

5 MARKETING MISTAKES YOU DON'T KNOW YOU'RE MAKING IN YOUR FRANCHISE

(#3 will surprise you!)



imLabs

INTRODUCTION

Marketing your local franchise business using social media platforms requires a lot of time, patience and experience.

Although there's plenty of trial and error that comes with marketing, there are some common mistakes you can avoid.

We've gathered the 5 mistakes that are most common among local franchises.

If you've made one or two on this list, don't dwell on it.

Learning from these will only make your marketing strategies more effective!

RELYING ON HEADQUARTERS MARKETING

Business owners often choose to become a franchisee because of the benefits of working with an established brand—one that customers have been previously exposed to and already trust. There's a reason why there are close to 800,000 franchise establishments in the U.S.¹

Because you pay into a franchise fee, it's a common mistake to believe that headquarters's efforts are more than enough. The truth is that as a local franchise you must establish your own unique space in social media.

¹ Number of franchise establishments in the United States from 2007 to 2020. Statista. Retrieved 15 November 2020, from <https://www.statista.com/statistics/190313/estimated-number-of-us-franchise-establishments-since-2007/>

² Should each franchise location have its own social media page?. DigitalStack. Retrieved 15 November 2020, from <https://digitalstack.io/should-each-franchise-location-have-its-own-social-media-page/>

" Local pages gain over 450% more engagement than national and global brand pages."
— Digital Stack.²

Eighty percent of consumers' budgets are spent within 50 miles of their home. This makes it crucial to create a local marketing strategy that will inspire your target audience to become your local customers.

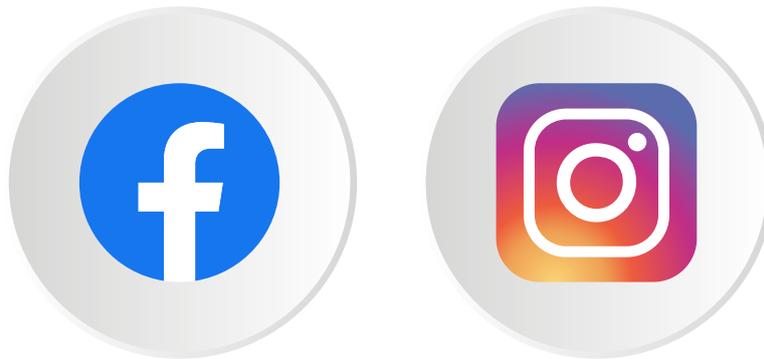
National marketing & local marketing are NOT alike

National marketing campaigns are brand-oriented and are not localized to your specific store.

Nevertheless, don't stray too far from the parent brand's messaging when marketing locally. Most franchisors provide guidelines to ensure a cohesive marketing presence. Follow them.

¹ Number of franchise establishments in the United States from 2007 to 2020. Statista. Retrieved 15 November 2020, from <https://www.statista.com/statistics/190313/estimated-number-of-us-franchise-establishments-since-2007/>

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Remember: Facebook and Instagram are essential for your local marketing presence

Did you know **79% of Instagram users search Instagram for a product or service?**³

Using social media platforms like Facebook and Instagram will help you connect with your local audience and drive traffic to your store.

On average, **72% of consumers that made a local search visited the store within 5 miles!**⁴

³ The 57+ Instagram Statistics You Need to Know in 2020. AdEspresso. (2020). Retrieved 15 November 2020, from <https://adespresso.com/blog/instagram-statistics/>

⁴ The 16 Stats That Prove the Importance of Local SEO. HubSpot. (2019). Retrieved 15 November 2020, from <https://blog.hubspot.com/marketing/local-seo-stats>

Here are 3 tips you can start incorporating today:

- 1** Be sure you're using a business account/profile
- 2** Optimize your profile (add your name, type of business, clickable website URL, contact info, etc.)
- 3** Create a calendar to plan your social media posts 7-14 days in advance (it saves time and ensures consistency in the long run!)

³ The 57+ Instagram Statistics You Need to Know in 2020. AdEspresso. (2020). Retrieved 15 November 2020, from <https://adespresso.com/blog/instagram-statistics/>

⁴ The 16 Stats That Prove the Importance of Local SEO. HubSpot. (2019). Retrieved 15 November 2020, from <https://blog.hubspot.com/marketing/local-seo-stats>

MANAGING SOCIAL MEDIA WITHOUT EXPERIENCE

Business profiles are not the same as a personal account, and treating it as such can cost you revenue. Managing a business's social media requires:

- 1** Having a strategic monthly content calendar that includes promotional and engagement content
- 2** Continuously connecting & engaging with local businesses, schools, students, sports teams, parents, etc.
- 3** Looking at data & trends to learn and listen to your audience to continually build better relationships and create content that connects with them.

With 54% of social browsers using social media to research products, social media's capacity to boost sales is growing every day!

Some franchisees are still choosing to manage social media on their own or having an employee (general manager) or family member with no experience run it, which isn't the most effective choice.

It can be extremely beneficial for a professional or an agency to manage your social media. Having a specialist by your side with a vast understanding of how to connect with your customers will pay off in the end.

NOT RESPONDING TO CUSTOMER REVIEWS

The average local marketer spends only 17% of their time doing online reputation management.⁵ Sure, responding to reviews takes time for owners, GMs and managers, but imagine the time your customers took to say something positive or negative about your company. They clearly want to be heard.

Responding to reviews creates an opportunity for impartial observers—your potential customers—to have a fair and

⁵ The 40 Online Reviews Statistics You Need in 2020. BrightLocal. (2020). Retrieved 15 November 2020, from <https://www.brightlocal.com/resources/online-reviews-statistics-2020/>

reasonable perception of your brand. If the owner responds to negative reviews, 44% of potential customers are more likely to visit a local business.⁶

“ Your brand isn’t what you say it is, it’s what Google says it is. — Chris Anderson, Businessman and Current Head of TED⁷ ”

Your customers read your good and bad reviews before choosing to go to your store location: 92% percent of customers use reviews to guide their purchasing decisions, and 94% of consumers say a negative review convinced them to avoid a business.⁸

⁶ Social Media and Reviews: Best Practices for Today's Digital Marketer. Review Trackers. (2020) Retrieved 15 November 2020, from <https://www.reviewtrackers.com/blog/social-media-reviews/>

⁷ The Inside Scoop on Ecommerce Reviews. Big Commerce. (2020). Retrieved 15 November 2020, from <https://www.bigcommerce.com/blog/online-reviews/#~:text=As%20Chris%20Anderson%2C%20businessman%20and%20maintaining%20a%20positive%20reputation.>

⁸ Social Media and Reviews: Best Practices for Today's Digital Marketer. Review Trackers. (2020) Retrieved 15 November 2020, from <https://www.reviewtrackers.com/blog/social-media-reviews/>

Although owners have a hard time being objective because they know the ins and outs of their business, responding to both good and bad reviews objectively can increase your business's ratings. On the flipside, not responding to them can lose you potential customers. **If a brand does not respond to their review, 30% of people will go to a competing company.**⁹ Can you blame them? Customers hate being ignored.

If you respond to your customer's negative review within 24 hours, there's a very high chance that you can change the status of their review to positive.

⁹ The Sprout Social Index, Edition VI. Sprout Social. Retrieved 15 November 2020, from <https://sproutsocial.com/insights/data/q2-2016/>

3 TIPS WHEN RESPONDING TO NEGATIVE CUSTOMER REVIEWS

Did you know 45% of people are more likely to visit a business that responds to negative customer reviews?¹⁰

The Harvard Business Review recently analyzed responses to customer reviews from both independent and chain businesses. Here are three recommendations when dealing with negative reviews.¹¹

¹⁰ The 40 Online Reviews Statistics You Need in 2020. BrightLocal. (2020). Retrieved 15 November 2020, from <https://www.brightlocal.com/resources/online-reviews-statistics-2020/>

¹¹ 5 Principles for Responding to Customer Reviews. Harvard Business Review. (2020). Retrieved 15 November 2020, <https://hbr.org/2020/05/5-principles-for-responding-to-customer-reviews>.

1

Short responses are better. Longer responses may come off as too promotional and not genuine enough. Keep it simple and direct

2

Respond to EVERY negative review as quickly as possible. It can prevent a future reviewer from leaving another negative review for the same complaint.

3

Provide tailored solutions. It can appease an unsatisfied customer and shows others that your franchise business knows how to resolve product/service complaints and issues.

NOT USING SOCIAL MEDIA AS A PROPER CUSTOMER SERVICE CHANNEL

Customers today expect to be able to reach out to your business at any time and be helped quickly. On average, **64% of people would rather message than call a business.** Are you using Facebook and Instagram as a way for your customers to contact your business?

If the answer is no, you're getting left behind. There are more than 150 million people contacting businesses through Direct Messages on Instagram.

Social media, now the second most common medium to contact customer service, must be utilized as another customer service channel. Still, some franchisees fail at delivering the attention customers are seeking.

Here are some recent statistics compiled by Hootsuite:

45%
of brands take longer than five days to respond to messages through their Facebook Pages.

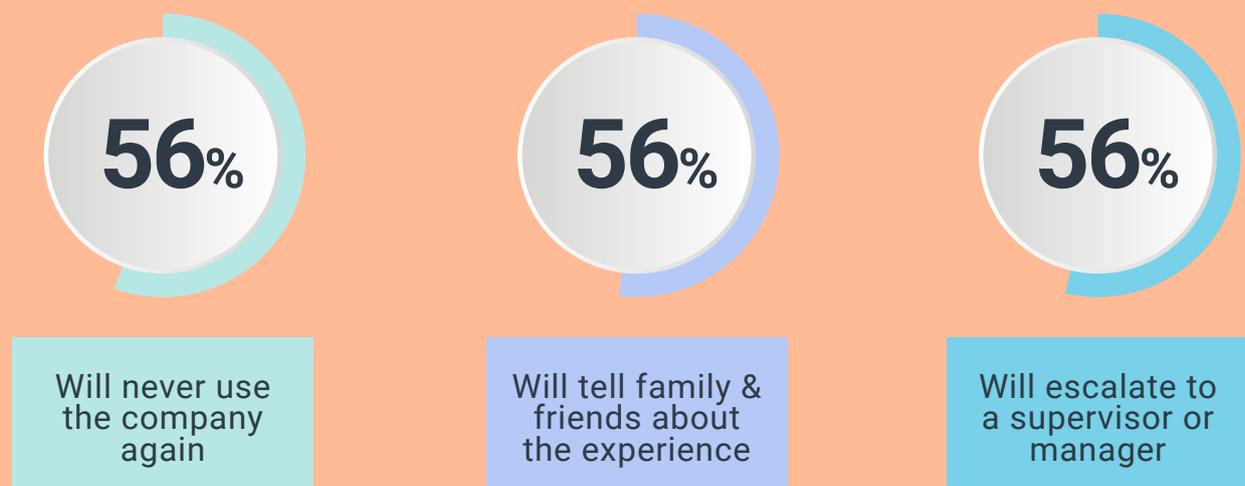
49%
[of customers] never receive a reply to a social media complaint.¹²

¹² Social Media Customer Service: Everything You Need to Do it Well. Hootsuite. (2020). Retrieved 15 November 2020, from <https://blog.hootsuite.com/social-media-customer-service/>.

A Facebook survey found that 3 out of 4 people message companies to get customer service support.¹³ Throughout the COVID-19 pandemic, customer service messaging has seen a big increase across all markets.

It may be tempting to ignore a customer service concern, but it's a big mistake for your franchise business to do so.

WHAT HAPPENS AFTER POOR CUSTOMER EXPERIENCE



SOURCE: <http://providesupport.com/blog/cost-poor-customer-service/>

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Remember: Reviews do not hold ALL customer complaints. Many questions and complaints are sent through social media channels. You must be alert to all of your mentions everywhere and be prepared to respond.

¹³ Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed). Sentient Decision Science. (2018). Retrieved 15 November 2020, <https://www.facebook.com/iq/insights-to-go/among-people-surveyed-across-4-markets-who-message-businesses-over-76-message-businesses-to-get-customer-service-support-for-a-product-or-service/?q=support>

¹⁴ 6 Key Elements of Using Social Media for Customer Service. Freshsparks. (2020) Retrieved 15 November 2020, from <https://freshsparks.com/using-social-media-for-customer-service/>

RELYING ON PRINT COUPONS TO INCREASE SALES AND TRAFFIC

Are you still relying on print coupons? Print coupons are expensive, have limited reach and have to be remembered. In the digital age, it's all about convenience, reaching more people and getting them into your store.

Digital coupons in the U.S. surpassed redemptions of paper coupons for the first time ever due to the COVID-19 pandemic.¹⁵

¹⁵ Coupon-Clipping Fades Into History as Covid-19 Accelerates Digital Shift. WSJ. (2020). Retrieved 15 November 2020, from <https://www.wsj.com/articles/coupon-clipping-fades-into-history-as-covid-19-accelerates-digital-shift-11598702400>

82% of shoppers redeem a digital coupon within a week and 30% say they redeem the coupon within 24 hours.¹⁶

It's an easy solution to shift your coupon strategy to digital where your customers are spending the majority of their time. Your customers spend 144 minutes on social media every day.¹⁷

Adding digital coupons and offers to your social media will surely increase your sales. When a customer redeems a coupon, 77% spend \$10 to \$50 more than intended.¹⁸

¹⁶ 83 Percent Of Shoppers Report That Coupons Are A Driver For Changes In Purchasing Behavior. (2018). Retrieved 15 November 2020, from <https://www.inmar.com/blog/press/83-percent-shoppers-report-coupons-are-driver-changes-purchasing-behavior#~:text=82%20percent%20of%20shoppers%20surveyed,in%20less%20than%2024%20hours>

¹⁷ How Much Time Does The Average Person Spend On Social Media? Digital Marketing. (2020). Retrieved 15 November 2020, from <https://www.digitalmarketing.org/blog/how-much-time-does-the-average-person-spend-on-social-media>

¹⁸ Can Small Businesses Save Money Using Coupons? (2020). Retrieved 15 November 2020, from <https://www.smallbizdaily.com/can-small-businesses-save-money-using-coupons/#~:text=A%20full%2077%25%20of%20consumers,approximately%2031%20billion%20digital%20coupons.>

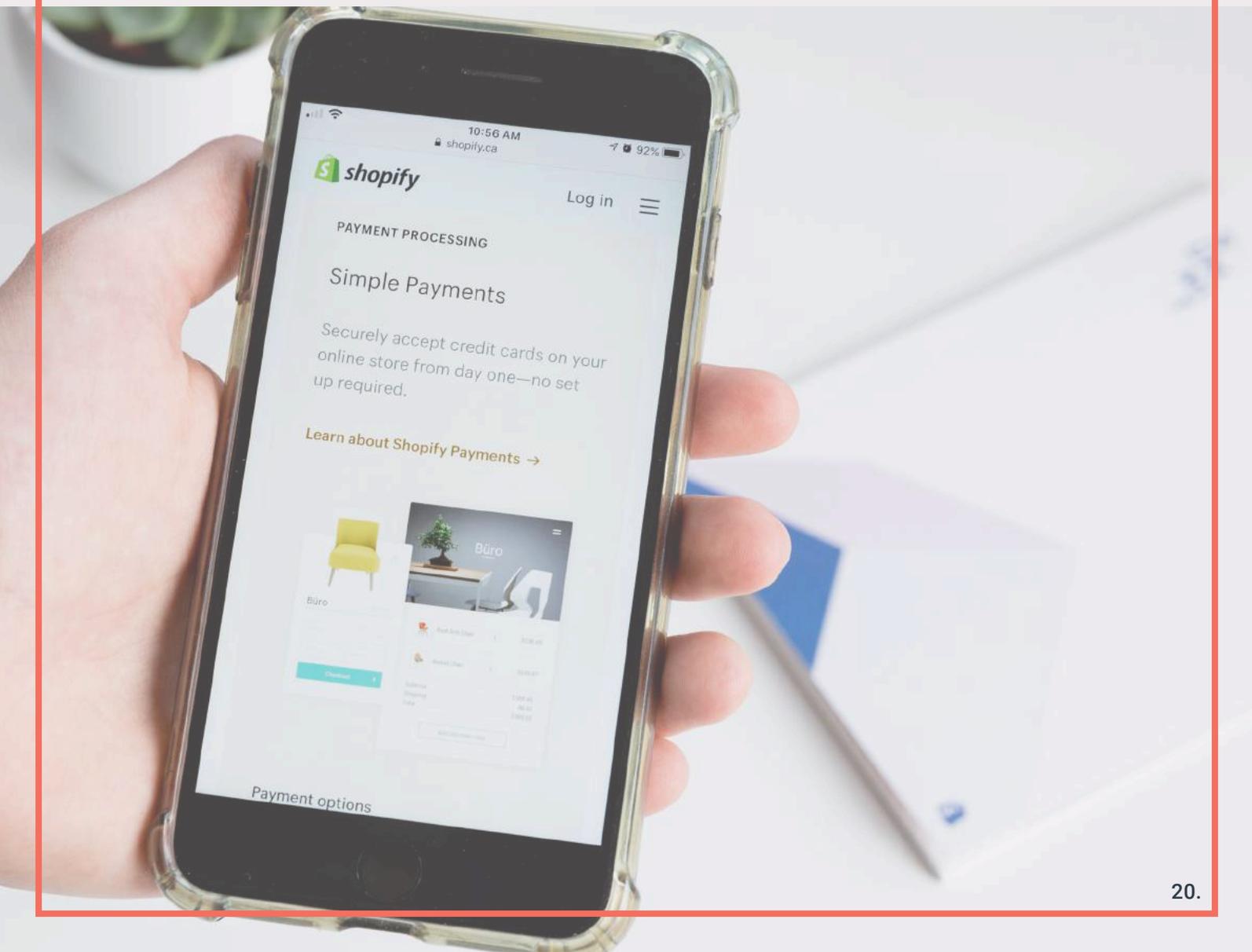
DIGITAL VS. PRINT COUPONS

Social Media is the perfect medium to provide discounts, offers and coupons to subsequently drive more traffic and increase sales for your local business. Here are the facts:

- » Digital coupons perform better than print coupons.
- » Digital coupons are easier to distribute.
- » Digital coupons provide more brand awareness than print coupons (though print typically provide a higher return on investment)¹⁹

¹⁹ Digital Vs. Print Coupons. Mandlik & Rhodes. (2016). Retrieved 15 November 2020, from <https://www.mandlik-rhodes.com/digital-vs-print-coupons/#~:text=Print%20coupons%20typically%20provide%20a%20revenue%20per%20sale%20for%20you>.

When making a choice between digital and print coupons, you should ask yourself if branding and gaining customers is more important to you than receiving more revenue per transaction. If you want more customers in the long run, you have to start incorporating digital coupons into your marketing strategy.



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