Marketing Strategies for Today’s Franchisee & Franchise System

Donna Josephson, Vice President of Global Marketing, McAlister’s Deli
Chad Cohen, Senior Vice President, Fish Consulting
Why Should You Care About Local Marketing

July 14, 2015
Local Store Marketing

- Enhances image
- Increases customer loyalty
- Builds brand awareness
- Increases same store sales
- Deepens community involvement
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.
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
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 Cafe Express. The president of operations for Cafe Express and a member of Cafe Express’ board of directors, Carin was responsible for all domestic operations, including all aspects of day-to-day and strategic management, with a focus on managing stores, systems, and people.

McAlister’s Deli has experienced steady growth since its founding in 1969, when the first location opened in Memphis, Tennessee. Carin is the fifth generation of the McAlister family to be involved in the family business. She brings a dynamic mix of business, management, and leadership experience to the role of president.

Carin’s parents, Tom and Donna McAlister, were instrumental in shaping her career. She credits her parents with instilling in her the importance of hard work, integrity, and a strong work ethic. They instilled in her the values of family and community service.

Carin and her husband, Bill Stutz, have two children. The family resides in Dallas, Texas. 

McAlister’s Deli is known for its casual dining atmosphere, friendly service, and delicious food. The deli chain was ranked 18th on Entrepreneur’s 2015 Franchise 500 list, which is based on the company’s financial performance, public image, and size of the franchise. 

McAlister’s Deli has grown rapidly since its inception, and has become a household name in the food industry. The company’s success is largely attributed to its dedication to providing its customers with high-quality food and exceptional service.

Carin is excited to lead McAlister’s Deli into the future. Her goal is to continue to grow the company and maintain its reputation for excellence in all areas of operation. 

McAlister’s Deli plans to continue expanding its presence throughout the United States and beyond, with a focus on providing its customers with a memorable dining experience.

Carin is passionate about giving back to her community. She serves on several boards and committees, including the Downtown Dallas Partnership and the YMCA of Greater Dallas. She is also an active member of the Dallas Area Chamber of Commerce and the Dallas Economic Development Corporation.

Carin’s commitment to excellence, passion for food, and dedication to her community make her an ideal leader for McAlister’s Deli. Her experience, skills, and leadership qualities position her well to lead the company into the future.

Carin Stutz
President, McAlister’s Deli

April 4, 2015
Advertising

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

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

- Customer engagement
- Creates brand advocates
- Customer acquisition
- Increased market share
- Customer insight
- Inventory management
- Increased customer spending
- Repeat visits
Loyalty Programs
How Micro-Moments Are Changing the Rules
In the U.S., and in many other countries, more Google searches take place on mobile devices than on computers.
Micro-moments are the new battleground for brands
<table>
<thead>
<tr>
<th>I-want-to-know moments</th>
<th>I-want-to-go moments</th>
<th>I-want-to-do moments</th>
<th>I-want-to-buy moments</th>
</tr>
</thead>
<tbody>
<tr>
<td>65% of online consumers look up more information online now versus a few years ago.(^2)</td>
<td>2x increase in &quot;near me&quot; search interest in the past year.(^4)</td>
<td>91% of smartphone users turn to their phones for ideas while doing a task.(^6)</td>
<td>82% of smartphone users consult their phones while in a store deciding what to buy.(^8)</td>
</tr>
<tr>
<td>66% of smartphone users turn to their phones to look up something they saw in a TV commercial.(^3)</td>
<td>82% of smartphone users use a search engine when looking for a local business.(^5)</td>
<td>100M+ hours of &quot;how-to&quot; content have been watched on YouTube so far this year.(^7)</td>
<td>29% increase in mobile conversion rates in the past year.(^9)</td>
</tr>
</tbody>
</table>
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.
who’s fish?

founded in
2004

HELLO
MY NAME IS
Franchise PR

Inc.
5000

South Florida
Atlanta
Washington, D.C.
Indianapolis
New York
London

21 team members

2014
BEST PLACES TO
WORK

Hello
Consumer
public relations

Supplier Forum

July 14,
2015
You launch the brand. We start the conversation.