MARKETING MYSTERIES, MYTHS, & MISTAKES

TOP TEN:
MYSTERIES, MYTHS & MISTAKES

1. Strategy
2. Expertise
3. Staffing & Resources
4. Partners
5. Budgeting
6. Online Presence
7. Marketing Mix
8. Measurement

RISE STRATEGIC

STRATEGY: MYSTERIES

- Who are we?
- Why do we exist?
- Why are we special?
- Who is our target?
- Why do they buy and why don't they buy?
- Where do we find them?
- What do we say?
- How do we say it?
- How often do we say it?
- How do we measure success?

RISE STRATEGIC

STRATEGY: MYTHS

- "We don't have time."
- "If we're too tied down to a fixed strategy we won't have the flexibility we need."

STRATEGY: MISTAKES

- Picking-and-choosing from the basics without a holistic strategy.

- Inconsistency: starting and stopping campaigns.

- Reactionary and/or constantly shifting strategies and partners—easily distracted by new information or opinions.

RISE
STRATEGIC

STRATEGY: A BETTER WAY

- Do a full-day strategy session each year for the following year.

- Include a complete branding exercise, or revisit, every year.

- In the session, create a complete annual plan that diversifies into all primary areas at least to some extent.

- Specify partners for the year.

- Include a reporting/accountability plan.

RISE STRATEGIC

OUR STRATEGY

Decide WHY, WHO, & WHAT before HOW & WHERE.

MANAGEMENT

MEASUREMENT

CAMPAIGNS

TOOLS

IDENTITY

RISE STRATEGIC
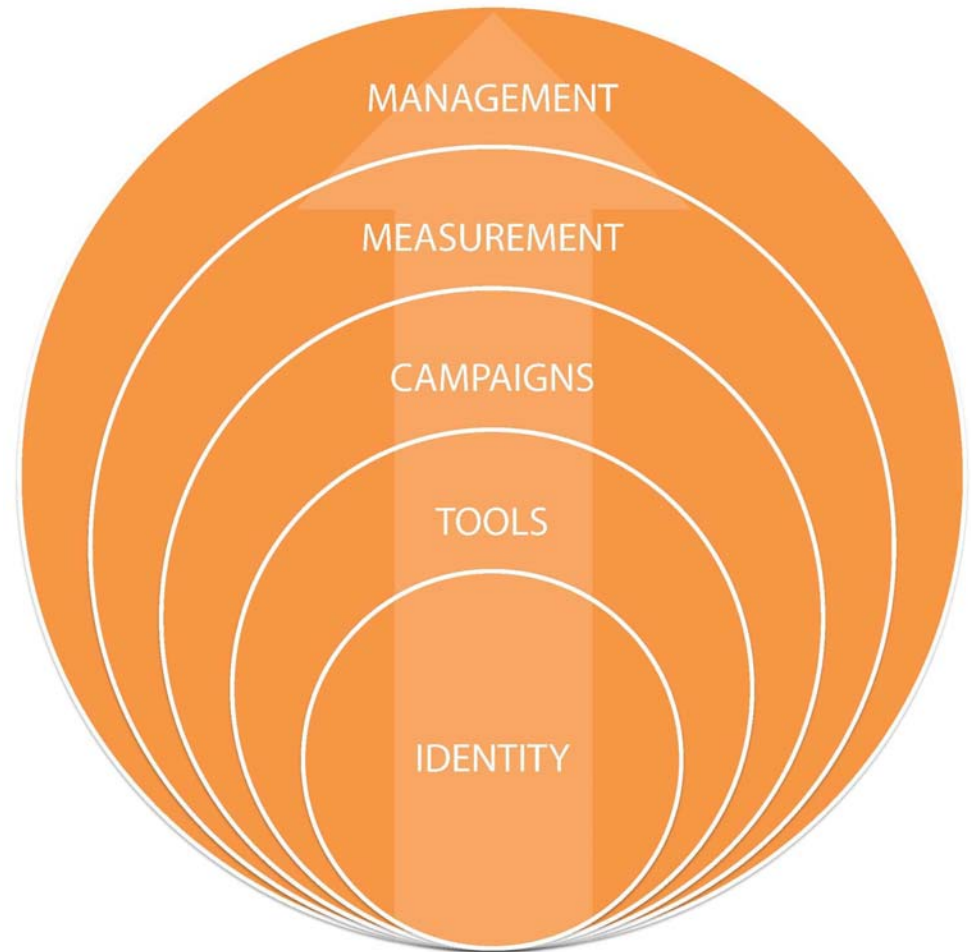
EXPERTISE: MYSTERIES

- How is the marketing landscape changing?

- Why blogging & social media?

- What is content marketing, inbound marketing?

- What exactly does SEO mean in 2015?

RISE STRATEGIC

EXPERTISE: MYTHS

CEO = CMO
Admin = CMO

RISE STRATEGIC

EXPERTISE: MISTAKES

- Growing companies generally need more expertise than they can afford.
- Internal staff often unable to stay current on industry and marketing shifts due to heavy workloads and are not skilled in all aspects of marketing.
- The dictator/implementor relationship lacks strategy and expertise.
- Lack of expertise causes overreaction when a shift seems necessary.
- Tendency to relying on inexpensive opinions of friends/family, guy in the garage, "gurus" and random Google searches vs. reliable resources.

RISE STRATEGIC

EXPERTISE: A BETTER WAY

- Know your own and your staff's limitations and be willing to outsource.

- Focus on being educated and curious.

- Avoid shifting strategy over a single new article or piece of information.

- Look to reliable resources
  - Marketing Sherpa, IFA, DMA, Search Engine Land, Marketing Charts, Moz, Adobe Digital

RISE STRATEGIC

ON-THE-PAGE FACTORS
These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO   OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq +3 Quality	**Ac** +3 Crawl	**Ht** +3 Titles	**Ta** +3 Authority	**Lq** +3 Quality	**Pc** +3 Country	**Sr** +2 Reputation
Cr +3 Research	**Ad** +2 Duplicate	**Hd** +2 Description	**Te** +2 Engage	**Lt** +2 Text	**Pl** +3 Locality	**Ss** +1 Shares
Cw +2 Words	**Am** +2 Mobile	**Hs** +2 Structure	**Th** +2 History	**Ln** +1 Numbers	**Ph** +3 History	
Cf +2 Fresh	**As** +1 Speed	**Hh** +1 Headers	**Ti** +1 Identity	**Vp** -3 Paid	**Ps** +2 Social	
Cv +2 Vertical	**Au** +1 URLs	**Vs** -2 Stuffing	**Vd** -1 Piracy	**Vl** -3 Spam		
Ca +1 Answers	**Ah** +1 HTTPS	**Vh** -1 Hidden	**Va** -1 Ads			
Vt -2 Thin	**Vc** -3 Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS
Elements influenced by readers, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vl	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

CONTENT MARKETING

Paid Search

Social Media

Landing Pages

Blogs

Email Campaigns

CONTENT
eBooks,
Whitepapers,
Infographics
Articles, Video,
Images

Websites

Syndication

Print Collateral

Media Outlets (PR)

Bookmarking
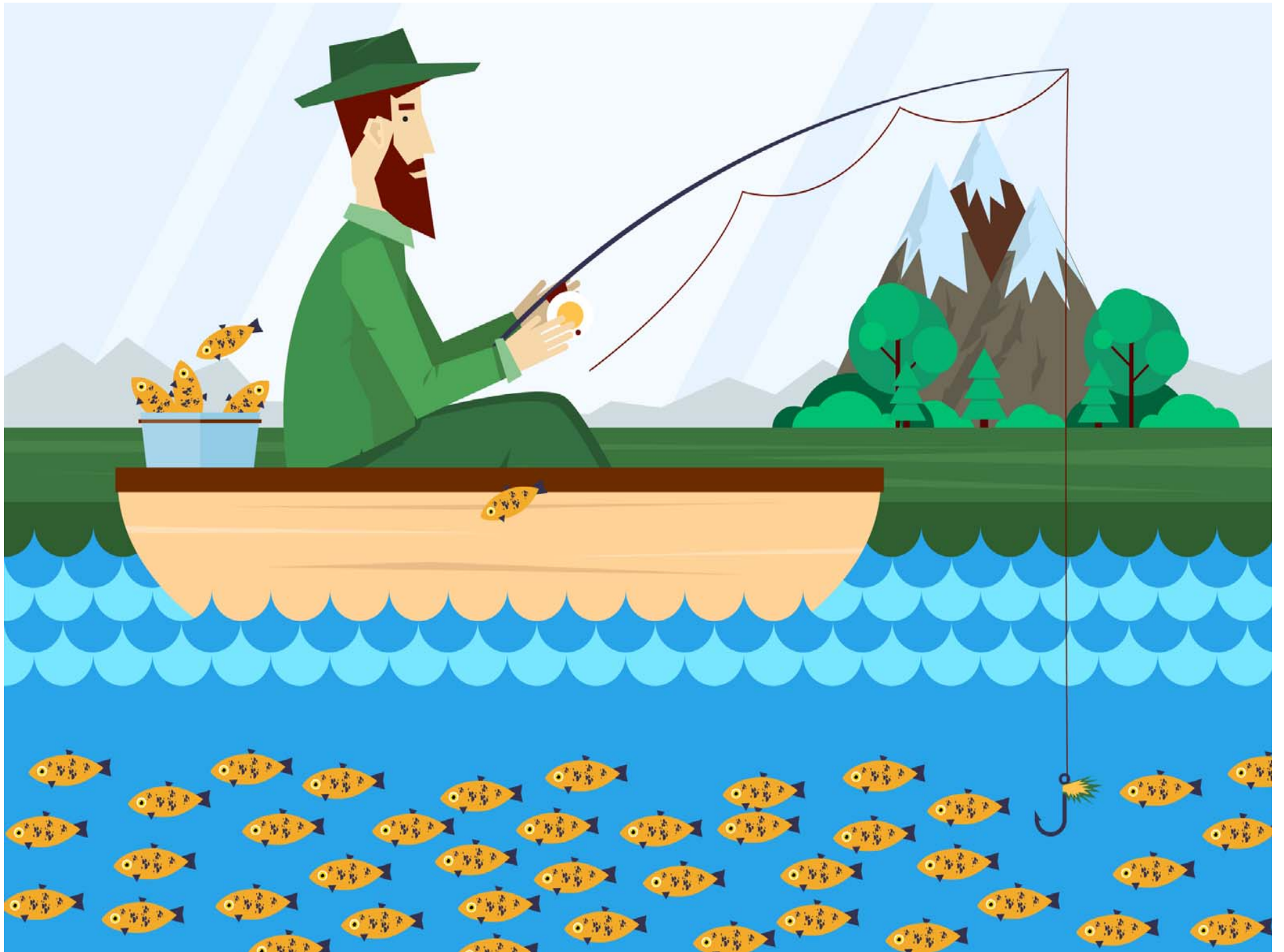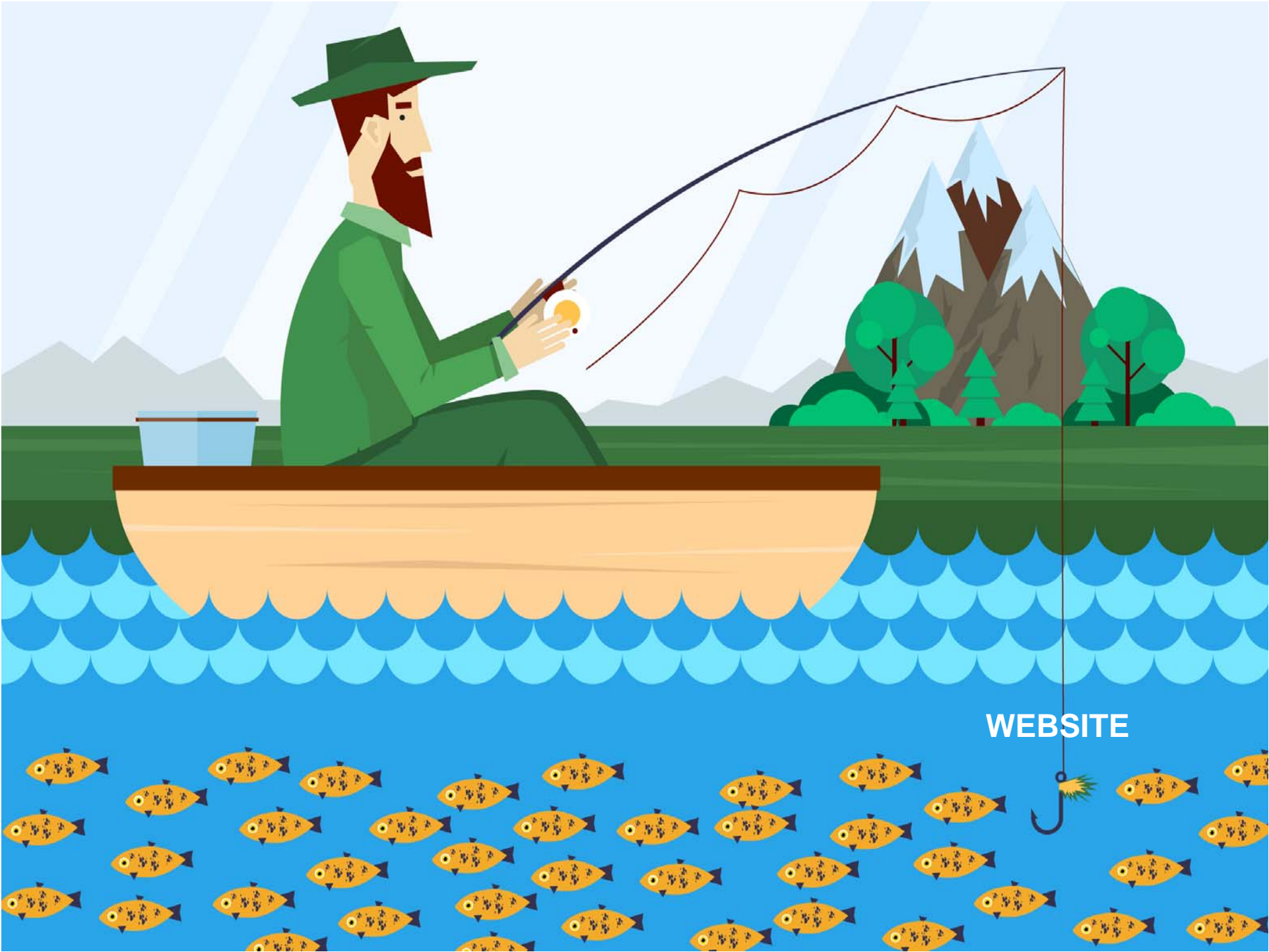
RISE STRATEGIC
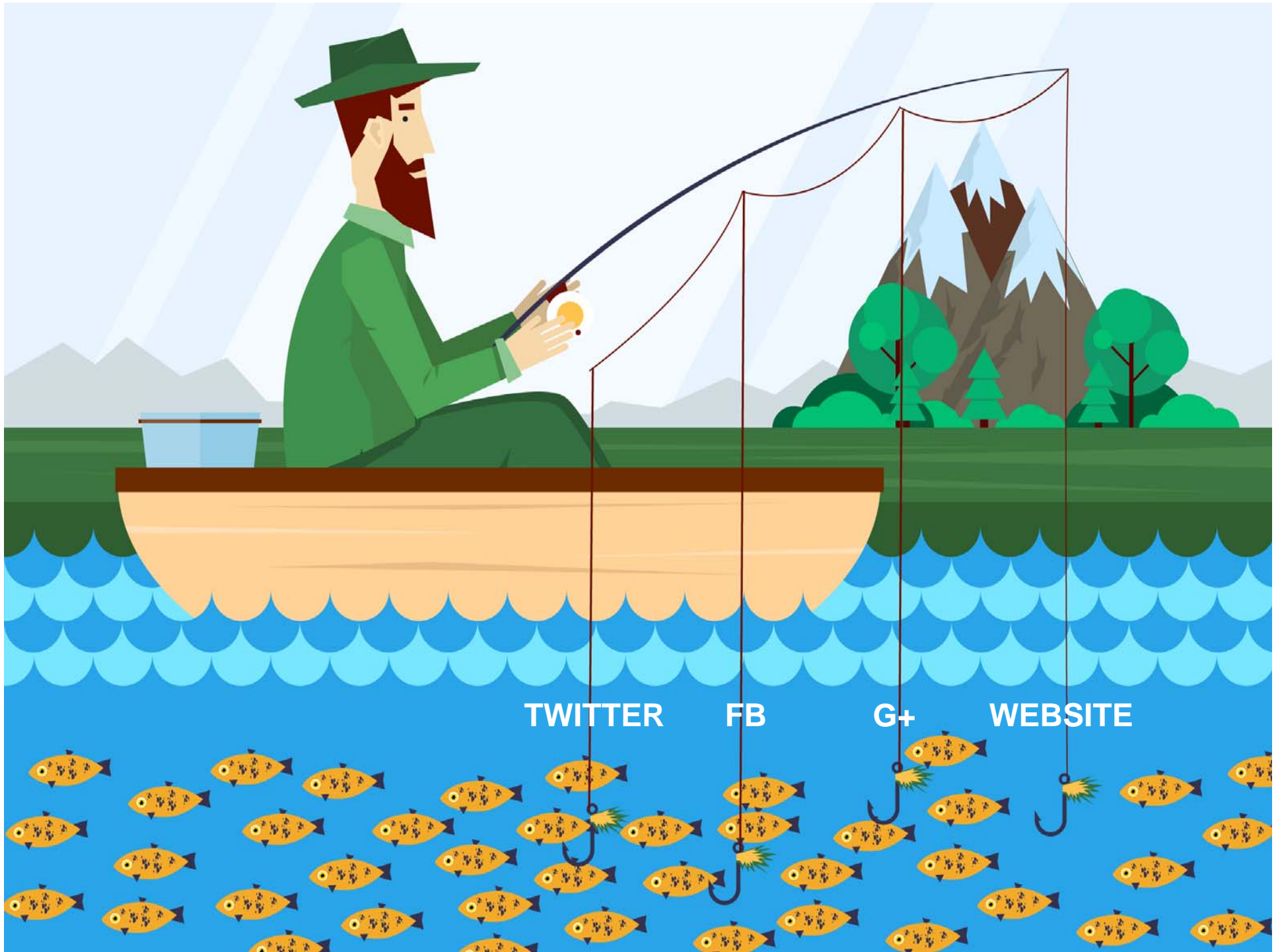
WEBSITE

TWITTER   FB   G+   WEBSITE

DIGITAL STRATEGY

ORGANIC SEARCH

GOOGLE MAPS

SOCIAL MEDIA

PAID SEARCH

ONLINE REVIEWS

YOUTUBE VIDEOS

ONLINE DIRECTORIES

COUPON SITES

LOCAL WEBSITES

BUSINESS BLOGS

ORGANIC SEARCH
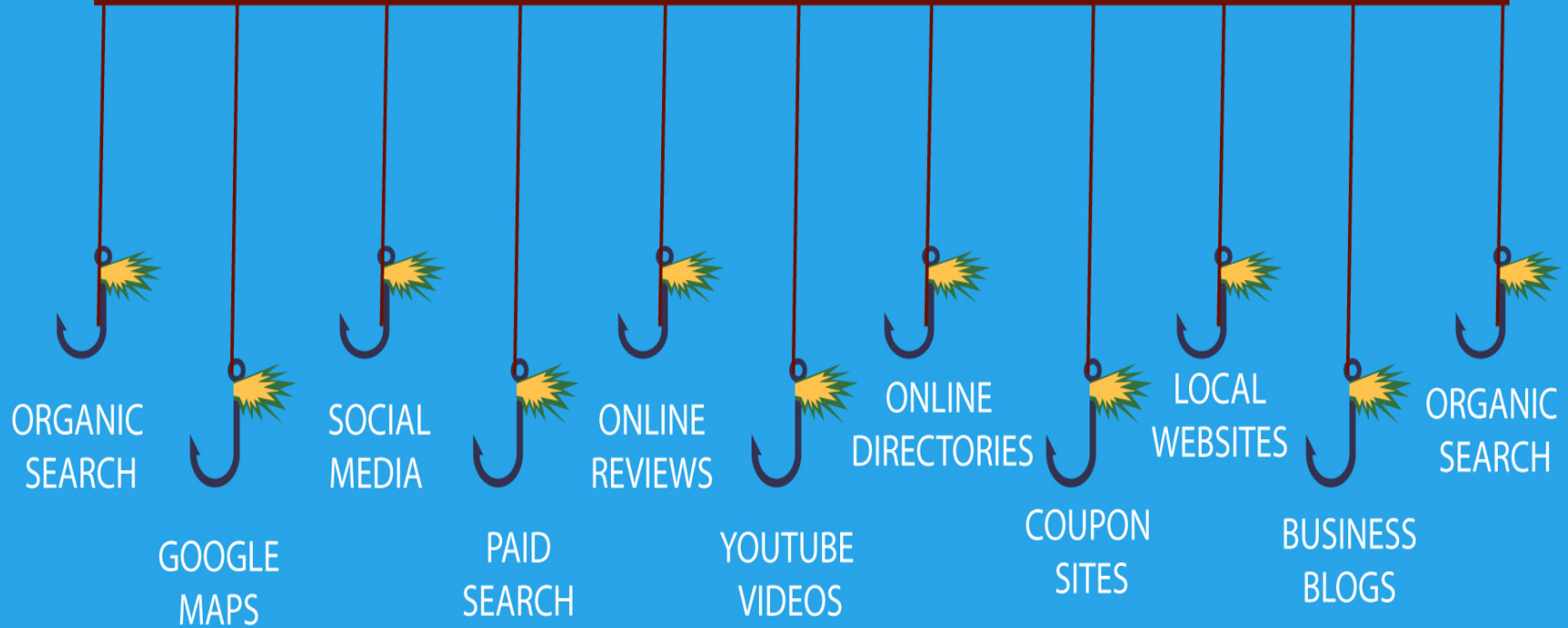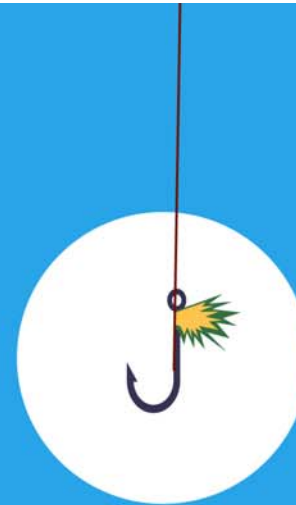
DIGITAL STRATEGY
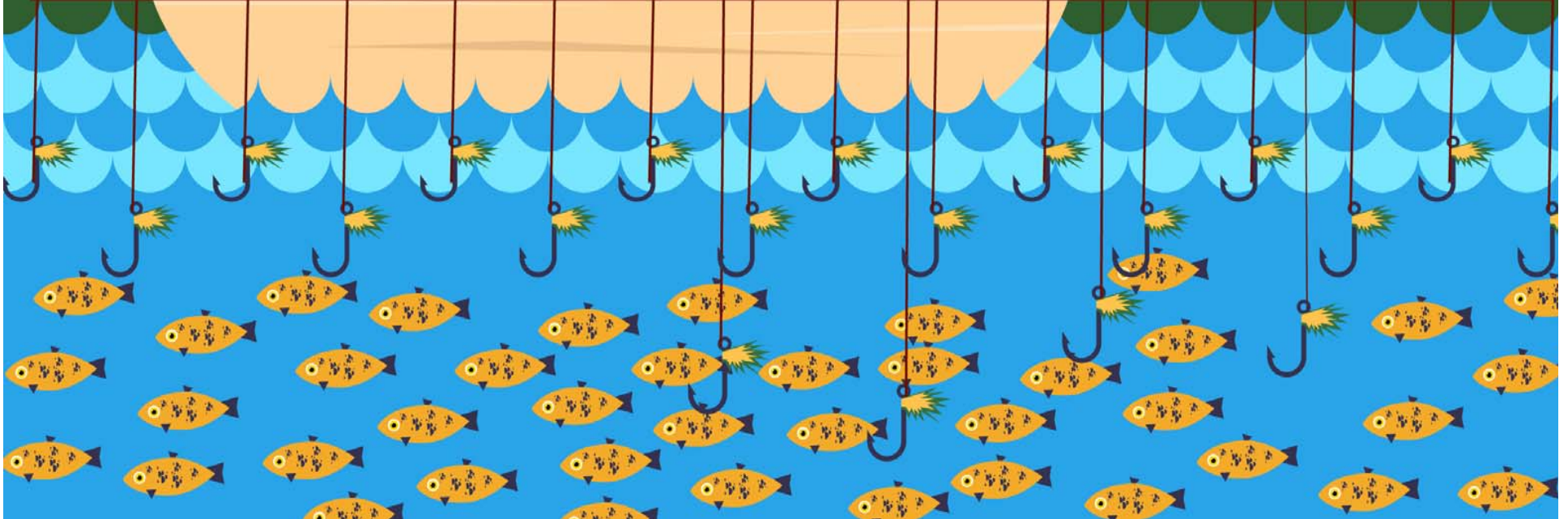
The RISE Strategy

NOT OPTIMIZED:
Random
No Refs to Content
Duplicate
Poorly Written
Spammy/Useless
Stands Alone

OPTIMIZED:
Right Keywords
Linked Properly
Non-Duplicate
Well-Written
Helpful to Humans
Coordinated w/ Other Content

OPTIMIZATION + CONSISTENT EXECUTION

RISE STRATEGIC

STAFF & RESOURCES: MYSTERIES

- Who will help us determine the best strategy to take?

- Who has the time, knowledge and skills to execute on the strategy?

RISE STRATEGIC

"We need to hire an in-house marketing person/team."

RISE STRATEGIC

STAFF & RESOURCES: MISTAKES

- Internal marketing person often lacks expertise.
- If they have the expertise, they often lack the authority to challenge CXOs.
- Even great internal marketing people tend to become overtaxed which creates an execution gap as they try to be Jack-of-all-trades.
- Mistrust, fear of losing control or neglecting hidden costs masks need for outsourcing.
- Internal staff forced to "reinvent the wheel" when off-the-shelf technologies and programs can complete many tasks efficiently and inexpensively.

RISE STRATEGIC

STAFF & RESOURCES: A BETTER WAY

- Conduct a resource analysis as an extension of the strategy session.

- Break out the specific hours and skills required for each element.

- Determine ownership (internal or external and whom)

RISE STRATEGIC

HOW MANY STAFF MEMBERS ARE PART OF CORPORATE MARKETING?

Excluding the sales team, 60% of franchisors are running with fewer than four marketing staff members. But let's take a closer look. 74% of franchisors with between 26-100 units had fewer than 4 marketers – not unexpected. Perhaps more surprisingly, 50% of franchisors with between 101-499 units fell within that 60%. How do they do it? They have technology and support in place to help them manage every aspect of their marketing programs.

HOW BIG IS YOUR MARKETING TEAM?

- 1-3
- 4-6
- 7-9
- 10+

3.6%

12.7%

23.6%

60.0%
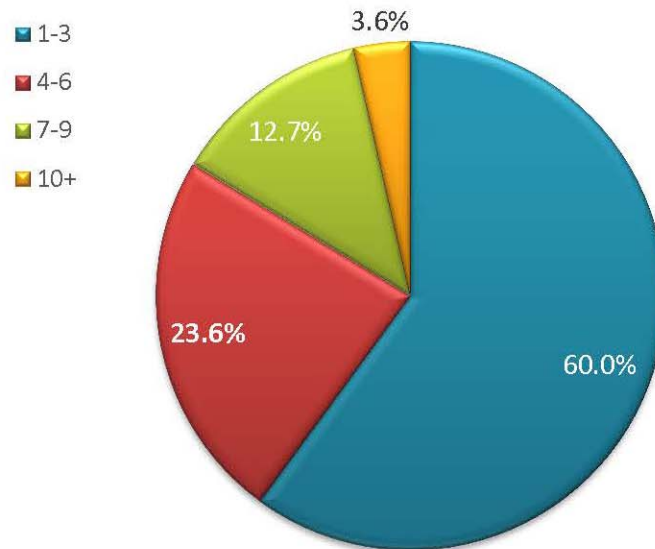
PARTNERS: MYSTERIES

- Who can we trust with our marketing dollars?
- Who has the secret sauce?

PARTNERS: MYTHS

- Secret sauce is a real thing.
- Multiple partners mitigate risk.
- Bigger is better.
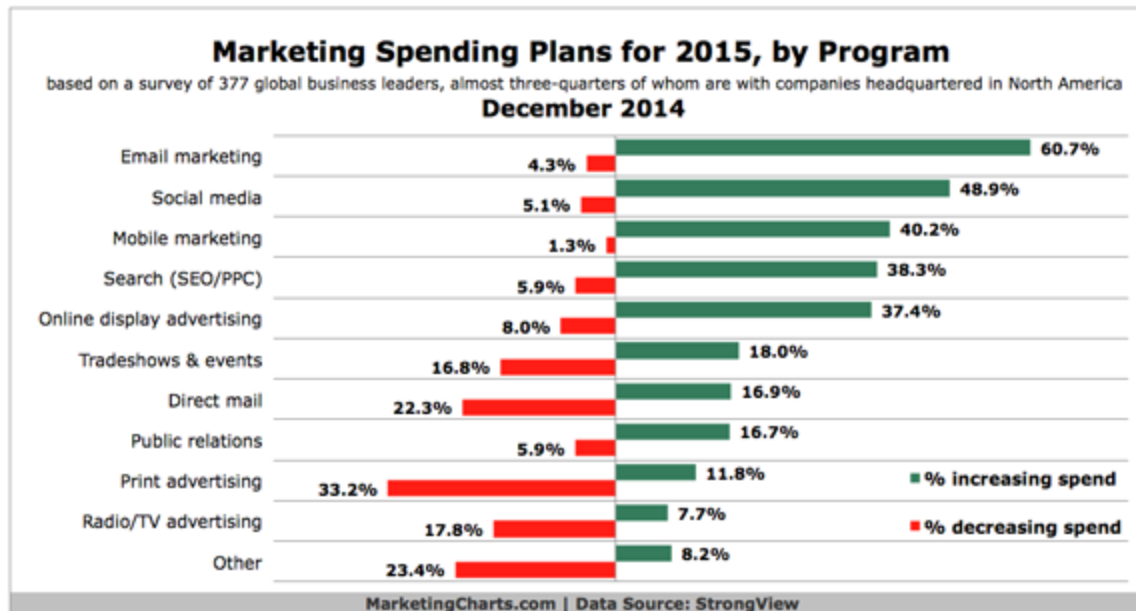
PARTNERS: MISTAKES

- Companies fall prey to "secret sauce" claims and end up with smoke and mirrors.

- Service is more likely to suffer with larger providers or smaller ones who can't scale.

- Multiple partners not working in tandem with each other on synergistic campaigns.

- Mistrust can lead to no decision being made so progress stalls.

RISE STRATEGIC

PARTNERS: A BETTER WAY

- Make sure there is no mystery to what is being provided—demand everything be made clear in non-marketing speak.

- Look at several different options and compare.

- Ask for references.

- Pilot where possible, but allow enough time and data to make an informed decision.

RISE STRATEGIC

- What is a reasonable budget for us to reach our goals?

Marketing Spending Plans for 2015, by Program

based on a survey of 377 global business leaders, almost three-quarters of whom are with companies headquartered in North America

December 2014

Program	% decreasing spend	% increasing spend
Email marketing	4.3%	60.7%
Social media	5.1%	48.9%
Mobile marketing	1.3%	40.2%
Search (SEO/PPC)	5.9%	38.3%
Online display advertising	8.0%	37.4%
Tradeshows & events	16.8%	18.0%
Direct mail	22.3%	16.9%
Public relations	5.9%	16.7%
Print advertising	33.2%	11.8%
Radio/TV advertising	17.8%	7.7%
Other	23.4%	8.2%

■ % increasing spend
■ % decreasing spend

MarketingCharts.com | Data Source: StrongView

RISE STRATEGIC

BUDGET: MYTH

"Our great concept will sell itself—build it
and they will come."

"We're willing to spend whatever we need to
get leads."

RISE
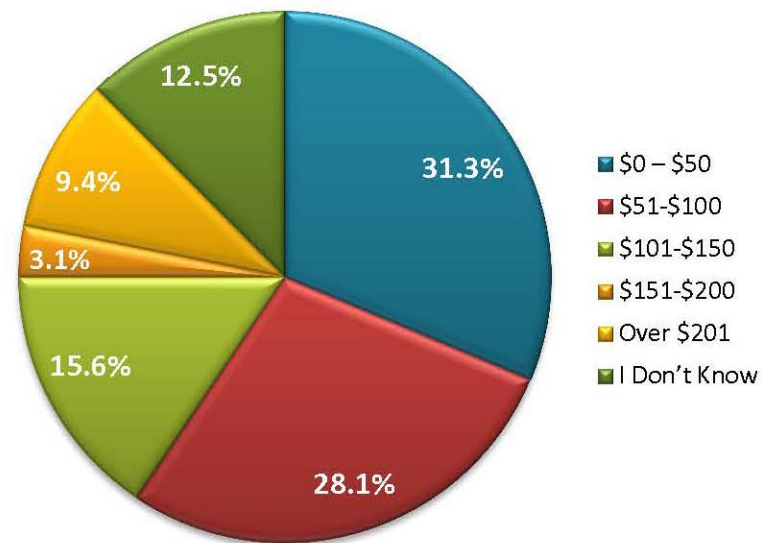STRATEGIC

BUDGET: MISTAKES

- Brands won't "feed the baby" then are disappointed in growth.

- Budgets are set based on what "sounds about right" rather than backing into goals with existing KPIs.

- Budgets constantly fluctuate from month to month in a reactionary manner.

- Reviewing campaign budgets piecemeal is inefficient and time consuming.

RISE STRATEGIC

BUDGET: A BETTER WAY

- Treat the budgeting process like any other investment strategy—then avoid reactionary changes.

- Set a fixed annual budget that includes room for pilots and unplanned opportunities

- Stay with it for the year to allow for a long-term focus.

WHAT IS YOUR ESTIMATED COST PER LEAD?

So how much are the right leads worth to franchisors? Almost 60% of franchisors are currently spending under $100 per lead. That's a 14% increase over last year, which means cost per lead is trending downward. With lead quality improving as CRM systems continue to evolve, we expect to see this lower cost per lead trend continue.

Pie chart legend:
- $0 – $50 — 31.3%
- $51-$100 — 28.1%
- $101-$150 — 15.6%
- $151-$200 — 3.1%
- Over $201 — 9.4%
- I Don't Know — 12.5%

DO YOU TRACK YOUR COST PER APPLICATION?

Over 65% of respondents said that they do not track cost per application. The importance of this metric is that you want to identify recruits who have a higher chance of success before they get to the application process. With cost per application ranging anywhere from $50 to $8000, this could potentially be a number too large to ignore.

Legend:
- Yes
- No
- I don't know

7.8%
26.6%
65.6%
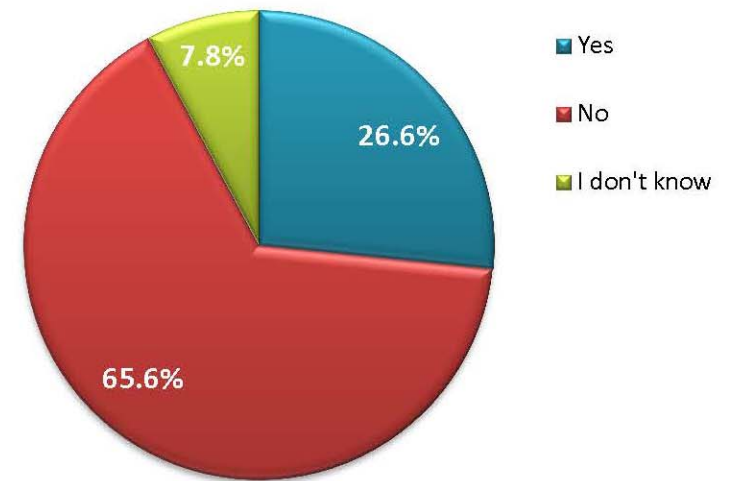
WHAT IS YOUR ESTIMATED COST PER SALE?

Excluding the cost of sales brokers, we asked respondents to tell us how much their cost per sale was. Again, there was a wide variation in the responses with no apparent connection to the size of the franchise. Ranging from $1.000 to $30,000 and many points in between, the next thing franchisors need to look at is what their return on investment is from each of these new franchisees that cost them a fair amount to acquire. The better your recruiting strategy and the more comprehensive systems you have in place to ensure that you attract the right franchisees, the better your ROI.
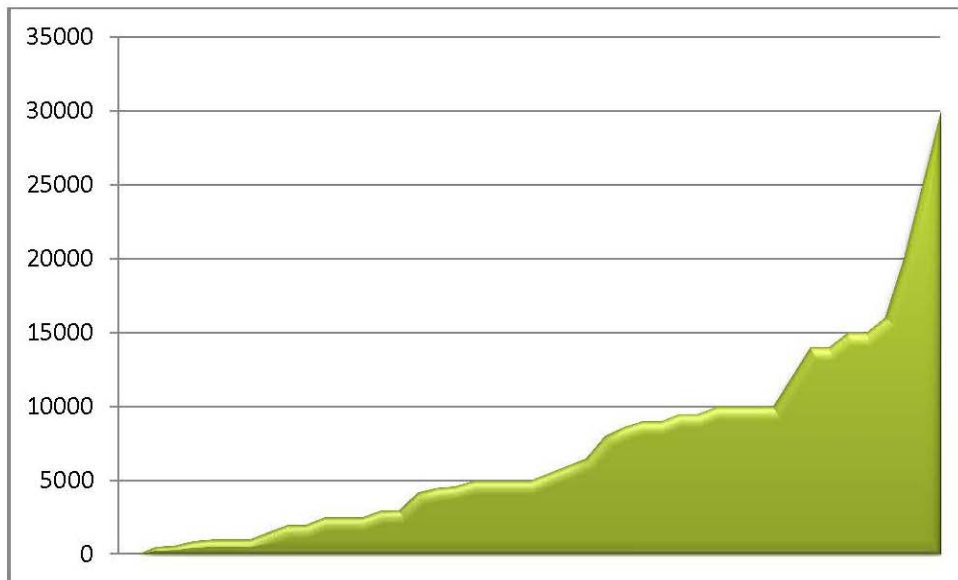
Cost per sale ranges

from **$1K** to

$30K

MAINTAIN A UNIFIED ONLINE PRESENCE: MYSTERIES

- Should we have one website or multiple websites for our franchise?

- Should every location have its own social media set up?
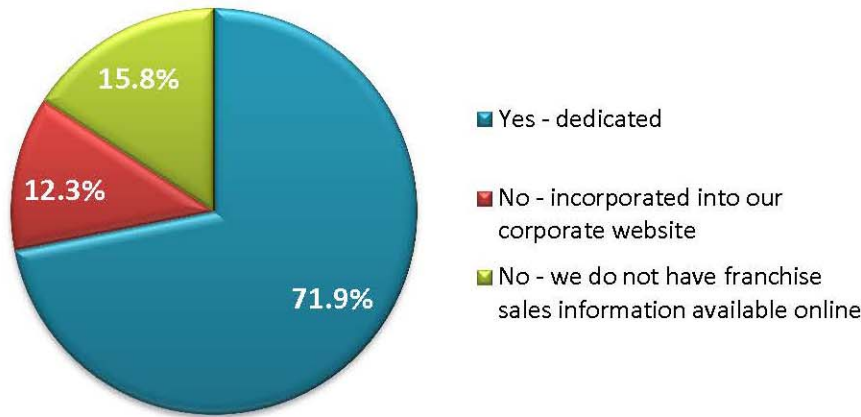
- Should we have a dedicated franchise website?

RISE STRATEGIC

The more sites we have, the better we'll rank

RISE STRATEGIC

UNIFIED ONLINE PRESENCE: MISTAKES

- Website design is outdated and/or focuses too much on design over code or vice-versa.

- No independent franchising site.

- Dozens of websites and URLs lack a cohesive value proposition.

- Branding look/feel across all online properties is inconsistent.

- Franchise websites use duplicate content.

- Content created is random, does not refer to other content, is poorly written, or is too salesy.

- Online silence.

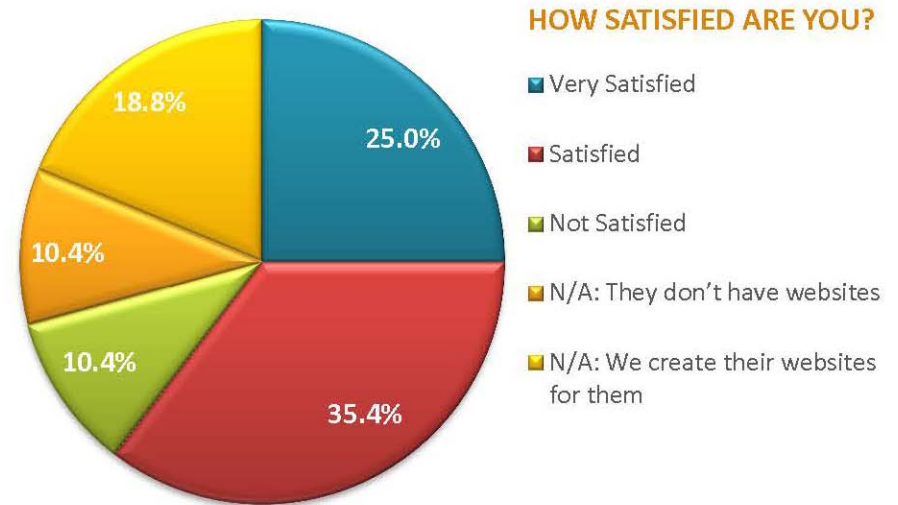# DO YOU HAVE A DEDICATED FRANCHISE SALES WEBSITE WITH ITS OWN URL?

As we have seen, websites are the second most effective lead source. Your customer facing website does not address the needs of your recruits, making the importance of a dedicated franchise sales website that much higher. Almost 72% of franchisors now have a dedicated recruiting site, up 4% over last year. Incorporating franchise sales into your existing corporate website can often backfire as the message gets lost. Potential franchisees need to know they have your attention and can get to the information they need quickly and easily. Target your messages to that audience and watch your leads grow.

- Yes - dedicated
- No - incorporated into our corporate website
- No - we do not have franchise sales information available online

15.8%

12.3%

71.9%

Almost **72%** of franchisors have a dedicated recruiting site

LOCAL FRANCHISEE WEBSITES: DO THEY REPRESENT YOUR BRAND WELL?

35.4% are satisfied with local franchisee websites. 25% are very satisfied, and only 10.4% are not satisfied. Almost 20% of franchisors (18.8%) create the websites for each location. 10.4% do not have local websites. Websites have been proven to be one of the most effective lead sources. The importance of having a local web presence that is consistent with your branding but allows you to create very targeted messaging cannot be overstated.

HOW SATISFIED ARE YOU?

- Very Satisfied
- Satisfied
- Not Satisfied
- N/A: They don't have websites
- N/A: We create their websites for them

25.0%
18.8%
10.4%
10.4%
35.4%

UNIFIED ONLINE PRESENCE: A BETTER WAY

- Ensure you have a continuously updated site that incorporates good design, user interface and conversion data and technical structure.

- If possible, use a single-domain structure with optional marketing URLs for locations

- Have all locations on a basic digital program that includes basic social and blogging.

RISE STRATEGIC

MARKETING MIX: MYSTERIES

- What marketing tactics will work best for us?

- Which campaigns are essential and which are optional?

- What are we missing?

- How can we safely test new areas?

RISE STRATEGIC

MARKETING MIX: MYTHS

- A website IS a digital marketing strategy.

- The website, PR, Social, Blogging, Content Marketing, Inbound and SEO are all separate things.

- Video, social, PR, blogging: these are optional or not relevant to our industry

MARKETING MIX: MISTAKES

- Company considers marketing fundamentals to be "good suggestions" or options for the future rather than essentials.
- The franchise does not provide clear marketing plans and messaging to franchisees, causing brand variability
- Messaging is "What we do" instead of "What's in it for you."
- Uses the same messaging for franchise development and frontline marketing, and for different targets who have different motivations.
- Random campaigns with content that isn't leveraged across all channels or coordinated with each other.
- Focusing on a single pet outlet, not diversifying.
- Neglecting social, PR, video, blogging, still seeing these as separate or "new."

RISE STRATEGIC

MARKETING MIX: A BETTER WAY

- There is no debate about the fundamentals:
  - Strong branding and messaging
  - Clear target segmentation
  - Modern online presence with ongoing optimization
  - Maintained activity on **all primary** social media outlets (FB, YT, G+, TW, LI), and company newsroom/blog
  - Some budget for paid search and/or promoted content
  - Local businesses: directory optimization
- A wide variety of high-quality, useful content coordinated across all campaign channels in a unified effort

RISE
STRATEGIC

THE "WHAT" - TOOLS

TOOLS:
Materials that Communicate Your Identity

Online	Digital	Print	Promotional	Space Design	Scripting

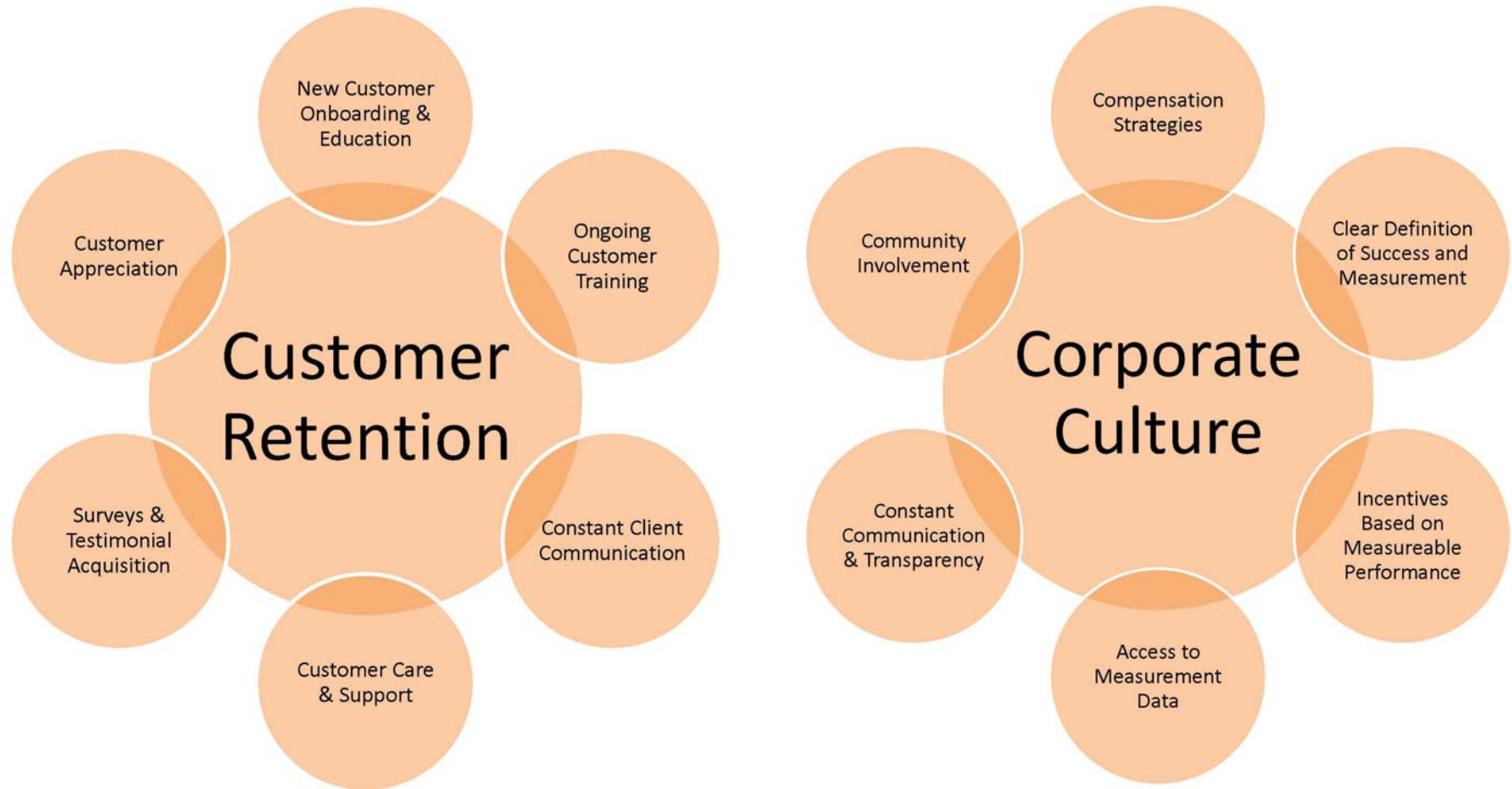| Websites	Social Pages	Content	Online Store	Interactive	Strategic Partners	Email Drip Content	CRM Installation	Automation	Content Syndication	Identity Package	Collateral	Merchandising	Signage	Apparel	Branded Products	Tradeshow Booths	Interior	Architectural	Sales	Customer Service

RISE STRATEGIC

ADDITIONAL CAMPAIGNS

Customer Retention
- New Customer Onboarding & Education
- Ongoing Customer Training
- Constant Client Communication
- Customer Care & Support
- Surveys & Testimonial Acquisition
- Customer Appreciation

Corporate Culture
- Compensation Strategies
- Clear Definition of Success and Measurement
- Incentives Based on Measureable Performance
- Access to Measurement Data
- Constant Communication & Transparency
- Community Involvement

RISE STRATEGIC

WHAT'S YOUR BEST LEAD SOURCE?

By far, the most effective quality lead source is customer referral, followed by local franchisee websites and local events. Respondents felt that these were the most successful in ultimately leading to sales for the franchisee. Social media and print advertising were reported as "somewhat effective." This underscores the importance of well-planned communications and outreach, as well as the significance of having an effective online presence. Although we see that social media has not been seen as wildly effective, anecdotal evidence shows that ignoring social media can be a huge mistake. Reputation management has a huge impact on your recruiting, and it is critical to ensure that you have the right systems in place to handle your digital image.
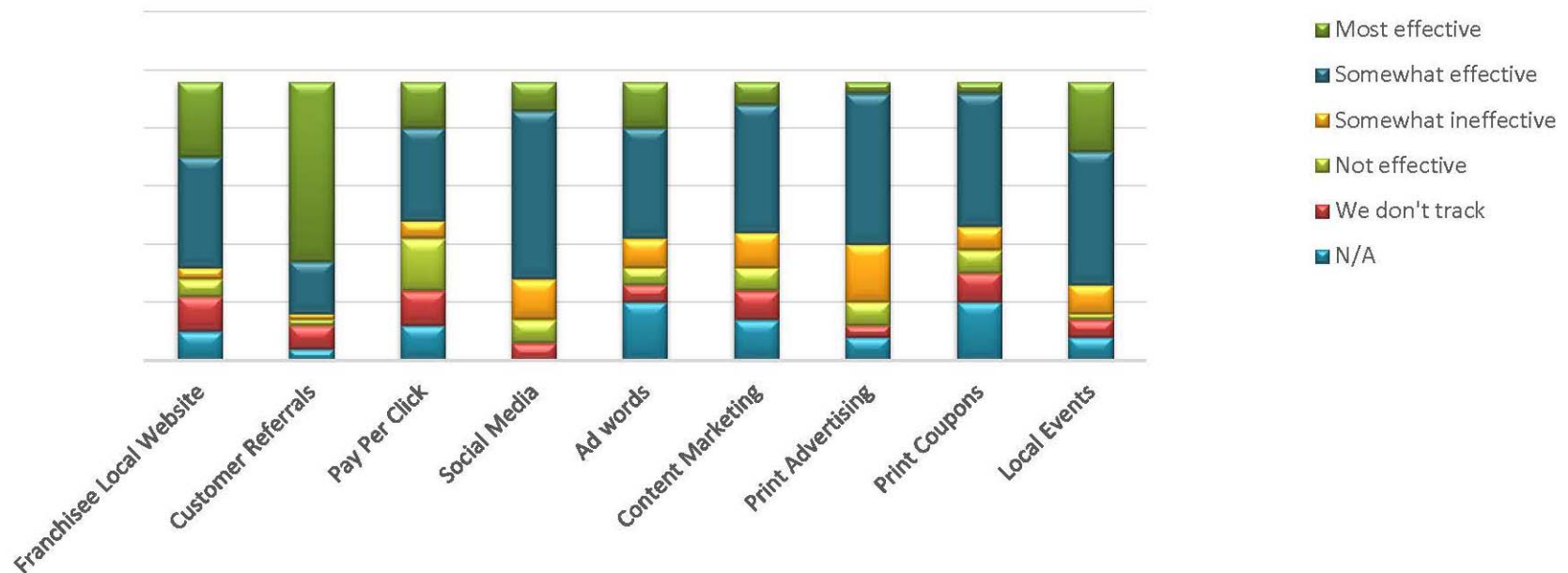
# WHAT ARE THE MOST EFFECTIVE LEAD GEN TECHNIQUES?

Where should you be focusing your efforts in order to generate the most high quality leads? According to the 2015 survey respondents, referrals are far and away the most effective source, followed closely by website. This underscores the importance of well-planned communications and outreach, as well as the significance of having an effective online presence. Although we see that social media has not been seen as wildly effective, anecdotal evidence shows that ignoring social media can be a huge mistake. Reputation management has a huge impact on your recruiting, and it is critical to ensure that you have the right systems in place to handle your digital image.

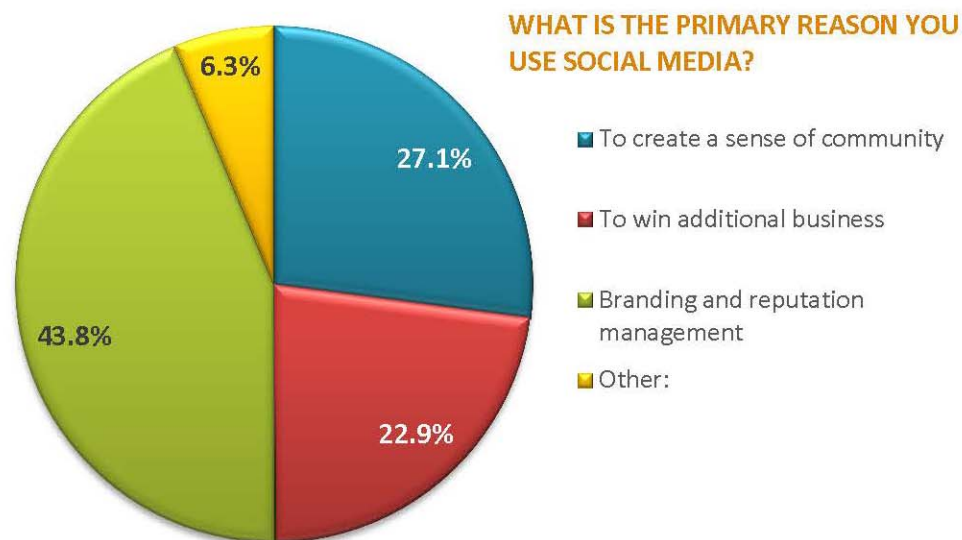**HOW EFFECTIVE ARE THE BELOW LEAD GENERATION SOURCES ?**
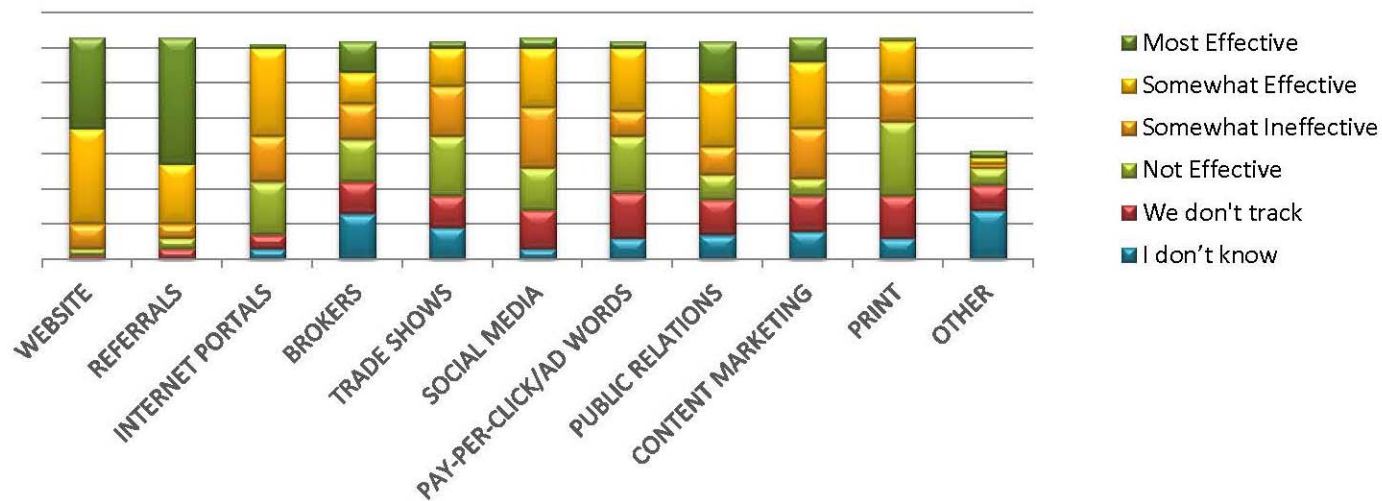
WHAT TYPES OF SOCIAL MEDIA HAVE YOU USED FOR FRANCHISE RECRUITMENT?

We asked respondents to check all social media that they are currently using for recruitment. Although the use of Facebook has dropped slightly, we have seen increases in Twitter, LinkedIn, and YouTube. Other channels have been focused on the idea of content marketing through blogs and articles.
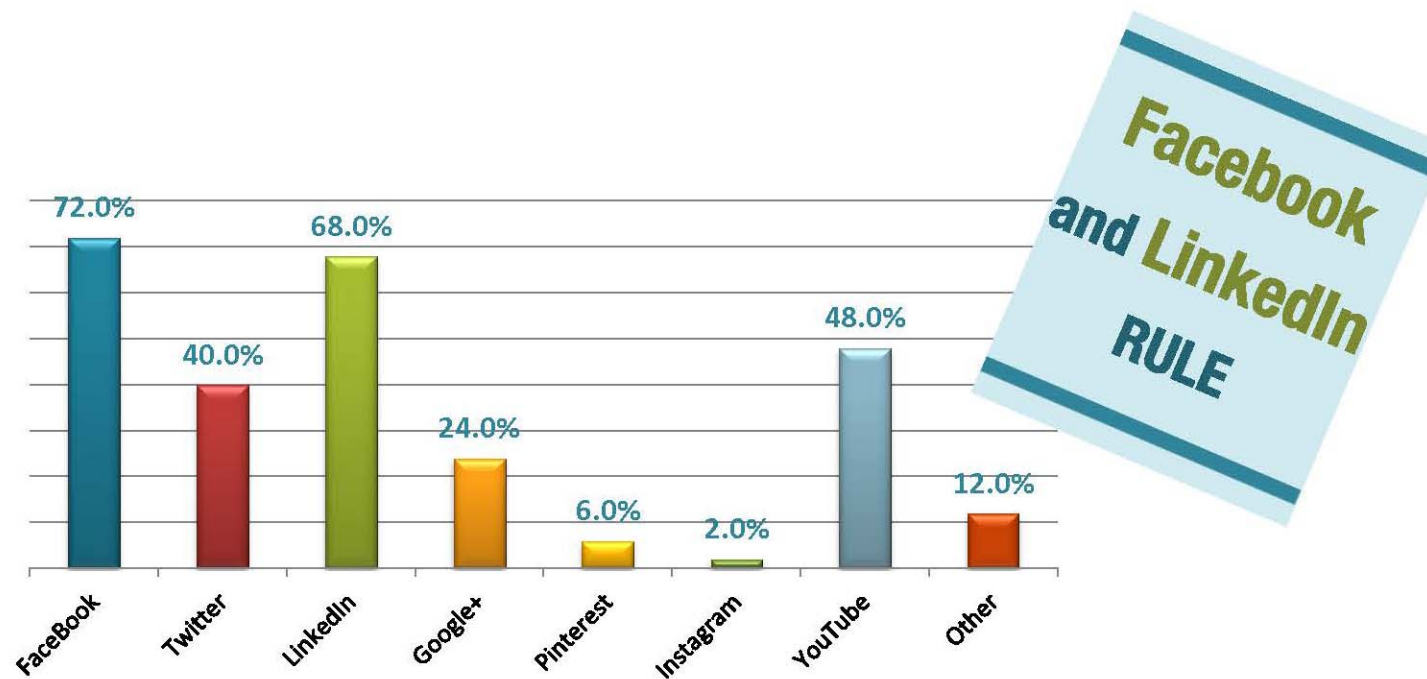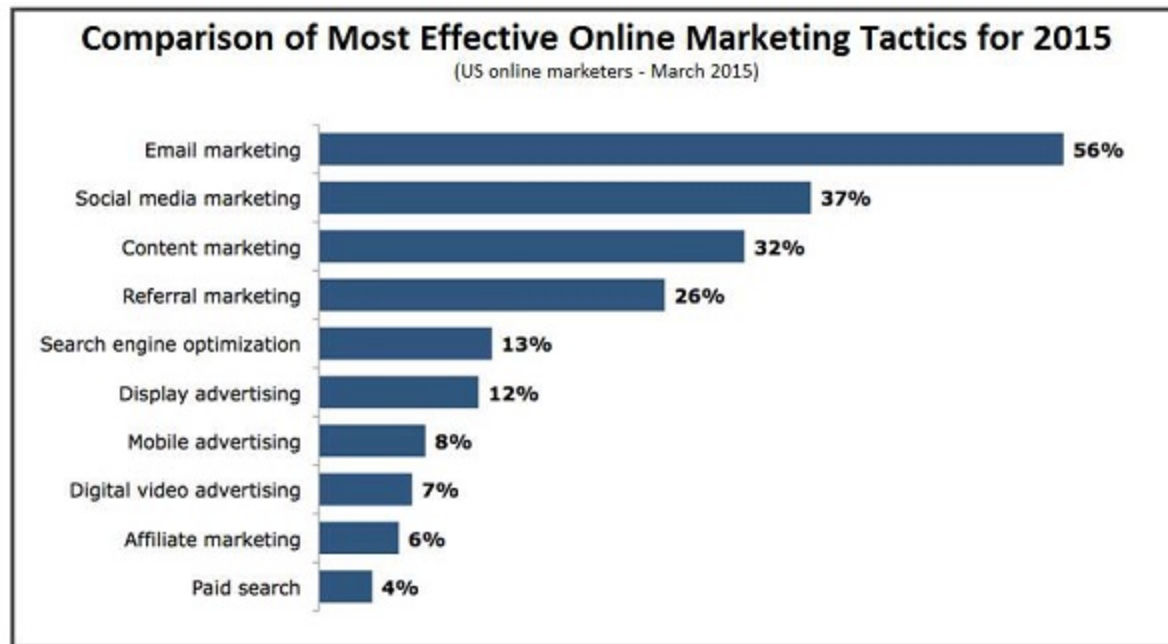
SOCIAL MEDIA USE

Branding and reputation management (43.8%) is the primary reason businesses use social media. Creating a sense of community (27.1%) and winning additional business (22%) follow behind. None of the survey participants say that they primarily use social media to attain customer feedback, which could potentially be a valuable tool in your arsenal. We expect that to slowly begin to increase as franchisors and franchisees begin to see the value in actively engaging the customer.

WHAT IS THE PRIMARY REASON YOU USE SOCIAL MEDIA?

6.3%

27.1%

43.8%

22.9%

- To create a sense of community
- To win additional business
- Branding and reputation management
- Other:

MEASUREMENT: MYSTERIES

- Is my marketing really working?
- What is my ROI?

Comparison of Most Effective Online Marketing Tactics for 2015
(US online marketers - March 2015)

Tactic	Percentage
Email marketing	56%
Social media marketing	37%
Content marketing	32%
Referral marketing	26%
Search engine optimization	13%
Display advertising	12%
Mobile advertising	8%
Digital video advertising	7%
Affiliate marketing	6%
Paid search	4%

RISE STRATEGIC

MEASUREMENT: MYTHS

- I'm selling or I'm not, that's all the measurement I need.

- If the CEO likes it, the target audience will, too.

- All online engagement can be cleanly measured.

RISE STRATEGIC

MEASUREMENT: MISTAKES

- Without good data, decisions are often made with insufficient or subjective data sets, feelings, or anecdotal feedback

- Manual tracking (No CRM) offers minimal insight and/or drains time and resources to tease out data.

- Finger pointing: was it the medium, the timing, the message, the landing page, the salesperson, the product . . . ?

RISE STRATEGIC

MEASUREMENT: A BETTER WAY

- Identify historical and target cost per lead and cost per sale for clear benchmarks (and budgeting).
- Track lead measures: web traffic, ranking, CTR, bounce rate
- Install strong conversion tracking tools for both web and call leads, attribution tracking, and A/B testing.
- Review monthly, include year-over-year as soon as possible.
- Implement quality CRM

RISE STRATEGIC

HOW DO YOU MANAGE YOUR FRANCHISE SALES LEADS?

Not surprisingly, almost 80% of respondents are using a Customer Relationship Management (CRM) system to manage the recruiting leads. What does astound us, however, is the high percentage who do not use a CRM product – over 16%. Data has shown that effective CRM systems can not only significantly improve sales numbers by allowing franchisors to track current franchisee profiles and allow them to generate new strategies for recruiting based on their existing top franchisees. It also helps establish better outreach channels to optimize communications to recruits and improve the chance of a sale.

DO YOU USE A CRM SYSTEM?

- ■ I don't know
- ■ No
- ■ Yes

4.4%

16.2%

79.4%
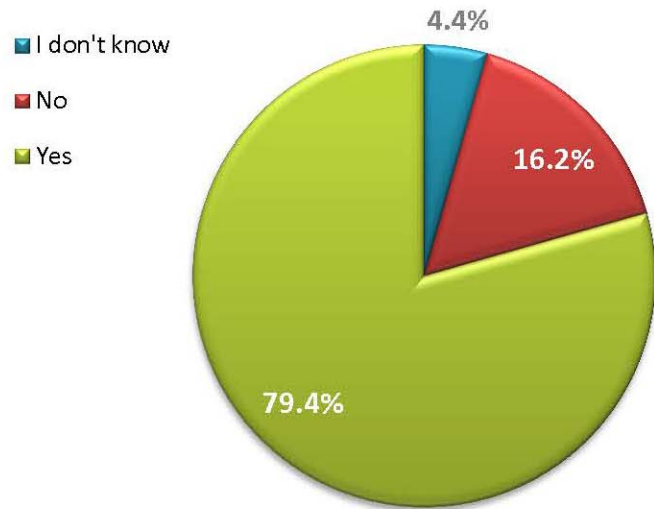
Effective **CRM** makes a world of difference

GOOGLE ANALYTICS: HOW OFTEN DO YOU TRACK IT?

The franchising market recognizes the importance of measuring how effective a website is, and we have seen almost 10% growth in the use of Google Analytics over the past year. Franchisors are becoming even savvier on how best to leverage Google Analytics, as we've seen daily tracking drop over 10%. Understanding the traffic to your site can help you make adjustments to your marketing, site content, and enhance your SEO.

TRACKING GOOGLE ANALYTICS ON YOUR FRANCHISE OPPORTUNITY WEBSITE

Never	Once per quarter	Once per month	Once per week	Daily
17.5%	17.5%	47.4%	15.8%	1.8%
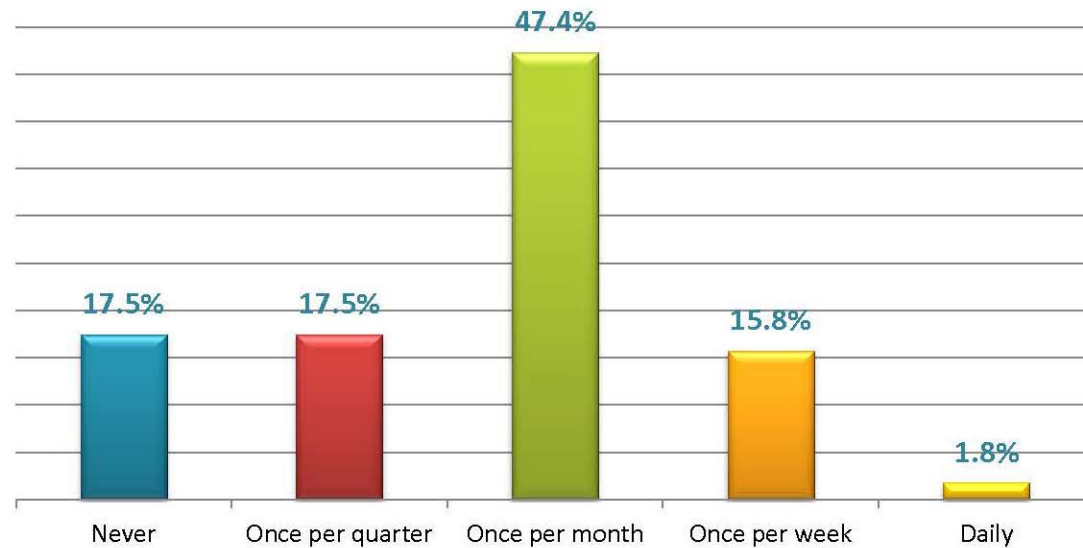
DO YOU MEASURE RETURN ON INVESTMENT (ROI)?

What are you getting from the dollars you spend on your local marketing campaigns? Tracking the ROI on your marketing spend allows you to identify strong performing programs and modify (or eliminate) those that are not giving you a good return. Make sure you have systems in place that allow you to track metrics.
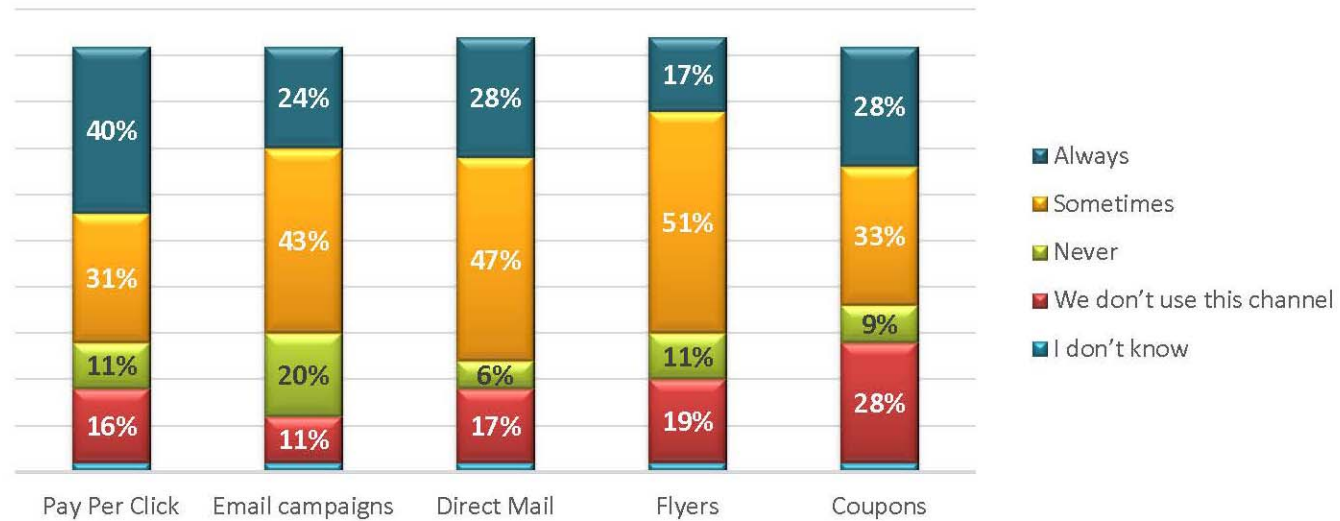
THE WAY FORWARD

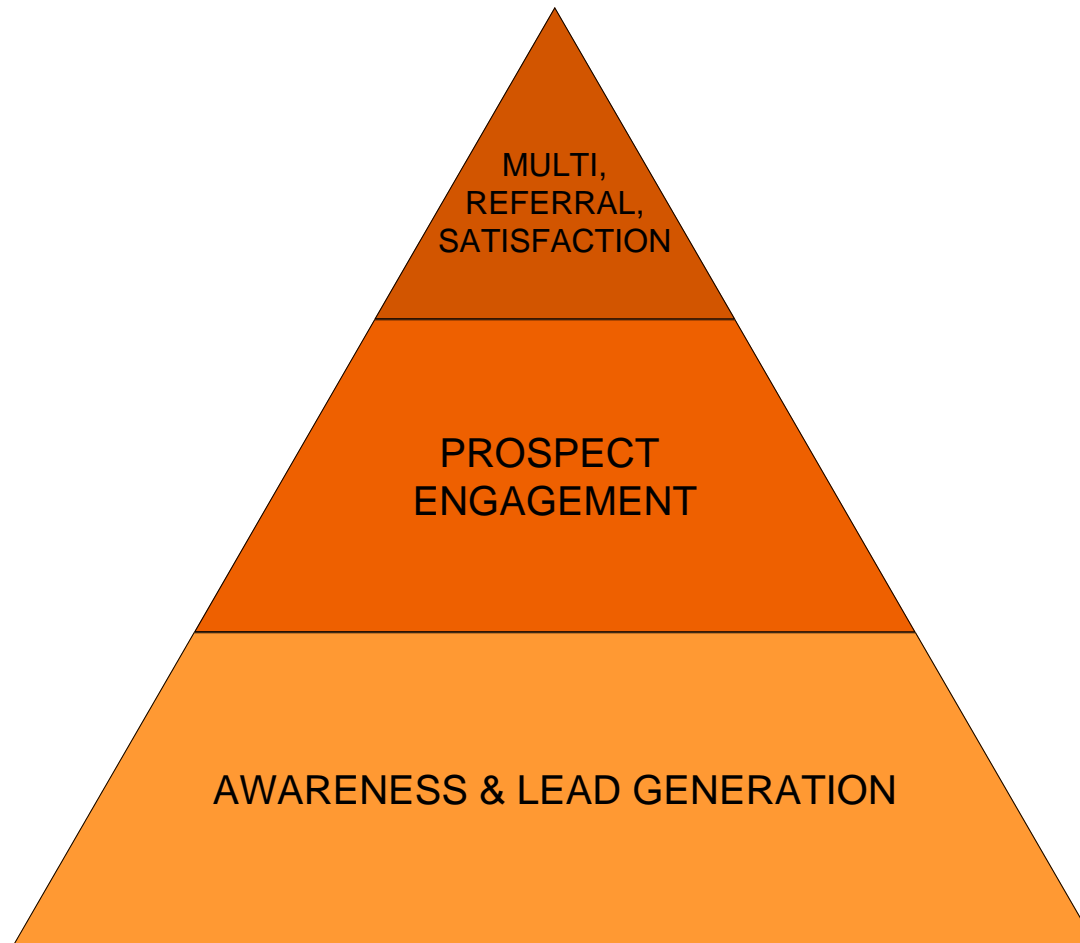Schedule a meeting to plan 2016 now. In this meeting:

- SET A CLEAR STRATEGY

- DETERMINE YOUR EXPERTISE

- DETERMINE STAFFING & RESOURCES

- SELECT THE RIGHT PARTNERS

- ESTABLISH A CLEAR BUDGET

- MAINTAIN A UNIFIED ONLINE PRESENCE

- MIX: ALL CYLINDERS, ALL IN TANDEM

- IDENTIFY MEASUREMENT CRITERIA

RISE
STRATEGIC

OUR PHILOSOPHY

The more hooks you have in the water, the more fish you catch.

RISE STRATEGIC

FRANCHISE DEVELOPMENT

MULTI, REFERRAL, SATISFACTION

PROSPECT ENGAGEMENT

AWARENESS & LEAD GENERATION

RISE STRATEGIC

FRANCHISE DEV. STRATEGY

Basic Items Required:

- 12-Month Strategic Plan

- Consistent, Fixed Budget

- KPIs: Target Cost-Per-Acquisition, Lead-to-Close Ratio, Gross Lead to Qualified Lead Ratio

- Franchise Development Core Messaging Document (Separate from the Franchisee/Brand)

- Consistent Lead Flow & Sales Process through Onboarding

RISE STRATEGIC

FRANCHISE DEV. TOOLS

Basic Items Recommended:

- Franchise Prospect Brochure
- Franchising Website
- Interactive Prospect Portal (Online Video Learning Center) or Franchise Development 24/7 Webinar
- Monthly Content Across All Platforms
- Display and Text Creative (for SEM/PPC)
- Franchise Owner Referral Program
- Discovery Day Plan and Content
- Annual Owner Conference Plan
- Franchise Owner Testimonial Acquisition Program
- Franchise Satisfaction Survey, Reporting and Analysis

RISE STRATEGIC

FRANCHISE DEV. CAMPAIGNS

Fundamental Campaigns Recommended for Franchisors:

- Inbound Digital Marketing Program (SEO, SMM)
- Search Engine Marketing (PPC)
- CRM-Based Nurture Email Campaigns
- Media/Public Relations & Community Outreach
- Targeted Niche Direct Mail*
- Targeted LinkedIn/FB Outreach*
- Referral/Bounty Programs
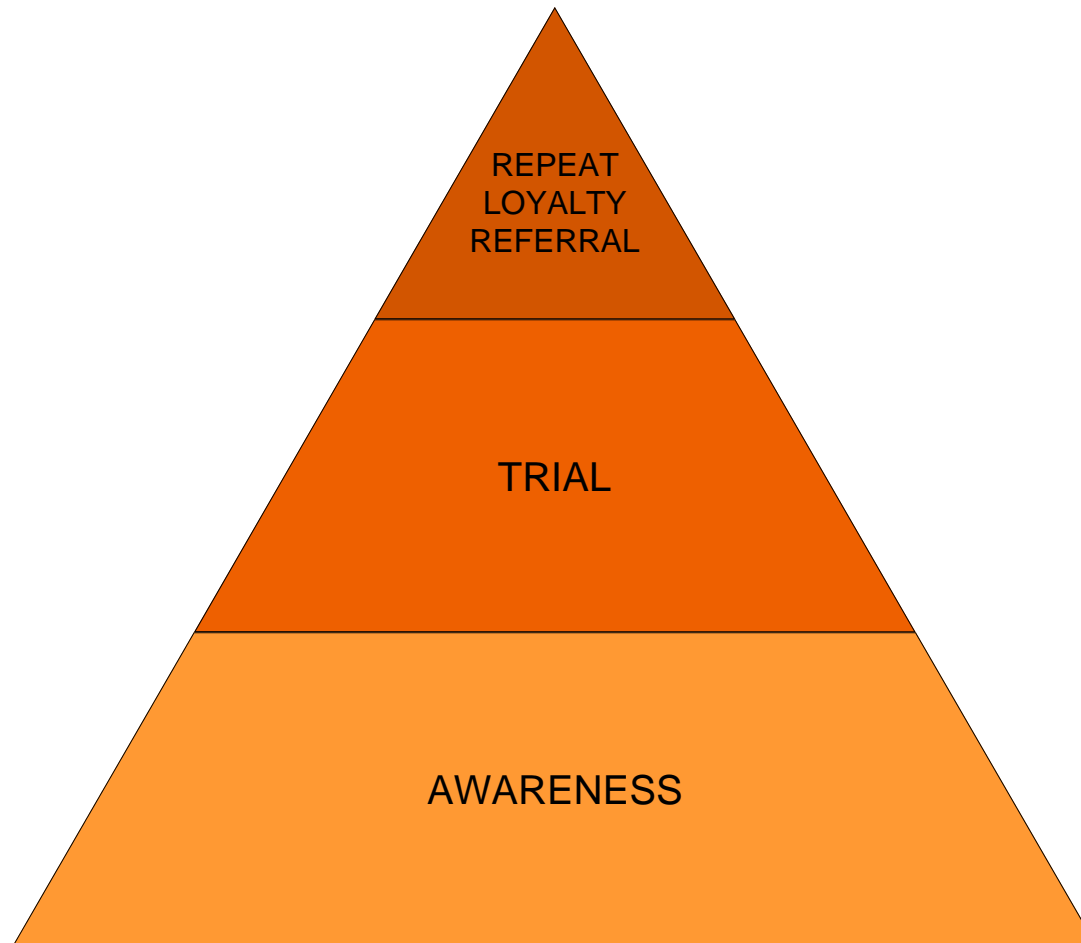- Award Applications & By-Lined Publications
- Annual Owner Conference

Optional as Appropriate:
Print Advertising, Portals, Broker Outreach & Events/Tradeshows

* Conversion Focused

RISE STRATEGIC

A Strong Local Marketing Strategy is Part of a Strong Franchise Development Strategy

RISE
STRATEGIC

LOCAL MARKETING

REPEAT
LOYALTY
REFERRAL

TRIAL

AWARENESS

LOCAL MARKETING ESSENTIALS

Essential Franchisor Local Marketing Resources:

- Published Branding Guidelines
- Marketing Action Plan for Full Year (MAP)
- Basic Customizable Marketing Materials
- Single-Domain SEO Strategy w/ Locator
- Local Digital Marketing Platform & Program
- Merchandising Calendar
- Basic Public Relations Support

RISE STRATEGIC

MARKETING ACTION PLAN

- Brand Guidelines
- Image & Messaging Library
- Staff Scripts
- Launch Preparation
- Grand Opening
- Weekly Tasks (Marketing Mondays)
- Monthly Tasks
- Quarterly Tasks

ABOUT RISE STRATEGIC

- Full-Service Marketing Agency
- Fully Outsourced Marketing Department (CMA)
- Strategy, Planning, Execution
- National Clients Across a Wide Range of Industries
  - 30% franchisor clients
  - 30% large franchisees
  - 40% various mid-size companies
- Team: 8 dedicated staff members, consulting team of 6, fully scalable, built entirely by referral
- Experience: 20 years' strategic marketing, 14 in franchising, 4 years under the RISE brand
- Industry-Leading Marketing Management Platforms

RISE STRATEGIC

RISE Offers a Full-Service Solution

- Strategic Consulting & Planning
- Digital Marketing (SEO, SEM, SMM)
- Web Development
- CRM Implementation
- Creative Production
- Video Production
- Branding & Messaging

RISE STRATEGIC

MARKETING MYSTERIES, MYTHS, & MISTAKES