

FRANCHISING

Client

CASE STUDY

INDUSTRY

FRANCHISING

SCOPE OF WORK

KEEP THE TOP POSITION IN THE MARKET, INCREASE MARKET SHARE, SUPPORT FRANCHISES, INCREASE BRAND AWARENESS.

ONGOING RESULTS

INCREASED MARKET SHARE THROUGH SPONSORSHIPS AND AFFILIATIONS/ REFERRAL PARTNERS. INTRODUCED STRATEGIES TO EDUCATE FRANCHISEES ON UTILISING DIGITAL PLATFORMS TO FURTHER MAXIMUM BRAND REACH. SUPPORTED THROUGH CONFERENCES AND TRADESHOW EVENTS. WORKED WITH TO PROVIDE STRATEGY ON VERTICAL BUSINESS OFFERINGS. EXPANSION INTO NEW MARKETS, NEW TECHNOLOGY.

KEY QUESTIONS WE ADDRESS

- **Where:** Identify locations and expansion strategies.
- **When:** Define the timeline for achieving business goals.
- **Why:** Clarify growth motivations—profitability, efficiency, market demand, or ESG/charitable goals.
- **Who:** Plan for sourcing new franchise owners and staff.
- **What:** Determine necessary systems, education, automation, brand resources, and support.
- **How:** Choose growth tactics—market share expansion, new markets, product diversification—and the right channels (digital, traditional, omnichannel, local, national, or referrals).

Success in these areas requires seamless alignment between business, branding, marketing, and sales strategies.

Establish Target Audiences and Metrics

- We prioritise actionable metrics over vanity metrics (reach, likes, shares). Campaigns are designed with clear questions. For example:
- How long does it take to follow up a quote with a phone call?
- What is the initial conversion rate?
- What is the average quote value?
- Is the price and service offering the same across the board?

This enables tracking and measuring revenue growth and market share.

Examples of Metrics Measured by Audience

- **Audience 1: Direct to Consumer**
 - Measure weekly: Website visitors, quote forms submitted, estimated revenue based on conversion rates.
- **Audience 2: Referral Partners**
 - Metrics: Newsletter engagement, social media engagement.
- **Audience 3: Franchise Owners**
 - Metrics: Support satisfaction levels, number of branding requests. No. of local campaigns adopted (based on Branding we need to develop for them).

Additional Services Provided

1. **Franchisee Education:** We conduct marketing and business webinars, provide newsletters with relevant content, and offer ongoing support for franchisee questions.
2. **Head Office Support:** Assistance with intranet setup, social media access control, Google My Business, and new franchisee onboarding.
3. **Conference Management:** Pre-event planning, on-site support, photography, speaker coordination, marketing, and post-event follow-up to maximise conversions.
4. **Tradeshow Preparation:** Database building, pre-event marketing, content creation, booth design, sales collateral, competition management, and post-event conversion strategies.
5. **New Franchisee Training:** Brand guidelines, local marketing techniques, and tailored promotional ideas.
6. **Brand Monitoring:** Ensuring franchisees adhere to brand guidelines to protect brand integrity.

Conclusion

By addressing growth strategy holistically—from audience targeting and metrics tracking to comprehensive education and brand control—we empower Franchises to reach and maintain market leadership. This structured, data-driven approach positions our clients for sustainable success and profit growth.

