USING TECHNOLOGY TO SCALE YOUR FRANCHISE DEVELOPMENT OPERATIONS
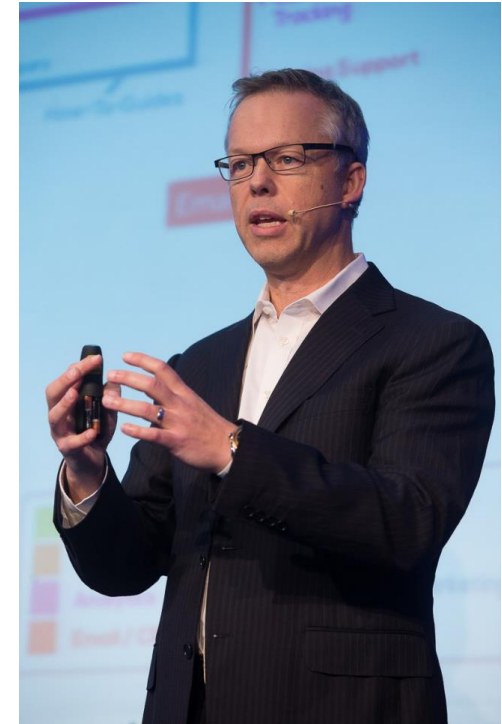
USING TECHNOLOGY TO SCALE YOUR FRANCHISE DEVELOPMENT OPERATIONS

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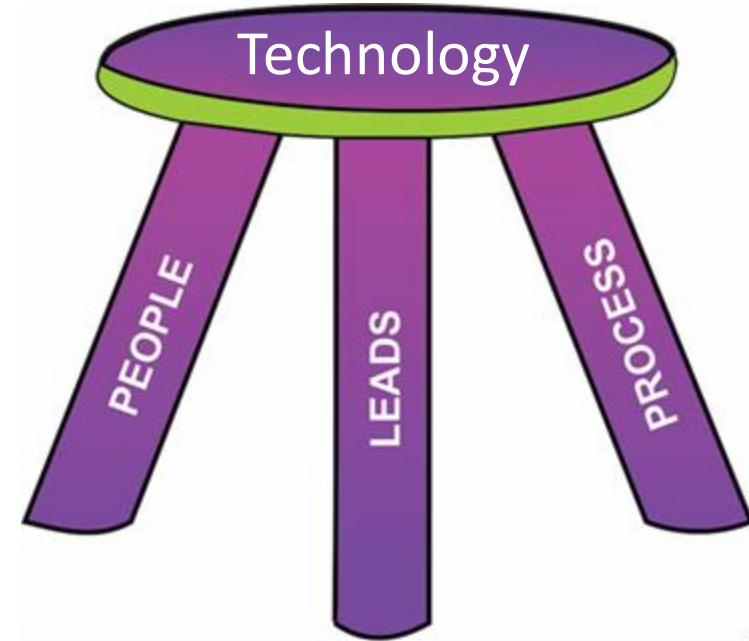2025 IFA CONVENTION

TEAM FRANCHISING

The Challenge

- Environment – competition & costs are higher

- Approximately 4,000 franchise brands

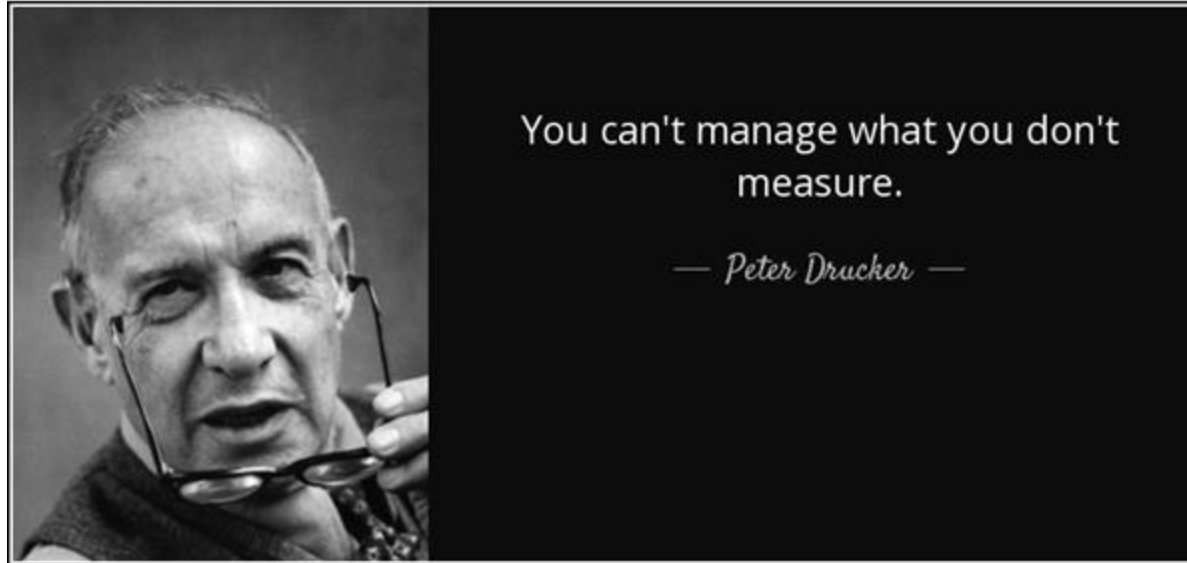- 15-20,000 franchises sold per year

- Franchisors are buying market share

Franchise Development Foundation

- Leads (marketing)

- Process

- Franchise Development team

Managing Performance

You can't manage what you don't measure.

— *Peter Drucker* —

- Technology allows us to measure success across all 3 legs of the stool

- How? Customer Relationship Management (CRM) system

Lead Generation

- Persona development

  o Career background

  o Education

  o Skills

  o Interests

Lead Generation

- Persona development

- Choose your marketing channels

  - metrics vary

    - Facebook = 500:1
    - Home Page = 75:1
    - Broker = 25:1

Lead Generation

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Myth of
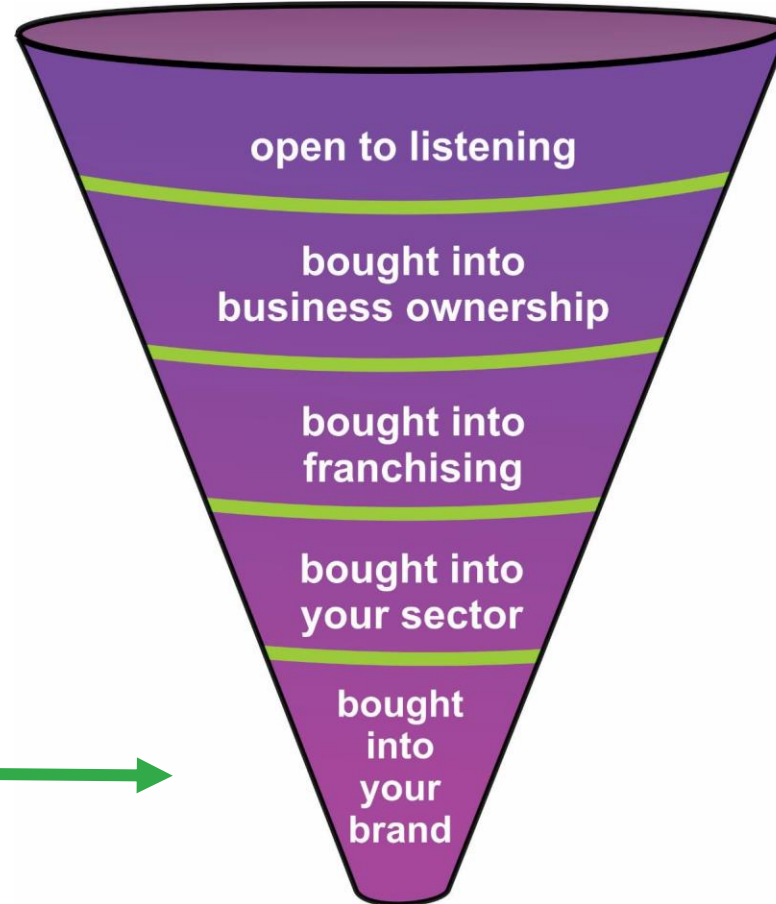## 1%

Lead Generation

- Persona development

- Choose your marketing channels

  o metrics vary

    ➢ Facebook = 500:1
    ➢ Home Page = 75:1
    ➢ Broker = 25:1

Facebook lead →

Broker lead →

Referral lead →

TOFU
Top of the Funnel

open to listening

bought into
business ownership

bought into
franchising

bought into
your sector

bought
into
your
brand

BOFU
Bottom of the Funnel

2025 IFA CONVENTION

TEAM FRANCHISING

Lead Generation

- Persona development

- Choose your marketing channels

  ➢ hidden costs

    o Lead qualification - TOFU leads

    o Events and sponsorships – Broker leads

Lead Generation

- Persona development

- Choose your marketing channels

- Cost per application, cost per sale

Cost Per Lead

Lead Generation

- Persona development

- Choose your marketing channels

- Cost per application, cost per sale

- Lead scoring

Lead Generation

- Persona development

- Choose your marketing channels

- Cost per application, cost per sale

- Lead scoring

- Measuring attribution by lead source

  ➤ *internet lead isn't a source*

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TECHNOLOGY | KEYWORDS: CHRISTOPHER MIMS

Googling Is for Old People. That's a Problem for Google.

And it's not just demographics that are weighing on the search giant. Its core business is under siege from pressures that threaten to dismantle its ecosystem of search dominance and digital advertising.

By *Christopher Mims* [Follow]
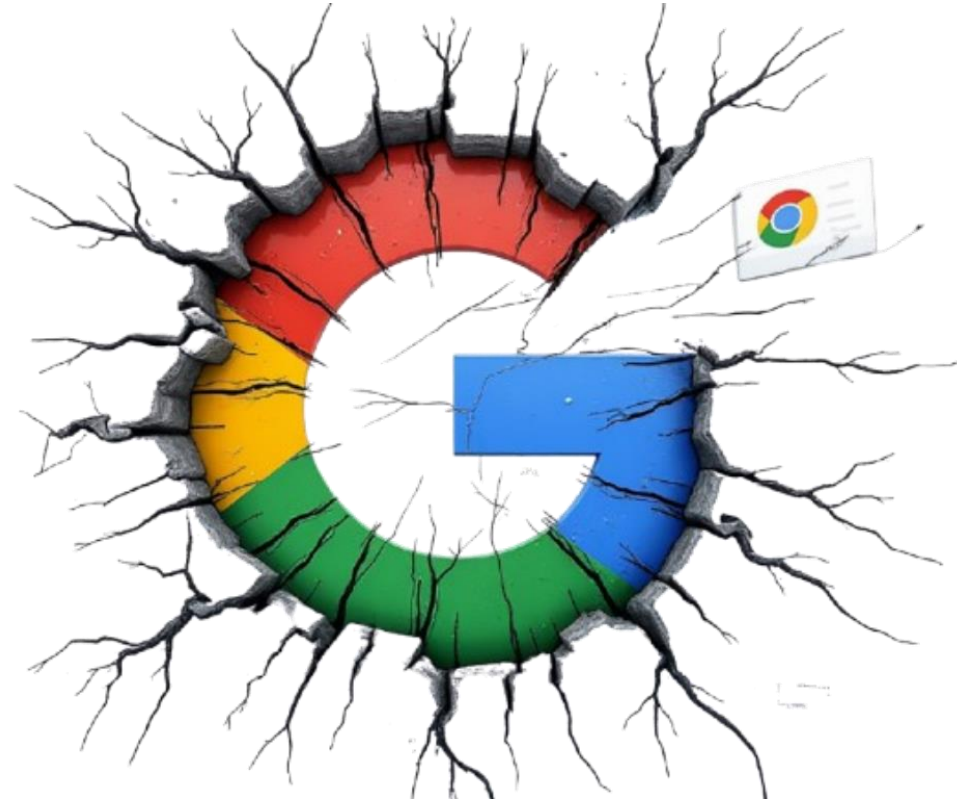
Nov. 29, 2024 9:00 pm ET

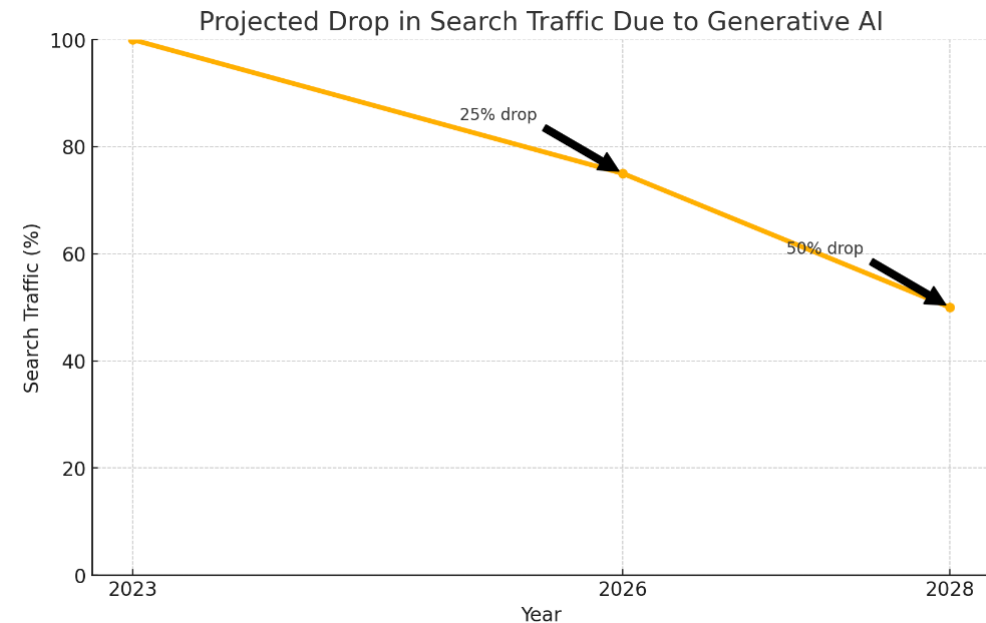↗ **Share**   AA **Resize**   💬 **458**   🎧 Listen (2 min)   ⋮

S&P Global
Commodity Insights

Impact on Search Engine Traffic

- Impact on search engine traffic
  - ChatGPT, Perplexity etc.
  - Search traffic will drop (Gartner)
    - 25% by 2026
    - 50% by 2028

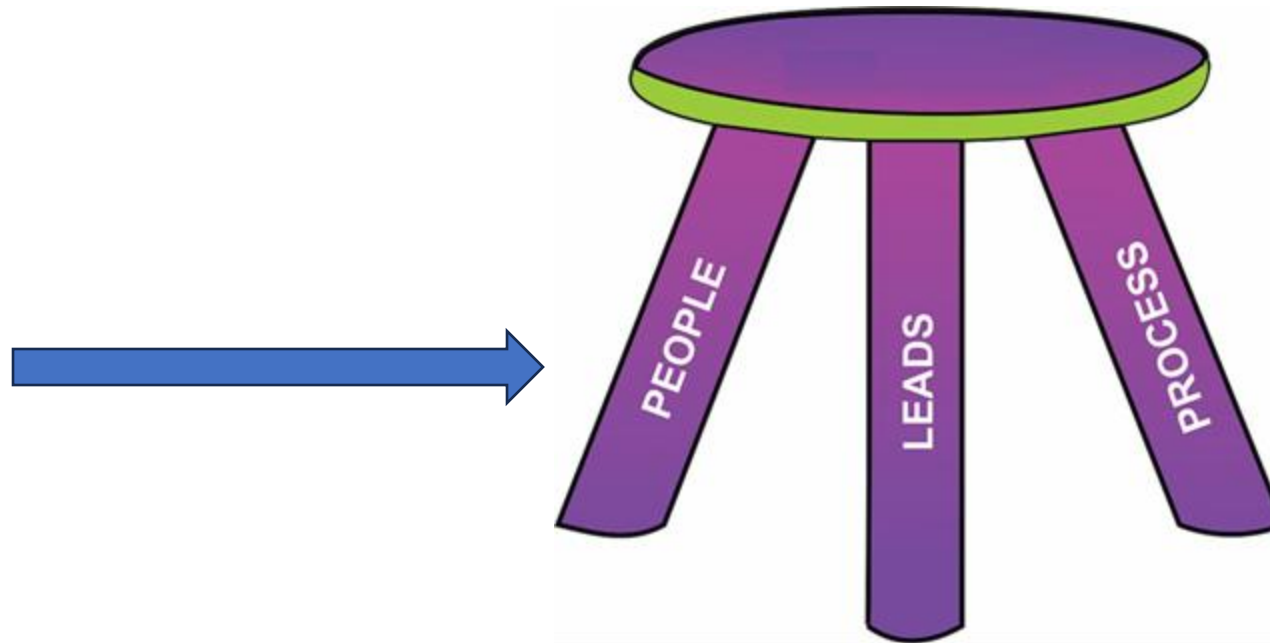Projected Drop in Search Traffic Due to Generative AI

Impact on Search Engine Traffic

- Impact on search engine traffic
  - ChatGPT, Perplexity etc.
  - Search traffic will drop (Gartner)
    - 25% by 2026
    - 50% by 2028
- SEO to "GSO" – how do you rank in ChatGPT?
  - AdaptiveSEO
  - Writing for people, then writing for Google, now writing for AI
- Tracking your AI search traffic – GA4

Informational Search Traffic / AI

People - Team Performance

Team Performance

- Speed to lead – Lumin.ai, Kixie

"80%+ of franchise sales resulted from a lead contacted within the first 4 hours"

Team Performance

- Speed to lead – Lumin.ai, Kixie

- Measuring team conversion ratios

  ➢ Lead to contact

  ➢ Contact to application

  ➢ Application to sale
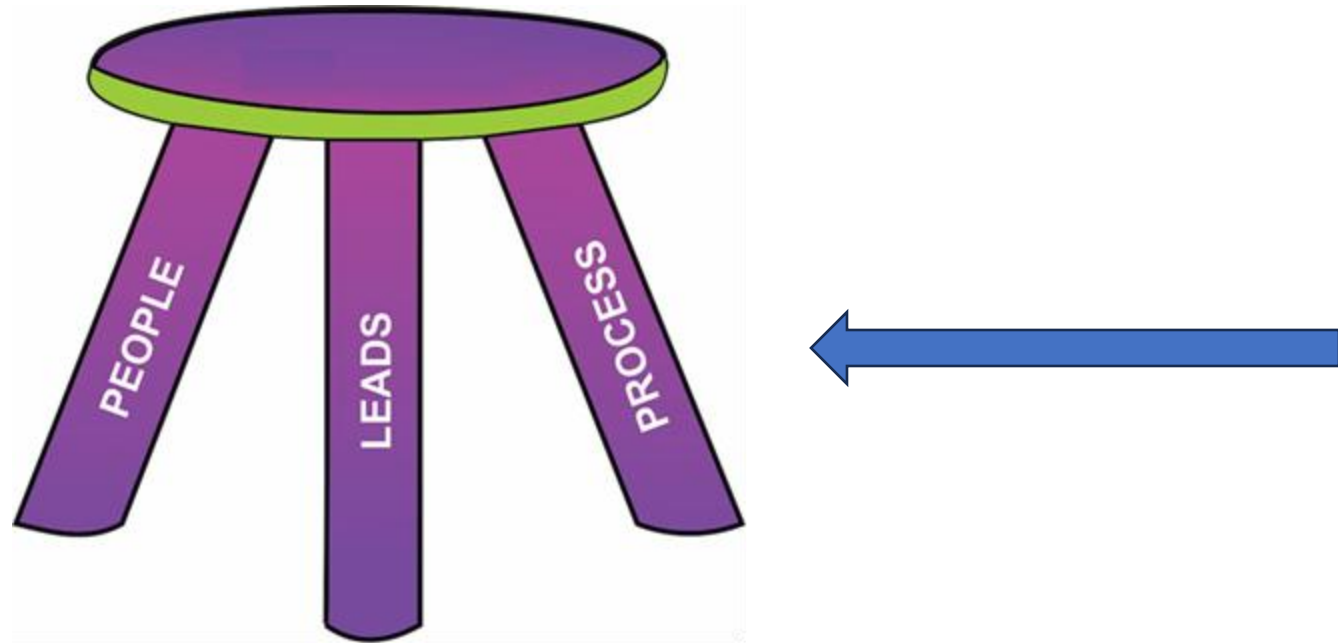
  ➢ Especially broker lead to sale

Team Performance

- Speed to lead – Lumin.ai, Kixie

- Measuring team conversion ratios

- Measuring lead flow per Director

  - 30 leads per week?

  - 150 leads per month? (full FD role – lead qualifier is higher)

  - 50 broker leads per month?

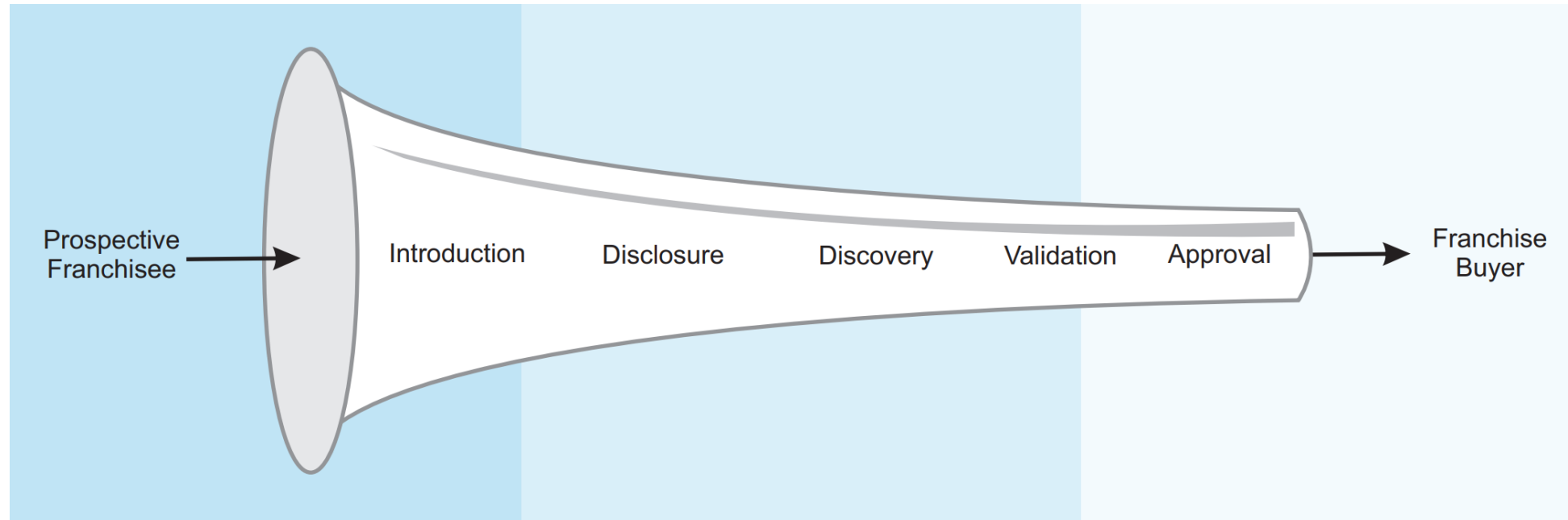 - No more than 25 active files at any given time

"Goldilocks Principle"

Process Efficiency/Effectiveness

Process Efficiency/Effectiveness

- Traditional franchise buyers' journey

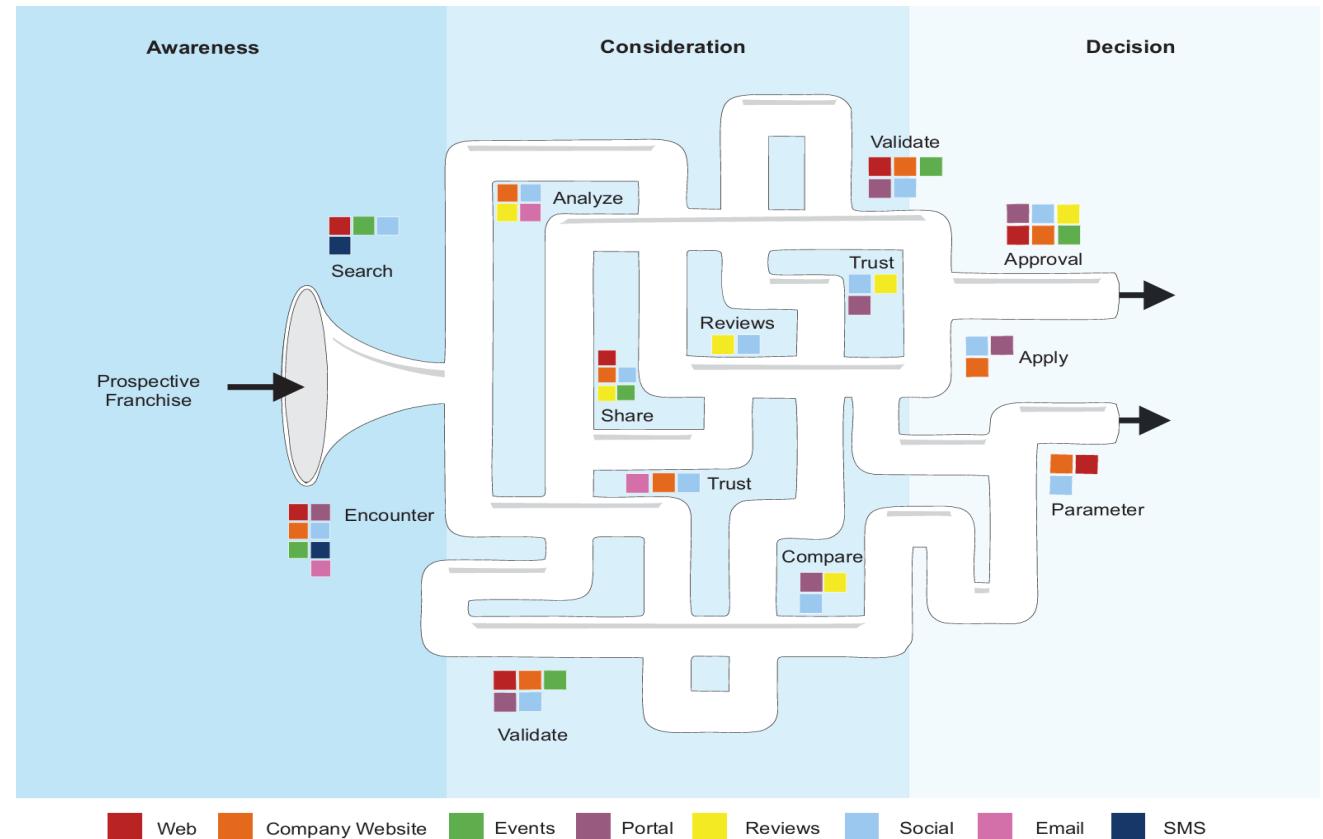Prospective Franchisee → | Introduction | Disclosure | Discovery | Validation | Approval | → Franchise Buyer

Process Efficiency/Effectiveness

Today

"65% of the buyer's journey is complete by the time you speak with them"

Process Efficiency/Effectiveness

- Marketing automation & lead nurturing

    - Effective lead nurturing – are dead leads really dead? (Ghost Candidates)
    - What % of your franchisees close in the first 6 months?
        - 50% in first 6 months, 20% in 7-12 months, 25% in year 2, 5% in year 3

- Is your email getting through? Filters and SPAM blockers

    - DMARC settings – MXToolbox.com
    - 28.8% across all industries (proxy for deliverability)

- Self booking – 10-12% pre covid, 20-25% now (50% show rate)

    - calendly.com, youcanbookme.com, native CRM apps, etc.

AI is Changing the Game

- AI Resources – www.AIbyWSI.com

- Connect with me for more resources

STEVE THOMPSON – FOCAL POINT

- CRM Tools and Performance Analytics

- Digital Marketing, Lead Generation, and Automation

- Virtual Engagement and Recruitment

- Embracing Future Trends

CRM TOOLS AND PERFORMANCE ANALYTICS

DIGITAL MARKETING, LEAD GENERATION, AND AUTOMATION

VIRTUAL ENGAGEMENT AND RECRUITMENT

EMBRACING FUTURE TRENDS

11 AI TOOLS THAT CAN MAKE YOUR JOB EASIER AND GET BETTER RESULTS

1) **Meltwater**   https://www.meltwater.com

Meltwater is an AI-powered public relations platform that combines media monitoring, social listening, and consumer intelligence to provide real-time analytics, sentiment analysis, and actionable insights for brands and organizations across various industries as well as public relations tools and templates to create quick and effective press opportunities.

2) **LinkWhisperer**   https://linkwhisper.com

Link Whisperer is an AI-powered WordPress plugin that automates and streamlines the process of internal linking by providing contextual link suggestions as you write, helping to improve website SEO and user navigation.

3) **Hey Gen**   https://heygen.com

HeyGen is an innovative AI-powered video creation platform that enables users to generate high-quality, customizable videos with realistic AI avatars, multilingual voiceovers, and a variety of templates for diverse business and personal applications.

4) **Perplexity**   https://www.perplexity.ai

Perplexity is an AI-powered search engine that combines large language models with real-time web searching to provide accurate, up-to-date, and comprehensive answers to user queries, complete with citations and sources.

5) **Claude 3.5**   https//claude.ai

Claude 3.5 Sonnet is Anthropic's latest and most advanced AI model, offering industry-leading performance across various benchmarks, including graduate-level reasoning, undergraduate-level knowledge, and coding proficiency, while featuring enhanced vision capabilities and improved speed at a more cost-effective price point.

6) **Kompyte**   https://www.kompyte.com

Kompyte is an AI-powered competitive intelligence platform that automatically tracks and analyzes competitors' online activities across hundreds of sources, providing real-time insights to help businesses outsmart their competition.

7) **SEMRUSH**   https://www.semrush.com

SEMrush is a comprehensive all-in-one digital marketing suite that offers powerful tools for SEO, keyword research, competitor analysis, site auditing, content marketing, social media management, and advertising optimization, enabling users to improve their online visibility and make data-driven marketing decisions

8) **Gamma AI**   https://gamma.ai

Gamma AI is an innovative, AI-powered platform that enables users to quickly create visually appealing presentations, documents, and webpages from simple text prompts or existing content, offering customizable templates, real-time collaboration, and built-in analytics for enhanced engagement

9) **vidIQ**   https://vidIQ.com

VidIQ is a comprehensive YouTube optimization tool that offers creators AI-powered features for keyword research, title and description generation, competitor analysis, and channel growth strategies to boost video performance and audience engagement

10) **Pattern 89**   https//Pattern89.com   (redirects to Shutterstock)

Pattern89 is an AI-powered platform that analyzes vast amounts of digital marketing data to predict and optimize creative performance for advertising campaigns across social media platforms like Facebook, Instagram, and Google Ads, helping marketers make data-driven decisions and improve ROI.

11) **PromptPerfect** https://promptperfect.jina.ai/

PromptPerfect is an AI-powered tool developed by Jina AI that automatically optimizes and refines prompts for various large language models and AI art generators, enhancing the quality and effectiveness of AI-generated content across multiple use cases.