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Today's Most Effective Methods for Lead Generation

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PROMIO
Guesswork, Gone.

Identify & Recruit The Right Prospect

Identify the Right Prospect

- **Single Unit Operator vs. Multi-Unit Operator**
  - Type of Business
  - Investment Level
  - Experience
- **Existing Franchisee Profile**
  - Determine demographic & psychographic profile of successful franchisees

Franchise Update
MEDIA

Prospect Opportunity Profile

- **Determine Pool of Prospects**
  - Analyze FRANdata database of existing franchisees
  - Analyze existing franchisees for expansion

- **Quantitative Research**
  - Demographic & psychographic research geographically
    - Country/state/market

Competitive Deep Dive

- **Understand Their Target Prospect vs. Yours**

- **Understand Their Selling Proposition vs. Yours**

    – Rational vs. Emotional

    – Messaging and Media Plan

    – Selling Process

Franchise Update MEDIA

Buying Process Research

- **Qualitative Research to determine**
  - Brand Perceptions vs. Competition
  - Definition and Role of Influencers
  - Buying Process – research & timing on buying decision
  - Role of Rational vs. Emotional Factors
  - Media consumption / usage
    - How and where they find information

Franchise Update
MEDIA

Determine Right Messaging & Plan

- **Identify Your Value Proposition**

- **Message Points That Resonate with Your Target Prospect**
  - Different message points for different target audiences

- **Develop a Multi-Media Plan to Reach Your Target**
  - Use multiple media options to maximize reach & frequency of messaging

Franchise Update
MEDIA

How Multi-Unit Franchisees Find New Brands

Trade Shows	**67%**
Franchise Opportunity Sites	**38%**
Trade Magazines	**36%**
Personal Experience with Brand	**36%**
Referrals From Associates	**28%**

2015 Franchise Update Media Survey of Multi-Unit Franchisees

Franchise Update MEDIA

Franchisor A Results

Franchise Update Media	2015 Candidates	2015 Qualified	2015 Leads	2014 Candidates	2014 Qualified	2014 Leads
Franchise Update Magazine		5	56			
Franchising.com	2	8	152		5	163
Multi Unit Franchisee Conference	7	6	317		1	498
Total	9	19	665	0	6	661

Franchise Update **MEDIA**

Identify & Recruit Recap

- Understand your target customer

- Create messaging that resonates

- Develop media plan to reach them their way

- Measure results and adjust recruitment program accordingly

Franchise Update
MEDIA

Effective Lead Generation:

Digital Recruitment

Digital Recruitment Tactics

- **Portals**

- **Email blasts**

- **Database email marketing**

- **Website and SEO**

- **Social media**

- **Pay per click**

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Portals

- **Effective source to drive high quantity of leads**

- **Inexpensive lead generation**
  - **$30 to $45/lead**

- **"Quick" lead source: "Turn on" as needed**

- **Buyer beware: Many, many options. Research to find reputable options.**

Email Blasts

- **Flat fee opportunity**

- **Schedule as needed—helpful during historically lighter lead months**

- **50-100 leads in a 24 hour period**

- **Ability to define by State**

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Database Email Marketing

- **Basically free!**

- **Use your software database: Emaximation, Process Peak, etc.**

- **Many options including:**
  - **Schedule for new leads, old leads, leads attending events like Discovery Day, etc.**
  - **Regionalize around company events**
  - **Target by lead source**

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Website and SEO

- **Key piece of digital recruitment program**

- **I am not an expert so I pay one!**

- **Candidates WILL read your site so make sure it is good!**
  - **Video**
  - **Testimonials**
  - **News/PR/Blog**
  - **Basic information: intrigue them to contact you for more**

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Social Media

- **The place to be….it's 2016!**
- **Direct leads are difficult to track**
- **Drives credibility and interest**
- **Franchise Development pages vs. Company pages**
- **Pay someone to post, boost, reply, etc.**

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PPC: Pay Per Click

- **Difficult to master:**
  - **High cost to market to the search terms we want to market to: Franchise for Sale, Start a Business, etc.**
- **Consider marketing with negatives**
- **Consider marketing to specific groups or DMAs**
- **Manage in smaller spends to keep your attention on the budget**

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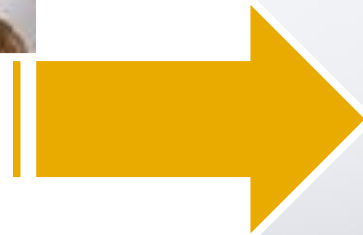# Effective Lead Generation:

Digital Recruitment

Today's Most Effective Methods for Lead Generation:

Going "Old School"

tropical CAFE
SMOOTHIE

IFA & SEFF: Life-Changing Organizations

Pre-SEFF & IFA

Post-SEFF & IFA

10 Things Needed for Explosive Franchise Sales Growth

- Strong Unit Level Economics

- Solid Franchisee Validation

- Clear value Proposition as a franchise opportunity

- Clear Profile of a Successful Franchisee

- Intelligent Franchise Recruitment Process

- Cost Effective Lead Generation Strategy

- Skilled Franchisee Recruiters

- Candidate-Friendly Financing

- Franchisee Centered, Results Oriented Corporate Culture

- Execution of the first 9!

**Joe Mathews & Thomas Scott "Create a Franchise Sales Tipping Point"
– Franchise Performance Group (FPG)**

Franchise Development Process

- Qualification

- Application

- FDD

- Business Planning / Due Diligence

- Virtual Brochure

- Discovery Day

- Award

*** If a prospect can't follow your franchise development process, they will not be a good franchisee.

Franchise Development Team

- Your Franchise Development professionals ARE your brand to prospects, make sure they represent you well → Would YOU buy from your Fran Dev Team?

- Give them the resources they need to be successful
  - Training Manuals
  - Qualifications Sheets
  - A process to follow
  - Fran Dev Specific Website
  - Marketing Dollars to drive lead flow
  - CRM system
  - Compensation Package

- Experienced Franchise Developers vs. Young Guys – what is the right fit for your brand?
  - Can you teach an old dog new tricks?
  - Do you have the time and energy to train someone from "scratch"

Core Duties

Franchise Development Core Duties

Pipeline – New Deals

Existing Franchisees

Hunting/Prospecting

Lead Qualification

- Location

- Experience

- Capital

- Timing

"Old School" Tactics

- Targeting
  - By brand, by segment, geographically
- Cold calling
  - buy a list, develop a specific pitch, call
- Mailers / Email Campaigns
  - buy a list, send a piece that speaks to the audience, call
- Trade Shows
  - Work your lead database in the area, send a mailer/email campaign, make calls, set appointments for show
- Industry Networking
  - Learn from your peers – what is working for them, what isn't?
  - Lead "swapping" – Dead Leads / Non-Competitive Brands
- Referral Programs
  - Franchisees and Vendors

Moral of the story…

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