

# Your Guide to Marketing Cloud for Franchise and Distribution

## Generate a wave of excitement for your brand

No one knows your industry or brand better than you, so why not leverage the best tools in the world to elevate your brand, reaching everyone? Technology changes with the tides, but Salesforce Marketing Cloud is built to last and scale. Groundswell is here to show you how.

### Paddling out

Competition is tough. Marketing Cloud can help you stand out in a sea of other franchises.

- **There are more than 750,000 franchises in the United States alone.**  
(SmallBizGenius.com)

You need to sit on your board before you can stand and you also need a board. You can't take plywood and set out into the ocean: you must have the right tools, campaigns, strategies in place to help you on your way to the top of that wave.

- **Every 1 in 7 business is a franchise.**  
(Frankart Global)

Brands need to be consistent and identifiable no matter where you are. There is nothing worse than a customer clicking on a similar color logo or name, thinking it is yours.

- **A new franchise opens every 8 minutes, during the course of a single business day.**  
(Reference for Business)

In order to take the next step, you need to have unified templates across your business to engage your target audience.



### Hitting the Crest

Once you are standing on your board you can't get too confident: you need a way to scale your growth with ease. Move too fast and that board can slip out from underneath you.

- **During the past 3 years, among the top 200 restaurant franchises, an additional 39% of them have gone global.**  
(FRAN data)

In order to really bring in the revenue and stand out over the years, a company needs to execute digital content across multiple touchpoints including messaging, web, and mobile. Empower partners to engage customers and franchisees directly through digital channels.

- **51.5% of food franchises earn less than \$50,000 per year in net profits.**  
(Franchise Business Review)

Leveraging communication across other teams is vital to ensuring a unified approach to your audience.

- **81% of marketers share goals and metrics with sales colleagues**  
(Digital Marketing Community)



### Top of the Peak

To reach the crest of the wave you need the power of millions cheering you on. Having a connected workforce enables the brand's success by nurturing brand advocates who are fully enabled to do your marketing work for you.

More than 96% of younger workers already have smartphones, so mobile Connected Worker applications are a seamless way to engage this generation.

Having the top minds doing the best work with Marketing Cloud

**69% of the Gen-Z demographic also find traditional ads disruptive**  
(Forbs)

**In a recent global survey, nearly half of workers said they wish they had access to better technological solutions.**  
(Kronos)



### Engage again and again

Brand is the most important thing and a brand name can mean everything to a customer, but if companies don't adapt to the changing tides and stay ahead of competitors you can get swept away by the current. Now that you have the perfect guide to growth, reach out and see exactly how Marketing Cloud can help your business in a live demo.