The Marketing Playbook:
Unifying Local & National Marketing for a Better Customer Journey and Maximum Revenue

Agenda

- Introduction

- Establishing a Unified Marketing Ecosystem

- Optimizing the Customer Journey

- Building a Data-Driven Playbook to Maximize Revenue

- Creating a Unified Strategy Today

A BETTER CUSTOMER JOURNEY AND MAXIMUM REVENUE

Gabriella Ferrara
Vice President of Sales
Scorpion

SCORPION

State of Franchise Marketing Survey

Are You Surprised?

What Consumers Said

88% of consumers expect a response within 24 hours

68% will move on if a business is hard to reach

90% check several review sites before making a decision

22% now use tools like ChatGPT to research or find recommendations

74% research personal referrals online before calling

What Business Leaders Said

55% struggle to differentiate themselves from their competitors

66% said providing after-hours customer service as their top challenge

67% struggle to collect reviews consistently

80% are unsure how to prepare for AI-driven search visibility

Where We Were

- Siloed Data Environment

- Sales Decline

- Focus on Top Line

What We Changed

- Major Transformation of Partners, Vendors, and Data Sources

- Educating franchisees new metrics to track

- Focus on BOTTOM LINE

What We Saw

- Location-Level Dashboards to provide the franchisor and franchisee data transparency

- Leads and Revenue attributed to each source

- Conversion data that impacts profitability

What We Learned

- Value of internal PR Strategy to manage change

- Leveraging Data-Driven Coaching

- Importance of data to have transparent conversations about profitability

OPTIMIZING THE CUSTOMER JOURNEY

Kate Wright
Vice President
Camp Bow Wow

High Performing Strategies Create New Opportunities

- How do you approach a budget surplus?

- Setting and Managing Expectations

- National amplification and its goals

OPTIMIZING THE CUSTOMER JOURNEY

Chris Walls
CEO
Go Mini's

Integrating Systems Enables Growth

- Providing value from royalties

- Integrating all the operations and technology stack

- Creating marketing report cards

- Recognizing the opportunities for improvement in the customer journey

BUILDING A DATA-DRIVEN PLAYBOOK TO MAXIMIZE REVENUE

Gabriella Ferrara
Vice President of Sales
Scorpion

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evolve.

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Franchise Success

- We all know there is a bell curve of franchisees

- Let's divide up the room into 3 tiers

- Discuss with your table the different topics we will present

Franchise Success

- What are the KPIs that you should focus on to be a top performer?

- What do you think each cohort is doing that puts them in that category?

Franchise Success

- What do you think search everywhere optimization includes and how could you implement those within your teams?
- What are key metrics that matter most to you when you are operating your business?

Data insights from Scorpion data

- Top 20% of franchisees account for 47% of total revenue

- Bottom 80% account for 53% of total revenue

- 91.2% of franchisees invest less than 6% of revenue in digital marketing

Here's What Top Performers are Doing

- Review Velocity

- Willingness to Invest Locally

- Speed to Lead

Three Key Focus Areas

- Optimization of Spend

- Brand Building

- Operationalize the Data

The Franchise Marketing Playbook: Driving Brand Unity & Local Growth

Noon (MST), April 1

Thank You!

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