

# Getting Cooperation from Franchisees



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A recent article in a marketing publication commented on the difficulty in getting small business owners (SBO's) to be proactive with email marketing.

## Three major obstacles were pointed out:

1. **Budget** – cost is always a factor. Usually viewed as an expense, rather than as an investment to build their business.
2. **Education and Experience** – often SBO's are lacking in both when it comes to marketing generally, and particularly with email marketing.
3. **Desire** – most SBO's don't have the desire to 'do' marketing correctly. They often feel they have to keep up with the Jones' and do something because everyone else is.

Franchisees in many systems will take the same approach as the average SBO.

The challenge for you as CEO's, marketing managers, or field support staff, is to get cooperation and commitment from franchisees to understand, commit to, and properly implement marketing initiatives.

But it's not always that straightforward. Is it?

## Here are a few tips to help you along the way:

- **Make the cost easier to swallow.** Present annual email marketing costs as monthly or weekly equivalents. Emphasise the cost-effectiveness of email marketing.
- **Highlight the accountability** and monitoring possible via email campaigns. Being able to track who is reading their messages, and who is interested in particular information, is something they never get from regular advertising.
- **Explain everything simply.** We don't mean that SBO's are simple-minded, but they are not usually accustomed to the email jargon or marketing concepts being presented to them. Make it easy for them to understand how it works.
- **Be upfront about the management** and input required. Many SBO's still think anything to do with the online and email marketing is related to black magic. Like all marketing tactics, you have to put in upfront to generate some payback later.
- **Let them know support is available.** Technology scares many people. Especially if they think their business, reputation, or revenue may be at risk.
- **Ease them into it.** SBO's don't need to make radical changes to their local marketing programs. Start with an extension of a national campaign. Then they can look at innovative local promotional opportunities.

Email marketing for franchise groups can be managed in a way that satisfies the head office requirement for compliance, as well as the flexibility for local promotions. And it can be easy for all parties. [Ask us how.](#)