



Marketing for Franchisees



Franchisees often run into a difficult situation when trying to enter the market locally for their business. Often times they pay a fee to the franchise for marketing but have little control over where this money is spent. It can be frustrating for the franchisee if they don't agree or have any concept of what the franchise is actually doing for them.

Often times franchisers will concentrate mostly on **brand development** instead of customer getting local tactics. If you are going to buy a franchise looking into these issues is a very important research element. It is often times a well oiled machine, and does bring great benefit to the business, but there are always marketing opportunities within your region whether that be through word-of-mouth or community involvement etc.

Before you take action it is very important to make sure that you understand the franchise rules for how franchisees can market. So do the research first.

Here are several ideas on how to improve your franchise marketing from a local perspective:

1. **Create a full profile** of your business that includes several feature images, hours of operation, owners information, location and multiple addresses if applicable and all other pertinent contact information. Ensure that this data is put into all of the local feed websites.
2. **Create a list of trusted customers** who you feel comfortable asking to review your franchise in various places like: Google+, Yelp, Facebook, Google local search.
3. **Create your own website** that is very local specific. Some franchises automatically do this for you, while others don't. Sport clips is an example of an organization who does.
4. **Create and manage your own Google local listing.** And then enhance it with Google+ places photography for business. You can get an interactive 3-d panoramic walk-through done for \$500-\$2000 depending on the size of your location.
5. **Be active in social media** that is relevant to your business. This is kind of a no-brainer and everybody recommends it, however there are often times several different other social outlets besides Facebook that can be used. If your audience is younger than use Instagram and Twitter, if they are mothers or female then use Pinterest. If your target market is B2B, use LinkedIn. YouTube is another great outlet that spans all segments. It is always best to push your audience back to your website. Thus the website is the source of all information that you put out.
6. **Run PPC Adwords and Bing/Yahoo campaigns.** Also run Facebook advertising campaigns. You can boost posts and you can also run sidebar ads. Be patient with your paid advertising campaigns. They often times take six months to really take hold and start being effective.

(nuzu) knows Internet + Marketing