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# THE FRANCHISE MARKETING TRIFECTA

How To Drive Growth in Units,  
Talent Acquisition and Loyal Customers



# The Franchise Marketing Trifecta

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## The Franchise Marketing Trifecta

A successful, holistic franchise marketing strategy is built upon three core pillars.

1. *Franchise development marketing to facilitate unit growth*
2. *Talent acquisition marketing to support new and legacy franchise locations*
3. *Customer acquisition marketing and advertising to drive revenue growth*

Depending on the current state of your franchise system and your overall business goals, these three pillars may have different priorities assigned to them at any given time, but each is critical to maintaining a healthy, growing brand and business model.

Data from the International Franchise Association's annual [economic report](#) for 2022 indicates that franchising growth is expected to exceed 792,000 locations this year with a net gain of approximately 17,000 new franchise locations in the United States. Whether those new locations are part of an emerging brand or a legacy franchise system, creating sustainable growth will require an integrated strategy that positively impacts each of the three core pillars of franchise marketing.

**However, the reality is that many brands and franchise systems still divvy up responsibilities and strategic execution of these core pillars** to different in-house departments, multiple outside suppliers or vendors, or a combination of both. Doing so creates a fractured approach that leaves gaps in data and marketing performance, wasted budget and missed opportunities to meet or exceed annual growth goals.

**As a franchisor, your brand promise serves to attract new franchisees, employees, and consumers alike.** Unifying your strategic marketing approach to align with both your brand promise and your business goals in a cohesive manner has the potential to create significant improvements in your return on marketing and advertising. In this white paper, we'll discuss the steps you can take to do so, and how it can positively impact your franchise system for years to come.

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### Developing a Consistent Strategy

While tactics, targeting, creative, messaging and marketing execution will certainly vary by brand and business category, **the fundamental principals behind driving franchise owner recruitment, employee recruitment and consumer sales are the same.** In today's digital age, these principals include:

- *Defining your ideal Franchisee Candidate / Employee / Customer profiles*
- *Developing important market opportunity and competitive research*
- *Establishing a data-driven media mix and channel selection*
- *Balancing national advertising with local factors and owner considerations*
- *Full-funnel marketing activation*
- *Messaging, storytelling, and ad creative sequencing*
- *First-party data capture and audience enrichment*
- *Audience segmentation and personalization of marketing and advertising*
- *Establishing clear goals and KPIs for all initiatives*
- *Data tracking, measurement, and marketing attribution*
- *Campaign optimization, testing and innovation based on insights*
- *Leveraging the right technology, automation, and machine learning for scalability*
- *Implementing a customer success model that empowers and supports owners*

When you review the above elements of a cohesive marketing strategy, it becomes clear that managing franchise development, recruitment and B2C programs in silos creates a fractured marketing ecosystem. It prevents valuable data and information-sharing across all efforts, while systems and technology often fail to integrate with one another and determining successful outcomes is incredibly challenging.





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# Benefits of Implementation

The Franchise Trifecta marketing strategy will have positive impacts on your overall brand presence, your marketing operations, and your marketing budgets. A few of these include:

### Creating the Halo Effect in Marketing

When managed in unison, your targeting, creative, messaging and campaign optimization will create a halo effect in your marketing programs that ultimately results in:

- *Powerful franchisee messaging that attracts prospective owners and entrepreneurs*
- *Compelling employee messaging that generates brand affinity for prospective talent*
- *Captivating consumer messaging that attracts new and loyal customers*

When your marketing tactics work in harmony, it creates a more consistent brand and product that remains attractive to your target audiences – no matter the segment. Both entrepreneurs and customers alike seek out businesses that have a reputation for consistently delivering on their brand promise. Does your current franchise development marketing strategy intersect with your B2C strategy in a meaningful way? It should.



### Budget Fluidity and Optimization of Marketing Spend

A properly integrated strategy across franchise development, recruitment and consumer will also have positive implications for your marketing spend and improve your total return on investment. Rather than creating budgets in silos, applying an overarching marketing budget to all three pillars - while still setting focused KPIs – gives your brand the ability to shift marketing dollars from one bucket to another based on evolving market conditions and business needs. Examples of this may include:

- *If you're in growth mode or opening new territories, apply more budget to Fran Dev*
- *To support grand openings or mitigate issues related to a regional labor shortage, shift budget to the recruitment program*
- *If consumer acquisition and retention is the priority, allocate more budget into the consumer marketing program*

The key to being agile with your budget is having real-time performance data at your fingertips across all initiatives. If your marketing programs operate separate from one another, the lag time between good data and sound business decision-making lengthens.

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### Additional Benefits to the Franchise Trifecta Approach

Beyond what we've shared in this white paper, and depending on your business category, there are several additional benefits to be had by integrating your marketing across the core three pillars mentioned previously:

- *More robust brand safety and suitability measures*
- *Inclusive data sharing, analytics, and marketing attribution modeling*
- *Increased transparency across marketing, operations, technology, and finance teams*
- *Elimination of managing multiple vendor relationships and technology platforms*
- *Shorter lifecycle between marketing optimization and improved performance*



## The Franchise Marketing Trifecta

### In Summary

As both technology and consumer preferences in the digital age evolve rapidly, implementing the Franchise Trifecta approach in your marketing strategy can break down old barriers that previously hindered operations and limited your potential for growth. These improvements can not only enhance your return on marketing spend, but also allow you to strengthen relationships among current and prospective franchise owners by demonstrating a proven model for success that impacts every aspect of a franchise's bottom line.

**The franchising model is one that prides itself on developing and incorporating proven systems that result in success.** Excluding marketing from that philosophy is a mistake that is too often made, but it doesn't have to be anymore.



#### Ready to take the next step?

At Location3, we've been successfully helping franchisors and franchisees connect the dots between marketing strategy, creative, media and technology since 1999.

We can help you, too.

[Contact us today to get started.](#)



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