What Is Franchise Marketing?

A set of activities designed to help you make your brand more visible, memorable, and ultimately successful.

Operational Franchise Marketing

Includes the advertising methods you use to promote your business, generate leads, and increase sales.



Franchise Digital Marketing Strategy

A plan for how a franchise company intends to use digital media to promote and market itself.



Customer acquisition

Identify and attract target customers.





Developmental franchise marketing

Includes developing the brand and expanding your franchise business into new markets or countries.



Brand awareness and reputation management

Build a strong brand presence in the digital space.



Customer

Keep customers engaged with your brand and grow.

Franchise Marketing Guide

Terry C. Jones

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