

DIGITAL MARKETING CHECKLIST

For Franchise Businesses

AN IN-DEPTH AND DETAILED APPROACH TO DIGITAL MARKETING CAN REVEAL NEW OPPORTUNITIES AND HELP TO EXPAND YOUR BRAND REACH IN MULTIPLE MARKETS. To create a solid digital marketing strategy for your franchise business, include these essential elements or steps:

- **IDENTIFY YOUR IDEAL CUSTOMER.** Before jumping into your digital strategy with both feet, stop and first get to know your customer. For B2C connections, consider your product or service, and next, identify your core customer demographics: age, gender, family size, occupation, income, interests, etc. For B2B, focus on specific types of businesses, roles within those organizations, their gender, age, pain points, etc.
- **DETERMINE WHAT SETS YOU APART.** After you know who your customers are, research your competitors. What makes your franchise the standout? What is your value-add? Why should customers buy from you? Then, use those detailed value statements to frame your messaging for your customer groups.
- **SET TRACKABLE GOALS.** Identify specific goals for your digital marketing campaign. Without goals, you won't be able to track the success of your program. Your goals need to be precise and measurable so that you can tell if you're on track to reach them. Maybe you want to increase website traffic, generate more followers on social, boost sales in certain markets—be specific and make your goals easy to track for best results.
- **OUTLINE YOUR STRATEGY & ASSIGN ROLES.** Your digital marketing strategy should include a well-organized plan to help you, your marketing team and your franchisees know what to do, when to do it and who is responsible for each task.
- **RESEARCH & SELECT TECH TOOLS.** It's essential to use the right tools to efficiently deliver your digital content while protecting your brand. These tools are what you'll use to create content and publish your marketing campaigns—email marketing software, social media scheduling tools, CRM platforms, etc. Choose a platform that allows you to manage market- or franchise-specific content distribution. This will allow your franchisees to adapt content to make personal, local connections while maintaining brand integrity.
- **CREATE A CONTENT CALENDAR.** Your calendar should detail when and what you will post on your social media channels, blog and email campaigns, with specific details for each. It should identify general corporate-generated content and which social posts or emails can be adapted to include personalization for local, market-specific touches.
- **PAIR WITH INTEGRATED CHANNELS.** To magnify your brand marketing effort, incorporate both digital media and offline touches with customized content. Today, people expect products and services to be relevant to them—it's vital for local-market brand success. Making a personalized connection increases customer engagement with your brand and drives a higher conversion rate. To make those connections, use print – think QR codes – to lead your audience to a landing page, video, website or social channel.
- **USE STRONG CTAS.** When you post content, make sure it's enjoyable and easy to read. Include a call to action that tells visitors exactly what you want them to do—click to buy now, redeem this offer, download the whitepaper, get your free newsletter, etc.
- **CONSIDER SEO.** When creating content for your website, be sure to include search engine optimization (SEO) in your digital marketing strategy. SEO involves using keywords strategically to help boost your ranks in search engine results. Do keyword research and optimize your website with relevant and valuable content that your customers want most.

DIGITAL MARKETING CHECKLIST FOR FRANCHISE BUSINESSES (Continued)

→ **REVIEW ANALYTICS & ADJUST.** Check your analytics to see which posts or campaign emails are gaining the most traction via shares, likes, click-throughs, etc. (Be aware that it might vary from market to market.) Next, adjust your strategy to create content with similar elements to your best-performing posts or touches, such as how-to videos or free downloads.

→ **SUCCESSFUL DIGITAL MARKETING REQUIRES BALANCE.** Create your plan, use the right tools and then stay on top of trends, gather data and adapt, as needed, to help protect and grow your brand.



Source: The Shamrock Companies + WSI World.



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