

Turn Your Franchisees into CMOs

STOREFRONT

2/3 of franchisees are dissatisfied with the marketing support they receive from headquarters

1/2 of national marketers say local reps lack marketing expertise

When it comes to franchise marketing, there's a skills gap that's frustrating on both the local and national levels.

So how can national marketing teams turn their franchisees into savvy local marketers without dedicating significant time and resources to training and handholding? The answer is a turnkey solution to local marketing. A partner like OneTouchPoint acts as a one-stop-shop for local marketing execution and empowers local marketers while assuring the national team that the brand is in good hands. Here's how:

Easy Access to Preapproved Assets

No more searching the latest version of that brochure or creating sandwich board signs from scratch. Maintain brand integrity and keep marketing assets organized and accessible to everyone who needs them.



COLLATERAL AT YOUR FINGERTIPS

- ✓ Anywhere, anytime access
- ✓ No quantity minimums
- ✓ Variable printing for customized content
- ✓ Grand format signage
- ✓ Custom packaging
- ✓ Campaign & new store kits

Personalization Capabilities

Empower local marketers to personalize collateral with information that's relevant to their particular audiences, from event details to local specials and more. And all within national brand guidelines.



High-Quality Bulk Print & Print-on-Demand Services

Five copies or 500? Flyers or floor stickers? Local marketers can order exactly what they need, when they need it. We'll take care of the printing, and corporate can rest assured every rep is receiving consistent, high-quality collateral.



Kitting, Assembly, and Mailing Support

We'll assemble, pack, and mail every order from one of our various facilities across the country. Whether you need kits sent to each location to support a new product or service launch or direct mailings to potential customers, your marketing materials get where they need to go, on time and under budget.

Insights into Campaign Success

While local reps become self-sufficient, corporate still has complete visibility into asset use and budget allocation, with insights into what's happening, what's working and what's not.



Contact OneTouchPoint Today

Find out why more than 3,000 innovators in manufacturing, franchise, retail, healthcare and financial services choose OneTouchPoint for branded customer engagement and supply chain management.

Visit 1touchpoint.com or email info@1touchpoint.com

LocalVox, "Local Internet Marketing for Franchisees," 2014
SproutCloud, "Simplying Local Marketing for Brands," 2014

 OneTouchPoint