

Franchise Marketing

5 Marketing tips
to grow your
franchise brand

Marvia



About

Marketing can be a considerable challenge for franchise formulas. How do you activate franchisees to get started with your brand locally? How do you coordinate local and national marketing? How do you create converging views when dealing with so many different opinions and interests?

Research from [BrandMuscle](#) among 1,000 companies shows that there is a relationship between marketing maturity and business outcomes. But what steps can you take to have more impact on a local level?

Marvia gives you 5 tips to help you take the marketing of your franchise formula to the next level to grow your brand.

“Higher Partner Marketing Maturity leads to higher revenue growth.

Partners at the highest level of maturity, demonstrate two times higher YOY revenue growth compared to those in the bottom two levels.”

BrandMuscle

Content

- Building a strong brand
- Choices in marketing channels
- Local entrepreneurship
- Sharing successes
- The importance of consistency

1. Keep control

Franchise marketing has two goals: building a strong brand and attracting customers. Building a strong brand requires that both franchisee and franchisor send a consistent and appealing message to potential and existing customers.

To ensure that the vision and identity of your brand are translated correctly (locally), head office control is mandatory.

Make sure your brand is clearly defined in brand guidelines. Communicate these guidelines to your franchisees, for example with the help of a [digital brand book](#). In this brand book, you can provide instructions for the use of typography, logos and colours. Check structurally whether the rules are applied correctly. Ultimately, the entire franchise organization benefits from a strong brand.

Key Takeaway

Building a strong brand benefits the entire franchise. Make sure both franchisee and franchisor send a consistent message.



2. Make Choices

As a franchisor, there is a great temptation to seduce your target group through all available marketing channels from an **omnipresence** perspective. Advertising in the local newspaper, sponsoring the football club, approaching your target group through all social media channels. More is not necessarily better also applies to franchise organisations.

Analyse the performance of your marketing campaigns on the different channels using data and make choices based on these results. Is a channel ineffective for your organisation and target group? Cancel it and use the budget for a channel where you do reach your target group.

Larger franchise organisations can determine the effectiveness of the channels based on a market segment or location to get even more out of the marketing euros.

It sounds very logical, but this remains difficult for many smaller franchisers. Not only collecting and interpreting data in the right way is an obstacle, but saying goodbye to channels is also more complicated than it seems. Especially when it concerns local parties that you have been working with for years.

Don't just listen to your gut feeling and try to make decisions that are supported by data: you can't manage what you can't measure.



Use Case

One of our customers, a large pizza delivery chain, recently decided to stop with door-to-door mail. The marketing department had the idea that response rates were low and wanted to allocate the budget differently.

When they noticed sales dropped, they decided to test if sending in a more targeted way was beneficial. Results showed an increased response rate and better ROI than the old situation. The team allocated the remaining budget to social channels, which resulted in a more significant media reach while the cost stayed the same.

Key Takeaway

Use your budget for channels where you reach your target group. Always make decisions that are supported by data.



3. Give Franchisees Space

Positive word of mouth is the most powerful marketing tool for franchisers. The big advantage of a franchise is that the franchisees have knowledge of the local market and are involved with the local community. Give them space to let them make optimum use of this advantage.

Let your franchisees make their own marketing materials that responds to the needs and wishes of their local customer. This not only means less workload for the central marketing department. It also ensures more successful campaigns and gives franchisees room for entrepreneurship - a **win-win-win** situation.

Giving space does not mean that you have to leave the franchisee to his fate. Joint investments lead to joint results. Research shows that franchise companies that divide the marketing costs based on a percentage of

sales (shared-spend co-op programs) achieve 20% more growth than companies that do not share the costs. This way of financing requires long term planning for the marketing activities and stimulates the involvement of all parties.

Key Takeaway

Joint investments lead to joint results. Let your franchisees create and run on-brand local campaigns to unleash the full brand potential.



Joint efforts
Joint results

4. Keep Talking

Your franchisees are probably bursting with good ideas that can help not only their branch but also the rest of the organization. As a brand manager or marketing department, you can improve national campaigns using the knowledge from the field.

Talk to your franchisees, share best practices, keep employees informed of the latest marketing campaigns and highlight successful branches.

An internal, online communication platform gives you the opportunity to allow everyone within the organization to communicate with each other. A communication platform increases the involvement of all parties in the franchise formula. With the right local marketing tools, you can also map the marketing activities of your most successful franchisees to better understand what works best at a local level. Of course, you can also provide less fruitful branches with tips to improve the results this way.

Key Takeaway

Use an online communication platform to share best practices, inform employees and highlight successful branches.



5. Be Consistent



Key Takeaway

Use the right tools to ensure your franchise brand remains consistent to strengthen it.

Brand consistency is difficult, especially in a franchise environment. But brand consistency is crucial in an effective marketing strategy.

Ensure a consistent brand experience on all channels that you use, both at local as (inter) national level.

How do you ensure that your franchise brand remains consistent? First of all, give everyone within your franchise access to the same digital brand files such as logos, images, videos and fonts.

With a [Digital Asset Management \(DAM\)](#) system, you can easily store all digital assets at one central point.

In addition, you can use local store marketing software to let your franchisees use dynamic templates to create marketing materials within the rules of your brand book easily. Add workflows so that the materials must first be approved before they can be used. This way, you create local content that strengthens your brand instead of weakening it.

Conclusion

While franchise marketing definitely has his challenges, the yields, when done correctly, are enormous. Keep in mind that you are in this together, make sure you benefit from each other for the best results.

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

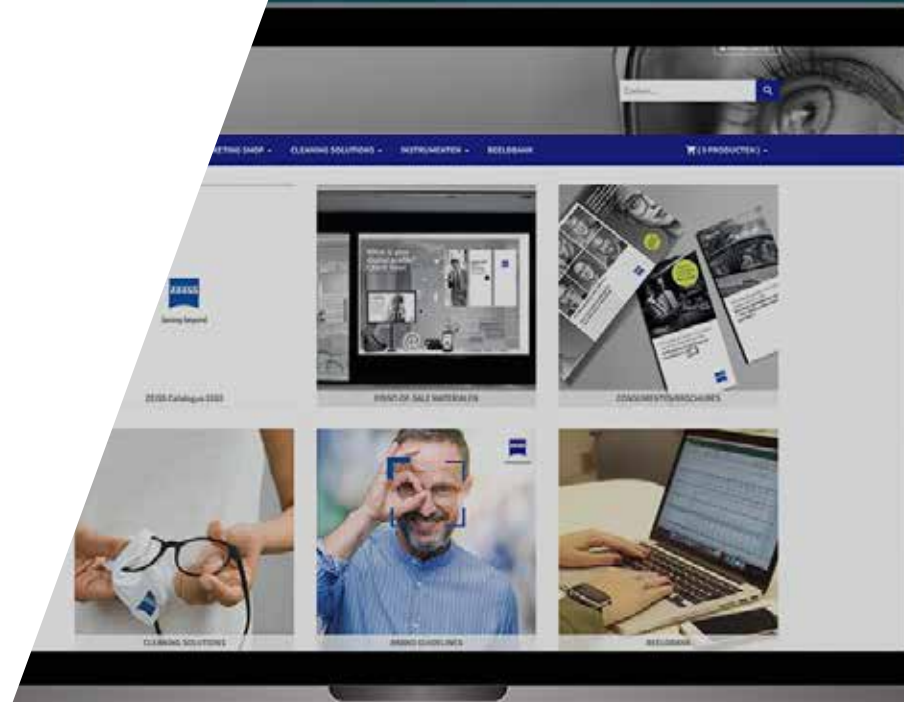


About Marvia

With Marvia, franchisors can manage their marketing material centrally and have it edited and published by franchisees at a local level. Personalized and yet within brand identity. This way, we ensure that companies get more out of their brands. Marvia makes marketing accessible to everyone in your organization.

We serve both small and large international franchise organisations such as fit20, Rashays, New York Pizza and Domino's Pizza. Because our software has a modular structure, you can build an environment that is tailored to your specific business needs.

Need help with franchise marketing? Want to know more about local store marketing software? We are here for you!





Contact

We make brands more succesful by providing tools to leverage their local marketing potential. Maximise productivity and brand consistency through centralisation with our brand solutions.

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