Marketing Strategies for Established Franchise Brands

Jenny Chizmar – PostNet International Franchise Corp., Marketing Director
Robert E. Fellinger – Express Personnel Services, Executive VP of Sales
Beth Swade Thomas – Money Mailer, LLC, Director of Marketing
Agenda

• Reviving Tired Marketing Programs
  Jenny Chizmar, PostNet International Franchise Corp.

• Getting New Energies Flowing in the Marketing Department
  Robert E. Fellinger

• Building a Long-Term Marketing Strategy with Short-Term Results
  Beth Swade Thomas

• Getting Franchisees Engaged in Marketing Strategies
  All
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Reviving Tired Marketing Programs

• Don’t revive them!
Often times what is “tired” about a marketing program isn’t the program itself, but the way it is implemented.

What is the key to implementation to avoid this program fatigue?
The Golden Rule:
Put yourself in the franchisees’ shoes.
Consider the Franchisees’ Daily Challenges:

• Human resources:
  – “My manager just quit!”

• Profitability:
  – “How do I manage my costs?”

• Real estate issues:
  – “The anchor store in my center is closing/relocating!”

• Home/family concerns
  – “I got into this business to have more free time!”
“Don’t you have a magic wand?”
Pump Up Your Programs

Educate  Communicate  Track
Educate Your Franchisees on Branding 101:

• Unifying your brand promise strengthens your brand
• Teach franchisees about their value proposition and how it is offered to their target market(s)
Communicate the Steps to Success

1. Compile a franchisee implementation guide
   - What the customer will do (scratch-n-win, answer survey questions to win, etc.)
   - What the franchisee needs to do
     • Sign up for direct mail
     • Order POS materials
     • “Incentivize” staff to get excited!
   - What the franchisor will do
     • Place national advertising
     • Customize URL for tracking
2. Communicate program implementation over several vehicles:
   - Newsletter articles
   - System-wide bulletins
   - Call center outbound calling
   - Intranet feature article
   - Hard-copy instructions mailed with program materials

These communications are marketing events in themselves – use color & graphic elements to generate excitement – pump it up!
Track the Program

- Establish POS codes for franchisees to easily enter customer participation (coupons, etc.) into system
- Also include hard-copy tracking methods
Reviving Tired Marketing Programs

Summary

• Put yourself in the franchisees’ shoes
• Educate franchisees in basic branding
• Communicate program implementation
• Track the program once implemented

If your marketing programs are truly becoming tired – it’s time to consider completely new programs.

Pump it Up!
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Who We Are...
Where We Were in 2002

• $800 million annual sales
• 402 franchise offices
• Focused on:
  – Branding
  – Headquarters
  – Ourselves
What Changed?

- Leadership
- Attitude
- Activities
- Field-driven
Our Big "Aha!"

Bringing the field into corporate headquarters changed our focus to franchisees.
Helping People Succeed

THE EXPRESS THREE-WAY TEST

Does it help franchisees increase their sales?
Does it help bring profitability to franchisees?
Does it help us award franchises?
What Changed?

SILO STRUCTURE

- Training
- Sales
- Accounting
- Risk Management
- Marketing / Communications
What Changed?

FOCUS
Franchising

From…
Being a staffing company

To…
Being a franchisor
What Changed?

• Utilized broker system
• Increased staff
• Restructured website
• Contracted FranSurvey
• Established “stretch” goals
Where We Are

2005...

- $1.6 billion in sales
- 22% annual growth
- 519 offices
- Focused on SALES
- 95% satisfaction rating
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Who We Are…

• Direct Response Advertising Products & Services
• Established in 1979
• 300+ Franchises
• 35 States Nationwide
• Serving 30,000+ Customers
• Mailing to 21 million households 8x/annually
Determine Sales Goals

• Where are we today?

• Where do we want to be?

• How do we get there?
Build the Marketing Program Around Franchisee Success

- Make it easy
- Evoke emotion
- Make it fun & rewarding
Budget for the Tools to Succeed

• Advertising templates for co-ops
• In-store Displays
• Sales collateral
• Giveaways/incentives
• Recognition/rewards
• Training, training, training
Develop Communication Plan

• Internal
  – Train the Trainers
  – Intranet - Daily/Weekly Feature Stories
  – Newsletter – Monthly “
  – Audio ‘Success’ Program – Monthly “

• External
  – Publicity plan
  – Loop back to internal audiences (franchisees, trainers)
Measure, Monitor, & Respond

- Involve all departments in tracking – sales, IT, accounting/credit, etc.
- Review & respond to needs/feedback loop
- Listen and adjust as needed
Execute the Plan Flawlessly!
Building a Long-Term Marketing Strategy with Short-Term Results

Summary

• Determine Sales Goals
• Build Marketing Program Around Franchisee Success
• Budget for the Tools to Succeed
• Develop Communication Plan
• Measure, Monitor & Respond
• Execute the Plan Flawlessly!
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