

Franchise Marketing Series

Content Marketing Playbook for Franchises

Australia Edition





Inside this guide

Leveraging local area marketing for franchise success	3
Define your local marketing objectives	5
Understand your audience	7
Develop key content themes	8
Create a content calendar	10
Optimise for search and social	12
Maximise local area marketing opportunities	13
Measure what matters	15
Partnering with Constant Contact	16



Leveraging local area marketing for franchise success

Buying into a franchise and starting a business is a dream shared by many Australians. The entrepreneurial spirit runs deep across the nation, with 40% of people reporting a desire to run their own business.¹

Franchises often provide a faster and more cost-effective pathway to entrepreneurship, offering the advantage of a pre-existing brand and proven business model that can feel less risky than starting a business from scratch.

Yet, to truly thrive as a franchisee, it's essential to complement the national branding with a targeted local area marketing strategy. Building strong local connections and staying top of mind with local customers and the community is critical to ensuring that the franchisee becomes the go-to choice when they need their goods or services.

Constant Contact: Empowering leading franchise brands



The UPS Store 



Signarama
The way to grow your business.



¹NAB Insight Report – Do Australians want to start their own business?



Unlocking opportunities in Australian franchising

1.3K

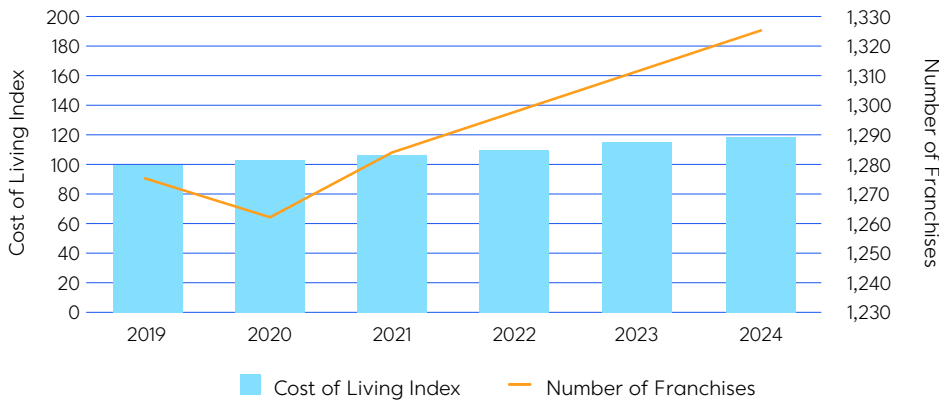
FRANCHISE NETWORKS
IN AUSTRALIA²

600K

NUMBER OF PEOPLE
EMPLOYED²

\$201B

PROJECTED REVENUE
(2024-2025)²



[2. Franchising in Australia - Market Research Report, IbisWorld \(2024\)](#)



STEP 1

Define your local marketing objectives

The foundation of a great local marketing plan is a clear set of objectives that focus specifically on the needs and opportunities in each franchisee's local area. Franchisees tend to see more success from localised marketing plans that resonate with the local community but also integrate and complement national campaigns.

It's important to develop a content plan that includes both corporate content and localised messaging. This could involve adding local promotions, community events, or area-specific interests into the broader content framework.

Every local content plan should have [SMART](#)³ goals—specific, measurable, achievable, relevant, and time-bound—directly related to local business growth. For example, a SMART objective might be:

“Increase foot traffic by 15% over the next six months by focusing on local sponsorships, seasonal promotions and community-centred engagement via social media and email marketing.”

[3. Creating goals and measuring success](#)



INCREASING BRAND AWARENESS

in each local community



DRIVING TRAFFIC

to the physical store or website



BOOSTING SALES

for specific products or services



ENGAGING YOUR AUDIENCE

and creating loyal brand fans



By aligning local marketing efforts with broader brand strategies, franchisees can leverage the credibility and recognition of the national brand while also building strong local relationships.

More than half (52%) of consumers want to shop at SMBs – this means they want to hear from local businesses that will meet their needs.⁴

Yet, the challenge small businesses face is meeting these demands, as our recent [Small Business Now Report](#) highlighted that the biggest barriers to marketing success are a lack of time and marketing expertise.

In fact, only 16% of those surveyed feel confident they are using the right channels to connect with their audience.⁴ Many SMBs are left guessing why their customers choose them and what would motivate them to return or, even better, refer family and friends to their business.

The task at hand is to better understand the audience, enabling businesses to craft the right messaging and identify the most effective platforms for engagement.

⁴. [Small Business Now: The Current State of SMB Marketing, Constant Contact \(2024\)](#)

STEP 2

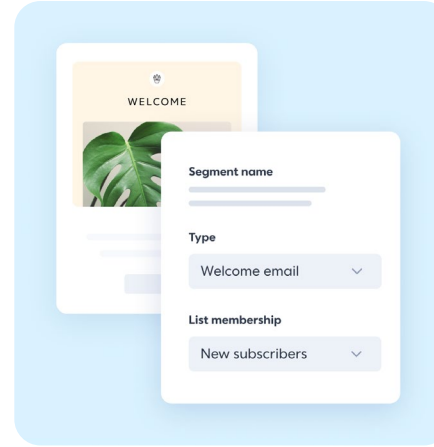
Understand your audience

Australia's diverse communities require local marketing that resonates with each area's unique needs. Franchisees can go beyond a one-size-fits-all approach by tailoring strategies to their local audience. While national brands tend to focus on wider demographics, local franchisees have the opportunity to drill down into the unique aspects of their territory to personalise marketing efforts and really resonate with their customers.

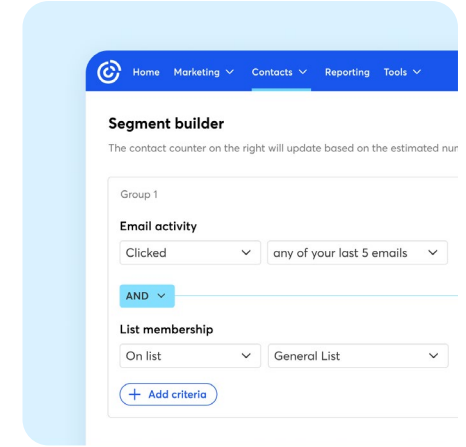
It's not only important to collect customer data, such as products or services purchased, franchises

need to analyse the data and create customer profiles unique to the franchisee's territory. For example, a Queensland professional pool servicing company might be able to launch a "Prepare for Summer" promotion earlier in the year than their Tasmanian counterparts. Or certain regulations around real estate sales or leasing in New South Wales may differ from Victoria, and therefore the approach must be localised.

With tools like Constant Contact's analytics, franchisees can track engagement metrics, refining campaigns to meet their local audience's needs effectively.



By leveraging purchase behaviours and engagement trends, franchisees can create customer tags and segments to personalise their message with dynamic content.



This allows a single email to become a highly relevant and engaging message for each local customer, tailored to their unique preferences, location and purchase history.

STEP 3

Develop key content themes

A successful content plan is built around key content pillars that reflect both the franchise's brand identity and the local market's needs, wants, and interests.

These pillars form the foundation of a strong content strategy, ensuring consistency while providing clear direction for creating engaging content that not only resonates with your audience but inspires action such as visiting your store/website or making an appointment.



Industry Leadership

- Quarterly industry reports.
- Expert interviews and sector developments.
- Strategic long-form content on emerging industry trends.
- Enter local awards & share accolades to build trust as the go-to provider.



Customer Success

- Showcase user-generated content like reviews & social posts for authentic customer wins.
- Highlight delivered value through case studies or testimonials.
- Encourage happy customers to leave reviews on trusted platforms.



Community Connection

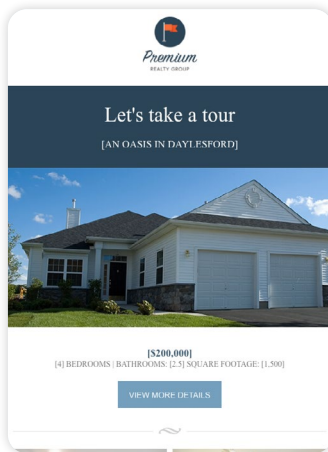
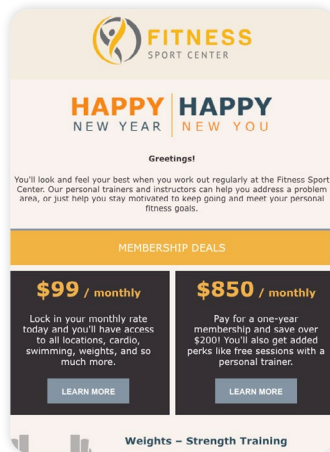
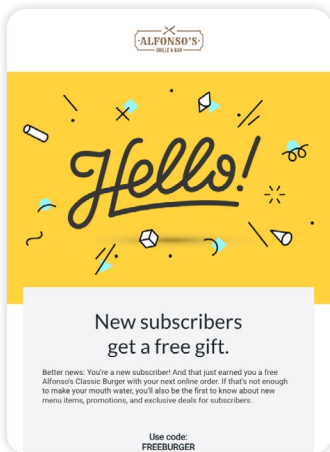
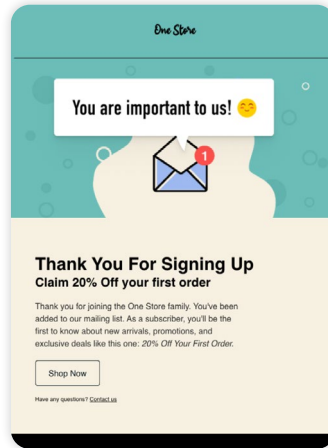
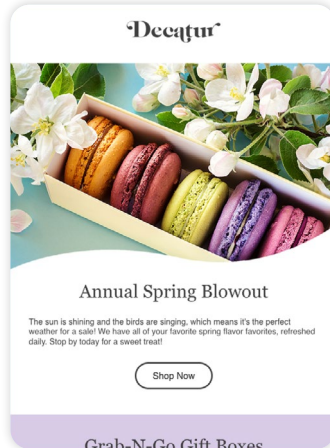
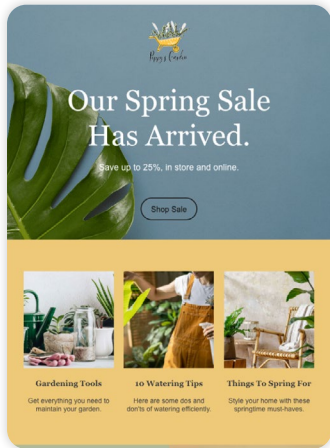
- Showcase local sponsorships and event participation.
- Partner with other local companies to support the community.
- Unleash your creativity on social media with engaging competitions or share standout moments through photo and video posts.



Educational Resources

- Create how-to guides & solution-focused content.
- Share expertise, offer value & build trust through regular posts.
- Post industry tips & step-by-step tutorials.
- Collaborate with customers or influencers on educational User Generated Content (UGC).





“Constant Contact is perfect for a franchise network. We can provide email newsletter templates to all stores to assist with their local marketing. It's so easy to use whether you've used an email marketing platform or not.”

Shelley Parnell

VP of Marketing, Dogtopia



By building a highly targeted, strategic content plan tailored to the specific needs of the local audience, franchisees can deepen their engagement and strengthen their visibility where it counts, right in their own community.

STEP 4

Create a content calendar

Map your content pillars across various channels in a calendar that blends the brand voice and local area marketing. In fact, four in five (82%) small businesses agree that using multiple marketing channels in their campaigns typically leads to better results.⁵

Email Campaigns

Balance email frequency to maintain engagement without overwhelming subscribers. Focus on valuable, targeted content that serves your local audience.

Tip: Include timely offers, product updates, and event invitations that reflect your content pillars. For example, highlight seasonal promotions for products or services that are of interest to the customer either due to past purchases or expressed interest.

Video Content

Create regular videos to capture Australia's video-hungry audience. Focus on authentic content, such as real customers using your products or behind-the-scenes footage, to

give a glimpse into what it's like to work at your business. Look to your customers or micro/macro influencers to create video content and expand your social reach.

Tip: Maximise video impact by sharing across all channels – from social media to email campaigns.

Social Media Posts







Post valuable and relevant social content consistently. Adjust content or frequency based on engagement metrics such as impressions,

interactions, comments or shares. And wherever possible, respond to comments to keep your posts in the social feed and importantly, to showcase the personality behind the brand.

⁵ [Small Business Now Report, Constant Contact \(2024\)](#)

STEP 4

Sample content calendar for a fitness franchise

	 Facebook	 X	 Pinterest	 Instagram	 TikTok	 YouTube
Post Frequency	<p>4x per week</p> <p>Promote fitness challenges, client testimonials.</p>	<p>2x per day</p> <p>Share quick workout tips, motivation quotes.</p>	<p>3x per day</p> <p>Pin workout infographics, healthy meal ideas.</p>	<p>Feed: 1x per day</p> <p>Post gym event updates, member highlights.</p> <p>Stories: 5x per day</p> <p>Behind the scenes, quick fitness tips.</p>	<p>2x per day</p> <p>Launch a user-generated content challenge, jump on trending fitness topics.</p>	<p>1x per month</p> <p>Publish workout tutorials, transformation stories.</p>
Example Content	<p>Launch 'Bring a Friend' promotion, post client success stories.</p>	<p>Daily fitness motivation, retweet industry updates.</p>	<p>Weekly workout routine breakdown, pin healthy meal ideas.</p>	<p>Weekly UGC: Gym members' workouts, live Q&As, polls.</p>	<p>Spark conversations by having trainers create response videos and reply to comments.</p>	<p>Post 'Gym Transformation' series, expert fitness Q&A videos.</p>

STEP 5

Optimise for search and social

Encourage Positive Customer Reviews

Motivate satisfied customers to share reviews with incentives such as discounts on future purchases. Online reviews are extremely important for customer decision-making and drive credibility. Location-specific reviews not only improve visibility but customers often expect to see the local-level detail, especially for services-based businesses. If you receive a negative review, it's important to respond in a professional and informative manner.

Promote User-Generated Content for Engagement

Encourage franchisees to inspire user-generated content by asking customers to share photos or videos of their experiences. For example, a pet care franchise could host a photo competition for freshly groomed pets, with a free grooming session as a prize. This creates engaging visuals that can be shared across email and social media, boosting engagement.

Claim Local Listings for Visibility

One of the most effective ways for franchisees to be found is by claiming local listings on platforms like Google Business Profile and Apple Maps. This is essential for appearing in local search results and helps customers find your location, fast. Encourage happy customers to leave reviews, as positive feedback boosts local rankings and attracts more customers.



STEP 6

Maximise local area marketing opportunities

To effectively drive local marketing efforts, franchisors and franchisees need to collaborate. This is often achieved through the provision of headquarter resources, tools, training and promotional materials that maintain brand integrity but also allow for local customisation at the franchisee level where needed.

Hot tips for franchisors:

☐ Provide Marketing & Content Support

- Unify franchisees with a single platform like Constant Contact to organise content and maintain brand consistency.
- Supply approved, ready-to-use templates for social media, email campaigns, and print collateral.
- Create a digital asset library featuring images, videos, and promotional content.

☐ Localise National Campaigns

- Adapt national campaigns to reflect local market needs and preferences.
- Provide franchisees with guidelines on tailoring messaging while maintaining brand consistency.
- Encourage localised storytelling, such as customer success stories or community engagement initiatives.

☐ Invest in Training & Education

- Provide ongoing marketing training to franchisees and gather their feedback to keep them engaged.
- Offer workshops or e-learning modules on campaign execution, digital marketing, and customer engagement.
- Share corporate and local marketing results to guide best practices and drive success.

STEP 6

Maximise local area marketing opportunities

□ Ensure Customer Service Aligns with Marketing

- Train franchisees on delivering a customer experience that is aligned with corporate messaging and brand positioning.
- Provide customer service scripts and best practices to ensure consistency across locations.
- Encourage customer feedback to monitor the customer experience at each franchisee level. Seek feedback from employees regularly to proactively identify any gaps in training, understanding or engagement.

□ Leverage Data & Performance Insights

- Share marketing performance data regularly with franchisees or provide access to marketing analytics tools to measure campaign effectiveness.
- Provide insights on customer behaviour, engagement trends, and successful strategies across the franchise network so that franchisees can learn from each other.
- Encourage A/B testing for local campaigns to optimise messaging and promotions.

□ Foster Community & Franchisee Collaboration

- Create a platform where franchisees can share ideas, best practices, and success stories.
- Encourage involvement in local events and community sponsorships to help franchisees compete in their territory.
- Facilitate peer mentorship programs for new franchisees to learn from experienced operators.

By implementing these strategies, franchisors can empower their franchisees with the tools, training, and support they need to drive local marketing success while maintaining brand consistency.

STEP 7

Measure what matters

Your content strategy should evolve based on performance data. Track key metrics to maximise ROI across the franchise network and even as an individual franchisee.

Key Performance Indicators



Website

Look for number of visitors, time spent on page and conversions such as form completions or newsletter sign-ups.

Social Media

Track social media interactions such as growth of followers, engagement numbers on posts, comments and shares. Use heat mapping to

understand content consumption patterns and optimise accordingly.

Email Marketing

Measure the success of email by monitoring deliverability (look for a provider with at least 97%), open rate (aim for over 30%), click through rate (6% and above is good), bounces (keep this under 2%) and unsubscribes (average is 0.17%).

Take Action

Review metrics monthly to make data-driven adjustments to your plan. Refine content plans based on achieving the highest return on investment (both time and money).

When certain content starts to resonate, look for unique ways to repeat this content. Successful marketing campaigns come from taking risks, testing and learning!

Find a Partner

It's important to find a software provider that supports the marketing efforts at both a franchisor and franchisee level. Look for digital marketing platforms built specifically to solve the unique challenges of franchises. Ease of use, integrations and access to local support are key areas to consider when making a decision on partnering with a marketing technology provider.



Partnering with Constant Contact

Franchise marketing, simplified.



Multiple Accounts

Customise your accounts to fit your business. Create multiple accounts under the Head Office account, and set user permissions, approvals, and billing to match your needs.



National and Local Campaigns

Easily send both national and local campaigns from the Head Office account, or empower franchisees to manage local area marketing within your set controls or approval processes.



Enjoy Local Support

Access phone and chat support, on-demand video tutorials, and guides, all with local support from our team in Australia.



Email & Social in One Platform

Manage both email marketing and social media from one intuitive and easy-to-use platform. Backed by AI to support content creation for emails and social posts, and automations to save you hours every week, we've simplified franchise marketing for franchisors and franchisees.



Save Time with Dynamic Content

Use dynamic content blocks in national campaigns to tailor emails or newsletters based on customer data like city, state, purchase date, or custom fields, ensuring audiences see only relevant content from one send.



Control Your Brand

Maintain brand integrity at both the head office and franchisee level by enforcing the use of your company's brand kit. Lock branded templates, approve campaigns before they go out, and more.

- Branded templates and AI content generation
- More than 300 ready-to-go integrations, plus custom integration options
- Single Sign-On (SSO) and RESTful API
- Custom pricing with individual or centralised billing
- 97% email deliverability rate

INTEGRATIONS



stripe

Connect

Etsy

Connect

salesforce



Start your franchise growth
journey with Constant Contact's
digital marketing platform.

Request a Demo

