

Marketing Strategies for Today's Franchisee & Franchise System

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Why Should You Care About Local Marketing

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Local Store Marketing

- Enhances image
- Increases customer loyalty
- Builds brand awareness
- Increases same store sales
- Deepens community involvement



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business goals

- Drive local store traffic
- Build awareness among target audiences
- Increase sales
- Expand to multiple locations

communications strategies

- Create clear and concise messaging to communicate consumer benefits
- Leverage new openings, development milestones and human interest stories to secure media coverage
- Develop and activate local advertising initiatives
- Support future growth in new and existing territories to increase brand awareness.
- Establish proactive ongoing news and speakers bureau to secure sustainable media coverage.

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objectives
& positioning

define your
audience

research

create a plan

review & approve

implementation

News-worthy? On Brand? Strategic?

review & adjust

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The Marketing Puzzle

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Public Relations

- Earned media
- Builds trust
- Media gives third-party validation
- No guarantee, must persuade
- Media controls final version
- PR uses language
- Less expensive
- Tells you why to do it



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Public Relations

fish

fish



New Deli Striving to Impress
BUSINESS
April 4, 2015



GOLDSBORO DAI
Wylene Cox
April 13, 2015

McAlister's Deli to Open in Goldsboro, N.C.
McAlister's Deli®, a leading fast casual chain, announced it will open on Monday, April 13 at 431 North Berkeley Blvd. by franchise group Southern Deli Holdings, LLC, which cur locations in five states. The Goldsboro restaurant will fea new store.

"We have said 'Yes' great on the are
In celebrati
a.m. or
Child
Card

McAlister's Deli, 6321 Pat Booker Road, will open Monday.
Franchise group Southwest Deli LLC, which owns McAlister's locations in Texas and New Mexico, owns the Live Oak location.

Cliff San Antonio, General Manager of the new Goldsboro location, said, "I'm excited to be part of the team that's growing this brand in the Southeast. We're looking forward to serving the Goldsboro community with our signature hospitality and delicious food."

Women in Business Q&A: Carin Stutz President, McAlister's Deli
Carin Stutz was named president of McAlister's Deli in November 2014. Prior to joining the company, Carin served as president and CEO of Cusi, president of International, the parent company of Chili's Restaurants, and president of operations for Applebee's, and...

...experience made you the leader you are today. I credit my parents' contribution. Dad was going to work ethic. She expected us to be successful in both of them. Like many executives, my first foodservice job was at a brief encounter, you can lift people up through every position in your life. I will always have a day to day operations in the restaurants. My allows me to fully understand the decisions I make and the impact they will have on our guests. The knowledge I gained and le...



Restaurant Chain To Expand Into Rochester Area in 2015



McAlister's Deli Plans Chicago Invasion; Taus Authentic Targeted Opening Date; More

mission: to Save
It's Not Impossible! To Save, Live & Give

Home About Coupons 101 Store Deals Mission: to Win Online Shopping

McAlister's Deli Free Tea Day 7/23/15 • McAlister's Gift Card Giveaway #FreeTeaDay2015

MORE AND LESS

A New Orleans franchisee of McAlister's Deli sought to satisfy customers' cravings by creating the King Club, which holds double the meat of the classic McAlister's Club. Its popularity inspired a whole new lineup of Big Bold sandwiches.

BRILLIANT COMPANIES
extraordinary people, extraordinary ideas.

Kiplinger

Free iced tea. In honor of National Tea Day, participating McAlister's Deli locations are giving away a free 32 oz. cup of sweet tea on Thursday, July 23, during normal business hours. Customers can also enter the restaurant chain's online contest for a chance to win a year of free tea.

[NASHVILLEPOST]
NASHVILLE'S PREMIER BUSINESS PUBLICATION
Deli Known For Tea Targets 10 Tennessee Locations

...strength? What do you see as its biggest challenge?
...genuine hospitality and...
...that our team members provide...
...me McAlister's genuine hospitality...
...Every single member of the McAlister's...
...of it. I also love our menu...



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Advertising

- Paid
- Builds exposure
- Audience is skeptical
- Guaranteed placement
- Complete creative control
- Ads are mostly visual
- More expensive
- Tells you what to do



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Advertising



Handcrafted
TEA & LEMONADE

DIRECTIONAL HERE

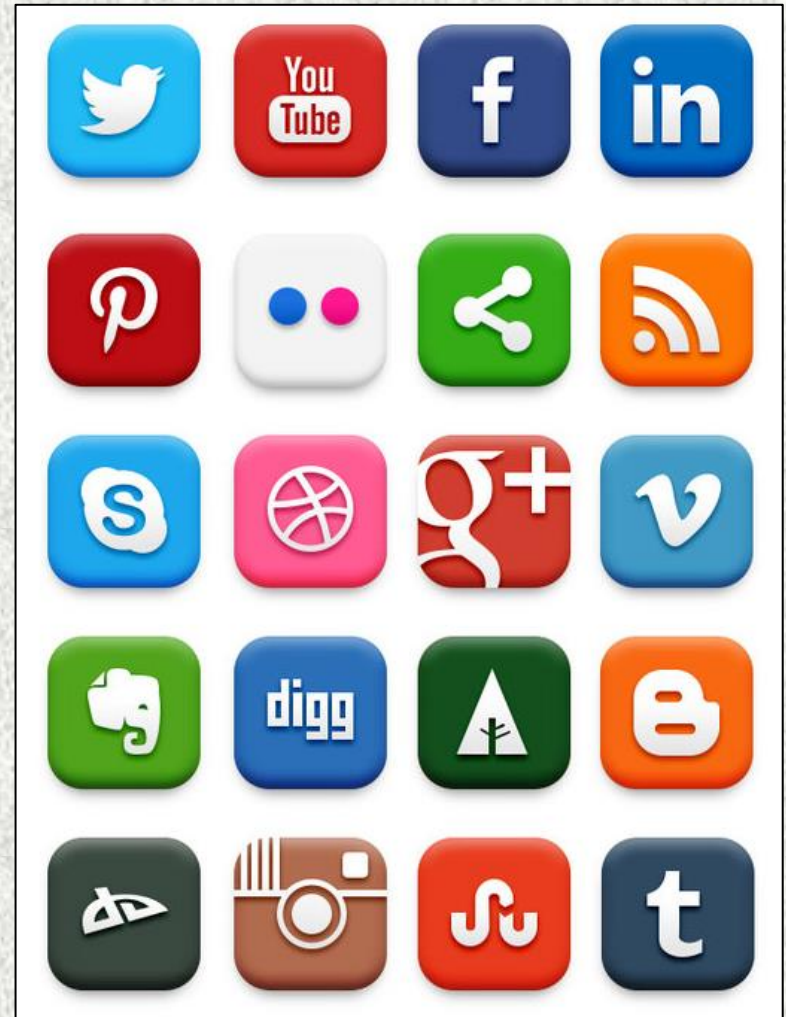


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Social Media

- Audit & analysis
- Content development
- Publish & monitor
- Return on engagement
- Credible influence
- Thought leadership
- Audience loyalty



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Social Media



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Loyalty Programs

- Customer engagement
- Creates brand advocates
- Customer acquisition
- Increased market share
- Customer insight
- Inventory management
- Increased customer spending
- Repeat visits



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Loyalty Programs



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How Micro-Moments Are Changing the Rules

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In the U.S., and in many other countries, more Google searches take place on mobile devices than on computers

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A close-up, profile view of a person's face looking down at a smartphone. The background is dark with several out-of-focus, circular bokeh lights in shades of white, yellow, and purple. The person's hair is dark and pulled back. The overall mood is focused and modern.

Micro-moments are the new battleground for brands

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I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³

I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵

I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷

I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

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1

Make a moments map.

Identify a set of moments you want to win or can't afford to lose. Examine all phases of the consumer journey to map moments when people want to find inspiration, learn about your products, make a quick purchase, or anything in between.

2

Understand customer needs in-the-moment.

For each moment you want to win, put yourself in the consumer's shoes. Ask "What would make this easier or faster? What content or features would be most helpful for this moment?"

3

Use context to deliver the right experience.

Leverage contextual signals like location and time of day to deliver experiences and messages that feel tailor-made for the moment. For example, let customers searching nearby your stores know when the products they're looking for are in-stock or available for pickup in-store.

4

Optimize across the journey.

People move seamlessly across screens and channels. Does your brand deliver seamlessly in return? Don't let competing objectives or department silos stand in the way. To account for today's complex, fractured journeys, anchor completely on the consumer and organize around moments.

5

Measure every moment that matters.

You cannot afford to under-serve your customers while you're dealing with measurement gaps. While the return on investment for certain moments may not yet be directly measurable, train your team to use credible estimates to ensure nothing's falling through the cracks.

What you can do.

Be there when your customers need you. Here are some ideas to start taking action.

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who's fish?

founded in
2004



21 team members



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You launch the brand. We start the conversation.

fish