



Help your franchisees nurture leads, drive engagement, and build customer loyalty

Mobilize your franchisees' marketing efforts and maintain brand standards with the franchise industry's most powerful omni-channel marketing CRM.



**THE MARKET SOLUTION INCLUDES FRANCONNECT'S
MARKETING CRM, AD BUILDER AND SUPPLIES.**

Marketing CRM

Mobilize your franchisee's marketing efforts

Give your franchisees the tools they need to collect and manage customer data, connect with them at the right time and with the right message, and manage their pipeline with at-a-glance visibility. No need for costly email marketing platforms – FranConnect does it all while ensuring streamlined information flow across the entire franchise management process.

Organize Lead Data

Franchisees can integrate and manage customer data, contact lists, leads, opportunities, and even special occasions like customer birthdays and anniversaries – eliminating data silos for ultimate simplicity and efficiency.

Improve Speed to the Lead

Make better decisions and raise your competitiveness with automated lead response, follow-up and notifications – so you seamlessly improve your win rates.

Stay Connected Across the Customer Journey

Segmentation tools, targeted email marketing, mobile-ready email templates, SMS text capability, and auto-responders connect your franchisee's customers and prospects to the right content at the right time.

Localize Campaigns

Drive end customer engagement with personalized and localized campaigns and content – automatically.

Manage Pipeline with Total Visibility

A user-friendly interface gives franchisees total visibility from the get-go. Get an up-to-the minute view of marketing activity, results, and lead flow.

Track Impact

Powerful integrated analytics allow franchisees and franchisors to track, prove, and improve performance.

Eliminate the Cost of Maintaining an Email Marketing Platform

No need for costly email marketing services and platforms – FranConnect does it all and more, while ensuring streamlined information flow across the entire franchise management process.

Manage On-the-Go

Extend the power of FranConnect to any mobile device. Franchisees can monitor campaigns, manage contacts, and stay connected with Marketing CRM Mobile.

“ FranConnect's leadership and support teams are consummate professionals and a pleasure to work with. Their experience and background in franchising allows them to better understand exactly the type of support and functionality that FranConnect must provide to franchisors. This is especially useful for young, emerging brands that must closely watch all details of their business in what is typically a cash-strapped environment.

– **Kevin Wilson, CEO, Buzz Franchise Brands**

Franchisor of British Swim Schools, Pool Scouts, Home Clean Heroes and Founder of Mosquito Joe

Ad Builder

One platform for your franchisee's advertising needs

FranConnect Ad Builder is a brand management and collateral creation tool that helps your franchisees generate traffic and leads – all within brand standards. Better still, the platform does all the work, so franchisees stay focused on critical tasks

Centralize Ad Creation

Centralize your franchisees' digital and print localization and ordering, and marketing collateral management process.

Easily Customize Marketing Materials

Seamlessly deliver branded marketing collateral to your locations with a platform that gives busy franchisees easily executable campaign assets, templates, and media libraries. Allow local choice while maintaining brand standards.

Localize Ads Automatically

Save time with automatic ad localization via powerful integrations with FranConnect Info Manager.

One-Stop Print Ordering

Offload your marketing efforts and eliminate delays in the printing process. Ad Builder gives franchisees the flexibility to localize ads and order collateral through your pre-approved print suppliers with a fully integrated shopping cart and payment processing.



FranConnect Supplies

Online ordering for logo wear, equipment, and other merchandise

Empower your franchisees with an online ordering experience for all their supplies – while ensuring brand consistency.

Speed and Simplicity

Running a network of locations requires speed and simplicity of access to supplies. Our online store provides a one-stop shop for your franchisees to order brand-approved equipment, accessories, and merchandise.

Your Digital Online Catalog and Vendors in One Location

Make it easy for your franchisees to order logo's supplies with a user-friendly order interface. Create a simple catalog of products for your franchisees to use and seamlessly generate purchase orders to suppliers.

Leverage Discounts Through Bulk Buying

Drive value across your franchise system. Purchase supplies in bulk and pass those savings onto your franchisees. All while eliminating the need to front the purchase or incur the costs of out-of-date inventory or warehousing.

Maintain Brand Consistency

Create approved workflows to manage a consistent brand experience across your franchise system.



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