

Franchise Marketing

(almost) everything you
need to know about
Franchise Marketing

MarVIA



About

Franchising is a business model where a franchisor licenses the use of their business model, brand, and products and services to a franchisee. The franchisee pays a fee to open a location using this information and the products.

Franchising as a business model has been around for a long time, and some franchise companies have reached all over the world with it.

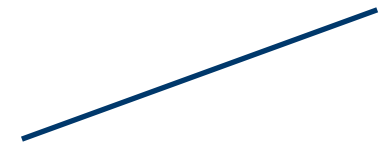
This whitepaper is for everyone who wants to learn more about franchise marketing. Maybe you're a new franchisee, a marketing manager, or you're just curious. No matter why, we hope you enjoy this whitepaper!

We'll discuss the following points in this whitepaper:

- How to craft a winning franchise marketing strategy
- How to launch a successful franchise marketing campaign
- How franchises can use dynamic templates to scale content production
- Useful software for franchises
- Customer cases

Summary

In a franchise, clear and streamlined processes are key. With that many players, a franchise needs to keep an eye on both the head office and its locations to ensure that neither are overwhelmed by their workload. Clear arrangements, a strong strategy and campaign set-up, and good supporting software are the pillars on which a strong franchise can be built.



Contents

1. Franchise marketing strategy
2. Franchise marketing campaigns
3. Scaling content with dynamic templates
4. Software for franchise marketing
5. Customer cases

Strategy

How to lay the foundation for success

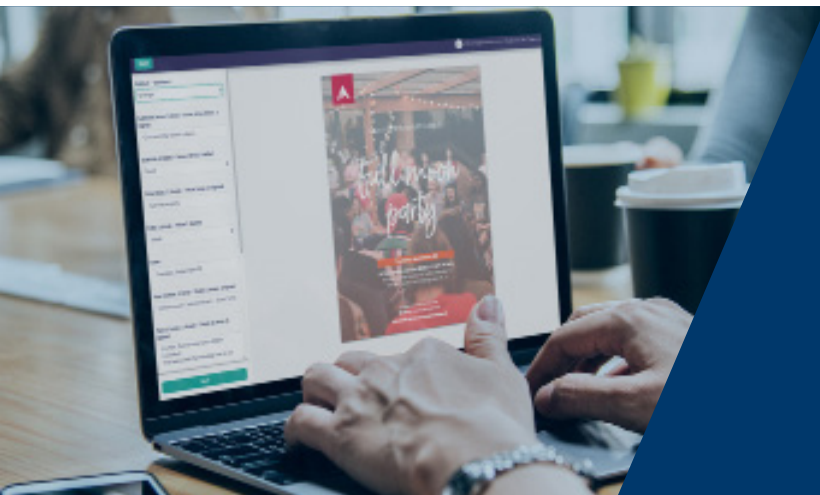
Crafting a successful franchise marketing strategy

A successful franchise marketing strategy has to involve both franchisor and franchisees. This unique collaboration is where value truly comes from.

Let's go over the steps towards a strong strategy.

1. Make clear agreements

How involved franchisees are in marketing will depend on the specific franchise formula. Making arrangements about matters like budget and campaign calendar are necessary to keep everything running smoothly.



3. Don't forget about local marketing

A strong brand is no guarantee for success. You need a balance between national, brand awareness campaigns and local campaigns that build consumer trust.

4. Join forces with the head office

A franchise can only truly succeed when the franchisor and franchisees work together. Both offer a different perspective and have knowledge that the other can use.

5. Share best practices

Why try to invent the wheel when you have other franchisees and the head office to help? The entire business will improve and grow when people share best practices, so don't be afraid to celebrate your successes!

Crafting a franchise marketing strategy may seem like a daunting task, but with clear communication between the head office and franchise locations, everything will work out.



Campagins

The best way to reach your target audience

Launching a franchise marketing campaign

With the different parties involved in a franchise, it may seem like herding cats to launch a successful marketing campaign. Do you start at the head office? The franchise location? The following steps can set you off in the right direction.

0. Find a concept - Of course, we need ideas first! Use a combination of spontaneous ideas and creative brainstorming to create a balanced campaign calendar.

1. Set your campaign goals - Use SMART goals to identify what you want to achieve.

2. Ensure brand identity and consistency - Use your brand guidelines and adapt to your campaign needs.

3. Segment your audience - Define your ideal customer and ensure your campaign adds value to their lives.

4. Leverage several marketing channels - Don't try to be everywhere at once. Find which channels work for you and invest.

5. Go live! - It's go time! Keep track of your assets and monitor your audience's reactions.

6. Measure the results of your campaign - Evaluate your goals and prepare for an even better campaign next time.

Scaling content

Why you need Dynamic Templates

Scaling Marketing Content with Dynamic Templates

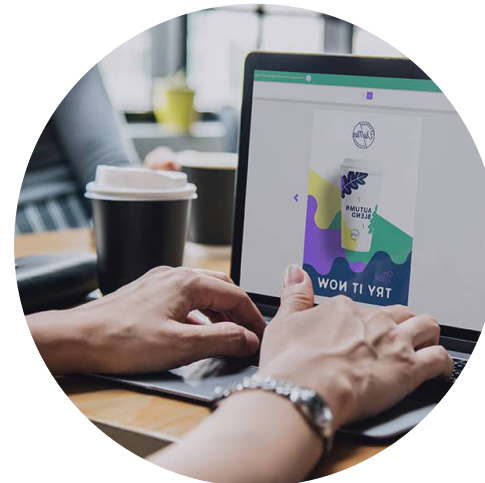
Scaling up content production can be an enormous effort for franchises. Adequate logistical systems need to be in place to make sure it doesn't turn into chaos and an endless stream of requests that take too long to process.

That is where dynamic templates come in. Dynamic templates are pre-designed, customizable assets that help create consistent brand messaging across franchise locations. They provide a framework that enables franchisees to create their own on-brand content adapted to local market conditions.

We'll go over the four main benefits here:

1. Save time on content creation

Skip having to find the correct formats, colors, fonts, etc. It's all there in the template. With a strong template software, waiting ages for a poster is a thing of the past as franchisees can make their own marketing materials instead of having to wait for the head office to process their request.



2. adapt to lokal market conditions

Templates allow franchisees more flexibility and freedom to react to local events, whilst ensuring that the overall brand identity is still on point. The fact that content goes out quicker means that franchisees can react to local events when they are happening, adding to the business' local relevance.

3. Increase consistency

Brand consistency is vital for franchises. By providing a library of pre-approved templates, franchise brands can ensure that the materials going out to all franchise locations have the same brand appearance, even though their content might be different.

4. Streamline the approval process

Templates can greatly reduce workload for the headquarters' marketing team. Setting parameters and boundaries beforehand means that not every piece of content has to be checked. This frees up time for the main marketing team, and shows franchisees that they are trusted by the head office.



Software

How Marvia's Brand Portal supports franchises

How Marvia makes Franchise Marketing easy

You can't have successful franchise marketing activities without the right tools. Let's go over the ways that franchises use marketing software, and why Marvia is the one-stop-shop for all your needs.

DAM - Digital asset management software provides a central online hub for creating, managing, sharing, and finding digital assets to help manage creative processes and maximize the value of assets.

Content Creation - Marvia offers Dynamic Templates and the Template Studio, both incredibly valuable when it comes to user-friendly content creation.

Campaign Distribution - Marvia's 360° Campaign Distribution helps distribute localized campaigns across offline and online channels in just a few clicks. This saves time and effort, reduces admin and sends a consistent campaign message to your customers.

Analytics - You miss out on information and insight without analysing your data. Marvia provides insights into campaigns and user activity.

Integrations - Marvia works together with a growing number of partners that bring integrations to external software, or provide services such as localized printing.

Customer Cases

How three franchises improved their **workings**

Poké Perfect

This fast-growing healthy food concept found the ideal partner in Marvia to fulfill their ambitious growth objectives and to support (new) branches with local marketing activities.

Situation - Poké Perfect is currently the largest poké concept in the Netherlands. The brand chose to focus on local marketing to reach their ambitious goals.

Needs and wishes - Poké Perfect was looking for a way to work on the day-to-day of the business while keeping an eye on the big picture. They were also looking for ways to empower enthusiastic franchisees to run localized campaigns to grow local visibility.

Results - Now, everything is clear to everyone and it is easy to plan in advance. Franchisees have more space to run campaigns and offer their customers a personal and localized service while the process doesn't cost more time and manpower.

"It is very useful to have all marketing and promotional materials in one place. The marketing calendar, the flyers, current promotions - everything is clearly visible to everyone and it is easy to plan in advance."

- Quinta Witzel / Founder



New York Pizza

This Dutch market leader in pizza delivery and takeaway was looking for ways to streamline local marketing processes and relieve the head office's marketing team.

Situation - New York Pizza's marketing department wanted to reduce one-time requests and focus more on branding activities, since making marketing materials for the entire franchise was their responsibility and kept them from doing what they really wanted.

Needs and wishes - They were looking for a way to provide their franchisees with marketing materials, allow them to create their own materials and support their franchisees in doing so. They were also looking for easy storage of assets and easy distribution of materials.

Results - After implementing Marvia, the marketing department was able to largely let go of local marketing. They still take care of supplying marketing materials, but franchisees are the ones designing materials such as posters, flyers, and social media content with their own message and distribute them directly using the Social Media and Door-to-Door leaflet integrations.



"Marvia offers us time savings and efficiency."

- Caitlin / Campaign manager

Fit20

Since it's founding in 2009, this fitness formula has seen significant international growth and success. This lead to problems with ensuring brand consistency.

Situation - Fit20 was looking for a way to provide their franchisees with brand materials and to activate them to get more involved with marketing.

Needs and wishes - The brand was looking for a brand portal for their franchisees and partners, with a media library to organize assets, templates to let franchisees create their own promotional materials, and the possibility for franchisees to post directly to their social channels.

Results - Marvia's brand portal provided it all. Since implementing Marvia, Fit20's content creation process has accelerated and their branding is more consistent over channels, whilst also becoming more localized.

"Marvia offers us consistent communication with a clear corporate identity on a global level. Thanks to the Dynamic Templates, affiliates around the world have direct access to marketing creatives to adapt locally."

- Nienke / Marketing manager



Conclusion

Franchise marketing isn't without its challenges, especially in an ambitious, growing company. However, the right strategy, planning, and software will ensure that processes are scalable without creating an unmanageable workload.

Alone we can do so little; together we can do so much.



The Marvia logo is positioned in the bottom left corner. It features the word "Mar" in a bold, yellow, sans-serif font, followed by "via" in a bold, teal, sans-serif font. The "via" is partially enclosed by a yellow trapezoidal shape that tapers to the right.

Contact

Are you interested in learning more about how Marvia's Brand Portal helps franchises? Contact us via the below information and schedule a free demo. Let's grow your franchise together!

Amsterdam head office

Johan Huizingalaan 400, Amsterdam
+31 (0)20 716 28 10

North American office

228 East 45th Street, Suite 9E, NY
+1 (64) 791-1793

contact@getmarvia.com

[GETMARVIA.COM](https://getmarvia.com)