GSD

get sh*t done

FRANCHISE MANIA

Overcome the Noise of A Crowded Market

TECHSTACK

Invest in a Platform That Works For *You*

YOUR BRAND

Harness Your Niche, Embrace The Differences, Reach Your Customers
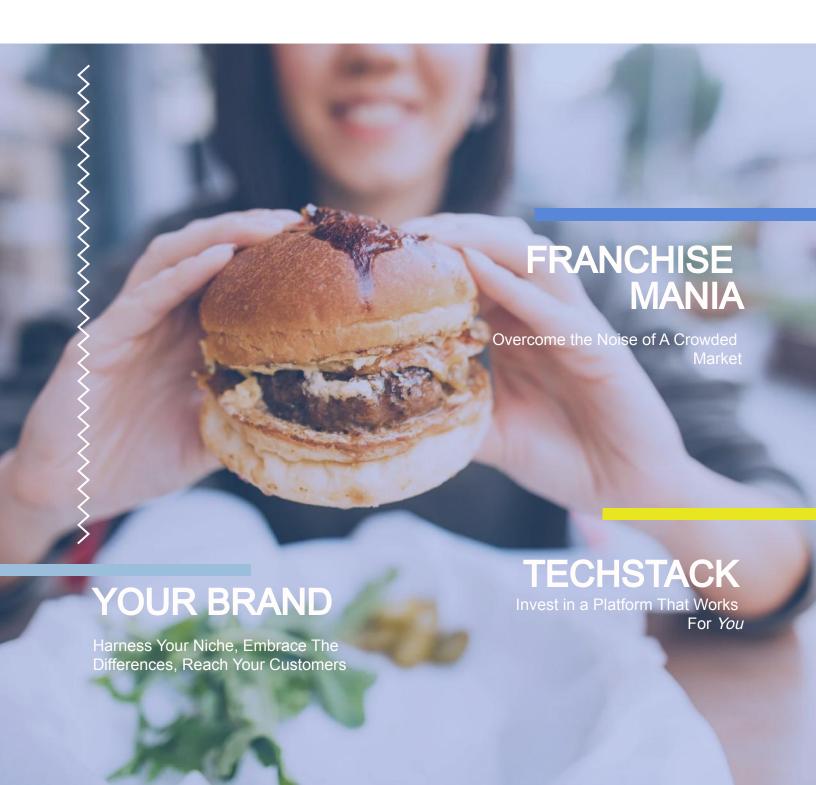
GSD NOTE

GET SH*T DONE ISN'T JUST ABOUT CHECKING BOXES. WE TAKE A THOUGHTFUL, CREATIVE AND ACCELERATED APPROACH TO OUR PROGRAMMING. THE WORLD IS MOVING TOO FAST NOT TO HAVE A "GSD" MINDSET.

In this issue of GSD, we share a glimpse into our "Franchise Playbook" -- an industry we have served for over 20 years.

And while the restaurant franchise category is what comes to mind first, we also serve wellness, childcare, pet, home improvement, sports, wireless and more.

It's not all the same to us. In fact, it's all different, with different levers and nuances to reach large and niche segments. Every franchise has its own compelling story, whether the brand has been around for 75 years or launched last year.

We've seen it all.

Playbook Contents

1   **Identity.** The market is far too competitive to not have a compelling brand, positioning and web presence. Buyers are making decisions based on all three.

2   **Reputation.** The stronger a brand's reputation, the easier it is to drive consumers and sell franchises. It's that simple so it's important not to underestimate its value.

3   **Consumer Marketing.** So much goes into it -- influencer marketing, user-generated content, loyalty, paid search vs Meta. We believe in heavy testing and refinement.

4   **Franchise Sales.** Some franchises will lean into franchise leadgen platforms, others take a more holistic approach like HubSpot. We will weigh in based on where you are as a franchise.

THE NON-FRANCHISE AGENCY

Representing National and International Franchises

We understand it seems odd that we are promoting a franchise playbook but positioning ourselves as a non-franchise agency. The challenge with franchise agencies is that they simply have too many franchise clients, so, at some level, you are competing within the agency's client base.

We also believe that experience outside of franchising can be advantageous, like representing sports brands and sports-related franchises or working in the wireless space and launching mobile repair franchises or supporting wellness brands and launching, well, a wellness franchise.

Regardless of your size and if you're a first concept to market, have been around 40 years and need a refresh, or maybe you have outgrown your current firm, it's all good. We find ourselves in those scenarios often.

Make It Compelling

Your brand isn't just a logo or a tagline; it's the soul of your company, the essence that resonates with your audience and sets you apart from the crowd. Whether you're brewing up the next big coffee craze, serving delectable dishes in a bustling restaurant, or caring for beloved furry friends, your brand identity is the cornerstone upon which your success is built.

Power of Your Brand

In a sea of options, consumers are drawn to brands that speak to them on a deeper level. Enter a strategic brand. It's about more than just aesthetics; it is about telling a story, evoking emotion and connecting with your consumer. A strong brand conjures feelings, sparks conversations, and fosters loyalty. It's what compels customers and potential franchisees to choose you over the competition time and time again. And guess what? Great brands don't have to cost you $30,000+ to create, but if it's tied to a URL, it certainly needs creativity and research.

Power of Your Position

Your brand's positioning is how you define yourself in the market. It is about understanding the target audience, identifying your unique value propositions, and owning your niche. No matter your industry, clarity and consistency are key. Your brand's positioning sets the stage for everything from messaging to marketing strategy.

Showcase Your Brand and Position Online

Your web presence is often the first deep impression you make on a potential customer or franchisee. It is your virtual storefront, salesperson, and most powerful marketing tool. A strong website will highlight your brand and positioning by reflecting your brand's personality and values – across both your consumer and franchise sites. With user-friendly design and engaging content, your online presence will captivate and convert visitors into loyal customers and franchisees.

No matter the maturity of your concept, our intent is to establish a web presence that will differentiate you from your competitors while resonating with your core audiences. Sometimes that means developing a new style guide that revises your brand online. But beyond design and content, we need to be thoughtful about the user journey, inspiring their path to extended engagement, information download and ultimately inquiry, call to action.

Along the way, we will ask the difficult questions about your brand. We will challenge everyone around the table until we have consensus on a compelling direction, not just for web, but all that represents the brand online. At the end, we should collectively feel invigorated and inspired.

Elevating Your Reputation Means Raising Your Voice

In the fiercely competitive world of franchising, reputation reigns supreme. However, as you know, your brand isn't just what you say it is. That's important, but reputation is also about what others think of it. And not just any others, but those media and analysts that have credibility because they are judging you with a critical eye. Fortunately, we have been in front of those media influencers and pundits for years.

1 **Getting Out Front.** There are a number of paths and strategies to get in front of the media that will make a difference in the eyes of a prospective franchisee and, to some extent, a critical consumer. Once engaged, we will dig into proactive and reactive tactics, newsfeeds that lend themselves to story opportunities, awards and rankings and, of course, occasions that align perfectly with your brand. As we stated, the industry is competitive, and so is vying for media consideration—the tireless and tenacious win.

Navigating the Online Reputation

2

Navigating the Digital Landscape. In today's digital age, your brand's reputation is more visible and, therefore, more vulnerable than ever before. From social media and online reviews to viral content, even the smallest comment can consume a social media feed, immediately shaping the public perception. It's crucial to have a proactive strategy for managing your online reputation—monitoring social mentions and responding to customer feedback timely and thoughtfully. Every interaction is an opportunity to strengthen or salvage your reputation.

3

Trust Through Transparency. At the heart of your brand is trust. Trust that your products or services are reliable and your values align with your customers. Transparency is the cornerstone of trust, and today's consumers can (and *will*) see through gimmicks. It is more important than ever to remain authentic in everything you do – from transparent pricing and policies to open communication with customers and employees. Transparency will build credibility and foster long-term relationships with your customers.

Beyond transparency, there is an increased demand for authenticity, something that will become increasingly challenging in an emerging world of AI. Our recommendation is to create an authenticity filter to run over content and strategies before exposing your audience, be it consumers or franchisees.

CONSUMER MARKETING STRATEGY THAT DRIVES BUSINESS GROWTH

Capturing the attention – and loyalty – of consumers is essential for success, but knowing what success looks like in terms of volume, wallet size and frequency, is the difference between surviving and thriving. Success breeds success so a strong consumer base inspires prospective franchisees.

▲ Channeling Influencer Authority

By partnering with influencers who align with your brand values, you can amplify your message, increase brand awareness and drive consumer engagement. From micro-influencers with niche followings to macro-influencers with massive reach, the key is finding the right voices to amplify your brand story and spark conversations that drive business results.

▲ Empowering User-Generated Content

It's true that the organic path takes more work, but for some, it's the only economical option. Social media has made every customer a potential brand ambassador. Positive content created by loyal fans and customers showcases your brand in the best possible light, building credibility, influencing buying decisions, and fostering a sense of community and belonging among your audience.

▲ Activating Data-Driven Social Ads

Targeted social ads are a great way to meet your audience where they are to ultimately captivate, convert and drive tangible results. Leveraging Meta and other social platforms, you can equip your brand with comprehensive, data-driven insight into what your audience reacts to. And for franchises with niche consumers, social ads allow you to get highly targeted.

Consumer marketing isn't one-size-fits-all. We believe in testing and optimizing your marketing mix, allowing us to identify the most effective strategies for reaching your goals and maximizing your ROI.

Franchise Sales & Strategic CRM Selection

In franchising, success hinges on more than just a great concept — it's about effectively reaching and converting potential franchisees into passionate brand advocates. That's where strategic lead generation and CRM selection come into play. Trevelino/Keller specializes in helping franchise concepts navigate the complexities of franchise platforms and identifying the right CRM platform that works best for *your company.*

☐ **Scalability.** If you are fortunate to experience an exponential rate of growth, make sure your CRM platform is scalable. Ensure your chosen platform can keep up with your growth without compromising performance.

☐ **Centralized Data Management.** It's crucial to streamline and manage customer data with finesse. Look for a platform that champions centralized data management, enabling you to efficiently gather, store and manage your data, ensuring that every franchise unit can access precise and current customer data in real time.

☐ **Seamless Integration.** A franchise system can have an array of software and applications already employed, from point-of-sales to email marketing and customer support. By selecting a CRM platform that allows for seamless integration within your existing platforms, you will minimize disruptions.

☐ **Mobile Accessibility.** Given the remote/hybrid workforce that we are now experiencing, it is imperative that employees can use your CRM platform regardless of location or device.

☐ **Training and Support.** A sturdy support framework –- tutorials, dedicated advocate and training materials –- facilitates a swift adoption of a new platform, minimizing any disruption of leads between set-up and transition.

☐ **Analytics and Reporting.** Analytics and reporting capabilities allow your team to track and evaluate KPIs, monitor the efficacy of your sales and marketing strategies, and derive actionable insights to fine-tune performance.

T/K: YOUR GSD PARTNER

Sometimes, the biggest question franchisors struggle to answer is, "Do I need two agencies, one for consumer sales and one for franchises?" It's a fair question, and some agencies will come clean regarding their strength on one side or the other.

We are not selfish or greedy in any way, but we think the most effective agency should know both audiences. That's why most of our franchise relationships serve both franchise sales and consumer marketing. Interested in building a compelling integrated program that offers economies of scale? Get in touch today.