



Own your zone

Before you buy a franchise, take a look at how the franchise handles local area marketing. Ensuring the right people are getting the message is all about getting the data, suggests **Peter Buckingham**.

In these difficult times, as far as the world economy is concerned, there are positive steps you can take in moving your business forward, rather than taking the negative approach and just cutting everything. Local Area Marketing can be a low cost and effective alternative to contributing your hard earned money to the marketing fund, and seeing the same old TV advertisement at 11.00 pm at night.

Most franchise systems require you to contribute towards the marketing fund. In many cases you have little say on how it is spent and often you lack the ability to measure if that expenditure has delivered any extra revenue. Expertly prepared and properly applied local area marketing activities are the most effective and measurable marketing options available today.

The best customers for most businesses are the ones that live next door, as travel, contact, cost of delivery, delivery of your message and many other things are easier than anywhere else. It is widely recognised that local customers deliver more profit to

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your business than do distant clients. The key success factor is to laser focus your marketing spend to attract customers from your local area.

Local area marketing is all about maximising your efforts and results in your immediate area, and you will reap massive benefits from making that local customer a loyal and profitable customer. One of our franchisor clients, who was in the gardening business, distributed extra leads to franchisees who were quiet, and this caused the franchisees to have customers all around Melbourne. This resulted in significantly increased transport cost, wasted travel time and subsequently lower franchisee profitability.

A recent survey of franchisees across a range of franchise groups highlighted a number of reasons why local area marketing campaigns aren't deployed. The reasons included:

- Don't know what campaigns to produce
- Don't have the ability to measure campaign effectiveness
- Don't have the connections to create and execute campaigns
- It was too hard and painful.

> Story continues on **PAGE 66**



OVENCLEAN
Cleaned to Perfection

What do we do?

- We specialise in the detailed cleaning of domestic ovens, cook-tops, extractors, microwaves and barbecues
- We use specially formulated non-caustic, non-toxic solutions which are made exclusively for Ovenclean under licence

Thanks to all the staff in Head Office in Perth for the interest shown towards me, becoming an Ovenclean franchisee is the best decision I have made in my working life.
Graham Smith, Yarrowonga VIC

No guessing where your market is:

- Every household in every street is a potential long-term customer
- Our franchisees have their own exclusive territory with a minimum of 20,000 households, allowing for future expansion to a multi-van operation if desired


No need to be an expert:

- Everything you need to get started is included – comprehensive training, registered business name, marketing launch, first 12 months' public liability insurance, cleaning solutions & all equipment needed to operate your business

I would like to take this opportunity to thank the H.O. team for their continuing support and encouragement and look forward to a bright and prosperous future together.
Grace Perryman, Wanneroo WA

What Can You Do For More Information?

Contact Gemma Andrews, Franchise Development Officer on 1800 209 190 Email info@ovenclean.com.au

Visit our website www.ovenclean.com.au and fill in the franchise enquiry form 

> Story continued from PAGE 64

A good local area marketing system should address all these issues and have the following attributes:

- Be easy to follow
- Deliver fast results
- An explanation and instruction phase for a franchisee to follow
- Data and information that can be used in making decisions within the system
- A series of suggested and tested campaigns
- A decision process to assist in deciding which promotions best suit your area
- A website containing all marketing material, data, graphic design and an online ordering system
- A company capable of efficiently printing and delivering the material

Over the past 10 years working with many clients encompassing small businesses, franchise groups and many of Australia's largest corporations a common theme is evident. Data is the key to delivering successful local area marketing campaigns for small businesses, local branches and franchisees. Well prepared and relevant data facilitates the selection of specific campaigns that best suit your local area.

The types of information one can use is partially available from the Australian Bureau of Statistics which at least gives you some data on your local area. Our experience has shown that this only provides part of the story. To be effective it needs to be supplemented by additional information such as:

- Residential demographic summaries at a specific radius or across your territory
- Business counts by business types and employee estimates
- Maps showing areas and land usage
- A localised business hit-list for direct marketing

All this information can be created for each franchise in the system, and delivered by a secure website for the franchisee's exclusive use.

A matrix can then be formulated to indicate what type of customers inhabit



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your territory, and which promotions best suit your area.

From a franchisor's view, a professional local marketing system will automatically ensure brand consistency and continued sustainable organic growth from existing franchisees. Additionally, speed of deployment is just important as minimising the effort required delivering customer attracting campaigns.

In these tough economic times, a sound local area marketing system can quickly turn a struggle to survive situation into profitable growth. If your franchise system does not have a structured form of local area marketing you should suggest to management or your franchise advisory council that some monies be invested in what could be the best marketing innovation your franchise system can undertake. ■

Peter Buckingham is managing director of Spectrum Analysis Australia Pty Ltd, a geo-demographic, territory planning and retail sales modelling company, and now a director of ownZone, a business involved in Local Area Marketing. Peter can be contacted on (03) 9882 6488 or email peterb@spectrumanalysis.com.au or via the web at www.spectrumanalysis.com.au.