

Are you ready to achieve your profit goals in 2025?

Believe it or not, we are coming into the last week of January so that means we are almost (well a bit under) 10% of the year already GONE ! Time moves quick (doesn't it feel like last year went by in a blur) and for many Franchisees, you are just getting the calendar year started, but we need to get moving on our goals, because we all know that Christmas will be back upon us before we know it.



The trick with goals is to not treat them like homework when we were at school. Remember, getting that assignment at school and when did most of us do it? The night before it was due right? You can't do that in business. In business to achieve your goals it is CONSISTENT effort over time. Break your goals down into bit sized pieces (how do you eat an elephant?) and then work on those pieces each and every day/week/month to achieve the larger goal.

I had a client just yesterday, that we worked out that if they added just 2 new customers (nett) a month, consistently for the next 2 years, their business will be WILDLY different in profitability. It wasn't about getting 20 new customers today, but being consistent over the next two years. Business is a marathon not a sprint. So what do you need to add or do - consistently - to see growth in your profitability?

Revitalise your Local Area Marketing in 2025

One of the best ways to **increase your profitability** as a Franchisee is to take control of your Local Area Marketing and build a strong and steady flow of new leads/enquiries to your business... yet it is something that most Franchisees put off or simply ignore. You can't do that!

Now don't get me wrong, I totally understand that marketing is something that many people shy away from, not because they don't want to do it, but more likely because they don't know how to do it. And luckily, you are with me, the Queen of How !

Before you start marketing....

The biggest mistake I see Franchisees make when starting their marketing is two fold.

1, They try and do their marketing like they have a national marketing fund bank rolling their marketing efforts. The best local area marketing strategies are:

- Not very sexy, low-cost strategies
- Are direct response, not branding

2. When marketing they are actually "pushing" or promoting their business, rather than identifying their ideal customer and doing strategies that will **ATTRACT** that customer to their business.

So what does that all mean?

Firstly, consider this. The type of marketing that will attract a 20 year old female to a business is very different to the type of marketing that will attract a 60 year old male to a business. When marketing, most business owners simply say "Hey, this is what I've got to sell to you and this is why it is so good" instead of going after their ideal customer and because they understand that prospect, they put out marketing that attracts them to their business. As an example that could be as simple as using a headline on a marketing piece that is a question that your ideal customer would be asking.

When marketing, remember that marketing is about getting a lead or enquiry – not a customer. Say what??? Yes, the purpose of marketing is to find those prospects and get them to want to enquire to buy from you – be that come to your location, phone, email, go to your website, etc. Once that prospect has made their "enquiry", then it is your Sales department (which could be you) to take that prospect and turn them into a customer.

When it comes down to it, branding marketing is actually very expensive, whilst direct response will give you a far better return on investment. Direct response simply means that your marketing piece has some kind of call to action on it that gets your target prospects to **WANT** to come do business with you. Simply putting your brand logo out there is not going to make people want to buy from you, you need to **TALK** (bet that in written form) to your prospects and see what is in it for them

to come to your business. If you were working with me and said you were about to do some marketing “to get your name out there”, we would be having a serious discussion because that type of marketing makes you feel good (or feel like you are doing something) but it rarely brings you a return on investment for your business.

Many franchisees do marketing with their ‘Brand Hat’ on. Meaning, they are talking about the business from their perspective, with all the knowledge they have on their business, when in reality, you need to talk from the **PROSPECTS** perspective, where they may know nothing about your brand or even about your product. If they were looking for your particular product or service, what would they type into Google? They want type if your brand or even your products – they will more likely type in a question about a problem or need they have and you are the answer – not the question. So what would they ask?

How are we going? Is this making sense to you?

What type of marketing should I do at a Local Area?

Before we go into the ‘What’, I want you to start with the **WHO**. Who is your ideal customer? And yes, you can have more than one.

Grab a pen and paper (because there is power in pen and paper) and write down – just in point form – in as much detail as you can about your ideal customer. Are they male or female, what age, where do they live, do they have kids, where do they work, where do their kids go to school, do they play sport, what do they read or watch, everything you can think about them.

Does this mean if you say your ideal customer is female that you won’t market for males? **NO**. But as we said before, your marketing might be different for men and women. Might be different for older or younger prospects. They more you can understand the person you are marketing to, the more ideas you will come up with for not only the type of marketing, but also the offers or wording of your marketing so that you marketing **SPEAKS** to your ideal customer.

If you understand the **WHO**, the **WHAT** type of marketing will start to present itself.



But you want some ideas right?

I’m going to give you some ideas of marketing that my **ACTUAL** clients use to give you some ideas. There are a lot more you could do, but here’s some to consider to get started ...

Networking – I think this is a must for every franchisee because we all love word of mouth/referrals right? Yes, it will take an investment of time each and every week, but your return on investment will be great. The side benefit to this is that it will also help you to grow your confidence. One off events are great or attending things like the Chamber of Commerce, but I love my clients to be part of a referral based group that they attend weekly...like BNI (which by the way is also a franchise)

Letterbox drops – yes, **old school marketing is working again**. Your conversion rate will be lower, but this is a low-cost strategy that works. There are a couple of “tricks” or “hacks” to make this work better.

- Do the drop yourself or pay someone, but don’t use a big company that “bundles” a stack of flyers together, you want yours as a single drop.
- Do a smaller area but do it more consistently – like once a week for three weeks in a row. People need to see it regularly to take up your offer.
- Use an offer or promotion that you can track so you know if it is working. Doesn’t have to be glossy, high print. Black writing on white paper works great, or if you want to spice it up, a pastel paper (like blue, pink, green or yellow) also works well. That being said, a full colour print on a DL or A5 size is pretty affordable to use.
- Use a **HEADLINE** that is a question to grab their attention. This should be the biggest thing on your flyer (not your logo – in fact your logo should be at the bottom of the flyer).

Think about your target for this. I’ve had great clients results (depending on their ideal customer) that have done letterbox drops to specific people – such as retirement/lifestyle villages, marinas (you know, like boats!), within one or two blocks of a local school, specific apartment buildings or even the local businesses that neighbour their own business.





Paid social media ads – think about using a video for this and target to to your location and some specific demographics. I have one franchise that when they do this, instead of sending them to a website on the ‘Click’ for the ad, they actually get the prospects to direct message them via the social media platform. So it isn’t just about the ad, but also where they go if they are interested. Again, think about the “headline” (which is your opening line and in your text) plus what the offer is.

Social media posting – think **LOCAL!** Use photos with your team in it, talk about local events or location, take photos in local locations. The more you can localise your social media, the more it will attract.

Remember to tag people into your posts and make your content something that your followers will want to engage in, like, comment or even share.

Ask questions, do little competitions, do an “offer of the week/month”, share insights into your services or products. I also like to suggest video (I know you hate being on video, but it works) and to make your posts a little more ‘educational’ rather than promotional.

You might take a product you sell and talk about why it is great, who it is great for and things you need to know about it and the benefits to the customer of that product.

Also remember you don’t have to post on every platform. If you feel overwhelmed, pick one (that your ideal customer is most likely to use) and focus on just that one. Doing one well and consistently, is far better than doing them all here and there.

Signage – If you have a physical location, have you got an A-Frame you can put in front of your business. I love A-Frames that have a whiteboard or a blackboard so you can write a question or headline on that will attract people to read it and come into your location. Have you got clear signage on your location. If you a mobile, do you have vehicle signage? Remember, don’t hide your vehicle in the garage, put it out in location that people will see it – like a mobile billboard. What is your in-store signage like?

Printed materials – Do you have flyers or similar that you can give to your prospects if they enquire or to give to them after their first purchase with you. Think like a menu of services or a catalogue. Not only will it potentially bring them back again, but also it is something they could pass onto others. Also great to use in direct mail (yes, remember that old thing where you post someone a letter... with a stamp and all – another great strategy!)

Direct Mail – now that I have mentioned it, let’s add it to the list. Again, start with thinking about the “What’s in it for me” to your customer. If you hate writing letters, use something like Chat GPT to get your started. I like to use “lumpy” mail – that is you add something to their mail so it isn’t just a letter.

You might send a cover letter, with a DL flyer (think like a specific offer or maybe a menu of services or a catalogue type flyer), and then something that is a ‘gift’ that you can add. Could be as simple as a fridge magnet or a small notepad (branded of course).





Local Markets – think like the Sunday morning markets at the local showgrounds. This is something that I think is totally untapped by local franchisees.

I love it because first of all it is super cheap! Sometimes it could be as little as \$20 for a stand but generally under \$50. They are easy to set up and gives you an opportunity to talk with **LOCALS** and draw in new business.

I've seen this work exceptionally well for trade-based businesses, fitness businesses and even professional services businesses. As a little trick – have balloons or lollies to attract people to your stand – especially those with kids. In this category as well are things like business expos or trade shows.

Put it into a plan...

I want to leave you with this final thought, especially as we kick off the new calendar year. Put together a marketing plan for your Local Area Marketing. This can be as simple of writing out the months of the year and scheduling in your different marketing activities or campaigns.

My “rule of thumb” is it is better to do a little less marketing activities, but do them more consistently and you will see a better result. Don't overwhelm yourself with too much, too fast. Build up, but consistency is the key with marketing. In fact, you should ALWAYS be marketing your business.

Remember to think about **WHO** your are marketing to **FIRST**. Talk (via your marketing) to them about what they want/need, the questions they would be asking and then decide on the **HOW** to get in front of them.

What more on Local Area Marketing? Reach out to me or comment on my socials and I'll bring more marketing ideas to you.

Marketing is something you shouldn't ignore... well at least if you want to be more profitable that is :)

Tracey

