

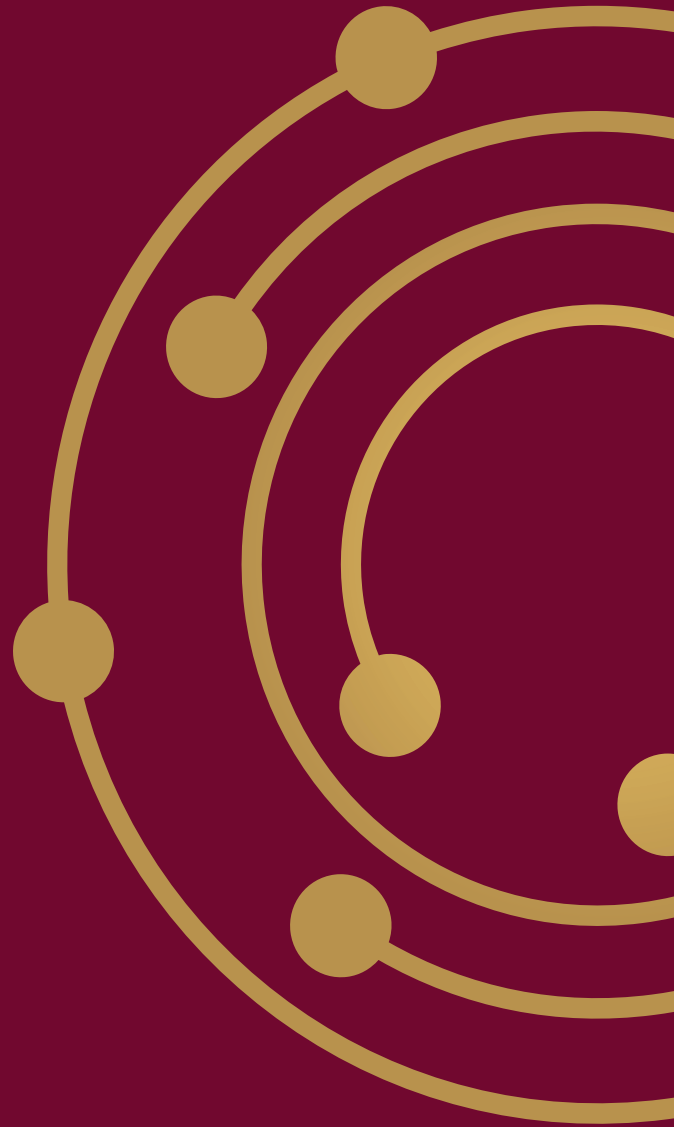
Can Your Current Marketing Partner See Around the Next Corner?

Preparing for the needs of new franchisees during rapid growth.

At UMI, we've taken brand growth journeys with countless multi-unit clients, and we are familiar with the challenges of dramatic growth for a retail or restaurant brand.

As your brand begins to add new locations or serve a larger geographic footprint, your existing marketing operations partner—often a small local vendor, contract provider, or internal team—will prove unable to keep up with your chain's accelerating growth.

If expansion continues at a rapid pace, however, the challenges of scaling become even more pronounced, and a marketing team with limited experience and resources will be challenged to keep up with the accelerated pace. When it reaches this turning point, an ambitious multi-location brand poised for regional or national growth should seek assistance from a seasoned partner with the technology and expertise to streamline and scale marketing operations.





Common scaling challenges for retail, restaurant, and franchise brands

With each new location, marketing requests, questions, and needs increase. Profitable brands often strive to keep expenses low, which means they typically lack the infrastructure franchise operators need in the form of systems, procedures, and processes.

Small problems quickly become major issues that can threaten the brand's reputation if the company adds new franchisees without appropriate marketing operations support. Exploring some of these common challenges can help small chains prepare for the operational demands that come with expansion.

If your brand follows the most common structure for a restaurant or retail chain, you likely have a single field team that handles the marketing execution for every franchisee. As growth continues, this small group will struggle to provide marketing resources at the volume and speed expected by new franchisees. As the brand faces a flood of these requests, responses become delayed, and relationships with owners and operators become strained if they feel the needs of their locations aren't being met.

Imagine a franchise owner has requested marketing assets like flyers for local promotions, stickers for take-out cartons, or staff name tags. If they don't hear back from the brand marketing team quickly, the operator typically goes rogue and comes up with an independent solution—perhaps getting the necessary materials from a local printer. As new operators focus on the core business of servicing customers, they may rely on vendors without the time to properly vet their offerings. The resulting materials lack quality control at the corporate level and compromise the integrity of the brand you have worked so hard to establish.

When brands concentrate their efforts on expansion alone and see marketing as secondary, they compromise the very growth they are striving to achieve. As





explored in the example above, franchise owners look to alternative channels when they can't access marketing resources directly from the brand. When the company doesn't address this issue, the lack of a consistent brand presence creates customer confusion, dilutes the message, and undermines brand value.

Franchise owners rarely have marketing experience but desperately want to run a thriving business. An inexperienced operator might not be aware of the importance of consistency across employee uniforms, but an appearance that does not meet brand standards on opening day can be damaging to the brand. Many brands find that once a franchise partner decides to carve their own path for marketing their location, it's very difficult to bring them back into the fold.

Failing to meet the marketing needs of experienced franchise owners can damage the brand's reputation

with these valuable partners. These individuals have the capital and skills to play a pivotal role in a chain's growth, but their high expectations must be met by the brand team. The industry journal All Business reports that the long-term success of a franchise location relies on a strong, trust-based relationship between corporate and the franchise owner. In addition, brands without a cohesive identity may struggle to attract investors and high-level distributors, potentially compromising future growth.

Ad hoc marketing solutions that don't perform as expected also have very real financial consequences for both the franchise and the brand. Let's say a franchise owner isn't sure where to get in-store signage for a particular initiative, so they have their own signs made instead of going to an approved brand partner. If the local printer doesn't have the right setup, or the quality of the signage is subpar, the owner will eventually find their way to the approved printer, but at an additional cost for the correct signage—a significant expense in both time and money. According to the Annual Franchise Marketing Report from Franchising.com, 20 percent of franchise owners listed rising costs and limited ROI as their most pressing marketing concern.



Preparing for accelerated growth with the right marketing partner

Both the brand and franchisees can save time and money with dedicated marketing support from a partner that also has expertise in the retail or restaurant operations sector. Firms and platforms with these dual focus areas can anticipate marketing operations needs on behalf of store owners so they have the resources they need on hand and at the appropriate time.

The advantages of investing in a professional marketing operations partner include:

- Scalable, easy-to-use technologies and platforms with full support and training resources. QSR Magazine reports that while quick-service restaurant franchisees contribute up to 7 percent of gross sales to marketing and advertising, they often become frustrated when this spend does not lead to locally effective campaigns. With this type of solution, franchisees can find collateral that meets their specific needs without straying from the brand's overall message.
- Detailed data that reveals marketing challenges and offers actionable real-time solutions. For example, franchise owners can instantly check inventory and set automatic orders as needed for items like branded bags, stickers, or to-go menus.
- The bandwidth to quickly align store operators, staff, and field teams to new marketing resources, collateral, initiatives, and programs.
- Access to a vetted network of production partners and vendors that understand the brand's expectations and can quickly provide deliverables that meet those standards at a low price that reflects the brand's overall purchasing volume.
- Streamlined management of every step in the production



process, from content and design to sourcing and procurement to proofing and final delivery.

- The ability to create versioned marketing assets that meet the guidelines of regional and national brands. For example, your restaurant concept may serve sweet tea at its Southern locations but not in the Northeast. Each region can order the correct menus at the push of a button, reducing the potential for errors that result from passing files back and forth and communication breakdowns.
- Dedicated account support, which is particularly valuable for retail and restaurant owners who often work opposite hours from the brand's marketing team.

Does executing marketing across all of your locations “in a SNAP” sound exciting? With UMI’s SNAP platform, your brand can break the cycle of reinventing the wheel for each new franchise location. Every operator can log into your brand’s custom portal on SNAP to access pre-approved uniforms, signage, menus, direct mail, business cards, and other marketing collateral to uphold the expectations of your valued

customers. Our clients find that custom requests to the brand marketing team decrease by about 80 percent without sacrificing the quality your regional and national partners expect.

UMI is an industry-leading turn-key marketing operations partner with 20+ years of helping fast-growing multi-unit brands see around the corners ahead. We can anticipate marketing needs as you scale with keen attention to detail, even across multiple nationwide locations. We can't think of a time when streamlining operational and marketing efficiencies with the SNAP platform failed to improve a multi-location partner's bottom line. Reach out today to learn more about how we can support your next big expansion.

Resources:

<https://www.allbusiness.com/7-biggest-challenges-to-growing-a-franchise-system-16647575-1.html>

<https://www.qsr magazine.com/outside-insights/one-huge-marketing-problem-every-franchise-faces>

https://www.franchising.com/articles/annual_franchise_marketing_report_top_challenges_for_marketers.html

Ready to try a new way of thinking? UMI has helped countless brands across the restaurant, retail, and franchise industries find operational efficiencies, adopt comprehensive marketing programs, and scale quickly! If that sounds like what you're looking for, let's talk!

Request A Demo

Jason Pierret

Vice President of Business Development

✉ jason@umimarketingsolutions.com

📞 214.826.0011