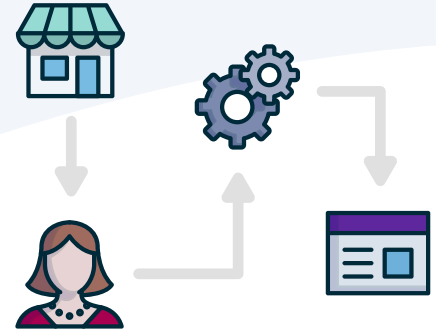


Tip Sheet:

Four Ways to Simplify Your Local Marketing Efforts



Are You a Franchise Owner?

Capitalize on your franchise's brand recognition and marketing muscle to drive your local store growth.

Ways OTP Can Help You Simplify Your Localized Marketing Efforts.



1. Personalized, Local Campaigns.

Design and create personalized print campaigns that speak directly to each consumer by localizing & customizing (almost) anything—from copy to maps to custom imagery—on each piece, then print and have them delivered to your prospect's or customer's doorstep.



2. Benefit from Commercial Printing Power.

As a top printer in the US, you can print any project - large or small - with us. From simple one-sheet flyers to appointment cards, promotional banners, or floor and wall signage, we can print pretty much anything you throw our way—all on brand, to your franchise's specifications.



3. Mail and Ship to Anywhere.

Our one-stop-shop of services help simplify the process of preparing, printing and distributing, letting you leveraging economies of scale and deep postal discounts without sacrificing quality or speed.



4. Save Money (and be Green).

Capitalize on print-on-demand and easily place orders in virtually any amount you need—no more, no less—reducing costs and stock obsolescence. In fact, we typically see overall print spend reduced by 15-20%.

OneTouchPoint can help manage the balancing act of enabling and fostering franchisee creativity and autonomy while ensuring the corporate brand promise stays intact. Our solution gives you full control to protect your brand identity by controlling the content, creation, use, printing and distribution of branded materials across the franchise locations.

Learn more at 1touchpoint.com/solutions/franchise

