



10 ways to improve your franchise development lead generation and pipeline marketing

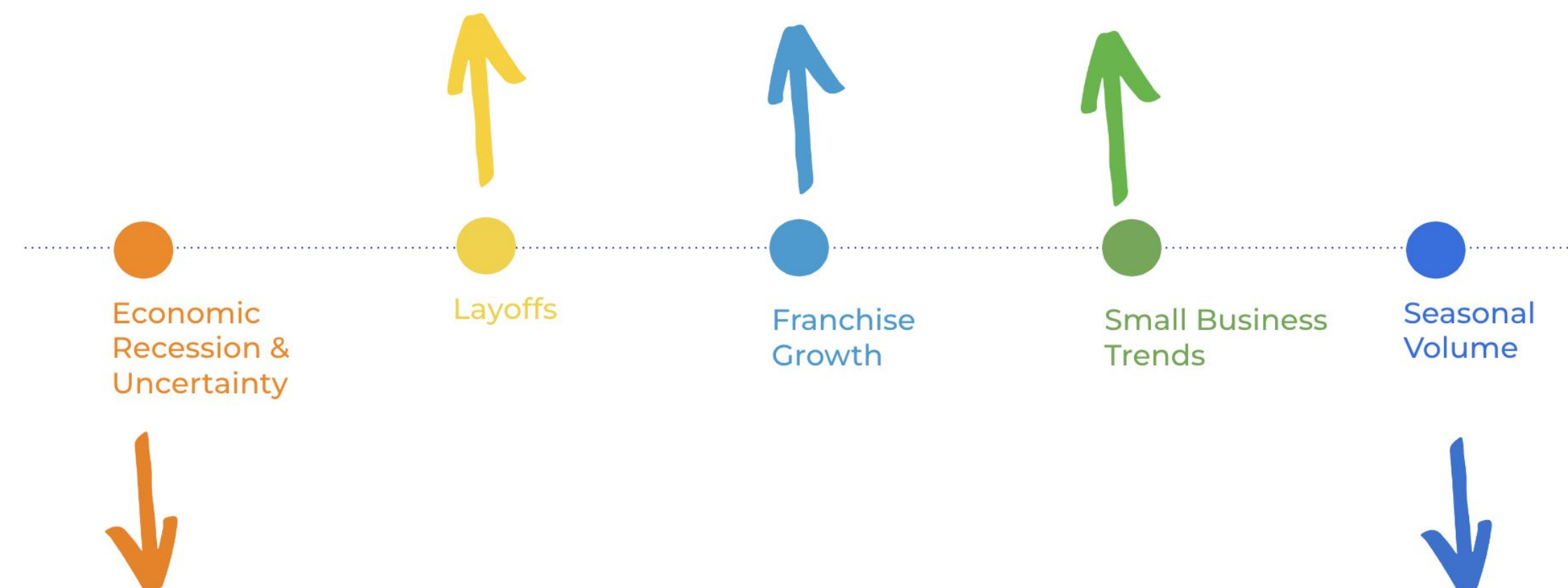
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Capitalize on
the current
economic
climate to
capture
quality
candidates

Savvy franchisors know that economic downturns are the best time to invest. Now is a perfect time for your multi-unit franchisees to diversify their portfolios.



Utilize top digital lead generators as your foundation and test on top of that



Commit to a specific marketing spend for digital lead generators such as portals, paid search, paid social and search engine optimization. Save a small portion of your budget to test other channels on top of that.

Conversions
DirectMail
Broker_{PR} Portal
Tradeshaw
GoogleAds
LandingPages
Organic_{SocialMedia} CTV
Video Referral
Website

Know who
you targeting
first before
you spend a
dollar

Do the work up front to understand who your target prospects are, what they care about, and where they spend their time online. That will dictate digital channels to pursue. For example, portals might work for a first time franchisee, but not for a current operator.



Optimize your lead portal partners

Narrow down your portals to the ones that work specifically for your brand(s). Test new partners and if they don't work, turn them off. Portals are constantly changing so be sure to keep a pulse on them just as you would any other marketing channel.

Utilize Geo-Targeting and Geofencing

You can utilize geo-targeting and geo-fencing to help grow your brand strategically. For instance, using parameters to only receive leads where there is the most brand support. On the flip side, you can also geo-target to strategically grow in new markets.

Ensure all
candidates are
a cultural fit



If you can't sit down and have a meal with a candidate, you probably don't want them in your system. Culture is just as important, if not more, than the dollars a new franchisee brings in.

"If someone shows you who they are, believe them the first time."

Utilize
automation and
AI to support
pipeline
nurturing tactics

Automation can help with everything from objection handling prompts for sales to sending text messages to set meetings. A few favorites mentioned include:

[Hunter: hunterai.com](https://hunterai.com)

[Lumen AI: lumin.ai](https://lumin.ai)

[Character.ai: beta.character.ai](https://beta.character.ai)



Utilize gifting during Discovery Days

Candidates who show up to Discovery Days are invested - let them bring a piece of the brand home with a strategic gift.

Gift boxes that showcases the products and service are a great way to show off your brand and get them excited about their new business.

Keep a running list of objections and develop a piece of marketing against each one

Develop a piece of marketing against every objection your sales team has run into (not just the top 5-10). Keeping a robust list gives the sales and marketing teams a master resource on how to best address objections during conversations. This will help to move candidates through the pipeline.

You don't need
always need a
franchise sales
message to
advertise your
brand.



“Every advertisement is an
advertisement for franchise sales.”

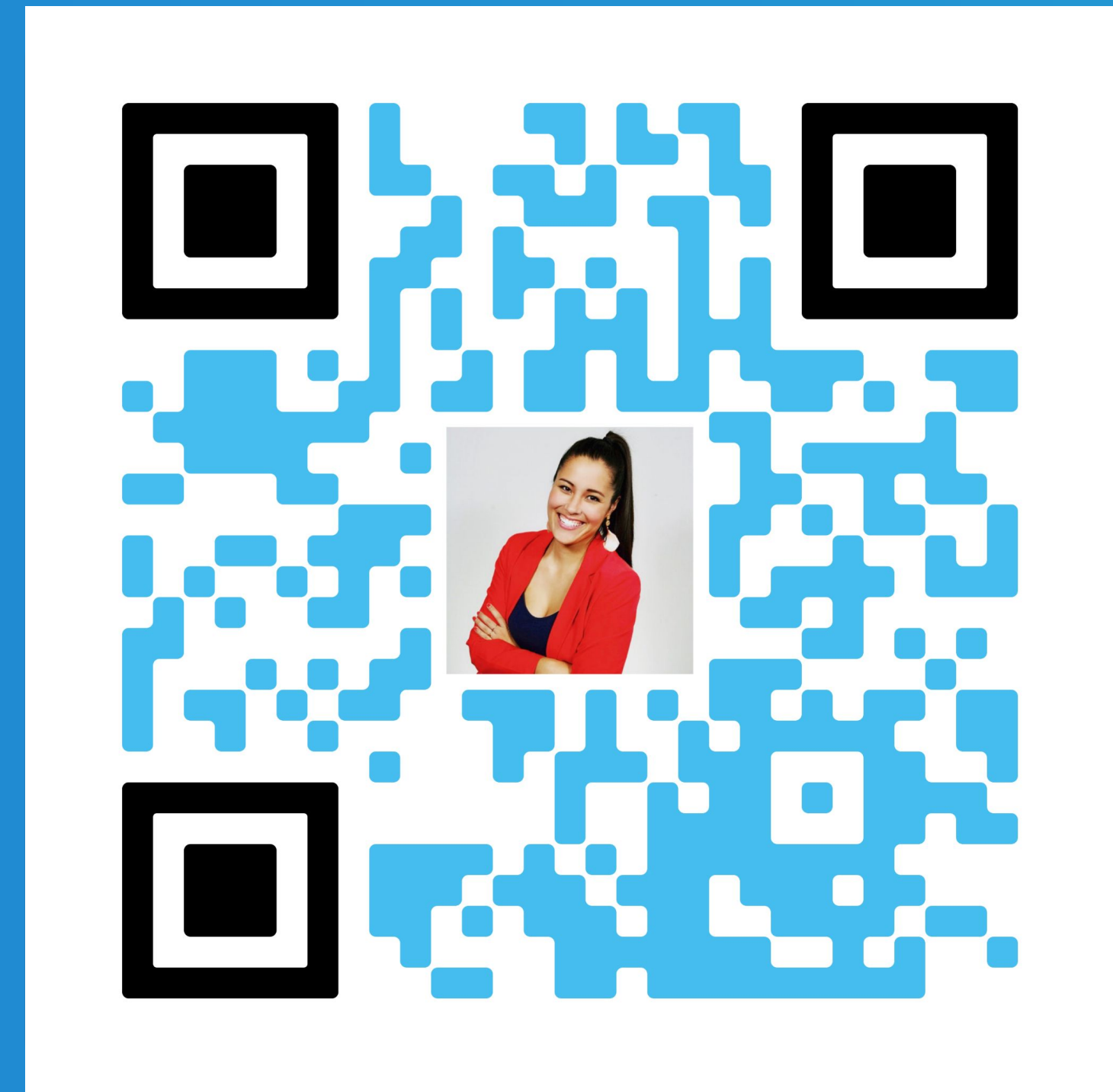
Your consumer advertisements also
act as marketing for franchise sales.
Don't stress too much over adding
franchise sales messaging to
everything.

“For all things franchising, give me a shout. With experience as a franchisor, franchisee, and supplier - I’m sure I can help!”

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