



FRANCHISOR MARKETING STRATEGY

RISE STRATEGIC GENERAL RECOMMENDATIONS

INTRODUCTION

We at RISE appreciate the opportunity to present you with our basic recommendations for franchise development and local franchise marketing. Our recommendations are based on years of experience and a depth of national multi-location/franchising experience that provides the franchisor a significant advantage. Our powerhouse team has supported national franchises like McDonalds, Pizza Hut, Napa, Kroger/Smiths, Safelite, Stanley Steemer, America's Swimming Pool Company, and Real Property Management, as well as Fortune 500 brands like Sprint, and several regional and new franchise concepts.

We look forward to providing your franchise with this same level of expertise and care.

We look forward to helping you RISE.

FRANCHISE DEVELOPMENT RECOMMENDATIONS

RISE has developed a comprehensive program to help growing franchises develop an effective and consistent franchise sales strategy comprised of specific tools and campaigns listed below. When we meet, we will review this list with you to 1) determine what is not yet in place or not yet satisfactory, 2) determine which items will be handled by RISE and which will be handled internally or by a third party, and 3) prioritize the initiatives as part of the 12-month strategic plan.

1. STRATEGIC INITIATIVES

Clarity and focused execution are the primary challenge in today's market, where decision makers are flooded with conflicting information, shiny new technologies, and the opinions of self-interested vendors. Too often, the proven marketing fundamentals are neglected, while distractions, misinformation or frequent strategy shifts use up time and resources. A strategic plan ensures consistent messaging and execution with clear targets, and is included for all RISE clients.

- Cohesive 12-Month Strategic Plan with a Consistent, Fixed Marketing Budget
- Clear 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)
- Formalized Lead Flow & Sales Process through Onboarding (Includes CRM selection and setup)

2. MARKETING TOOLS

These are the physical (or digital) items that make up the basic toolkit required to implement a strong franchise strategy, in order of priority. The following core tools are covered in all RISE monthly programs:

- Ongoing Digital Marketing Content for Syndication Across All Platforms (text, images, video)
- Landing Pages for Promotions, PPC, Referral Programs, etc.
- Display and Text Creative for SEM (PPC)
- Franchise Owner Testimonial Library (text, images, video – client provided or RISE access)

The following recommended tools are one-time projects not included in RISE monthly programs, but discounted for RISE monthly clients:

- Franchising Website, Preferably Separate from Primary Brand Website (\$6495-12,545 on avg.)
- Franchise Prospect Brochure (a.k.a. "Franchise Kit," downloadable PDF, 12 pages) (\$2485)
- Videos (branding, edited testimonials, leadership, facilities, drone footage, Q&A) (quoted)
- Interactive Prospect Portal (Online Video Learning Center) or Online Webinar (\$5645-12,545)
- Online Confidential Questionnaire Integrated into CRM (\$495, standard web platforms)
- Sales Automation & Sequential Lead Nurturing Emails (\$495-1125/campaign, based on CRM)
- Traditional/Digital Collateral, e.g., Referral Program Brochure, Identity Kit, Direct Mail (quoted)
- Discovery Day Plan and Content (\$1245 and up, based on extent of needs)
- Display Signage and Tradeshow Booths (quoted)

- Annual Owner Conference Plan (*\$1495 for 300-page, 26-week step-by-step franchise conference plan for internal production including weekly task lists, email templates, and planning meeting agendas, full event production services also available*)
- Annual Third Party Franchise Satisfaction Survey, Reporting and Analysis (*third-party costs or RISE administered, \$745*)

3. MARKETING CAMPAIGNS

The above tools are developed to support these core campaigns, again in order of priority. The following core campaigns are included in RISE monthly programs as well as related ongoing management and reporting:

- Monthly Inbound Digital Marketing Program (a.k.a. SEO, SMM, content marketing plan)
- Search Engine Marketing (PPC)
- CRM-Based Nurture Email Campaigns – Ongoing Management/Reporting
- Media/Public Relations
- Referral/Bounty Program Promotion

Production (tools) for the following recommended campaigns are not included in RISE monthly programs, however, management/implementation is included in monthly programs if RISE has produced the piece.

- Targeted Niche Direct Mail (*generally targeted to conversions*)
- Print Advertising
- Award Applications & By-Lined Publications

The following recommended campaigns are separate projects not included in RISE monthly programs. RISE can offer strategic assistance and experience in each area. They may be handled at additional cost or managed internally as part of the sales process.

- Targeted LinkedIn/FB Outreach
- Public Service & Community Outreach
- Franchise Portals: Help, Gator, Direct, .com, Solution
- Broker Outreach
- Events/Tradeshows

DIGITAL MARKETING STRATEGY

Before we outline our recommended programs for franchise development and local franchise digital marketing, let’s review our proven, unique philosophy. This approach is based on the premise that 1) the internet is the primary driver in acquiring new business and 2) a strong, complete an integrated online presence is essential to capture all possible traffic. Our successful digital marketing programs comprehensively integrate the entire online ecosystem and are fueled by constant, quality content.

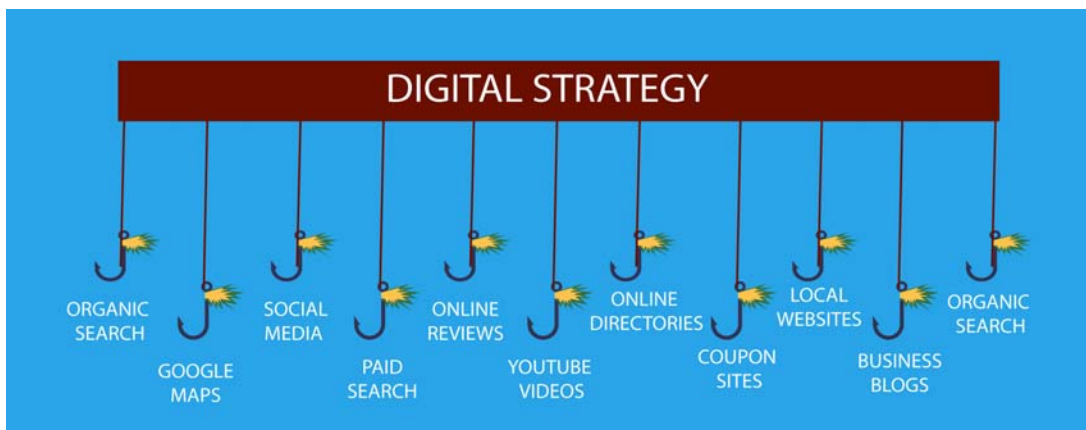
THE RISE ONLINE STRATEGY:

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

If prospective online customers are fish in the internet pond, the typical website acts as a single fishing pole—one “hook in the water,” so to speak. Our goal is to drop more “hooks” into the pond on a monthly basis, which accumulate over time so there are more and more places for online visitors to discover your brand. We drop these “hooks” wherever your prospective customers are likely to come across them: organic searches, Google Maps, social media sites, paid search, reviews, YouTube videos, quality third-party websites/ blogs, and yes, your own blog and website.



The good news is, not only do more “hooks” increase the chances of a catch, they also signal search engines to give you better rankings, so the same strategy enhances your search engine optimization, or SEO. Many agencies and marketing departments still approach all of these outlets as separate campaigns, but this no longer makes sense in today’s pond. RISE takes a unique, but effective “whole pond, many hooks” strategy, with quality “lures”—content that both humans and search engine robots find helpful.



RISE programs give growing franchisors affordable access to big-business marketing resources.

RISE FRANCHISOR MARKETING PROGRAM

The RISE Franchisor Marketing Program includes all the core elements of the recommendations above and is based on deep franchising experience, industry best practices and the most current marketing data and insight. This program is our prescription for a solid marketing foundation for any franchise brand and has proven measurably successful with similar models, while still allowing us to continually adapt to changing market drivers.

Companies that are targeting a regional, national or international audience (as opposed to a local business) must be more aggressive online in order to increase traffic and build credibility. Frequent, quality content written by skilled writers, optimized for search, and posted across a wide variety of online outlets are all an essential part of this strategy.

Based on your requests and our approach, we recommend the following monthly program. If budget is limited, we can work with you to develop a custom program in line with your needs.

RISE Franchise Development Program Details

The goal of this monthly program is to drive awareness, web traffic, keyword ranking, leads and revenue at the regional and/or national level.

- **Complete off-site SEO:** 4 total local blog posts, 12 off-site info posts and/or enhanced executive LinkedIn Profiles (100-400 words), basic SEO video uploaded/optimized on YouTube
- **Complete on-page SEO:** 4 fresh web/landing pages, 4 on-site blog posts, metadata review, content optimization, ongoing diagnostics and basic webmaster services (industry standard web platforms)
- **Complete SMM:** Social media posts scheduled across all major outlets leveraging blog posts, including setup of each social property and link from website (12 FB, 12 G+, 22 Twitter, plus 4 LinkedIn Executive posts)
- **Enhanced PR:** Two optimized press releases, one basic PRWeb wire included
- **Enhanced SEM (PPC):** Paid Search Management (primarily Adwords, also Bing, LinkedIn and Facebook when determined appropriate, up to \$15K ad spend/mo)
- **Franchise Satisfaction Management:** Measuring and promoting franchise satisfaction.
- **Email Marketing:** Basic monthly newsletter for customers or prospects installed in CRM
- **Strategy:** Monthly strategy calls to review results and plan the following month's content, senior phone/email support on strategy as needed
- **Reporting:** Monthly analytics and work reports for strong accountability
- **Staff:** Chief Marketing Advisor publicly listed as staff if desired, assigned account manager
- **15% Agency Discount** on additional projects and services (print, creative, sites, etc.)

LOCAL FRANCHISE MARKETING RECOMMENDATIONS

While franchise development efforts drives franchise fee revenue, successful local marketing for the local franchisees drives royalty revenue and franchise satisfaction at the other end of the spectrum. Our industry-leading local marketing platform is the technology that allows us to see the whole “pond,” measure how our strategy is working, and even add more “hooks.” This system offers a single online dashboard to track all online activity, including site and campaign analytics, engagement, keyword rankings, social and reviews, etc., and provides 24/7 accountability for our content strategies.

The RISE Local Platform Features for Franchise Locations:

- Optimizes Google My Business for mobile, local and map searches
- Tracks reviews and ratings across 40+ directories (Yelp, Google, etc.)
- Tracks Google Maps rankings and directory performance for target and organic keywords
- Optimizes 100+ directories (including Yelp, Yahoo, Foursquare, Facebook, & Bing)
- Provides real-time keyword rankings for all online properties
- Allows one-click publishing of deals and content across 30+ discount sites
- Allows clients to both view and respond to reviews without leaving the system
- Allows real-time and scheduled posting to all social outlets
- Offers a simple, turnkey email marketing solution leveraging monthly blog posts
- Includes a local business profile and unlimited posting on Nearsay.com to expand your online real estate and provide quality backlinks

Benefits to Franchisors:

Multi-location companies can elect a top-down or an opt-in program. In the case of opt-in, locations may simply opt in using the accompanying form. RISE will provide a video demo of the system which can be sent to local operators along with the opt-in form should they wish to participate.

RISE is able to offer discounts to the standard pricing shown as follows:

- 10% discount for 15 or more locations
- 20% discount for 30 or more locations
- 30% discount for 50 or more locations

The corporate office will have access to all dashboards and all available aggregated data.

**RISE Local programs give small businesses on a budget
access to big-business marketing resources.**

RISE LOCAL OPTIONS FOR FRANCHISEES

The RISE Local Platform is the foundation of all of our local marketing programs, which fuel the platform with quality optimized content written by skilled in-house writers. We offer both conservative and more aggressive strategies that are sensitive to the client's budget and goals. All programs require automatic debit billing and a 6-month minimum subscription, as this strategy requires consistent execution to be effective and delivers results cumulatively over time.

❑ **OPTION I: RISE Local Basic, \$495/mo**

A conservative strategy for small startups and budget-sensitive local businesses.

- RISE Local Platform with 24/7 reporting
- Two off-site local blog posts per month, keyword optimized, linked back to the website
- Basic social posting leveraging the posts, keyword optimized and linked (2 FB, 2 Twitter, 2 G+)
- Basic support as needed through support@risestrategic.com
- *Basic SEM (PPC) setup and management (Adwords up to 10K/mo) optional for \$495 monthly*

❑ **OPTION II: RISE Local Enhanced, \$1295/mo**

An enhanced content and SEO strategy to build rankings more effectively in small/medium markets. Includes the RISE Local Platform and:

- **Enhanced off-site SEO:** 2 total local blog posts, 10 off-site info posts (100-200 wds)
- **Basic on-page SEO:** 2 on-site blog posts, metadata review, content optimization
- **Enhanced SMM:** Increased social posting (4 FB, 4 Twitter, 4 G+)
- **Strategy:** Personal advising with quarterly live strategy sessions
- **5% Agency Discount** on additional projects and services (print, creative, sites, etc.)
- *Basic SEM (PPC) setup and management (Adwords up to 10K/mo) optional for \$245 monthly*

❑ **OPTION III: RISE Local Advanced, \$2145/mo**

A more complete strategy for medium/large markets and/or local businesses with more aggressive goals. Includes the RISE Local Platform and:

- **Advanced off-site SEO:** 4 total local blog posts, 10 off-site info posts (100-400 wds)
- **Advanced on-page SEO:** 4 on-site blog posts, metadata review, content optimization, ongoing diagnostics
- **Advanced SMM:** Social media posts scheduled across all major outlets leveraging blog posts, including setup of each social property and link from website (8 FB, 8 G+, 16 Twitter)
- **Basic PR:** One optimized press release and wire setup (PRWeb fee not included)
- **Basic SEM (PPC):** Paid search management of one Adwords account up to \$10K/mo
- **Email Marketing:** Basic monthly newsletter for customers or prospects installed in CRM
- **Strategy:** Account manager and monthly strategy calls to review results and plan the following month's content
- **Reporting:** Monthly analytics and work reports for strong accountability
- **10% Agency Discount** on additional projects and services (print, creative, sites, etc.)

❑ **OPTION IV: RISE Local Enterprise, \$3425/mo**

A comprehensive, aggressive digital marketing program for large local businesses to drive awareness, leads and revenue in major and/or competitive markets—a complete outsourced marketing solution with built-in accountability and continual communication. Includes the RISE Local Platform and:

- **Complete off-site SEO:** 4 total local blog posts, 12 off-site info posts and/or enhanced executive LinkedIn Profiles (100-400 words), basic SEO video uploaded/optimized on YouTube
- **Complete on-page SEO:** 4 fresh web/landing pages, 4 on-site blog posts, metadata review, content optimization, ongoing diagnostics and basic webmaster services (industry standard web platforms)
- **Complete SMM:** Social media posts scheduled across all major outlets leveraging blog posts, including setup of each social property and link from website (12 FB, 12 G+, 22 Twitter, plus 4 LinkedIn Executive posts)
- **Enhanced PR:** Two optimized press releases, one basic PRWeb wire included
- **Enhanced SEM (PPC):** Paid Search Management (primarily Adwords, also Bing, LinkedIn and Facebook when determined appropriate, up to \$15K ad spend/mo)
- **Reputation Management:** Monitoring all reviews, responding to negative reviews
- **Email Marketing:** Basic monthly newsletter for customers or prospects installed in CRM
- **Strategy:** Monthly strategy calls to review results and plan the following month's content, senior phone/email support on strategy as needed
- **Reporting:** Monthly analytics and work reports for strong accountability
- **Staff:** Chief Marketing Advisor publicly listed as staff if desired, assigned account manager
- **15% Agency Discount** on additional projects and services (print, creative, sites, etc.)

❑ **RISE Local Foundations, \$69/mo**

For low-budget operations not yet ready to begin a Basic marketing program, this subscription ensures accurate premium listings across 60+ directories to maintain minimal local online optimization (does not include the RISE Local dashboard).

- Descriptions are updated and monitored across all directories
- Automated reports on site performance are sent monthly
- Includes on-site and of-site SEO diagnostic reports every six months

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affordable access to big-business marketing resources.**

HOW DOES RISE DEVELOP CONTENT?

RISE employs skilled and experienced in-house writers and editors who specialize in franchising and are comfortable writing for a wide variety of industries and audiences. Whether it's simple consumer-focused writing or material for highly technical fields, the RISE team produces quality content that engages both human audiences and search engine robots. For our franchise development clients, the process is as follows each month:

1. **PLANNING (Week 1):**
RISE meets with the client to determine the topics to be covered the following month.
2. **SOURCE MATERIAL (Week 1-2):**
If necessary, the client provides source material, which may include raw notes, briefs, articles, links, photos, video or audio recordings and/or live or phone interviews. If not provided, the writer will use the client's website or other resources to create content.
3. **WRITING (Week 2-4):**
RISE uses the source material to create the required content for the month.
4. **EDITING (Week 4-5):**
If desired, the client directly edits the content as needed and returns a fully-approved document. Otherwise, the staff editor reviews the content and sends to posting.
5. **POSTING: (Next Month, Week 1)**
RISE schedules the posting to go live throughout the following month.

The cycle then repeats, creating a cumulative effect of ongoing, quality content over time.

NEXT STEPS

We at RISE are excited about the prospect of taking your franchise to the next level in its growth, both in development and at the local level. Whether you implement these items internally, allow RISE to assist as needed, or would like us to fully manage your marketing efforts, we are here to help. If you have questions, please call us and we'll be happy to discuss your individual needs further. If you're ready to go, simply select the desired program on the authorization form below and work will begin immediately.

Don't wait—put more hooks in the pond, expand your reach, and grow your catch!

WE LOOK FORWARD TO HELPING YOU RISE.