

how2

Franchise.co.uk

THE BEST MARKETING DEAL IN TOWN!



HEY YOU!



**GET
NOTICED**

01295 722846

www.how2franchise.co.uk

enquiries@how2franchise.co.uk



“We can sell and promote your franchise on a commission basis.”

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We are happy to operate on a results only basis.

“10% – 20% of the franchise fee. 20% for leads we generate ourselves or 10% for leads you generate and pass to us.

We promote our franchises in a variety of ways in order to recruit franchisees. These days we avoid press advertising due to value for money. Below are the main forms we use.”

Recruitment Service

Our Management Service means you will be working very closely with us selecting franchisees so you need to ensure that the selection process is one based on quality. In a number of cases it may be best for the selection process and the relationship to be directly between you and each prospective franchisee.

The process you used to recruit franchisees into your network is a critical component in the growth of any franchise network. Our franchising team will help you design and develop a process to recruit franchisees into your network. We provide guidance and support to enable you to recruit quality franchisees, at the same time as balancing your commercial objectives.

THE COSTS

“How2Franchise offer two marketing packages...”



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Gold package

- £995 plus vat where applicable
- Limiting on our websites for 12 months
- Including our own 3, there are a growing number of websites used for the recruitment of franchisees. We market franchises heavily online to generate leads.
- 5 dedicated Eblasts
- UK or Europe or International
- We have a database of over 200,000 potential franchisees from data we have collected through our websites and other marketing activities, mixed with data we have acquired over the years. It's regularly cleaned and regulated with easy opt-outs etc. We market franchise opportunities effectively through email to this database and generate leads.
- Guarantee of 100 leads details can be supplied



Platinum package

- £1299 plus vat where applicable
- All above and then some
- Specially made video
- Exhibitors - We attend several domestic and international franchise exhibitions every year, exhibiting our own stand with opportunities for our clients to join us and attend or allow us to market their franchises.
- Guaranteed 150 leads over the year - full details supplied
- It's vital that we improve the attractiveness of your franchise offer, utilising our deep technical knowledge, industry experience and data gained from working with many leading franchisors. We analyse your franchise offer, network, competitive landscape, and the recruitment strategy to identify the factors limiting expansion of the franchise business to identify opportunities for improvement in your franchise marketing and recruitment strategy.

Other **Services** for Franchisors

We have also developed a wide range of practical systems and services covering all areas of franchising in which a business may require Franchising Consultancy to design and implement for them, depending on where they are in their franchise lifecycle. Listed are just some of the areas which we can also offer Franchise Consultancy services to cover:



***“How2Franchise
offer you a
comprehensive
franchise
service.”***

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- **Concept Formulation And Refinement**
- **Franchise Feasibility Studies**
- **Financial Analysis**
- **Franchise Strategy Plan**
- **Prospectus Design And Production**
- **Franchise Agreement And Implementation**
- **Demographic Franchising Territories In Over 40 Countries**
- **Franchise Marketing & Exhibitions**
- **Public Relations**
- **Marketing And Communications Materials**
- **Operations Manuals**
- **Training Programmes**
- **Master Franchisee Recruitment**
- **Master Franchise Lead Generation**
- **Franchise Brochures**
- **Online Promotion And Marketing Of Your Business**
- **Website Design & Developments (Refinement Of Existing Website &/Or Complete Re-Design)**

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Worldwide Franchising Solutions Made Easy.

Serving the franchise industry for 20 years

Bloxham Mill Business Centre, Barford Road, Bloxham, Banbury, OX15 4FF

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