

How To Finally Have a World Class Franchise Marketing Department That You're Actually Proud Of, Without Hiring an Expensive Marketing Agency, So Your Franchisees Are Busy with Enough Qualified Leads... All Without the CEO Getting Late Night Calls from Upset Franchise Partners

My name is Casey Stanton, and just so you know I've actually done what I'm talking about...

I've been the **Chief Marketing Officer** of a few innovative, fast-growth franchises. More on those in a moment.



I started in the marketing world in 2008 and joined a tech and marketing agency where we built out CRMs and ran marketing for some of the biggest names online:

Tony Robbins, The Wolf of Wall Street - Jordan Belfort, Dean Graziosi, Peter Diamandis, Jay Abraham, Bo Eason, and many more.



While inside the agency, I got to see how agencies work...

Sell the dream, then bring in talent to get things kicked off. Over time, the agency was incentivized to replace the senior talent with more junior talent, so that the agency could enjoy more profits.

That's a major reason I left the agency: The agency wasn't incentivized to help clients, they were incentivized to create a "packaged offering" and sell it, regardless if it was the best thing for the client or not.

I also uncovered inefficiencies between marketing and sales. You know what I mean...

- Marketing drove low-quality leads
- The leads Marketing drove weren't contacted by the sales teams fast enough
- Follow-up with leads was almost non-existent after they were generated, which lead to a lot of wasted money

Yes, agencies have their time-and-place. I think of them more like mercenaries now... you hire an agency who has "been there, done that" before to come in, solve the problem, train the locals (the marketing department), then exit.

When I left to go out on my own in 2018, I chose to work with a handful of companies. Over the next 2 years, I found my experience and passion were a perfect match for the franchise space.

In 2020, I joined **The Exercise Coach** as their Fractional Chief Marketing Officer, where we grew the franchise system from about 50 studios to over 300 in a 4 year period.

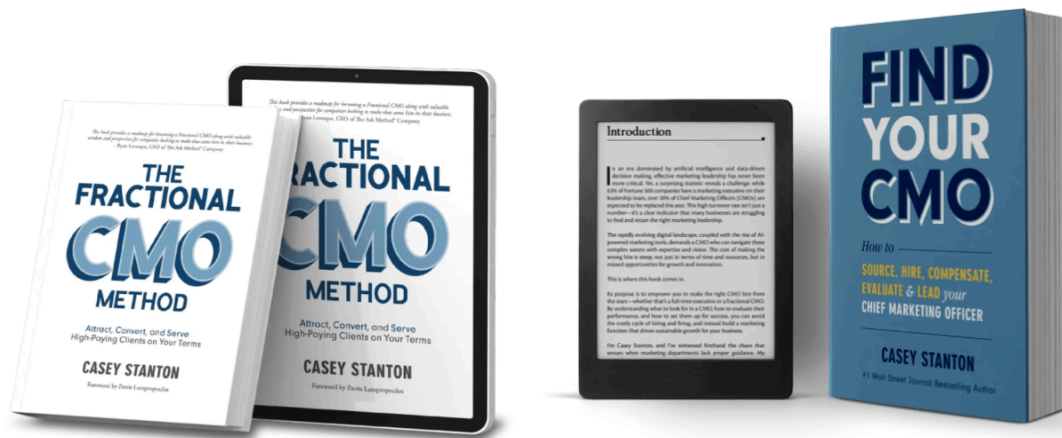
I also worked with **Select Dental Management** - They're not a typical franchise, but the model is similar. I helped them acquire and streamline the marketing of over 17 dental practices.

Pvolve, the hot fitness concept with Jennifer Aniston as their spokesperson, hired me to lead Franchise Development marketing as their CMO.

Joshua Tree Experts have also hired me to support the growing franchise brand in attracting new customers across dozens of markets all while building a best-in-class marketing department

During that time, I took my unique approach to building and leading marketing departments as a fractional CMO and built the #1 training and placement company for Fractional CMOs called CMOx.

I also wrote the **#1 Wall Street Journal Best-Selling** book "The Fractional CMO Method" and "Find Your CMO". Some say I'm the most popular, most effective Fractional CMO today. You're welcome to Google me and see for yourself.



But enough about me. Let's talk about you.

Tell me if any of these sound familiar...

- You've got a dozen or so franchise locations, so you know you can sell, but your franchisees struggle with consistent marketing. Every request from a franchisee is met with slow response or inadequate support. You don't know what you should be providing versus what you need to have the franchisee do on their own
- Or you have even more locations, but marketing feels sloppy. There are too many vendors. Not enough concentrated strategy to drive consistent results.
- Franchisee marketing requests come in through too many channels. Their requests are not followed up with in a timely manner, making the franchisees lose trust in marketing.
- The franchisees are complaining about their lack of qualified leads, yet if you were in their shoes, you know you'd somehow figure out what to do... you want the franchisee to have the same grit you have, but you struggle to communicate that
- Marketing agencies are showing you pretty proposals and are pushing for you to sign them, but you're unsure what's best for the franchise system
 - Angi loves to lock your franchisees into long-term contracts with weak leadflow... with way too much **competition** for the leads!
 - **"Pay per Lead"** vendors want to sell you leads but the secret truth is that they won't sell you leads for your worst performing locations because they likely can't make money on those leads... so your low performing locations continue to struggle
- Cloverleafing is valuable, but your franchisees are not hanging the door signs, flying neighborhoods or posting bandit signs with enough regularity to get a result
- In-person marketing works, but your franchisees struggle to execute proven strategies to build a following in their community

- You can't tell what marketing campaigns are driving leads, appointments and high-value customers, so your franchise marketing and support teams are left encouraging franchisees to spend *more*... but spending blind is robbing them of trust and you of your confidence!
- Leads are not being contacted fast enough. It doesn't matter how cheap leads are if they aren't contacted before they reach a competitor!
- You want to leverage AI in marketing but don't know how (hint: overflow calls, chat bots, internal processes, and content drafting are big wins here – but don't worry... I don't have any AI tools to sell!)

If any of those feel like pains you're experiencing...

I have a new and counter-intuitive model that might be exactly what you need.

If you adopt this model...

- + **Your marketing elevates** to world class status (and your franchisees finally feel GOOD about the marketing support they're getting)
- + There are **redundancies** that ensure errors rarely happen, and if they do, they're quickly fixed with lasting, **permanent solutions**
- + You have a **real Marketing Department**, not just a "nephew who does some marketing for us" or an agency that charges top-dollar for the same campaigns year after year
- + The franchisees benefit from **constant innovation and testing**, generating better results with the same ad spend (...one of my clients just had a 42% increase in landing page conversion rate by testing a simple pricing element on the page!)

And above all – You can focus on other departments and functions of your company and leave the marketing to me.

Let me be the **"One Throat to Choke"** for all marketing for your franchise system

Most marketing departments are non-existent, or dysfunctional. They lack strategy, ping-ponging from one idea to another without ever finishing anything to the level of professionalism required for the brand.

When I step in to build the marketing strategy and lead your marketing department, you will no longer be the person getting the phone calls and emails from upset franchisees, asking “what do I do?!”.

My secret to a Functional Marketing® Department is based on a model that I created myself to...

... vastly decrease the ongoing costs for delivering high quality marketing

... dang-near guarantee “**No Franchisee Left Behind**”. This is my approach to focusing on the lowest performing locations every single day without losing sight of helping the best performers get better results

... and create a profit center where you’re able to mark up the hard costs of marketing, so that the brand has some extra money every month to invest in marketing tests and innovation

There are 3 things that your marketing department needs: Strategy, Leadership and Implementation.

Instead of farming all three out to an agency, or searching for a mythical unicorn who can do all three themselves, my approach separates Marketing Strategy and Leadership from Marketing Implementation.

Here’s what a Functional Marketing® Department looks like:

- **Marketing Strategy and Leadership**
 - Me, serving as your Fractional CMO
- **Marketing Implementation**
 - Marketing Technicians supported with AI
 - Agencies and partners as needed

I coined the term “Marketing Technician” to refer to “a smart, hard-working marketing professional who works for the Franchisor full-time (either as an employee or contractor), either remote or in the US (if they don’t need to be in the US, we can drive costs down by hiring expats and folks overseas). These Marketing Technicians follow the processes I lay out and execute the campaigns I share, on-time and on-budget, to get marketing to the next level.

Marketing Technicians cost between \$20 and \$35 an hour (possibly less if you’re interested in hiring folks overseas).

Based on this, here’s what your marketing department could look like:

- **Fractional CMO** - Casey: Marketing Strategy and Marketing Leadership
- **Franchise Marketing Lead**: This person is franchisee-facing. They’re at Confirmation Day (remote or in-person). They help the franchisee launch marketing on-time and to brand specifications. They coach the franchise partners regularly from launch to established and mature

- **Technology Marketing Lead:** Generally a non-franchisee-facing role, this person manages the day-to-day of the technology for the franchise marketing efforts, such as CRMs, reporting, new technology integrations (often bringing in a consultant or expert to do one-off integrations). They also roll out the new franchisee location pages on the website and get all relevant assets setup (Google Business Profile, Yelp, etc)
- **Media Buyer:** An in-house hire who runs ads for all the franchisees, allowing each location to benefit from the success of other location's successes. This keeps our intellectual property secure!
- **Creative Team:** An offshore team that builds image creatives and edits videos for ads
- **SEO Agency:** Small monthly fees to execute the unique tasks related to SEO and AI optimization (ranking #1 in ChatGPT for research-related queries relevant to your offers)

If you're running EOS or another "business operating system", what I'm sharing here bolts in perfectly.

Here's what a well-run Franchise Marketing Department looks like:

1. A Quarterly Plan for the marketing department, broken up into six 2-week sprints. Each marketing team member has certain measurables and projects to complete over the quarter
2. A weekly "All Hands Marketing Department Call" to check-in on the quarter's progress, any emergencies or issues, etc
3. Daily communication via asynchronous channel (WhatsApp, Slack, Teams, Google Chat, etc)

The marketing department runs on a Scorecard, which shows the status of the most important metrics:

- Website visitors by source (Meta, Google, Angi, EDDM, ChatGPT, etc)
- Total leads for all franchisees
- Total leads for each franchisee, by source
- Conversion rates of website visitors to leads by offer/source
- Appointments by source (Ex: Meta drove 4 appointments at a Cost per Appointment of \$98.32 for West University)
- Total emails sent by marketing department email tools (promotions, follow-ups, etc)
- ... and more

Monthly and quarterly, additional Scorecard metrics are reviewed, such as:

- Lead to Sale Gestation (how many days, on average, does it take a lead to convert into a customer?)
- Which traffic sources and specific campaigns generated the highest Return on Ad Spend (ROAS)
- Which locations are performing the best? What are they doing differently?
- How do CPMs (the cost to advertise on Meta, for example) change over time, and what are our predictions about how advertising costs will increase or decrease next month/quarter?
- ... and more

As you can see, I'm talking about a real transformation in your business.

The kind of transformation that brings a sense of calm to the franchisor team. That boosts the confidence of your FSO or fran dev team. That increases the valuation of your entire franchise system, if you ever want to sell.

Obviously this isn't an overnight solution. I'm not selling "one quick trick to get you leads".

This is a lasting, durable and robust solution to increase the predictability of your franchisee's marketing results and satisfaction, which increases referrals for more franchisees to join the ecosystem... which increases your business valuation and cashflow.

For some franchise systems, it takes 2 or 3 months to turn things around. Others, 6. But no matter the stage of your franchise, you know that **things have to change**. You can't keep marketing the way it's been.

The good news is that I stick with my clients for *years* to continue to support them.

If you'd like to have a marketing department run like a Swiss watch, executing the right campaigns at the right time, with low long-term costs and big results, let's chat for 30 minutes.

Book a call with me and let me see if I think I can help you get your marketing straight... for good.

CaseyStanton.com/call