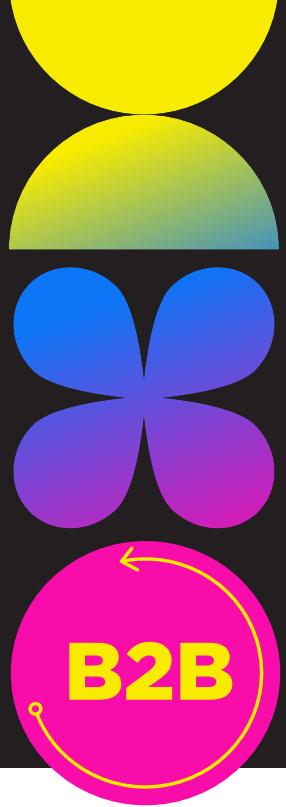


IS YOUR BRAND STRATEGY BUILT TO ATTRACT TODAY'S FRANCHISEES?

Most franchise brands think their development marketing is working — until they audit it. From everything A through Z, we help brands attract, engage and convert the right candidates. This checklist is a strategic lens designed to help you evaluate how well your brand is connecting with today's prospects — and discover where there's opportunity to sharpen your strategy, strengthen your message and drive more qualified leads.



1. How strong is your lead pipeline, and is it built to meet your growth goals?



Consider the following to help you evaluate your score:

- Are you attracting leads at every stage of the funnel, and where are they dropping off?
- Are you tracking volume and quality over time?
- Are your marketing efforts driving consistent, qualified interest, or just quick spikes that don't convert?

2. How well are you targeting candidate profiles that align financially, operationally and culturally with your brand?



Consider the following to help you evaluate your score:

- Have you defined your ideal franchisee profile?
- Are your campaigns reaching candidates who match it financially, operationally and culturally?
- Are you attracting quality leads aligned with long-term growth?

3. How well do your marketing materials show the real value of your opportunity through ROI, validation and scalability?



Consider the following to help you evaluate your score:

- Are you making it easy for the right people to picture themselves in the business — and believe they belong?
- Do your materials quickly show why your opportunity is worth investing in?
- Do they tell a modern, compelling story that shows why your brand is worth investing in, backed by proof points, success stories and numbers that build trust?

4. How effectively are your paid media and digital efforts driving quality leads and conversions?



Consider the following to help you evaluate your score:

- Are your digital and paid efforts reaching the right people and turning interest into action?
- Are you taking an omnichannel, full funnel approach to visibility — beyond just lead generation — and tracking ROI to understand what's actually driving awareness and conversions?

5. How effectively are you using automation and CRM tools to nurture, track and qualify franchise leads?



Consider the following to help you evaluate your score:

- Are you using automation and CRM tools to support your sales process — delivering timely, targeted messaging, tracking engagement and conversion and identifying where and why candidates may be falling off?

6. How well are you tailoring your messaging and channels to attract multi-unit and sophisticated investors?



Consider the following to help you evaluate your score:

- Are you speaking to the priorities of experienced candidates — like scalability, support and ROI?
- Are you showing up in the right channels and tailoring your messaging to reflect their goals, expectations and decision-making process?

7. How well does your current partner or agency understand the unique needs and complexity of franchise brand marketing?



Consider the following to help you evaluate your score:

- Do they understand how to market a business opportunity — not just a product or service?
- Are they experienced in lead generation, nurturing and conversion strategies for franchise sales?
- Are they helping you reach the right candidates with the right message, across the right channels?

TIME TO ADD UP YOUR SCORE:

6–15: Time to rethink the game plan.

16–24: Close! Just needs refining.

25–35: You're set. Let's go!

NOT QUITE THE RESULTS YOU EXPECTED?

Every strong strategy starts with honest insights.
Let's talk about what's next.



FranFocused + BrandFocused