebook Recommendations.

“With 72 percent of brand engagement happening on local social pages, nothing today is more important for franchise organizations than the ability to maximize their local social presence. If you don't already have or plan to create a localized social marketing strategy, you're putting your business at a significant disadvantage when it comes to regional—and national—brand visibility,” said Monica Ho, SOCi's Chief Marketing Officer.

Any localized content strategy starts with claiming local franchise pages on Facebook. According to the **aforementioned research report**¹, Facebook leads the pack on consumer engagement with local content, driving 26 times the activity seen on the other networks combined.

Five Steps to Achieve Localized Social Success

In *The Franchise Playbook for Localized Social Marketing* you'll get in-depth information on the five essential steps to achieving localized social success:

- Establishing goals
- Building and maintaining a social presence
- Managing customer care
- Leveraging social for growth
- Measuring performance and success

Of course, the guide also reveals the most frequent pitfalls that can derail any brand. Understanding these essential steps and potential challenges can help simplify, streamline and optimize your online presence on both the brand and local levels.

As a marketer for a national franchised brand, you can be the powerhouse that drives brand awareness, customer loyalty and new sales. *The Franchise Playbook for Localized Social Marketing* will be your go-to resource for local strategies, giving you the know-how to start writing the blueprint for your revamped nationwide franchise marketing plan.

Download *The Franchise Playbook for Localized Social Marketing* at resources.meetsoci.com/franchise-playbook to unlock the power of localized social media marketing for your business. ■

Sources:

1. www.meetsoci.com/lsa-facebook-guide
2. www.highervisibility.com/blog/the-2016-franchise-industry-marketing-survey



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The Power of a Direct Marketing Platform

BY DAN CODAY

COMPANY BIO

Xpressdocs powers the brand management and direct marketing efforts of recognizable organizations across the nation. The proprietary software and customizable platform feature turnkey solutions that empower distributed workforces to quickly produce high-caliber, brand-approved print, direct mail, promotional products, and digital marketing materials. Today, more than 400 enterprise clients and 175,000 active end-users rely on Xpressdocs to support their marketing efforts, as well as a variety of complimentary services, including conventional print, folded carton packing, finishing, inventory management, shipping, and mailing operations.

It can be difficult to control the number of marketing pieces your company should provide for every campaign. Even more so when deciphering between vendors for each item in your business collateral. This kind of anxiety may have your head spinning and seeking assistance in helping you focus on the who's who and what's what. Shouldn't there be an easier way to control what is made, how it's made, and if it fits your brand standards?

Trouble-free Tool at Your Fingertips

Introducing your solution. Xpressdocs realizes your marketing needs with tools especially made for brand management. This allows our clients to let everyone in their company order whatever marketing material deemed necessary, while ensuring that it is within brand standards. Clients have the control on everything from colors to precise logo placements, and even templates for all print-on-demand products. A no muss, no fuss approach to what is often a laborious effort.

Overwhelming. Confusing. Difficult.

These terms are used quite frequently from our franchise partners regarding having so many vendors that it is difficult to keep track of what they order and from whom. Xpressdocs offers an all-in-one platform that manages everything the company may want or need. From pens to postcards, to employee handbooks, Xpressdocs allows clients to select, design, and order products from a single source.

Speed that Delivers

In an industry where time is of the essence, speed to market is vital. With Xpressdocs, the name speaks volumes—express. We pride ourselves on the fact that within 10 minutes of ordering your products, they are being



processed by our expert printers and out the door to their destinations. Any order that is placed before 4:00 p.m. will be out to ship the following day—that is what we deem lightning speed service.

First Rate Service

Questions, comments and concerns shouldn't go unnoticed. Aside from catering to your direct marketing needs, Xpressdocs has a representative dedicated especially for your account. Understandably, issues arise in your industry, but isn't it reassuring to address matters to somebody who knows your account history like the back of their hand? Our prized account management team will lob the assist to help your marketing campaign be blue ribbon worthy. Transparent, personable, and approachable communication at its best.

Xpressdocs' proprietary platform continues to evolve with new features such as: faster proofing speeds, on-template editing, and a simpler ordering process. Let Xpressdocs coordinate your marketing chaos. ■

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ALL POINTS

PUBLIC RELATIONS



"It's a new day in franchise PR and All Points is leading the way."

Laura Tanaka
Dir. of Franchise Development



TELL YOUR
STORY

SEE
RESULTS

GROW YOUR
FRANCHISE

ALL POINTS
PUBLIC RELATIONS

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