

Tip Sheet:

Step Up Your Local Marketing Game with U.Connect



When it comes to local franchise marketing for national brands, the stakes have never been higher. Customers expect personalized, consistent, omnichannel connections with the brands they use, and if their favorite brands aren't willing or able to facilitate those connections, they'll move on to other providers.

At the same time, research shows that quality local marketing is easier said than done, for both national and local marketers. Both sides are spread too thin, and the scramble to release effective, localized campaigns leads to inconsistent branding across franchise locations, complicated rollouts, inaccurate inventory and budgeting, missed sales opportunities and intense frustration from both national and local marketers.

But what if national brands could consolidate their marketing assets, budget allocation efforts and campaign tracking into one centralized hub that both national and local marketers could access? What if they could empower franchisees to access pre-approved marketing assets and campaigns, enabling them to customize, execute and track their own print marketing campaigns, minimizing corporate oversight and unnecessary spend and optimize customer experiences in every location.

Here are six ways the OneTouchPoint U.Connect platform can help improve performance.

1. Control Brand Integrity

U.Connect is the command center for local marketing campaigns with the national stamp of approval.

When franchise marketers don't have easy access to official collateral, they'll either have to reach out to the national organization every time they need a document, or they'll simply make their own. This leads to wasted time and, more importantly from a customer experience perspective, inconsistent branding.

But with U.Connect, corporate can ensure the latest, pre-approved collateral is accessible to franchisees 24/7, empowering them to download, localize and order what they need, when they need it.

- **38%** of national marketers struggle with logistics of localized marketing ⁱ
- **53%** of national marketers lack the resources and bandwidth they need for local marketing ⁱⁱ
- **48%** of marketers say local reps lack marketing expertise ⁱⁱⁱ
- **64%** of franchisees say they don't receive enough marketing support from the national level ^{iv}

2. Power Local Store Marketing

Within U.Connect, franchise marketers have the opportunity to personalize collateral — within national branding guidelines — with information that's relevant to their particular audiences, from event details to local specials and more.

Local franchise owners know their audiences much better than the national organization could. Empower them to develop and execute the campaigns that speak to their potential customers.

3. Save Time and Resources

From ordering materials easily within U.Connect to leveraging our national commercial printing and distribution power, using OneTouchPoint empowers local and national marketers to streamline logistics, save time and resources and capitalize on economies of scale — all while communicating more effectively and efficiently with customers.

4. Simplify Operations

From setting budgets at every level, to tracking inventory in real time, to ordering collateral and having it shipped directly from our facilities to its final location, OneTouchPoint and U.Connect streamline every marketing execution process for time-crunched local and national teams. With these optimizers running full speed, complex local marketing rollouts are a breeze.

Orders are fulfilled from our warehouse and shipped directly to the correct location. And with a 99.92% accuracy rate, you can be assured that their orders will get there—correctly and on time.

5. Unlock Data

A critical source of wasted time and spend comes from marketers' inability to see exactly how well their strategies are working. OneTouchPoint increases visibility into what's working (and what's not) by analyzing the effectiveness of tactics by franchisee, owner or region. After all, it's only when you can clearly see where you are that you can plan effectively for the future.

6. Bring Your Brand in Lockstep with Your Business

OneTouchPoint's U.Connect platform helps companies take control of their brand, budgets, and future, serving as a central command center for flawless marketing execution and supply chain management.

U.Connect enables end-to-end management of local and national marketing campaigns and programs from creation to distribution — offering digital asset management, governed localization and customization, Web2Print on-demand ordering and fulfillment, budgetary and financial controls and in-depth analytics.

ⁱ US State Department 2013; and CMO Council, Connecting Customer Engagement into Measurable Local Strategies, February 2013

ⁱⁱ Ibid.

ⁱⁱⁱ SproutLoud, "Simplifying Local Marketing for Brands," 2014

^{iv} LocalVox, "Local Internet Marketing for Franchisees," 2014

Learn more about how OneTouchPoint's U.Connect Platform — as well as our in-house marketing supply chain management services — can help you reduce waste, increase margin and enable your teams and partners for success.

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

