



FRANCHISE DEVELOPMENT

MARKETING TRENDS THAT CAPTURE AND SALES
STRATEGIES THAT CLOSE - 2023/2024



MADELEINE ZOOK
FRANCHISEE, FORMER FRANCHISOR, AND NETSERTIVE'S DIRECTOR OF MARKETING

**America's
MATTRESS**



netsertive

verlo
MATTRESS

threshold
BRANDS

- LOCALIZED DIGITAL MARKETING: PAID MEDIA,
ORGANIC/SEO & WEB SOLUTIONS

FRANNET
YOUR TRUSTED FRANCHISE EXPERTS



- FACILITATED NEARLY \$2 BILLION IN MEDIA
SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

RE•BATH

WORLD'S LARGEST BATHROOM REMODELER

**PET SUPPLIES
PLUS**

- DRIVING SUCCESS FOR OVER
100 MULTI-LOCATION BRANDS

**DUDAN
GROUP**

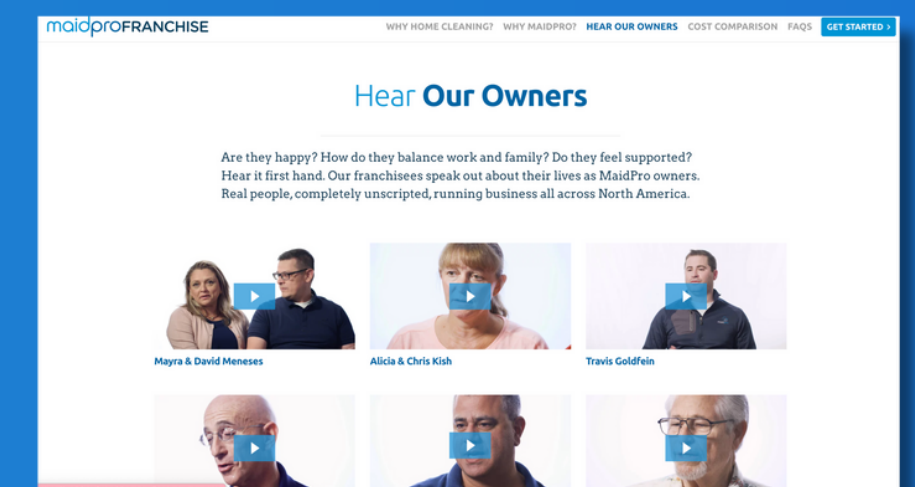
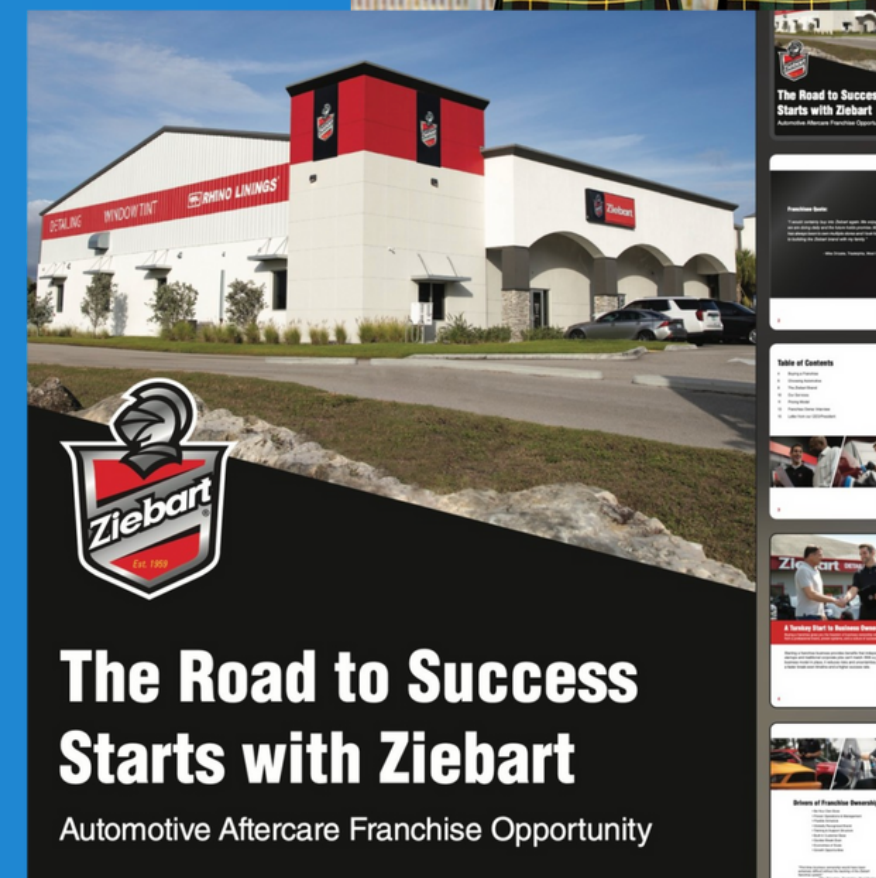
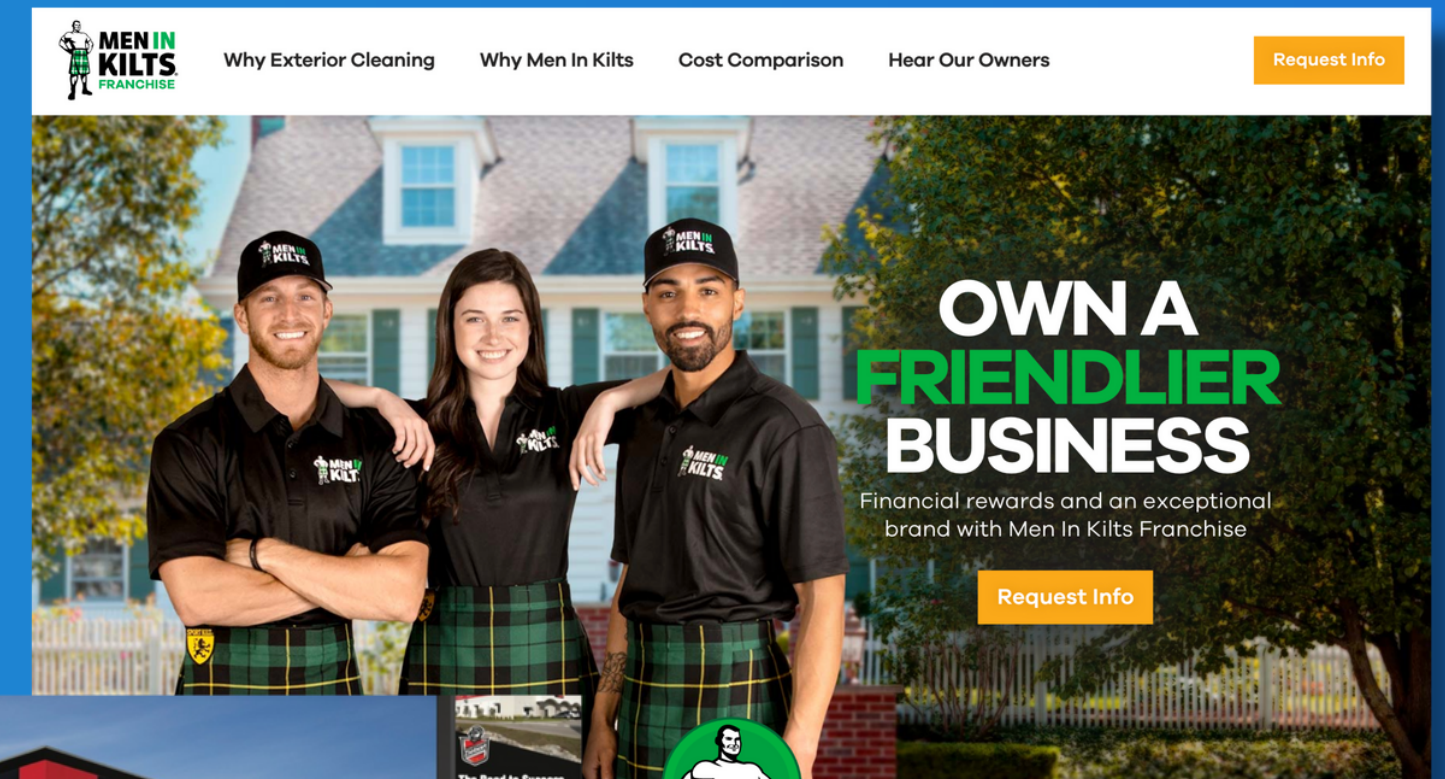


FOUNDATIONS



STEP 1 - WHAT YOU NEED

- BUTTON UP YOUR FDD, OFFER, CRM, MESSAGE, AND HAVE A COMPLETE UNDERSTANDING OF THE NUMBERS
- DEDICATED TEAM/TASKS, EVENTS & TIMELINES
- CONSUMER SITE/FRAN DEV SITE W/CONVERSION FOCUS
- LANDING PAGES
- GOOGLE PAGE, SOCIAL MEDIA, REVIEWS
- COLLATERAL: IMAGE, VIDEO, ABOUT
- VALIDATIONS



MARKETING



STEP 2 - WHAT YOU WANT

TIER 1

- GOOGLE ADS: PPC
- SOCIAL ADS: SEND TO LANDING PAGE
 - FACEBOOK, INSTAGRAM
- RETARGETING
- LEAD PORTALS

TIER 2

- BROKER NETWORKS
- TRADESHOWS
- CONNECTED TV (CTV)
- MAILER/OTHER PRINT/MEDIA BUYS
- REFERRAL OFFER/CO-OPS

IF YOU ARE NOT PAYING FOR YOUR BRAND'S KEYWORDS THEN, YOUR COMPETITOR IS.

STAY AWAY FROM TERMS "TOP FRANCHISES TO OWN, BEST FRANCHISE, THEY ARE EXPENSIVE AND WASTEFUL."

THE MORE YOU GEO-TARGET THE LOWER YOUR LEAD VOLUME WILL BE.

REMEMBER TO KEEP YOUR CONSUMER MARKETING PROGRAMS TIGHT. EVERY ADVERTISEMENT IS A FRANCHISE DEVELOPMENT ADVERTISEMENT.

NURTURE

STEP 3 - WHAT CANDIDATES NEED

- FIRST RESPONSE: SET EXPECTATIONS IN WRITING. MAKE A PLAN FOR OUTSIDE OF REGULAR BUSINESS HOURS FOR YOUR DEV TEAM
- EMAIL DRIPS IN ADDITION TO THE SALES TOUCHPOINTS
 - PERSONA QUALIFIERS
 - GENERAL & PERSONAS: ENTREPRENEUR, WORK/LIFE BALANCE, HATE CORPORATE, RETIRED, VETERAN, CONVERSION, INTERNATIONAL, FIRST RESPONDER
- BE CAREFUL OF THE "ME" CONTENT AND FOCUS ON THE "YOU" INSTEAD
- HAVE THE TANGIBLES - SWAG
- KEEP UP WITH BRAND CURRENT EVENTS - PRESS RELEASES



A screenshot of the MaidPro Franchise website. At the top, the text "maidproFRANCHISE" is displayed in a blue, lowercase font. Below this is a large blue play button icon with the "maidpro" logo inside it. Underneath the play button, the text "The MaidPro Community" is written in a smaller, blue font. The main content area features the heading "A COMMUNITY THAT WORKS TOGETHER, STAYS TOGETHER" in bold, blue, uppercase letters. Below the heading is a paragraph of text: "One of the best parts about owning a franchise is the instant relationships you have with other owners. Our community is filled with wonderful, unique people who all work together to help build the brand and grow each other's businesses." A blue button with the text "Watch Testimonials" is positioned below the paragraph. At the bottom of the screenshot, there is a photo of two men in suits. To the left of the photo, their names and titles are listed: "MARK KUSHINSKY Founder & CEO" and "RICHARD SPARACIO Founder & President". At the very bottom of the screenshot, the "Forbes" logo is on the left, and on the right, it says "Ranked Top 10 Best Franchise to Buy 2015, 2016, 2018, 2019".

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SALES



STEP 4 - WHAT CANDIDATES WANT

- STRICT SALES PROCESS & DISCOVERY DAY AGENDA
- SALES SCRIPT
 - WHERE DID THEY FIND YOU, OBSTACLES, LIMBO MOVERS, RESOURCES
- REMOVE BOTTLENECKS
 - SCHEDULING, NUMBER OF CALLS, ETC...
 - INCENTIVIZE
- HAVE A SCORECARD AND COACH YOUR TEAM ON SAYING 'NO'

**AVERAGE CPA
LOW-MID LEVEL INVESTMENTS
\$28,000**

ANALYTICS



STEP 5 - OPTIMIZE & PLAN

- STAY UP TO DATE WITH YOUR ACTUALS MONTHLY AND BY OUTLET. HOLISTICALLY IT'S GOOD TO SEE YOUR COST-PER-LEAD/ACQUISITION BUT THE MORE YOU CAN DRILL DOWN THE BETTER SPENT YOUR BUDGET WILL BE
- STAY ON TOP OF YOUR PAY-PER-LEAD PORTALS
- DECIPHER WHAT IS CONSIDERED QUALIFIED
- ANALYZE THE FOLLOWING
 - WHERE THE LEADS CAME FROM - WILL SHOW YOU THE COST PER LEAD
 - OF THOSE, WHICH WERE QUALIFIED - WILL SHOW YOU THE COST PER QUALIFIED LEAD
 - OF THOSE, WHICH MADE IT TO THE NEXT STEPS
 - OF THOSE, WHO CLOSED - WILL SHOW COST PER ACQUISITION
- NOW, YOU CAN ADJUST YOUR SPENDING TO WHERE YOU ARE GETTING THE MOST QUALIFIED LEADS AND ACTUAL ACQUISITIONS

LEADERS



ADVICE FROM THE TOP



JOSH LIGGINS, INSPIRE BRANDS

"THE MAJORITY OF OUR GROWTH IS WITH INTERNAL PEOPLE BECAUSE THE PEOPLE THAT WERE HERE BEFORE ME DID A GREAT JOB OF MAKING SURE WE HAD THE RIGHT PEOPLE IN THE SYSTEM."



MEG ROBERTS, LASH LOUNGE

"AN ORGANIZATION NEEDS TO MAKE THE RIGHT INVESTMENT IN PERSONNEL TO REALLY PUSH AND LIFT THEIR BRANDS. WITHOUT THIS, IT WILL BE MORE OF AN IDEA THAN A REALITY."



IRENE LACOTE, THE RIVERSIDE COMPANY

"LOOK AT THE LIFETIME VALUE OF A FRANCHISEE, NOT JUST THE FRANCHISE FEE. IT'S ESSENTIAL TO ANALYZE THE POTENTIAL ROYALTY INCOME FROM YOUR FRANCHISEES AND HOW IT ALIGNS WITH YOUR BUDGET. ONCE YOU GET AHOLD OF MONEY-IN AND MONEY-OUT, THEN YOU CAN SET REALISTIC GROWTH GOALS."

Want to save time on franchise development marketing and producing more qualified candidates?

Connect with Us!

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Connect With Me

