

An illustration of a funnel. At the top of the funnel are three blue icons of people. The funnel narrows and ends in a gold coin with a dollar sign (\$) on it. This entire graphic is superimposed on a light blue laptop screen.

# **Nurturing Your Pipeline:** **How to Optimize Your Franchise Development Marketing for 2022**

# Meet The Panelists



Madeleine Park  
Director of Marketing  
*Netsertive*



Stephanie Salzman  
Franchise Development Manager  
*Threshold Brands*

# About Netsertive



**Netsertive is a digital marketing partner that works with franchisors to implement and localize marketing campaigns for their franchisees.**

Proprietary Software | Award-Winning Customer Service | Partner to All Major Marketing Platforms | Ranked #1 in the Auto Industry

# About Threshold Brands



# Discussion Points

- Email Drip Campaigns

[Messaging, Graphics, and CRM](#)

- Digital Advertising Strategy

[When & Where to Put Your Ad Dollars](#)

- The *Actual* Sales Funnel

[What's Necessary & What's Not](#)



# Email Drip Campaigns

## *Messaging, Graphics, and CRM*

### **DO:**

- Keep it short. Nobody likes to scroll especially on mobile.
- Discuss what they can get out of owning your franchise
- Utilize the THREE E's: Entertain, Educate, Exclusive. Use video and photos.
- Add multiple call to actions. One for the content and a consistent one to schedule a call.
- Keep it current and not too cutesy. Ask yourself, would you open and read this email?

### **DON'T:**

- Mistake your email drip campaigns for your direct communication with candidates.
- Talk only about your brand and how awesome you are.
- Have an outdated website or landing page.
- Ignore your social media pages.

*BONUS: After you have mastered this you can then segment your email drips into personas.*

# Email Drip Campaigns

## Messaging, Graphics, and CRM



We're just letting you know we've received your info and a member of our team will be reaching out to you soon. If you have a particular time you'd like to talk, you can schedule a call with our team for whatever time works best for you.

LET'S HAVE A CONVERSATION

SCHEDULE A CALL



WONDERING WHAT COMES NEXT?

Here's what you can expect as you move closer to business ownership with USA Insulation.

### 1 WE'LL GET IN CONTACT

A member of our team will connect with you to discuss your goals for your new franchise.

### 2 WE'LL GET TO KNOW EACH OTHER

Through mutual communication, we'll decide if a USA Insulation franchise is the right move for you. You'll also get to speak with current franchise owners.

### 3 YOUR NEW BUSINESS WILL BE IN SIGHT

You'll receive a lot of information, including our Franchise Disclosure Document, and if we agree we're a good fit you'll be on your way to your new franchise.

**YOUR NEW FRANCHISE IS NEARLY HERE**

We'll be sending you more information over the next few weeks and getting in touch with you as soon as we can. Please feel free to schedule a call right now. We look forward to speaking with you.

SCHEDULE A CALL

maidproFRANCHISE



"IT WAS THE BEST DECISION I COULD HAVE EVERY POSSIBLY MADE."

Check out how Michelle Spitzer took her small independent cleaning coming and converted it into one of the nation's top MaidPro franchises.

Tell Me More



## Materials to help sell Men In Kilts!

Here are some materials to help you present our concept to your candidates.

Franchise Site: [meninkiltsfranchising.com](http://meninkiltsfranchising.com)

Consumer Site: [meninkilts.com](http://meninkilts.com)

Broker Sell Sheet: [Download](#)

Marketing Examples: [CLICK HERE](#)

Owner Interviews: [Watch Now](#)

Schedule a Call



## This is serious business.

Nearly **700 million people** contract a mosquito borne illness each year resulting in more than **1 million deaths**. While most are aware of one or two of these diseases, the reality is much greater.

Using a mosquito and tick control service is the #1 way families can reduce the risks these pests bring to their homes and family. That's where you come in!

More on Disease & Safety

# Digital Advertising Strategy

# There is no silver key.

**Top:** Lead Portals, SEO, Pay Per Click, Social Media (IG/FB), Referrals, Email Drips, Content Creation

**Secondary:** Brokers, Paid Placements, PR, Trade Shows, Webinars, Retargeting, Portal Emails, LI Ads

**Tertiary:** Mailers, Print, Guerilla Marketing

# The Actual Sales Funnel

## *What's Necessary & What's Not*

1. **Separate** what is **marketing and** what is **sales**. While there is cross-over, you should be able to draw a line in the sand.
2. Take a look at your **sales activities** and **place them into a funnel**.
3. Take a deeper dive into **each activity** or key moment and **fine tune** it to what works best for your sales team and your ideal candidates.
4. Then **layer in** the **marketing** touchpoints.
5. Continue to fine tune it and **look at your analytics!** Be transparent with candidates and make sure you are **keeping a pulse on your sales team** to put them in the best position to sell.



# The Actual Sales Funnel

## *What's Necessary & What's Not*

1. What does your sales process look like with Threshold Brands? How long is your typical sales cycle?
2. What is the importance of meeting with key individuals? Is it important prior to DD?
3. How important is franchisee validation? What does this process look like - do you pre-select franchisees, do you use a code word, how many do they do?
4. What do your touch points look like? How often do you contact a candidate between key moments? What point do they go into limbo and what happens then?
5. What are your thoughts on being selective with your franchise candidates?

*BONUS: Ask Stephanie your franchise development questions\**

# Connect With Us



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