

Franchise

Making Sense  
of Online Marketing

The



# DOWN LOAD



THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

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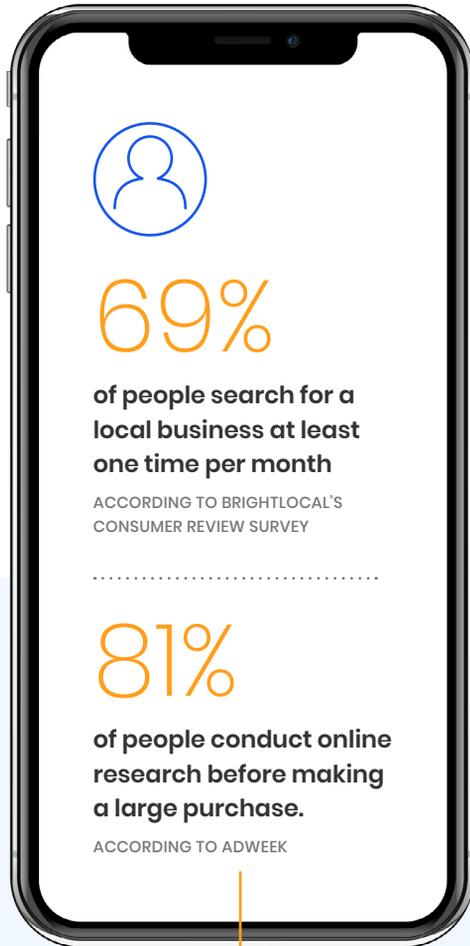
### How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



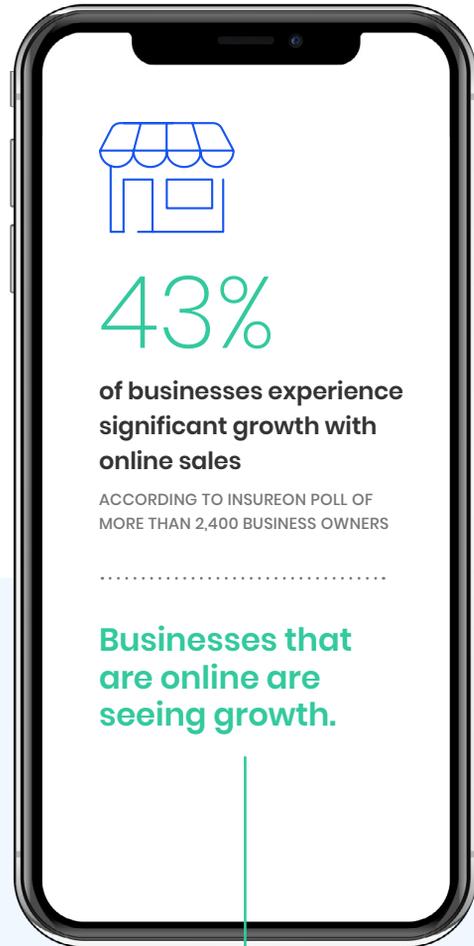
# Introduction

# People are looking for businesses and business opportunities online all the time.



## THAT MEANS

There's potential for people to find your business when they go looking, a benefit for both the franchisee who seeks an increase in sales, and a franchisor interested in expanding its franchise system.



## THAT MEANS

There's potential to do more local business, and sell more franchises.



Whether you're a franchisor looking for new franchise owners to operate local outlets of your brand, or a local franchisee looking to build your own business, if you're getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

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## **You're not alone.**

If you're like many Constant Contact users, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

# What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of franchise marketing so you can get the most out of those tools. Again, that's not easy when you're a franchise owner, or franchisor, by trade, and a marketer by necessity.

## This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place. Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.

**The advice given throughout this guide and the approach to online marketing applies to both the franchisor and the franchisee.**

### FRANCHISORS

You may find it beneficial to share this resource with your franchisees. Franchisors should also be providing basic guidelines to their franchisees on restrictions when it comes to using online marketing (more on this later).



**There's something else that's important to note.**

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.**

## Keep this in mind about online marketing.

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If you were asked where most of your business or franchise sales come from today, what would you say? Many businesses tell us “word of mouth.” When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business or brand.

As you know, business is built on relationships. This is especially true within the franchising community where every business model is created to perform within a network of independent yet interdependent units or locations. Online marketing allows you to strengthen existing relationships with current customers or prospects, and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find you online

**Chapter 2:** How to set yourself up for success

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

## Now let's get to it!

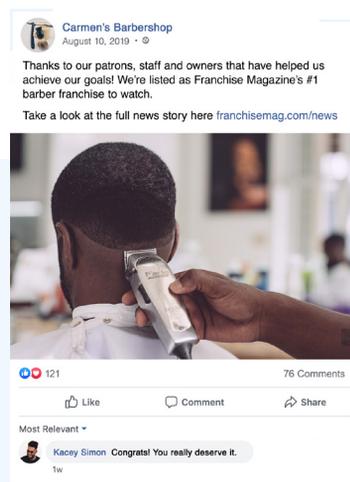
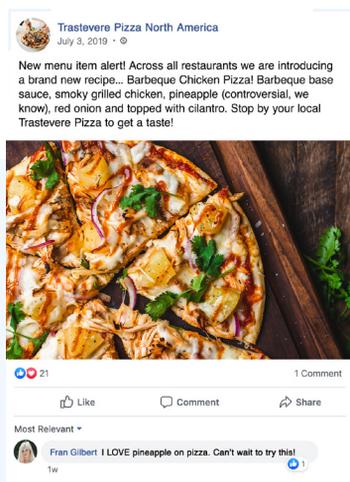


# How people find you online

# We've mentioned that word of mouth now happens online.

This is important for *all* types of business, franchises notwithstanding.

People are talking up their favorite businesses and brands directly; they're consuming and sharing content they find useful or entertaining from those businesses, and they're asking connections for recommendations. Your business has an opportunity to be part of more of these local conversations.

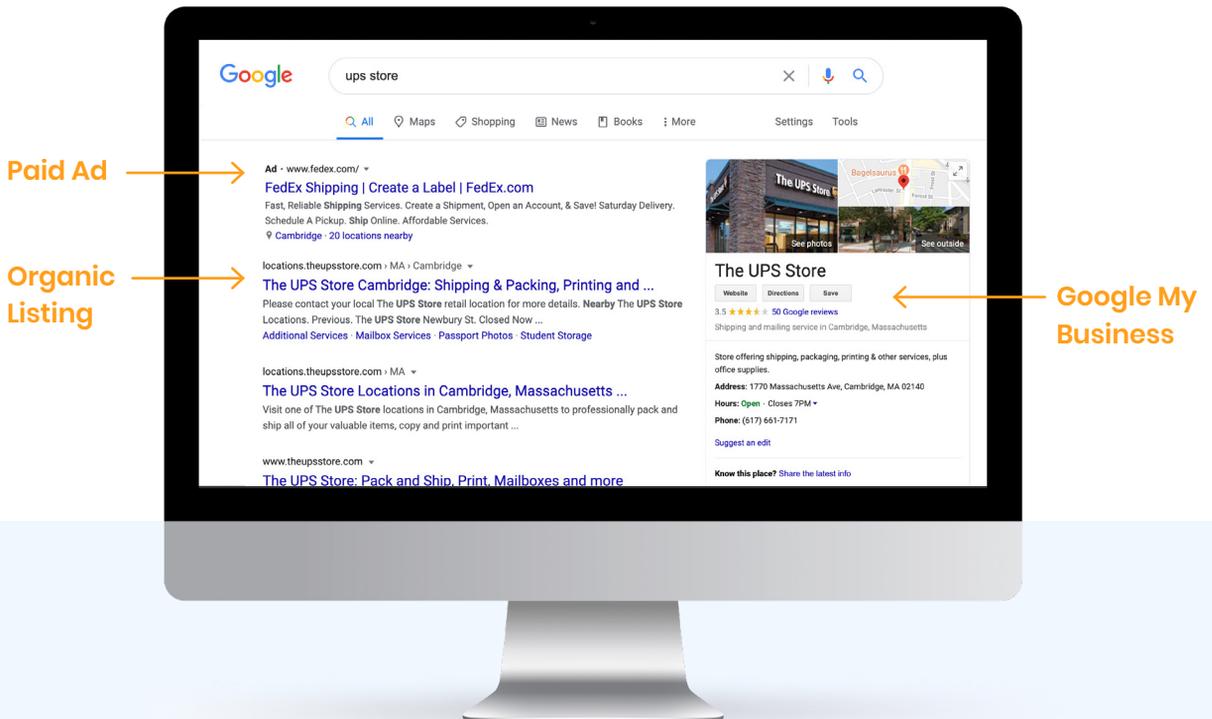


The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business or concept specifically by name, or by something your business offers.

**And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"**

# What do people find when they go looking online for your business?



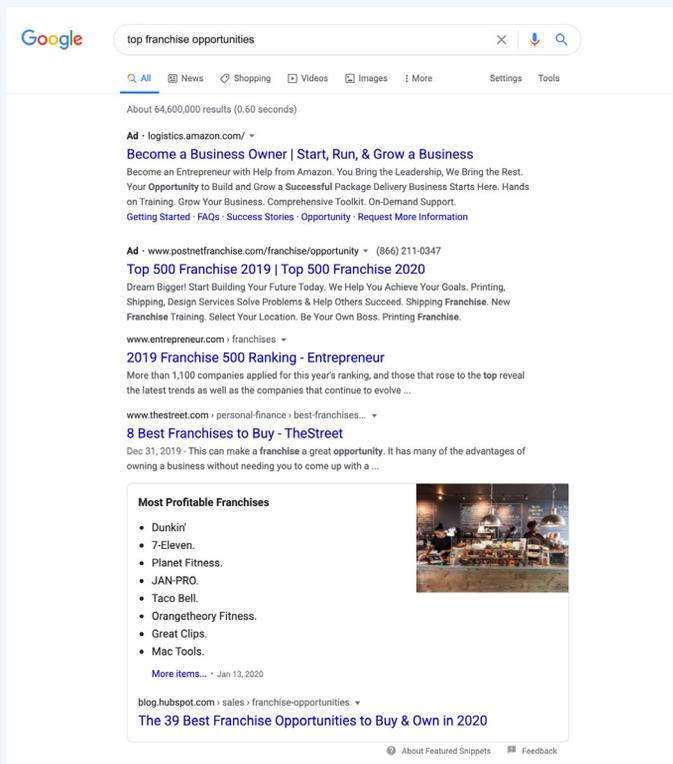
Example using "UPS Store" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a franchised business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

# What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — “UPS Store” — by name. But people don’t always search by name. Sometimes they know they want to buy a product or a service, or are seeking to start a business in a particular industry niche, but they don’t know who offers it. Then they may type in a more generic search term, like “shipping services near me” or “retail shipping franchise opportunities.”



## Let’s take a look at an example.

Imagine you were just beginning to explore the idea of business ownership through franchising but didn’t know where to start. So, you jump on your computer or mobile device and search “top franchise opportunities.”

Here’s an example of what may come up — of course, your actual results will differ.

Notice that “top franchise opportunities” brings up the listings for franchise brokers and/or third party portals (resources for franchise currently available for investment), as well as ads for specific brands.

## FRANCHISOR

Beyond the paid ads and resource listings, you may also find:

- Websites
- PR/publication or media mentions
- Social media accounts
- Reviews
- Organic search results for franchises available locally in your search results

Some of this information may come from Google My Business profiles (more on that later).

## FRANCHISEE/CUSTOMER

If we apply these results to what may show up for your business or concept, your customers or potential franchisees may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

## Reviews

Ad · www.officeevolution.com/ ▾  
**Top Franchise To Buy Today | Best Franchise Opportunities**  
Our Franchise Locations Are Essential Businesses and are Open for Existing Customers.

**Most Profitable Franchises**

- Dunkin'
- 7-Eleven.
- Planet Fitness.
- JAN-PRO.
- Taco Bell.
- Orangetheory Fitness.
- Great Clips.
- Mac Tools.

[More items...](#) · Jan 13, 2020

blog.hubspot.com › sales › franchise-opportunities ▾  
**The 39 Best Franchise Opportunities to Buy & Own in 2020**

About Featured Snippets Feedback

**People also ask**

What is the most profitable franchise to own? ▾

Who are the top 5 franchises overall? ▾

What is the best franchise to start in 2019? ▾

Feedback

www.allusafranchises.com › financial-franchises › allstate-...  
**Allstate Insurance - USA Franchises**  
Allstate Insurance Franchise Cost, Information, Reviews, Fees, and More. Connect directly with Allstate ...  
Aug 22, 2018 - Uploaded by Allstate

www.franchisegator.com › lists › top-100 ▾  
**Top 100 Franchises of 2020 - Franchise Gator**  
The Mathnasium Franchise is an excellent business opportunity in an important field with high demand. With a modest investment, our franchisees have the ...

www.franchiseopportunities.com › franchises-for-sale-n-... ▾  
**Franchises For Sale Near Me | FranchiseOpportunities.com**  
Find Franchises for Sale Near Me. Are you interested in starting a franchise but don't want to venture out too far away from home? Find affordable franchises in ...

## Organic Search Result

# Here's the reality: If you're not online, prospects can't find you.

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers or franchisees may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Is this the right business for me?" If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.

## ACTION STEPS



### Search for your business.

What information shows up?  
Is it what you were expecting?  
Is there anything there  
that surprises you? Is there  
something missing?



### Search for generic terms for your business.

Is your business there in either  
an organic or paid perspective?



### Make a list of results that show up on the first page in both scenarios. These steps are important for both a franchisor and franchisee.

**Franchisee:** Will promote  
the product or service their  
business provides to the  
local community.

**Franchisor:** Will start  
planting the seeds of  
inquiry in the minds of  
potential franchise buyers.

They both seek an increase  
in lead conversions, with  
the difference being that  
the franchisor is vying for  
interest and encouraging  
conversation or next steps  
in a lengthier sales process,  
versus an immediate sale  
of a product or service.



**The question is, what tools should you use to build  
a strong foundation for your online marketing  
efforts? Let's take a look at how to set your  
business up for success.**



# How to set yourself up for success

# Understanding your target audience.

---

One of the first things to do before embarking on any type of marketing campaign, is to understand the target audience you're trying to reach. One way to guide this is by developing buyer personas.

## Buyer Personas

These are fictional representations of your target prospect or customer, accompanied by a representative name and image, that detail important factors such as:

1

### DEMOGRAPHICS

Including gender, age, income levels, etc.

2

### PSYCHOGRAPHICS

Why does someone need your product or service? Or why does someone look at buying a franchise? And so on...

## For Example

A potential franchise buyer of a given franchise system, who we'll refer to as "Eric Entrepreneur," might be 45–55 years old, would have built his net worth (home value, savings, investments) through a successful corporate career, and is now looking to be an independent business owner to enjoy the personal and financial freedoms of being "his own boss." He is looking for a well-supported, recognized brand that will allow him to also make a positive impact in his local community.



**And remember, a business or franchise opportunity may have more than one buyer persona; you don't have to be limited to just one persona. Use the same process to develop personas for the end users of your product or service as well.**

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website/blog



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





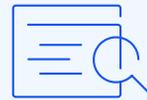
## A mobile-responsive website: Your online hub.

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Yes, your business, whether a local storefront or a franchise opportunity, should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. For local franchise owners, franchisors will likely be providing an umbrella website with location-specific pages for franchisees within their network, as part of the franchise package. But the same rules for findability and mobile viewing of course still apply, even to franchisor-managed location pages for each of its franchisees.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers or franchise buyers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need.



### DID YOU KNOW?

>60%

**of all traffic will likely come from mobile devices**

74%

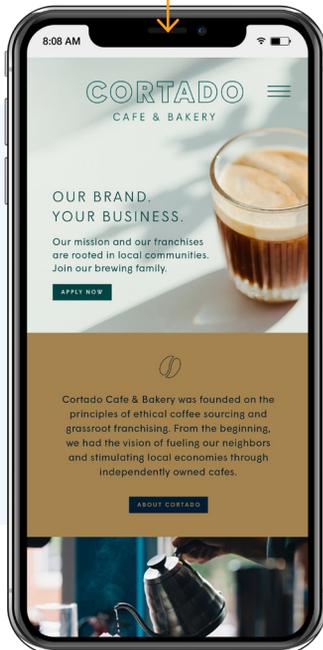
**of leads on franchise development websites will likely come from mobile devices**

**Therefore, any franchise development website must be built with mobile users in mind.**

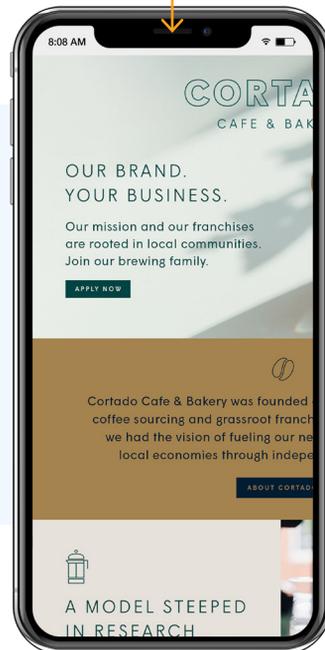
ACCORDING TO LEADING  
FRANCHISE MARKETING FIRM,  
TOPFIRE MEDIA



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



  
**Responsive**  
website  
on mobile



  
**Non-responsive**  
website  
on mobile



# Franchisee Site

**A local franchise website should start with at least three pages or sections.**

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them:

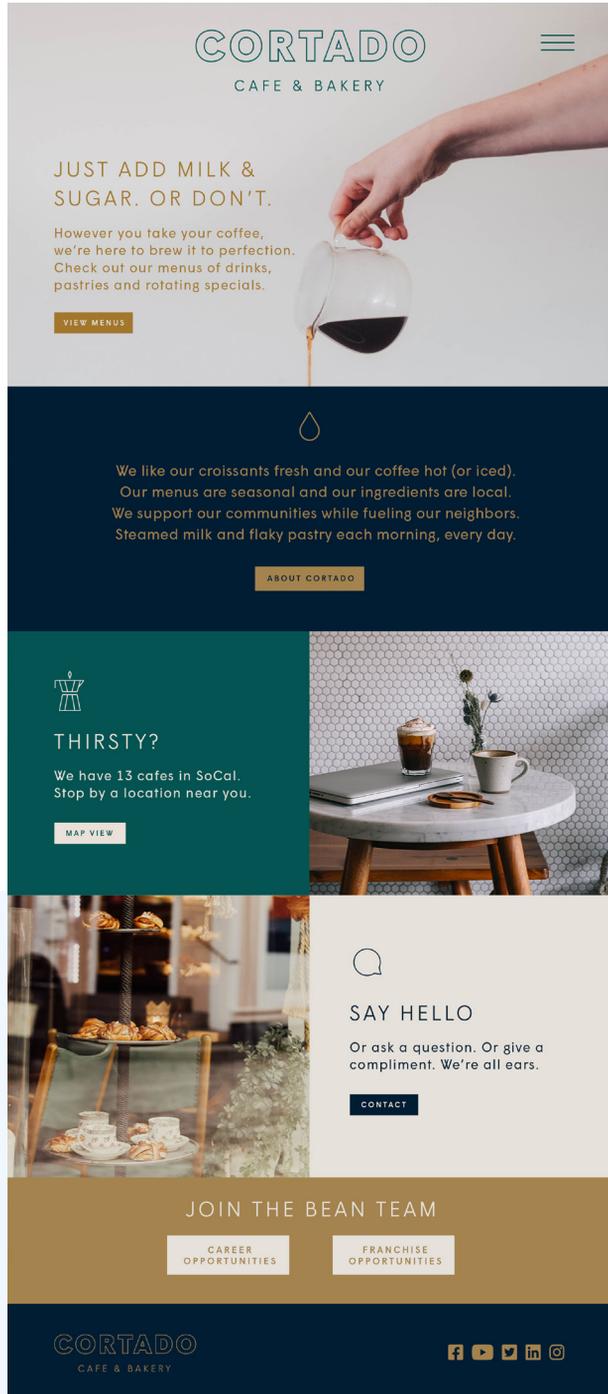
- 1 HOME/OVERVIEW PAGE**  
Including menu or services
- 2 LOCATION FINDER/MAP**
- 3 CONTACT INFORMATION**  
Including email, phone number, street address

**TIP**



**Your website should never be a case of “set it and forget it.”**

Remember that updating content, adding pages, blogging, and continually optimizing your site for both search engines and user experience is key to ensuring that your website performs as you need it to.



# Franchisor Site

A franchisor's recruiting site should have a minimum of six pages.

Core content of a franchise development site should include:

- 1 HOMEPAGE**  
The front door to your brand/opportunity
- 2 ABOUT PAGE**  
Your story
- 3 OPPORTUNITY PAGE**  
Data and info supporting the investment and industry sector
- 4 SUPPORT PAGE**  
Details of what a franchisor provides a franchisee in terms of training and tools
- 5 FAQ PAGE**  
Answers to frequently asked questions
- 6 CONTACT PAGE**  
Next steps and lead capture mechanism

TIP



## Add a Blog page to your site.

Post content related to the franchise brand or industry sector, expansion targets, new franchise openings, upcoming events, and other franchise-related news (more on that later).



MOBILE-RESPONSIVE WEBSITE



## TIP

**Make sure that all your sites and pages, whether consumer- or franchise-targeted, are coordinated and linked to each other.**

The goal is to have consumer-facing and franchisee-facing messaging be consistent with the overall brand and company philosophy.

And by linking sites to and from each other, you can provide awareness to customers about your franchise opportunity, and you can provide potential franchisees a means for reviewing and validating your concept from the viewpoint of a customer.

.....

*NOTE: Franchisors will likely be creating both websites – consumer-facing and franchise candidate-facing – because they are the ones who typically supply the franchisee with a URL and website template as part of the initial franchise branding package.*

## A franchisor's site is best created as a standalone website.

---

When seeking new franchisees, according to leading franchise marketing agency, TopFire Media, a franchisor's site is best created as a standalone franchise development website on its own unique domain. This allows the franchisee candidate-facing navigation structure and content to be kept independent from, yet connected to, corporate marketing initiatives. The franchise site should be focused exclusively on potential franchise buyers, and this separated structure also allows for the site pages to be optimized around high-traffic franchise-related keywords.

Think about your business specifically to add additional pages. For example, a restaurant should have a Menu page. If you're selling products, you should have an Online Store. A spa should have a Services page. And, as noted above, most businesses, including franchises, benefit from having blog functionality on their site as well (more on that later).



**What should you put on those core pages? Let's take a look.**



## HOMEPAGE

# What questions should you answer on your Homepage?

### What is your product, service, or franchise opportunity all about?

People don't have a lot of time. Be clear. Be specific.

### Who is it for?

The visitor is asking, "Is this for me?" Who is your ideal customer or prospect? Do you serve a particular group or industry? Make it clear who your product, service, or opportunity is for.

### So what?

Why would your potential customer or prospect care? Why should they choose you? Is there something about your product or service that makes it unique? How will an investment in your franchise opportunity change their lives for the better?

### What should visitors do next?

Make a purchase? Contact you? Request a demo? Give an email address? Make it clear what action people should take as their next step.



Homepage example



## ABOUT PAGE

# What questions should you answer on your About page?

### What is your story?

What problem are you trying to solve for your customers or prospects? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you?

### Why should people care?

How will potential customers or potential franchisees benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support?

### What makes you or your franchise different?

What are you better at than anyone else? How will you use your skills to help your customers or your franchise owners? What's your plan for them?



About page example



## CONTACT PAGE

# What questions should you answer on your Contact page?

### Where can I find you?

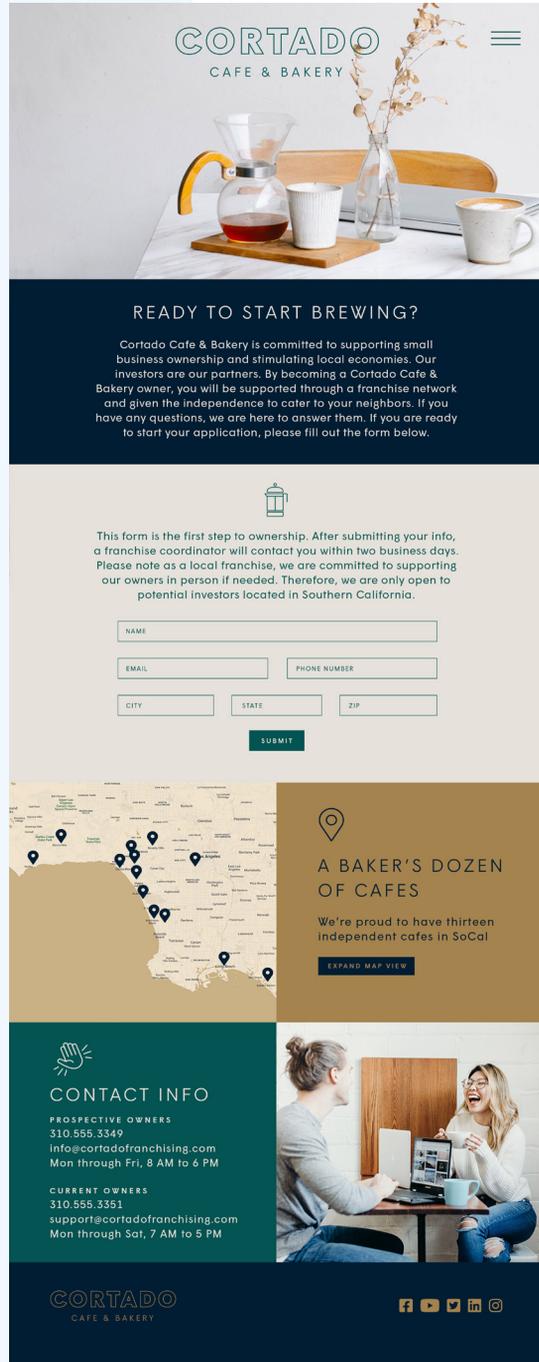
Do you have a physical location(s)?  
Where is your company based? Which social media channels do you use?

### When can I reach you?

What are your hours of operation?  
Are all locations the same? Are there different hours for support?  
Other functions?

### How can I contact you?

Is there more than one way?  
Start with your preferred method.  
What should they expect in terms of a reply?



Contact page example



## Additional pages for a franchisor's recruiting website



Let's take a look at a few of the key pages that should be featured on a franchisor's site – specifically those pages that speak to the Opportunity, Support and Frequently Asked Questions that pertain to the franchise sale.

### OPPORTUNITY PAGE (FRANCHISOR)

## What questions should you answer on your Opportunity page?

### Why is now a good time?

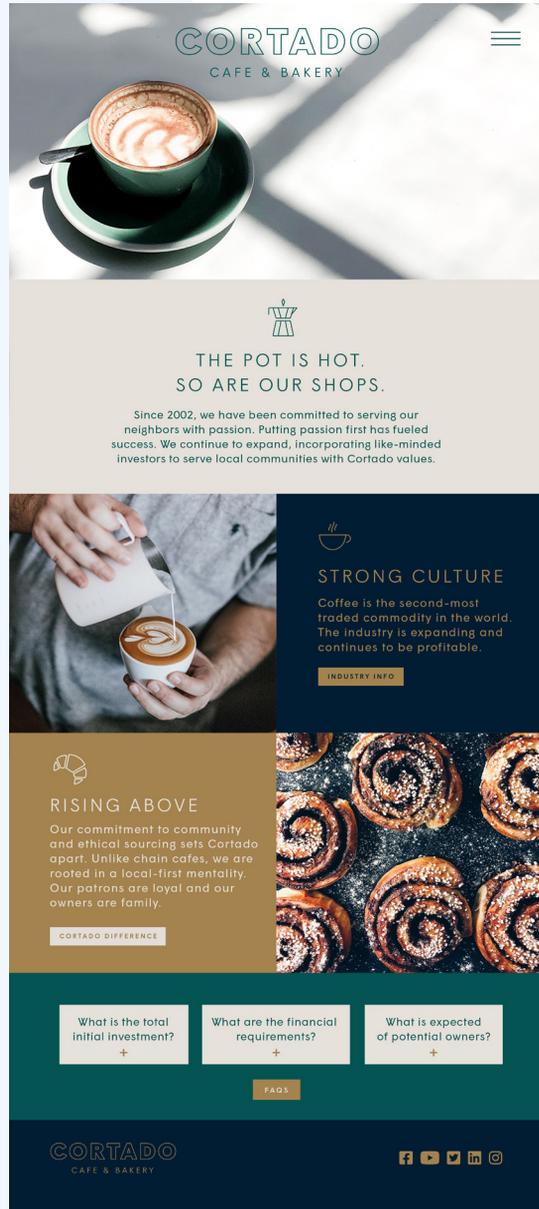
What data can you provide to show that now is a great time to open a business in your industry? What is the industry size and projected growth?

### Why this concept?

What do you offer that sets you apart from your competition? Not only what products or services rise above the rest, but what serves the franchisee well? For example, multiple revenue streams, flexible schedule, etc.

### What are the costs?

How much does a franchise buyer need to invest in order to open a franchise location? What are the financial requirements (net worth, liquid capital, credit score) expected of a potential franchise buyer?



Opportunity page example



## SUPPORT PAGE (FRANCHISOR)

### What questions should you answer on your Support page?

Franchisees will want to know what they're going to get in return for their commitment to a franchise brand and system, and in exchange for the fees they pay. Therefore it's important to detail for franchise buyers:

#### What kind of training will I receive?

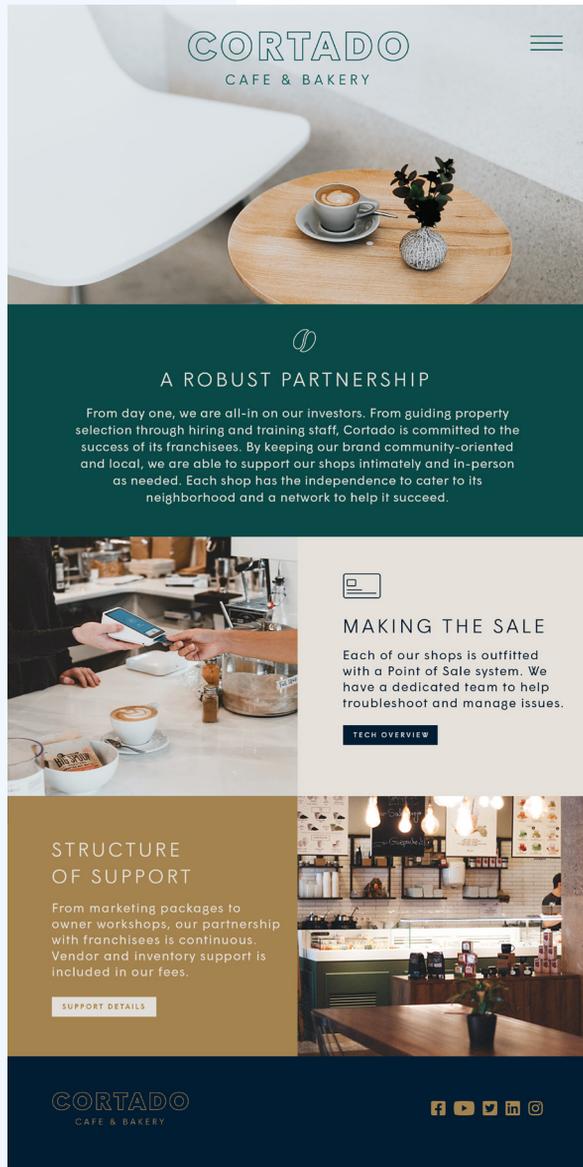
Will you train new franchisees at your headquarters, onsite, or both? When will you offer it? How long does training last?

#### What kind of tech support is available?

Are there proprietary or other approved software programs I will have access to? How do they work? Is there tech support?

#### What other ways do you support me?

Is there marketing support? Is there a call center to help with scheduling? Will you help me with inventory and vendor relationships? Do you provide ongoing training and onsite visits?



Support page example



## FAQ PAGE (FRANCHISOR)

### What questions should you answer on your FAQ page?

As a franchisor looking to provide important information for a potential franchise buyer who is likely investigating numerous business concepts, here are some typical questions franchise buyers will ask:

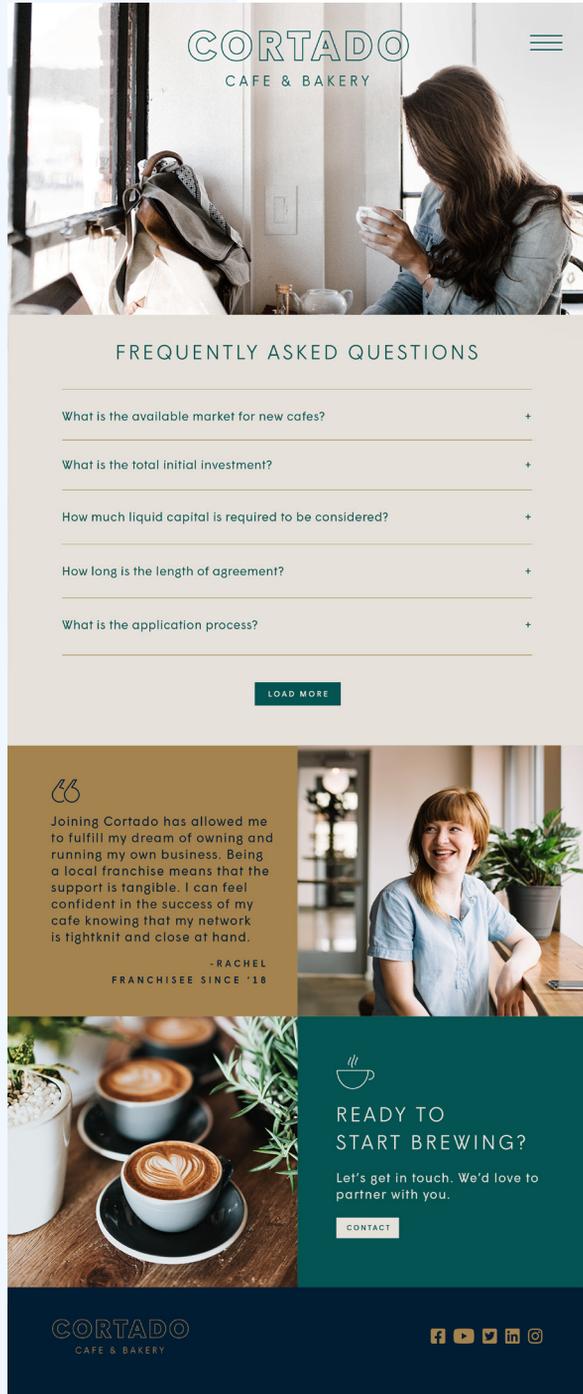
**What experience do I need?**

**What kind of support can I expect?**

**What is the term of the agreement?**

**How much does it cost?**

Is financing available? Are there fees? If so, what do they cover?



FAQ page example



# Tips for using images on your website.

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Whether you are a local franchise owner or a franchisor expanding into new territories, overall, it will be important to use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.

## HERE ARE SOME EXAMPLES

### Homepage

Show what success looks like for someone using your product or service or interested in your franchise opportunity. Always show a busy, thriving business: a full restaurant, happy customers using spa services, several dogs playing at a doggy daycare, etc.

Use professional images of yourself and your staff that show your personalities, and show action shots. You want people to imagine what would it be like to work with you.

### Support Page (Franchisor)

Feature images of franchisors training franchisees in a classroom setting, or remote support, perhaps with someone at a computer or on the phone.



#### TIP



### THE IMPORTANCE OF VIDEO

Using video is increasingly important for engaging visitors on your website and overall site performance. A video that features a positive customer experience, a genuine franchisee testimonial, or a heartfelt message from the founder is a great way to capture and retain interest on your site.

The good news is, video can also be repurposed and leveraged for other channels, such as paid advertising on YouTube (more on that later) and posted on social media accounts.



## ACTION STEPS



**Create a mobile-responsive website.**



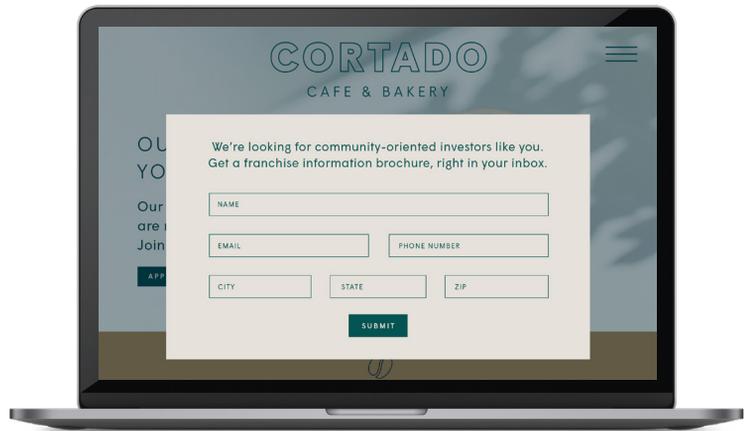
**Review your website for the appropriate pages.**



**Make sure you're answering the questions suggested above.**



**Include sign-up or lead capture forms to your website.**



## What happens if someone visits your website and doesn't make a purchase or take the next step?

It's possible they'll come back again. But what if you had a way to proactively contact them or otherwise reach them online? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like exclusive content, or a way to show support — to get more people joining your list. Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.

You should also consider utilizing online advertising tactics such as remarketing; this allows you to “cookie” a visitor to your site that did not convert to a sale. This tracking mechanism is then used to follow their search activities online, so you are able to have display ads appear on other sites they might visit, and encourage them to return to your site for more information.

# 2



## Email marketing: It's how you drive business.

---

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



### TIP

**Create a simple series of emails to welcome people to your email list, and keep them engaged with regularly delivered content.**

More on the next pages.



Here are two emails a franchisor could include in an automated welcome series.



**WELCOME SERIES  
EMAIL ONE**

## Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



*Welcome email example*



**WELCOME SERIES  
EMAIL TWO**

## Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



**TIP**

**Use email automation to save time and get new and repeat business. Need some ideas?**

[Find some here.](#)

**CORTADO**  
CAFE & BAKERY

**CREAM FLOATS TO THE TOP (OF YOUR FEED)**

When you join the Cortado family, you benefit from an established brand with a strong customer base. Our social media accounts are centralized so that all of our franchisees benefit from a wide following and marketing reach. Follow our Instagram today to see what you could be a part of.

**CORTADO INSTAGRAM**

f y t in @

EMAIL MARKETING

*Let's Connect email example*



## ONGOING COMMUNICATION

### Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.

For a local franchisee, the above examples are great suggestions. Franchisors who are looking to better engage with potential franchisees may also benefit from sending regularly scheduled validation emails or testimonials from current franchise owners, deal announcements to show activity within the franchise development of the brand, or simply a personal note from the founder about how the business has impacted the lives of many.

In franchising, storytelling content is king. The more a prospective franchisee can relate to others within the network, the better – and a automated email marketing campaign can be a great way to keep a potential franchisee engaged while they contemplate the decision about franchise ownership.



**CORTADO**  
CAFE & BAKERY

“CORTADO GIVES EQUAL PARTS SUPPORT AND INDEPENDENCE.”

- Jameson, Franchisee since '12

Our business is rooted in community. Our success is rooted in our investors. Since Cortado started franchising 10 years ago, we have expanded through dedicated, caring owners who are fabrics of their community. Watch our franchisee testimonial videos to hear what Cortado means to them.

WATCH TESTIMONIALS

f y t in @

*Testimonial email example for a franchisor*



## ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month; biweekly is better.



Think about other emails you may want to automate.



## DID YOU KNOW?

Constant Contact offers the best online marketing product for your brand.

[Find out more.](#)



*Announcement email example*

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

# 3



## Social media: It doesn't have to overwhelm you.

---

If you're like many of the business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one or two channels that make sense for your business or opportunity.

Ideally, choose a primary social channel based on the customers you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business. For example, a concept looking to attract millennials will be present on Instagram, whereas a brand seeking area developers for bigger ticket investments may be more successful on LinkedIn.



### TIP

**Choose the right social media platform for your business.**

[Find out how.](#)



## Franchisors vs. Franchisees

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### Franchise Agreements

According to two expert firms in the franchising industry, iFranchise Group and its affiliate company, TopFire Media, the franchise agreement should provide basic guidelines for how franchisees are permitted to advertise their business or sell products through web-based applications.

Approaches can vary based on channel and franchise system, but it is recommended that the franchisor either own or have co-administrative rights to any social media page used to promote the franchise brand. Generally, franchisees' pages can be controlled through or guided by templates and links from the franchisor's account.

### FRANCHISORS

Social media can be used to promote happenings and opportunities for face-to-face connections like upcoming industry trade shows or franchise expos, or "Discovery Days" for potential franchisees. They celebrate deal announcements to inspire like-minded individuals who seek a new business growth opportunity, and they validate their brand and business model by making current franchisees and home office team members available to potential candidates.

### FRANCHISEES

The same online opportunities are available to franchisees well as other local business owners to connect with their customers. Social media has become the modern-day alternative to "pick up the phone and call." Today, consumers simply tweet, comment, post a review, or otherwise engage online to catch the attention of business owners.



**Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.**



# Each social channel also has its own personality, too.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

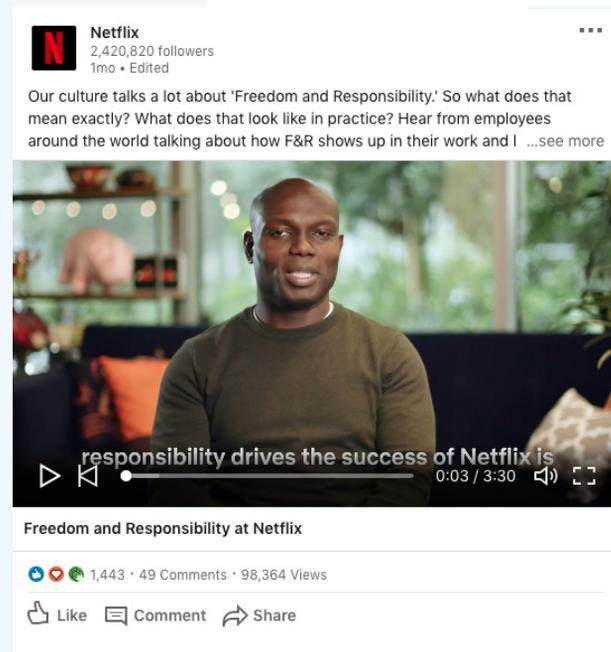
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



Netflix LinkedIn post

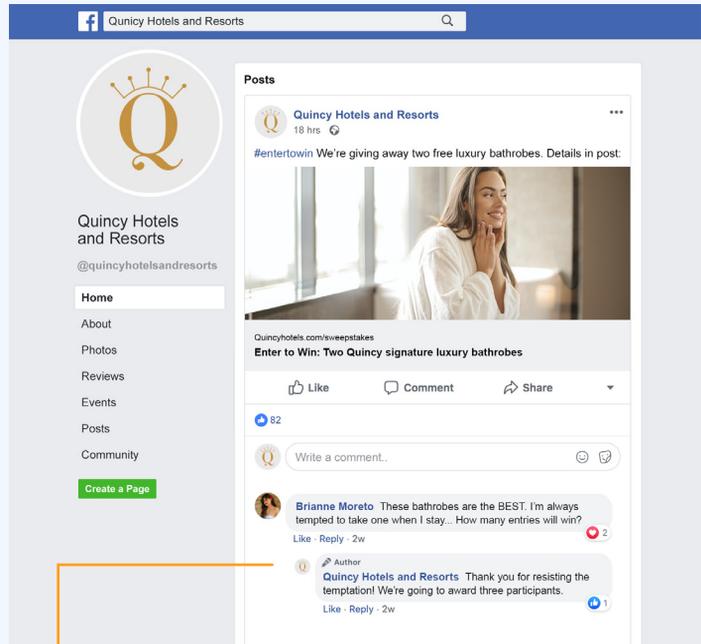


## EACH SOCIAL CHANNEL IS UNIQUE

# Facebook

In the news feed, you'll be competing with friends, family, and local and world headlines.

Franchisors should of course understand the importance of maintaining a positive local presence on Facebook for its franchisees; and also be aware that potential new franchise buyers are likely to look at what consumers are saying about the brand as they do their due diligence about a particular franchise system.



### CUSTOMER SERVICE

Respond to questions from potential customers to provide a good experience. For the local franchisee, consumers look to social media, like Facebook, to make a direct connection with the local business and to see what others are saying about the location. This is an incredible opportunity to excel at customer service by showing quick action.

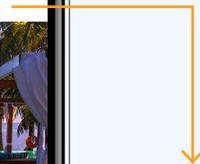
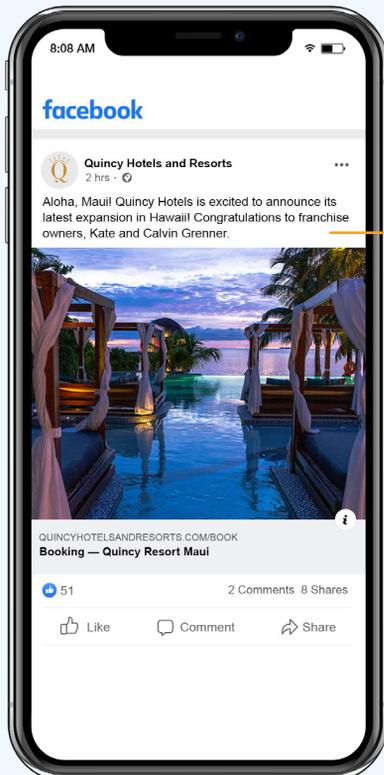
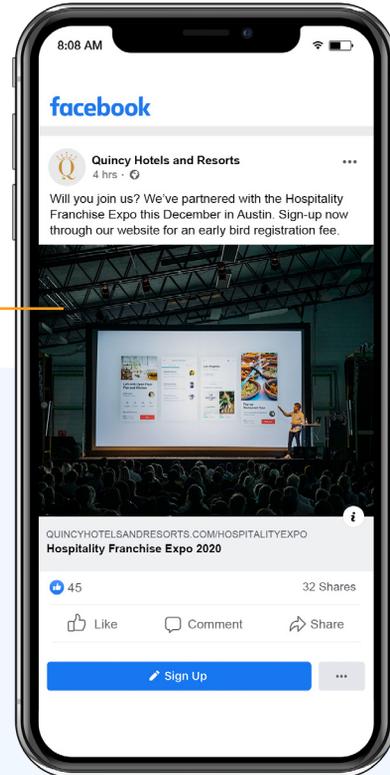
What's more, the action will be viewed by the public who are also following you on Facebook. It's an instant PR opportunity. For franchise systems, franchisees' presence on social media channels like Facebook remains important, but brand and content guidelines may be managed by the franchisor.



# Facebook

## DRIVING ACTION

Drive sales by letting people know about upcoming promotional offers or opportunities to attend upcoming events like expos or trade shows. In this case, the post should inspire others to learn more, much like a landing page or in an email.



## AWARENESS

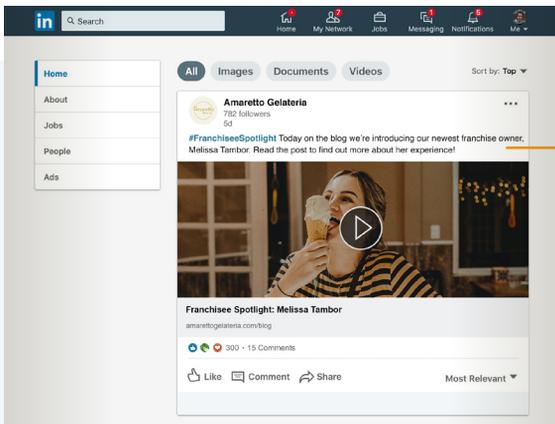
Post content your audience may want to engage with by liking, commenting, and sharing. Facebook makes it easy to create polls or post surveys that may interest your audience. A simple post that asks followers to “Congratulate our new owners” both inspires and gives opportunity for engagement.



EACH SOCIAL CHANNEL IS UNIQUE

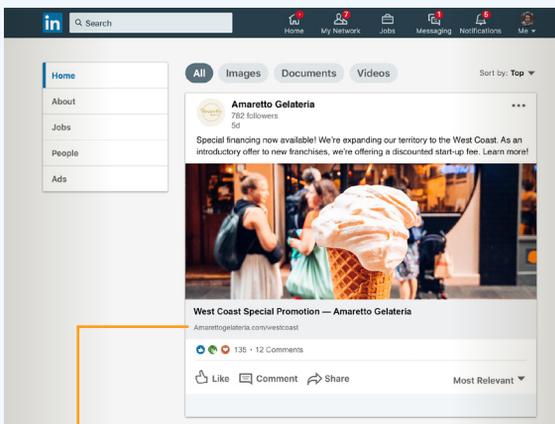


More of a professional network. Great for business-to-business communications. LinkedIn is a great tool particularly for franchisors looking to connect with potential business owners.



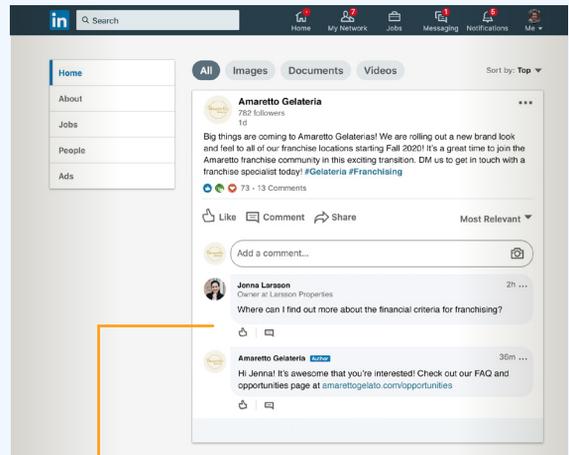
**AWARENESS**

Share a video about your franchise opportunity.



**DRIVING ACTION**

Send people to your website to get more information.



**CUSTOMER SERVICE**

Respond to questions to about the brand and franchise program.



EACH SOCIAL CHANNEL IS UNIQUE

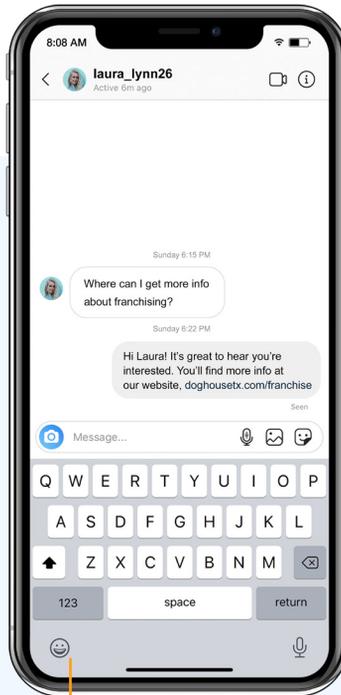
# Instagram

A highly visual network made popular by millennials, and ideally suited for consumer marketing and engagement. Let people see what's happening with your local business and your brand.



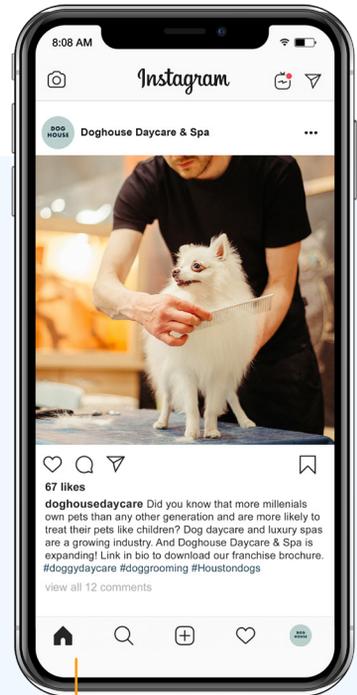
**AWARENESS**

Let people know about upcoming events.



**CUSTOMER SERVICE**

Respond to direct messages from potential customers.



**DRIVING ACTION**

Send people to your website with a link in your bio.



## EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now. This is a great platform for brand leadership to have a presence in social media.



### AWARENESS

Let followers know about your other social channels.



### CUSTOMER SERVICE

Make sure to respond to questions.



### DRIVING ACTION

Let followers know how to take advantage of special offers.



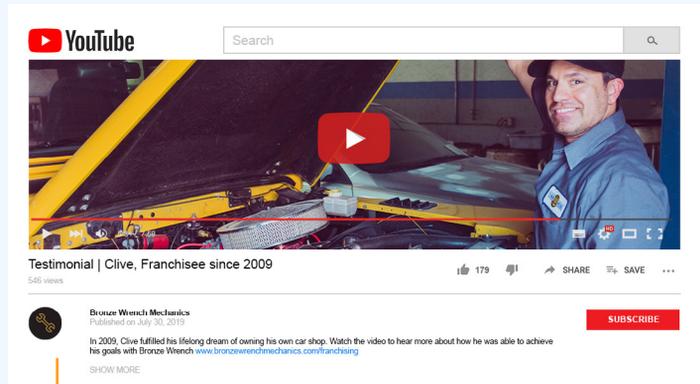
## EACH SOCIAL CHANNEL IS UNIQUE

### YouTube

Video content that's educational and entertaining is an ideal tool for online marketing.

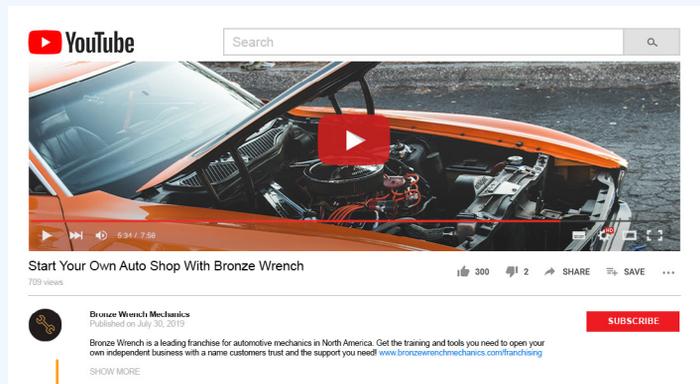
Video is an effective way to tell a story, whether it's your actual brand story or testimonials from customers (for franchisees) or franchise owners (for franchisors).

A good video on YouTube can then be shared across any of your other social channels or posted on your website. And YouTube paid advertising, which can be managed through the Google advertising platform, is another way to drive people to your business.



#### AWARENESS

Include testimonial videos from satisfied franchisees.



#### DRIVING ACTION

Create video content to let people know about your franchise brand and ownership opportunity.



### ACTION STEPS



Determine which social channel makes the most sense for your business both at the franchisor and franchisee levels.



Set goals for this primary channel across three categories.

- Awareness
- Customer service
- Driving action



Create a plan for this channel to reach your business goals and coach your franchise owners on adhering to brand messaging and best practices.



### DID YOU KNOW?

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

## Keep focused on how social media can help you with business goals such as awareness, customer service, and driving action.

---

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your business.

# 4



## Listings and review sites: Provide accurate information and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.



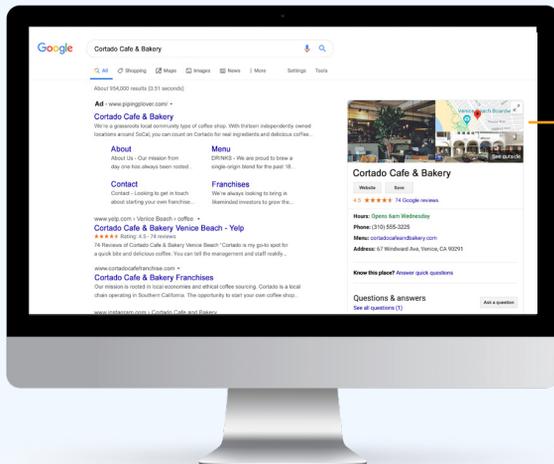
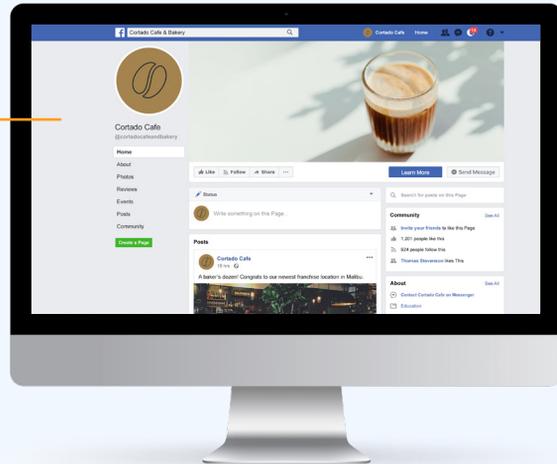
### TIP

**Once you've claimed a listing, you're able to update the information on those pages for accuracy at the franchisor and franchisee level.**



## Facebook Page

Your Facebook page should provide all the correct information about your business.

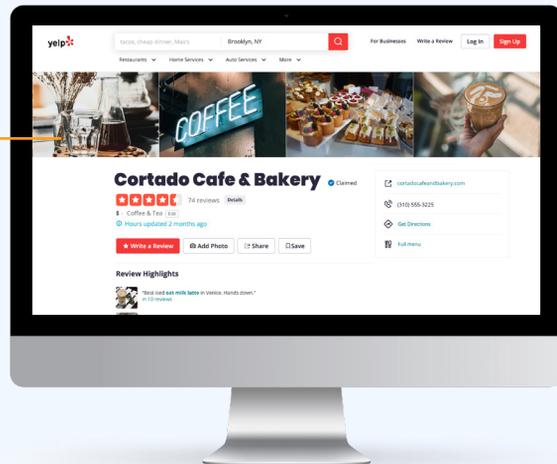


## Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.

## Yelp Page

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.





### ACTION STEPS



Claim your Facebook business page, Google My Business profile, and Yelp listing.



Identify any other key listings that may be important for your business.

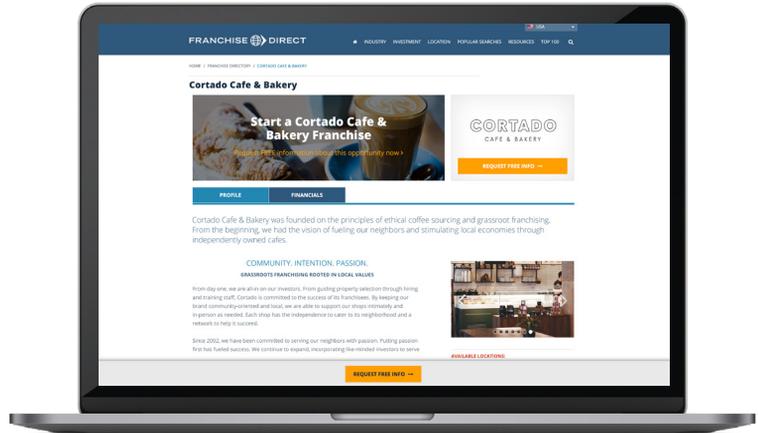


Make sure all information is correct on all sites.



### DID YOU KNOW?

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).



## Portal Page

### Franchisors seeking franchise buyers

Another way to secure a “listing” of sorts is to advertise on third party sites (often called portals). There are dozens of these aggregator sites that list franchise opportunities by alphabet, industry sector and other criteria. By having a listing or ad on these sites, franchisors can benefit from the combined advertising budgets and online visibility of these umbrella sites.



**At the very least claim your Facebook business page, Google My Business profile, and Yelp page. And if there are other listing sites important in your industry, claim your business' information there too.**

# 5



## Create content: Increase your chances of getting found

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog makes it easy to add content, such as articles, press releases, news, or other posts to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers, and a platform to tell stories from within your franchise network. This is true for both franchisors and franchisees. Blogs are also great ways to spread content across platforms by posting backlinks on your social media channels or providing backlinks to industry influencers.



### DID YOU KNOW?

**A blog allows you to create helpful content for your audience directly.**



### TIP

**One way to flesh out your blog is to create pillar content.**

In other words, a page on your site with a series of blog posts, infographics or other information that has shelf life, that serves as an ongoing resource for site visitors well after the time it's posted.



**ACTION STEPS**



**Add a blog to your website domain.**



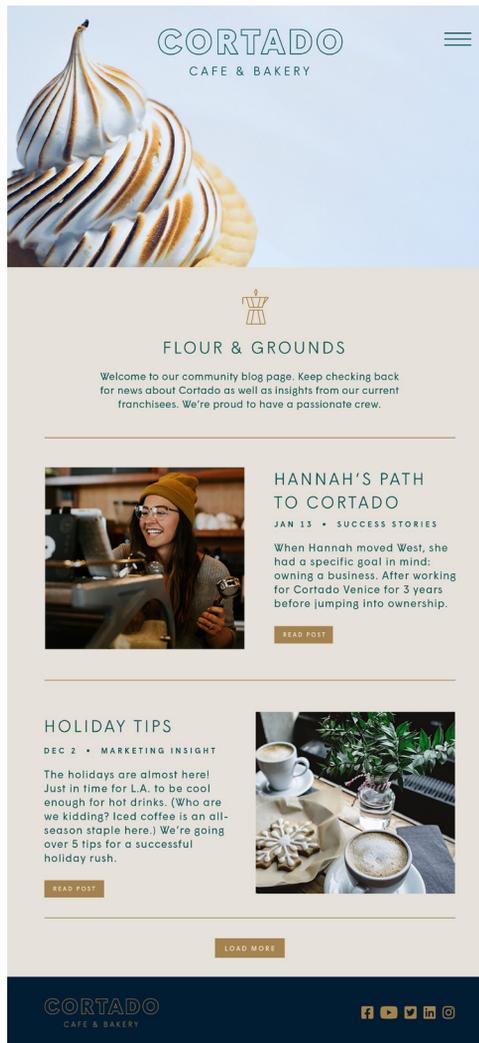
**List the top questions you get from prospects and customers.**



**Create a calendar to regularly publish content that answers those questions.**

# Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.





## PAID ONLINE ADVERTISING

# How to amplify your organic efforts.

---

Once you have the foundational elements in place, including a mobile-responsive, search engine and lead capture optimized website, plus established social media channels, you can and should use paid advertising to amplify your efforts.

The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

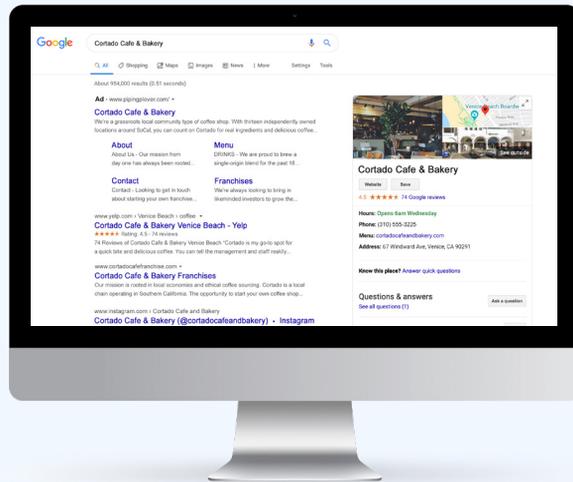
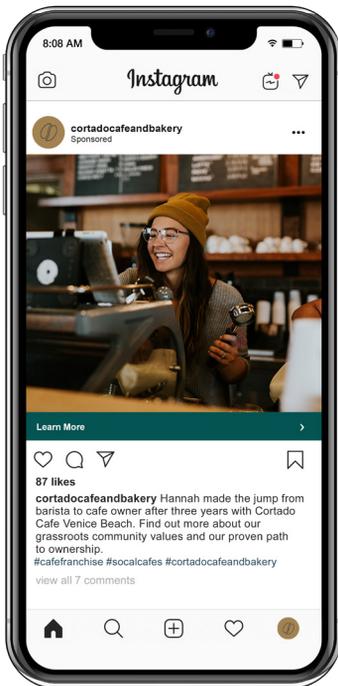
**That's not bad. You just want to do it in a smart way.**



## Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.



## Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

Paid Google Ads are just one method of conducting paid advertising. And while, according to StatCounter, Google makes up nearly 90% of online searches in the U.S., you'll also want to set up similar PPC paid ad campaigns on Bing, which allows you to have ads appear on Bing and the Yahoo! Network, as well.

### DID YOU KNOW?



**Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.**

Find out more about growing your business with [Google Ads from Constant Contact](#).



## ACTION STEPS



### Determine your ad budget.

- For the franchisor:  
Based on growth goals
- For the franchisee:  
Required expenditures for the local franchise business



### Drive traffic to top-performing pages on your website.



### Use ads to get new signups for your email list.

## Other Paid Tactics

Earlier, we mentioned leveraging other paid marketing tools such as remarketing, which allows you to show ads to visitors to your site that do not convert, as they continue to search and read content online. This is just one tool in the arsenal of possibilities for paid online advertising. Additional options include targeting custom intent or lookalike audiences based on profiles of prior leads or customers, as well as Gmail advertising and even geo-fencing for event or store marketing, where you can target people's mobile devices based on their physical proximity to a specific location.

## How much should you spend on ads?

As part of a franchise network, most franchisees will be required to spend a certain minimum amount on local marketing within their protected territory, and often will also contribute to a brand development fund for the benefit of the entire network. This is often based on a set percentage of the local business' revenues. Local spend requirements per media category, as well as specific marketing materials and activities are typically reviewed and approved by the franchisor for the franchise owner.

For franchisors, a franchise recruiting/development ad budget is typically formulated based on the system's own growth goals, and calculated by using an average cost-per-sale figure (typically about \$10,000 per sale), multiplied by the number of franchises targeted to be sold in a given period.





# How it all comes together

**Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success.**

**How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.**

## Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, social media, or through listing sites.

## Experience

Wherever your prospective customer or potential franchisee is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

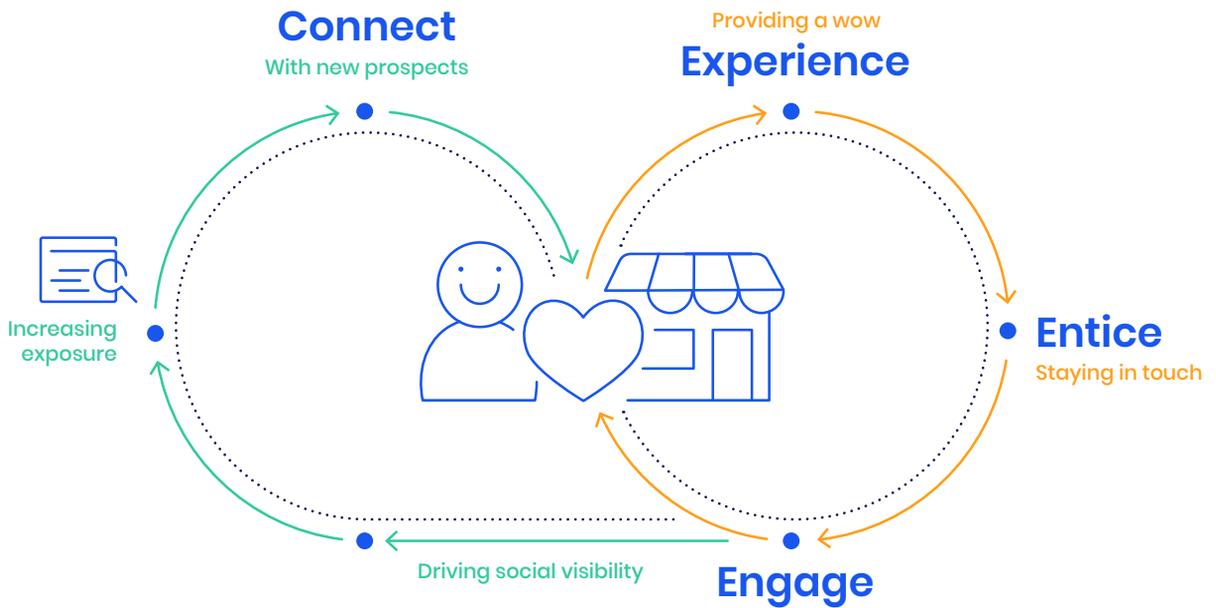
## Entice

At this stage where someone is feeling good about your business or concept, it's a great time to entice them to stay in touch with you. This could mean following you on social channels, or even better, joining your email list.

## Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers and prospects.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

**And that's how it all works together.**

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers and prospects through the door.

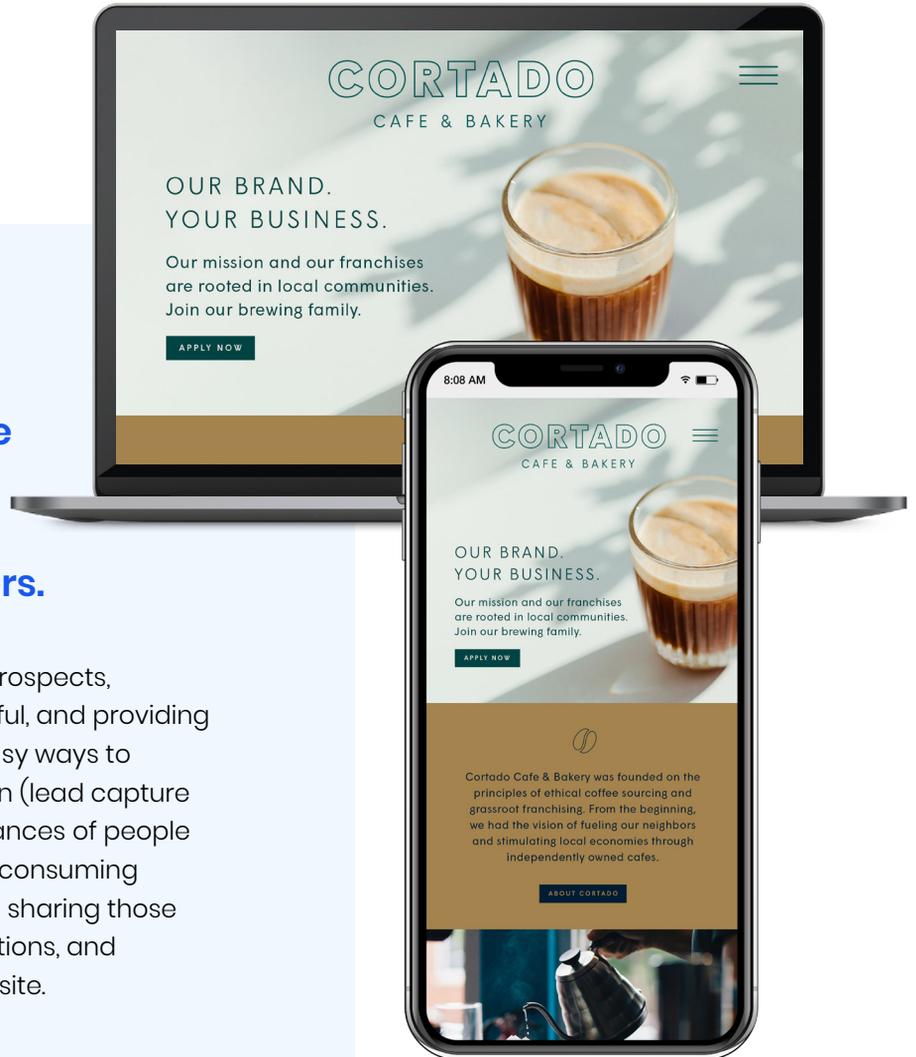
**TO RECAP**

**Here's how you can take action:**



**Create a mobile-responsive website as a resource for potential customers.**

By answering questions of prospects, creating content that's helpful, and providing clear calls-to-action and easy ways to provide personal information (lead capture forms), you increase the chances of people finding you through search, consuming the information you provide, sharing those resources with their connections, and converting to leads on your site.



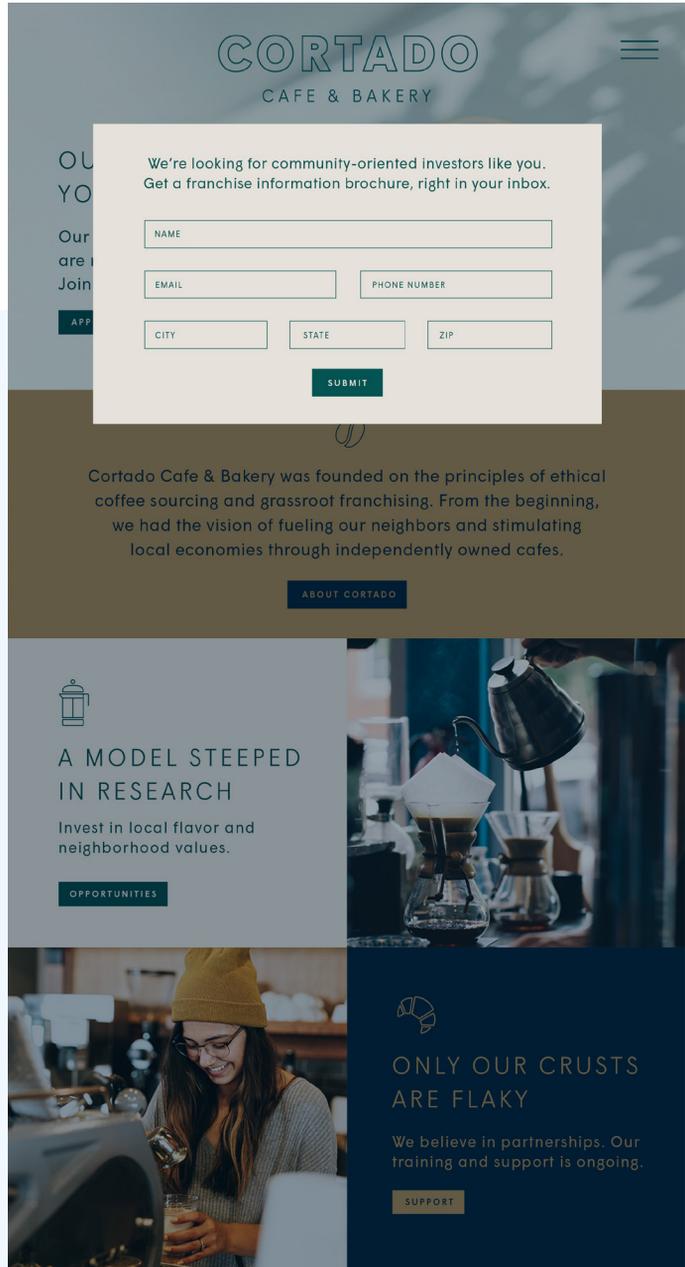
TO RECAP

## Here's how you can take action:



### Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you, whether it's visiting your store or deciding to open a store of their own.



TO RECAP

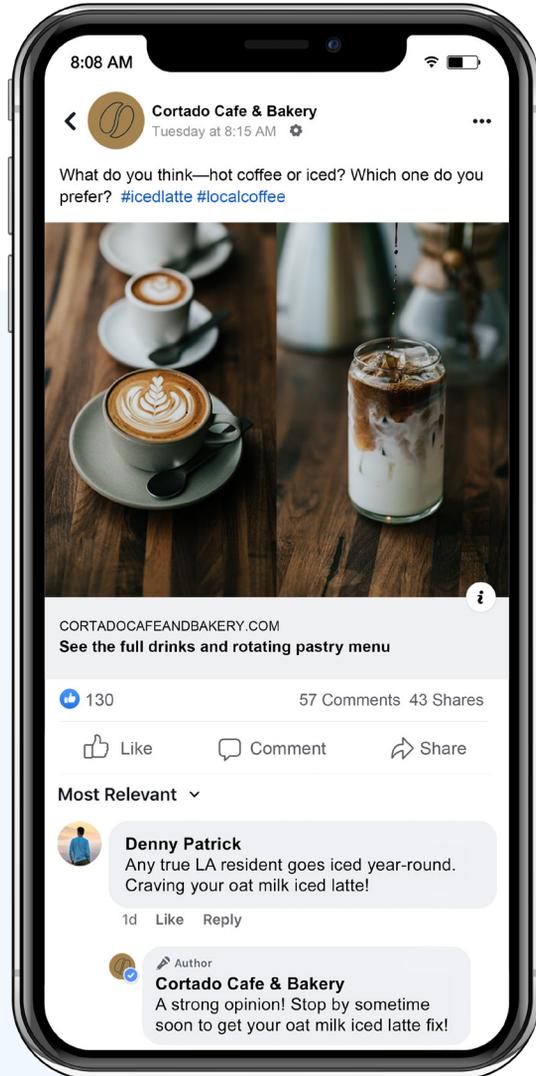
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social media works best when you're not just asking people to purchase your products. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



## TO RECAP

Here's how you can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows the Yelp profile for Cortado Cafe & Bakery. At the top, there's a search bar with "tacos, cheap dinner, Max's" and "Brooklyn, NY". Below the search bar are navigation tabs: Restaurants, Home Services, Auto Services, and More. The main header features four images: a coffee-making process, a neon "COFFEE" sign, a tray of pastries, and a hand holding a coffee cup. The business name "Cortado Cafe & Bakery" is displayed with a "Claimed" badge. It has a 4.5-star rating from 74 reviews and is categorized as "Coffee & Tea". The address is "67 Windward Ave, Venice, CA 90291". The profile includes a "Write a Review" button, "Add Photo", "Share", and "Save" options. A "Review Highlights" section shows three snippets of customer feedback. A "Location & Hours" section includes a map and a table of operating hours.

Day	Hours
Mon	Closed
Tue	Closed
Wed	Closed
Thu	9:00 am - 1:00 pm
Fri	9:00 am - 1:00 pm
Sat	9:00 am - 1:00 pm
Sun	9:00 am - 1:00 pm

**TO RECAP**

**Here's how you can take action:**



**Use email marketing to provide exclusive, helpful, and promotional content.**

Email marketing allows you to build more meaningful customer, client or prospect relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information of value they won't receive other places. Email can also drive action on your social channels.

**CORTADO**  
CAFE & BAKERY

**GROUNDS FOR GROWTH**

Welcome to the Cortado Cafe & Bakery franchise newsletter. Every month you'll get an inside look into the latest Cortado content such as news, tips for successful franchising, and exclusive insider promotions. You've already taken the first step to owning your own business by joining our network. Below, you'll find our franchise brochure and info for contacting our lead specialist. Let's brew this together.

[DOWNLOAD YOUR PDF](#)

[f](#) [▶](#) [t](#) [in](#) [@](#)

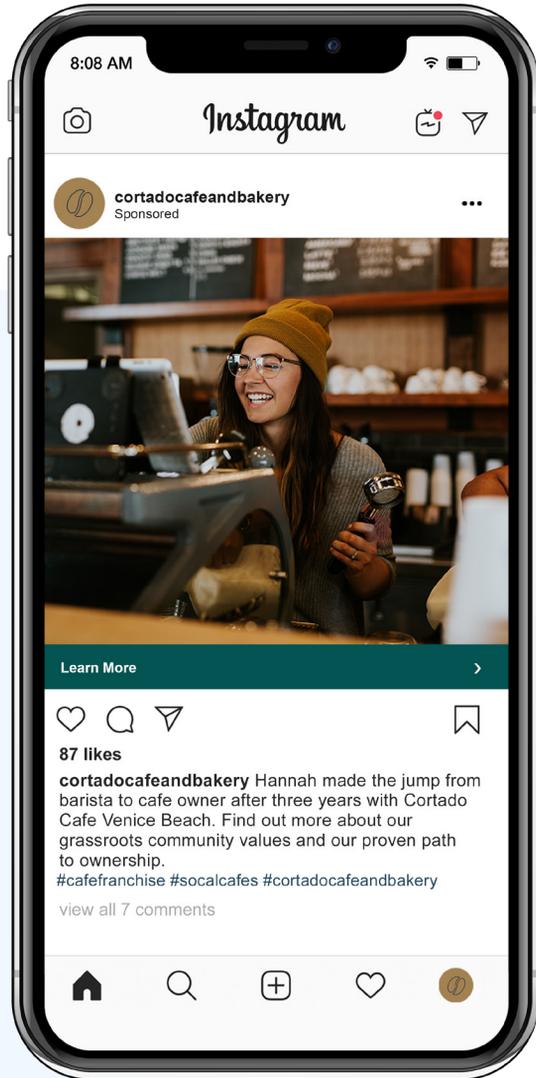
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to drive more sales.



# How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus solely on these metrics alone to determine success. Pay attention to the things that are meaningful for your business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people downloading your content?

## In the franchising world, other metrics for franchisors to consider include:

- How many leads are captured from your website?
- Are you able to connect with those leads after they visit your site?
- Are those leads moving through the sales cycle, from inquiry to meeting to sale?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

*NOTE: Timelines vary greatly for local franchisees who are driving more immediate transactional or purchase-based interactions with customers, compared to franchisors, for whom the sales cycle from inquiry to franchise sales is often weeks, if not months, long.*

### REMEMBER

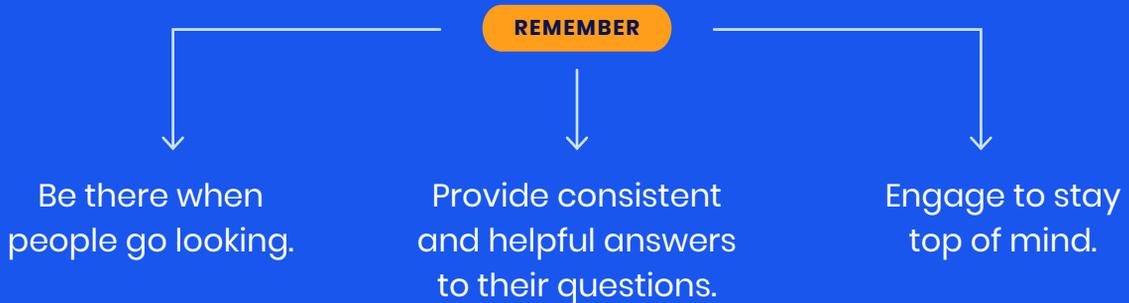
**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current customers and potential franchise candidates.**

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business or franchise sales.



# How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your franchise, drive more people to your website, and do more business.

---

**You've got this. You've got us.**

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

## Is your franchise online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Give your franchisees the marketing solution they need to succeed.

**Find out more:**

[constantcontact.com/partners/franchise](https://constantcontact.com/partners/franchise)

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these three pages or sections for local businesses (franchisees) and six pages for franchisors?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Opportunity Page (Franchisors)</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Support Page (Franchisors)</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>FAQ Page (Franchisors)</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO

---

**Are you using an email marketing tool to stay in touch with customers and prospects at the local level?**  YES  NO

---

Do you have a Welcome Series ready to automatically go out to new subscribers?  YES  NO

---

Do you have a written plan to send an email at least once a month?  YES  NO

---

Do you have any ideas for other emails you may want to automate?  YES  NO

---

**Are you using social media channels for your business?**  YES  NO

---

Have you reserved your business name on the major social channels?

FACEBOOK  
 TWITTER  
 INSTAGRAM  
 LINKEDIN  
 YOUTUBE

---

Have you chosen one channel as your primary area of focus?  YES  NO

---

Are you engaging with people trying to interact with your business on this channel?  YES  NO

---

Have you set personal goals for your social activity across the three categories?

*Awareness*  YES  NO

*Customer Service*  YES  NO

*Driving Action*  YES  NO

---

Do you have a written social plan to achieve those goals?  YES  NO

---

---

**Have you identified the listings and review sites that are important for your books?**

YES  NO

---

Have you claimed your business on these listings and sites?

*Google My Business*

YES  NO

*Yelp*

YES  NO

*Other Listings*

YES  NO

---

Have you confirmed the information is accurate on these sites?

YES  NO

---

Are you engaging with people on these platforms?

YES  NO

---

**Do you have a way to easily create content on your website such as a blog?**

YES  NO

---

Have you made a list of commonly asked questions from your prospects and customers?

YES  NO

---

Do you have a written plan to publish answers to those questions on a consistent basis?

YES  NO

---

**Are you currently doing any paid advertising?**

FACEBOOK  
 INSTAGRAM  
 GOOGLE  
 OTHER

---

Have you set aside a small budget to test your paid advertising efforts?

YES  NO

---

Do you have a written plan for paid advertising efforts?

YES  NO

---

---

Do you have a key metric that's important for your business?

YES

NO

---

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?

YES

NO

---

Are more people visiting your website?

YES

NO

---

Are more people joining your email list?

YES

NO

---

Are more people contacting you?

YES

NO

---

Are more people making purchases?

YES

NO

---

→ Give your franchisees the marketing solution they need to succeed.

Find out more: [constantcontact.com/partners/franchise](https://constantcontact.com/partners/franchise)

The Constant Contact Franchise partner program is built to simplify the complex and confusing task of marketing your franchise. Whether it's creating great-looking email marketing campaigns, building an awesome website with ease, creating a beautiful logo for your brand, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.

We know your franchise's needs are anything but one-size-fits all—that's why a dedicated account management team and an award-winning technical support team will be with you at every step. We're here to grow something great, together.



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