



# IFA ANNUAL CONVENTION



20  
22



# Marketing Fund Magic:

Creating & Evolving a Plan  
Franchisees Will Embrace



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# Marketing Fund Magic:

## Creating & Evolving a Plan Franchisees Will Embrace



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# KEY TAKE AWAYS

# TAKE THESE WITH YOU

- Consistency is key – stick to your “rules” about using your fund
- Align with people and partners that share your values and vision
- Listen to & communicate with your franchisees to create buy-in from your network
- Use your fund to create customizable, repeatable, turnkey processes, materials, and programs
- Never stop branding!



# BRAND & FUND OVERVIEW

# ANY LAB TEST NOW!

- LOCATIONS: 202
- NAME: National Ad Fund
- STRUCTURE: 1/2-1% with a stair step up, cap at 3%
- 2022 FUND SIZE: Prepping for 2023 fund launch year
- FRANCHISEE INVOLVEMENT: FAC & Marketing Committee



# TUTOR DOCTOR

- LOCATIONS: 315
- NAME: Brand Fund
- STRUCTURE: 2% with no cap
- 2022 FUND SIZE: Under \$1 million, different funds across countries
- FRANCHISEE INVOLVEMENT: Advisory council

# GOLDFISH SWIM SCHOOL

- LOCATIONS: 126
- NAME: Brand Marketing Fund
- STRUCTURE: 2% with cap at 3% or 5% with co-op
- 2022 FUND SIZE: Over \$4 million
- FRANCHISEE INVOLVEMENT: Advisory council



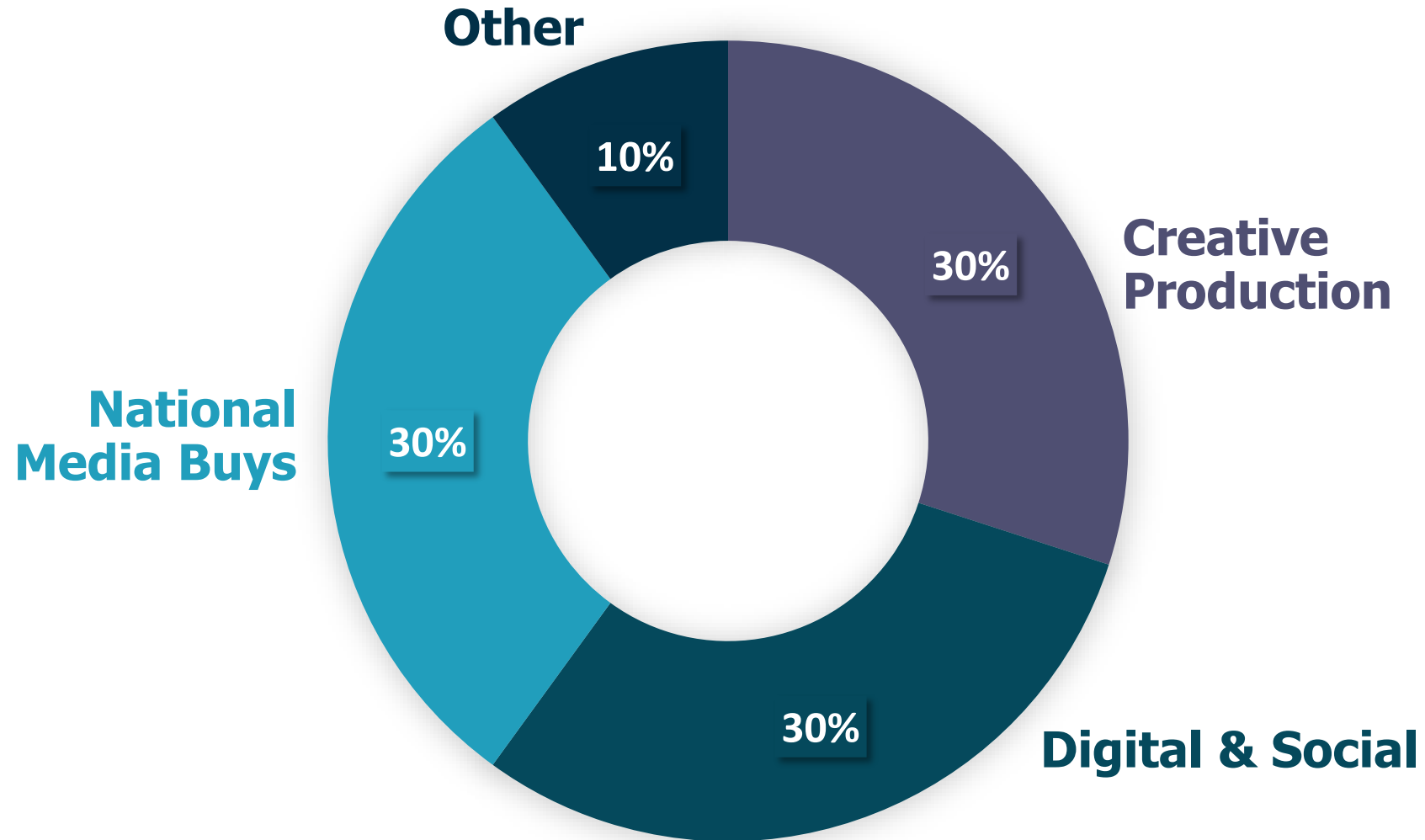
# BUDGET DISTRIBUTION

**“WHEN ARE WE  
GOING TO RUN TV?”**

- A FRANCHISEE IN EVERY SYSTEM

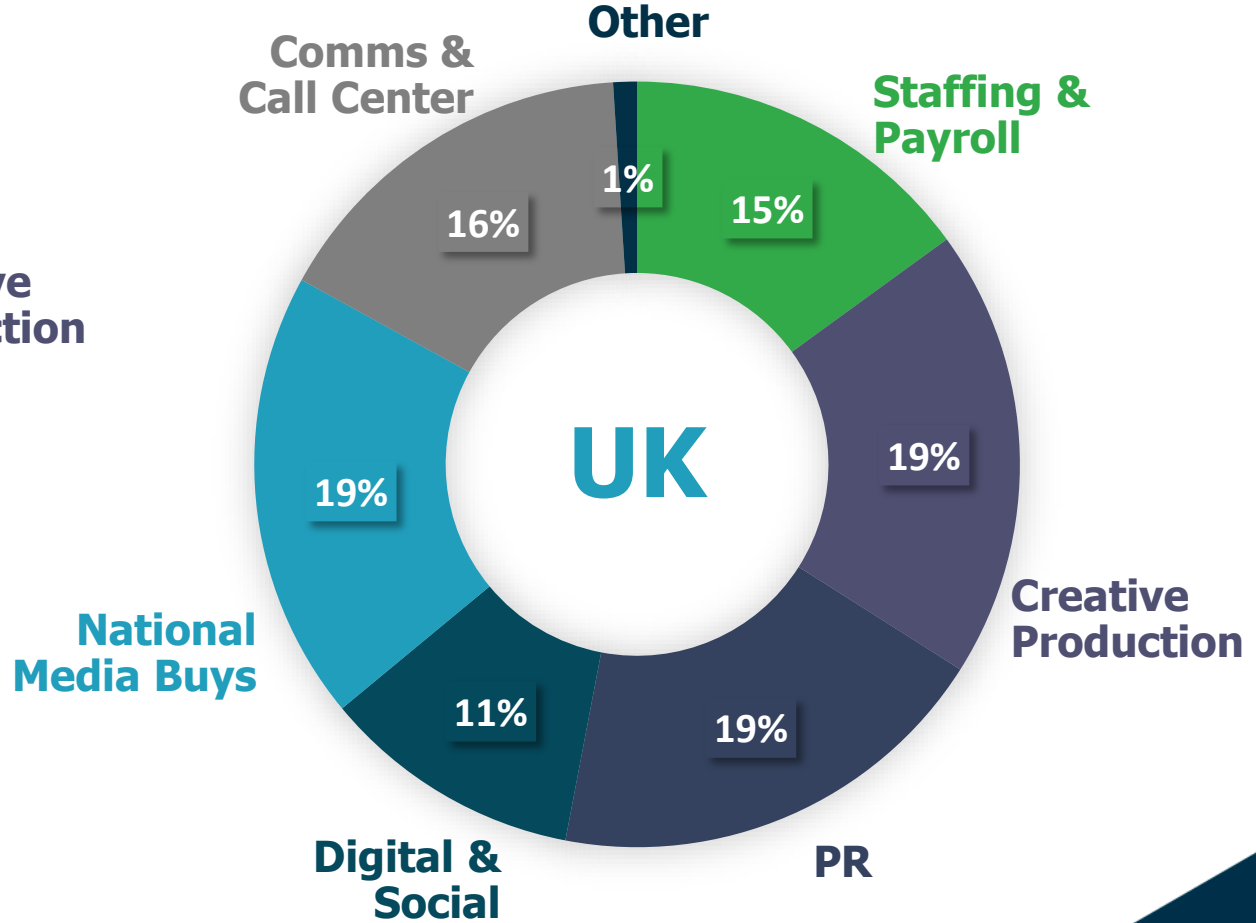
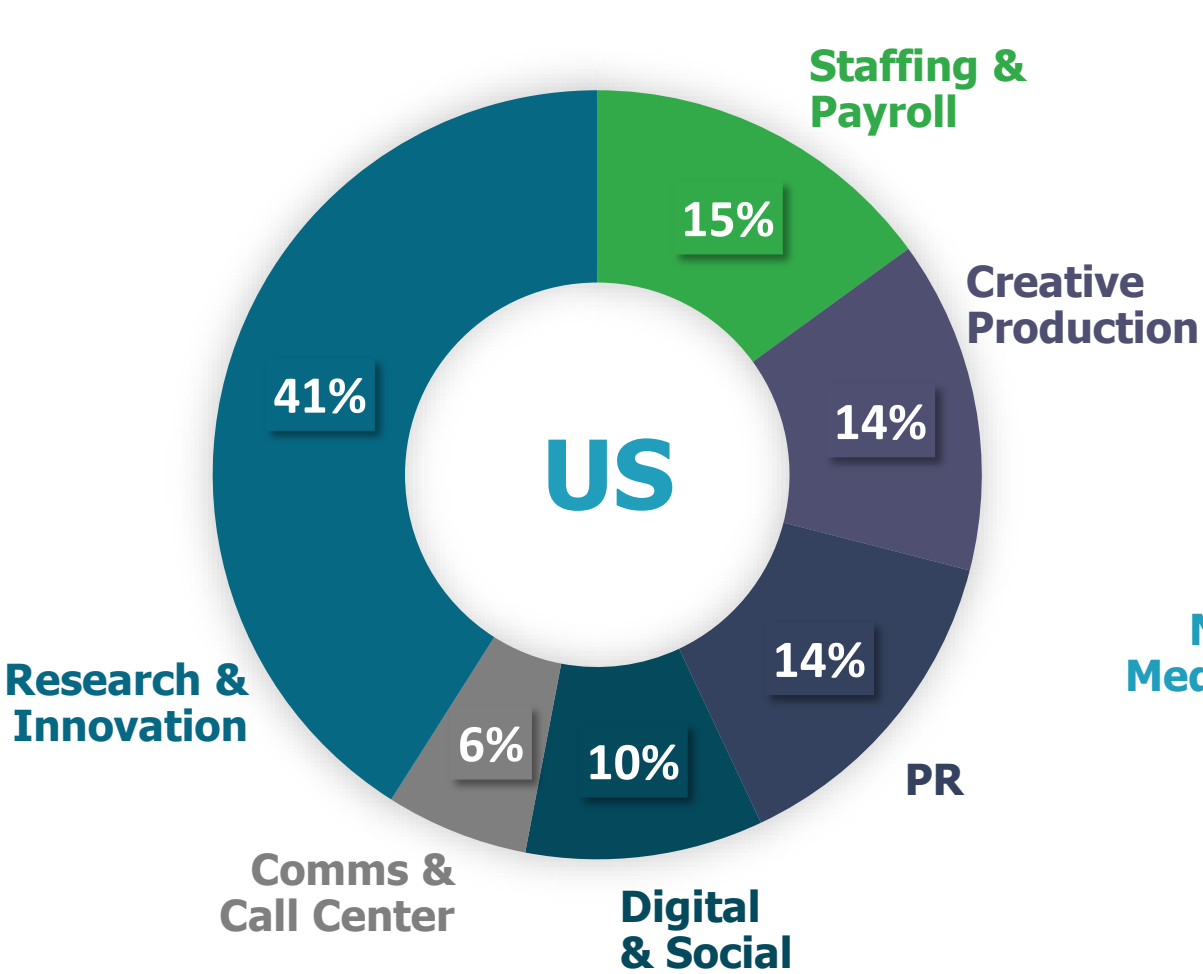
# ANY LAB TEST NOW!

Launching 2023



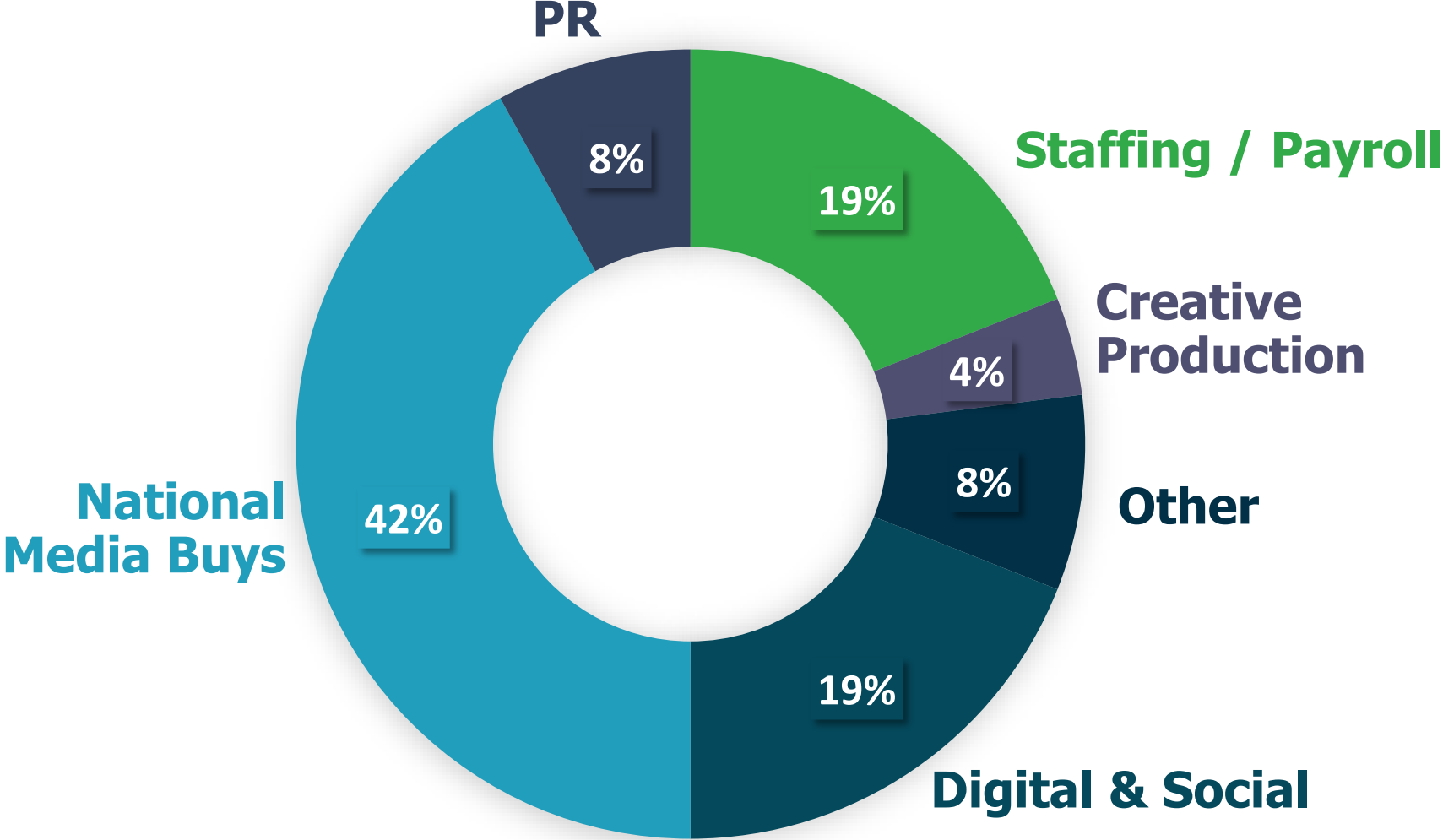
# TUTOR DOCTOR

Under \$1m



# GOLDFISH SWIM SCHOOL

Over \$4m





# **IN-SOURCE vs. OUTSOURCE**



# WHAT DO YOU OUTSOURCE?

**ANY LAB  
TEST NOW!**  
Launching 2023

**TUTOR DOCTOR**  
Under \$1m

**GOLDFISH SWIM  
SCHOOL**  
Over \$4m

Digital Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Relations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creative & Graphic Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Content Development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media Buying	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

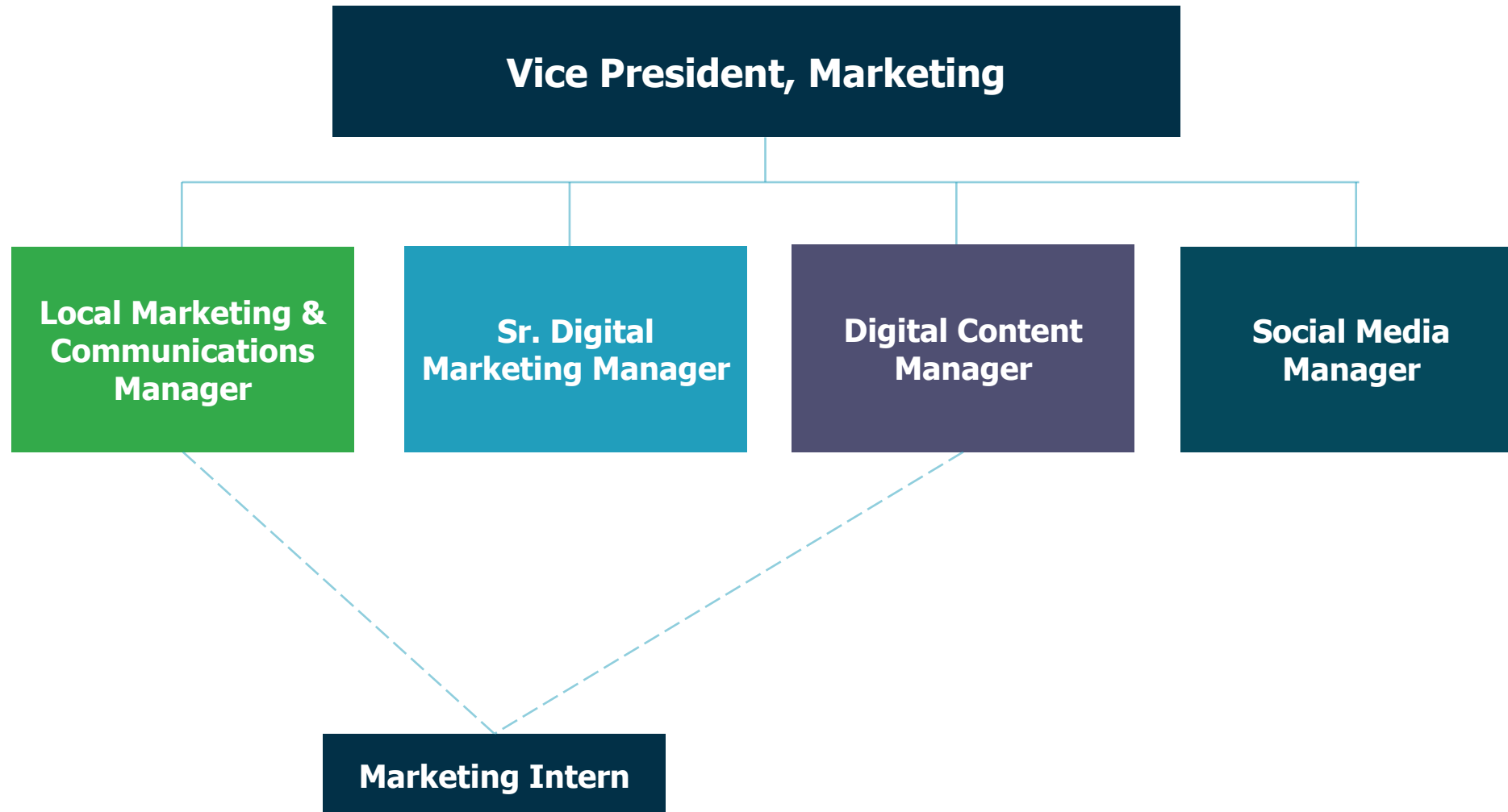


# STAFFING



# ANY LAB TEST NOW!

Launching 2023



# TUTOR DOCTOR

Under \$1 million



# GOLDFISH SWIM SCHOOL

Over \$4 million

**VP of Marketing**

**Creative Director**

**Multimedia Designer**

**Designer**

**Social Media Strategist**

**Director of Public Relations & Partnerships**

**Marketing Consultant Manager**

**Project Support Specialist**

**Marketing Consultant**

**Marketing Consultant**

**Marketing Consultant**

**Marketing Performance & Analytics Manager**

**Marketing Technology Manager**



# FRANCHISEE SUPPORT

# ANY LAB TEST NOW!

Launching 2023

Work closely with Franchise Business Coaches to provide level 2 & 3 support to the owners.

**Level  
1**

Pre-opening support (set-up of local site, YEXT, Facebook page), annual content calendar, Playbooks/How to Guides, social media content & scheduling, monthly consumer emails

**Level  
2**

A deeper dive into analytics and performance  
Working out potential issues, troubleshooting

**Level  
3**

Have exceeded plans and recommendations

# TUTOR DOCTOR

## Under \$1m

- **Communicate, communicate, communicate**
  - Plan franchisee communications - build a calendar
  - Annual regional review of brand fund
  - Franchise Advisory Council
  - Collaborating with franchisees - innovation is messy
- **Marketing Support**
  - Playbooks/How to Guides
  - Marketing collateral and content
  - Social content & scheduling
- **Field Operations & Marketing Collaboration**
  - Working closely with Business Coaches
  - Regular communications and updates shared between teams



# GOLDFISH SWIM SCHOOL

Over \$4m

- **The Marketing Consultant Role**
- New School Onboarding beginning at lease signing
- Pre-open touch base calls and site visits
- Post-opening support
- Monthly calls for all existing school
  - Monthly KPI review and participation on virtual calls with other departments, as needed
  - Franchisee homework prior to call

# GOLDFISH SWIM SCHOOL

Over \$4m

**QUICK START**

- Click anywhere on a page to zoom
- Turn pages using the arrows or by clicking and dragging the page corners

**goldfish swim school**

FRANCHISE  
**MARKETING PLAYBOOK**

Q4 2021 - LOCAL MARKETING

*The essential tool for campaign success!*  
Brought to you by your loving and supportive Goldfish Franchise Marketing Team

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# DURING THE CONFERENCE

- Live tweet and share quotes from sessions you attend
- Tweet top takeaways and include your twitter handle
- Tweet questions and share statistics/data
- Use **#IFA2022** and tag **@Franchising411** on Twitter and Instagram or **@IFA.DC** on Facebook

# JOIN THE CONVERSATION

Use **#IFA2022** to talk with others on social media before, during, and after the conference.