

SCALE, SPEED, AND SUCCESS:

The New Formula for Franchise Marketing

How franchise-first marketing automation solutions deliver scalable success with local appeal

ActiveCampaign research conducted
in partnership with Omniscient Digital

MAY 2025

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Introduction

The franchise business model stands out among the larger landscape of brick-and-mortar businesses. While each franchise location is a small business, the model draws its success from the power of scalable systems. It replicates the branding, products, pricing, and technology that ensure success across dozens, hundreds, or thousands of locations. This extends into the marketing approach for franchise locations.

Virtually every franchise owner and franchise marketing team faces a few familiar challenges in delivering brand-aligned messaging and driving results. While both focus on high ROI for marketing efforts, owners must also balance marketing investment against the business's total operational needs.





Franchises across food and beverage, real estate, home services, retail, and health and wellness

trust ActiveCampaign HQ to help deliver consistent, compelling marketing at scale. Personalize your message for every location and customer type.

Get the marketing automation solution tailor-made for franchise marketers and multi-location businesses.

Start today with no credit card required.

[**Learn more about ACHQ**](#)

Highlights

Our study highlights a few key insights common to most of the marketers and franchise professionals we surveyed:

38% of respondents are expected to deliver big results with a team of two to five members.

98% of survey respondents believe personalization across locations is important.

45% of survey respondents said coordinating across locations was their biggest challenge.

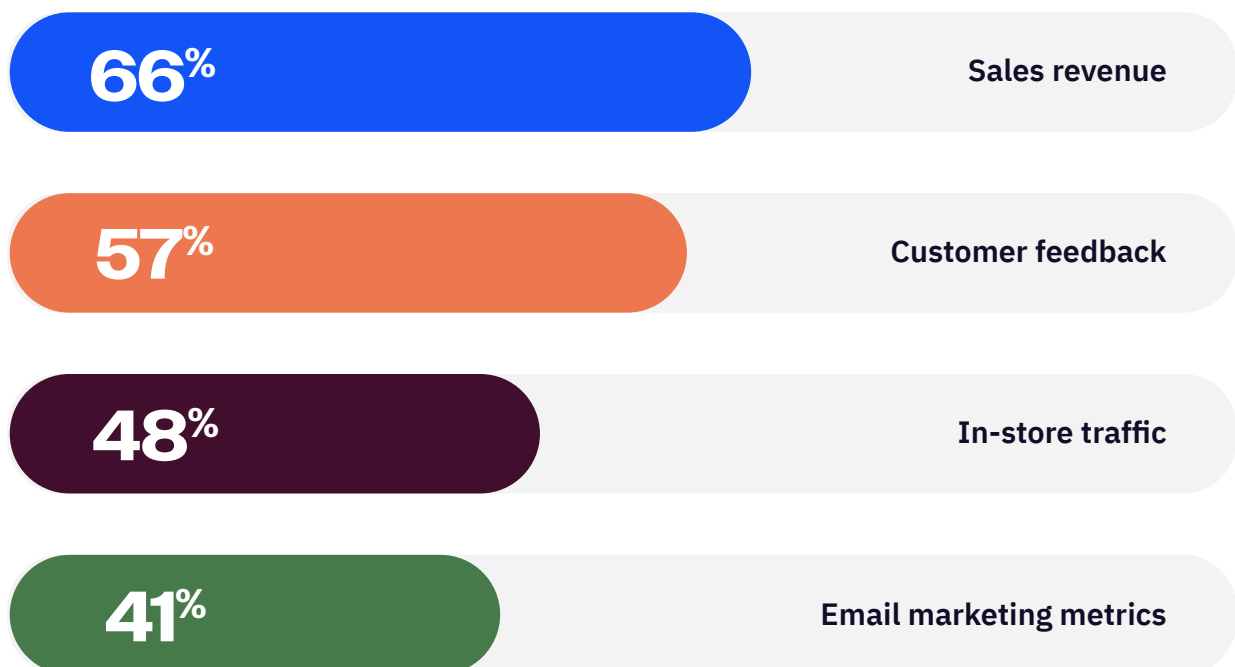
62% of franchise marketers use product recommendations to personalize customer experiences.

62% of those surveyed spend more than 11 hours on marketing activities each week.

2^x We found that franchise marketers who describe their cross-location personalization skills as “very effective” are **twice as likely** to use automation.

Success looks different across teams, but for most franchise marketers, it starts with one thing: revenue.

Measuring franchise marketing success

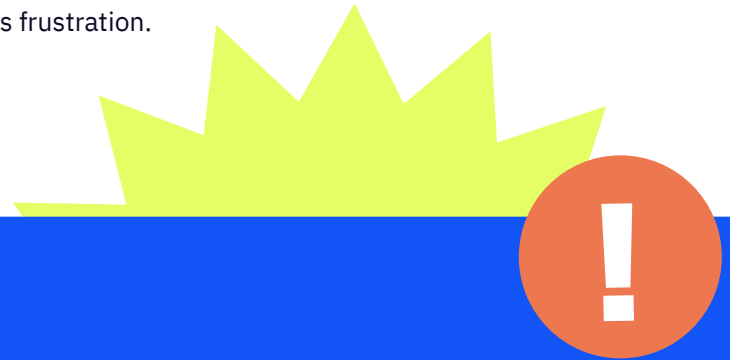


Franchise marketing requires a unique approach

Franchise owners and marketers face unique challenges in reaching their audience, calling for a specialized marketing approach, strategy, and tech stack. While many marketing automation tools exist in the marketplace, few have the flexibility to meet this industry's unique marketing structure.

This study collected data from more than 250 industry professionals to highlight franchise marketers' experience and the methods they use to drive success for their networks and individual locations.

The responses and insights gleaned from franchise marketers, managers, and executives shine an informative light on the root challenges affecting franchise marketing success. While many of the findings highlight well-known obstacles every marketing team faces, some surprising results may help you fine-tune your franchise marketing strategy to deliver better business outcomes with less frustration.



Key takeaways for...

Franchise marketers

- 1 Implement A/B testing.** A/B testing your emails allows you to create and personalize engaging content that converts. Yet just over half of franchise marketers say they don't regularly run A/B tests, meaning they're missing out on valuable insights about what their customers enjoy.
- 2 Create the right blend of high-performing channels.** Within those channels, prioritize the most competitive content types, such as using personalized emails over lower-performing content like newsletters.
- 3 Choose a marketing automation tool that specializes in the complexities of the franchise business model,** including the ability to deliver personalized messaging at scale across your network. The right tool allows you and your team to spend less time on manual tasks like sending repetitive emails. This frees up more time for creative work and building customer relationships.

Franchise owners

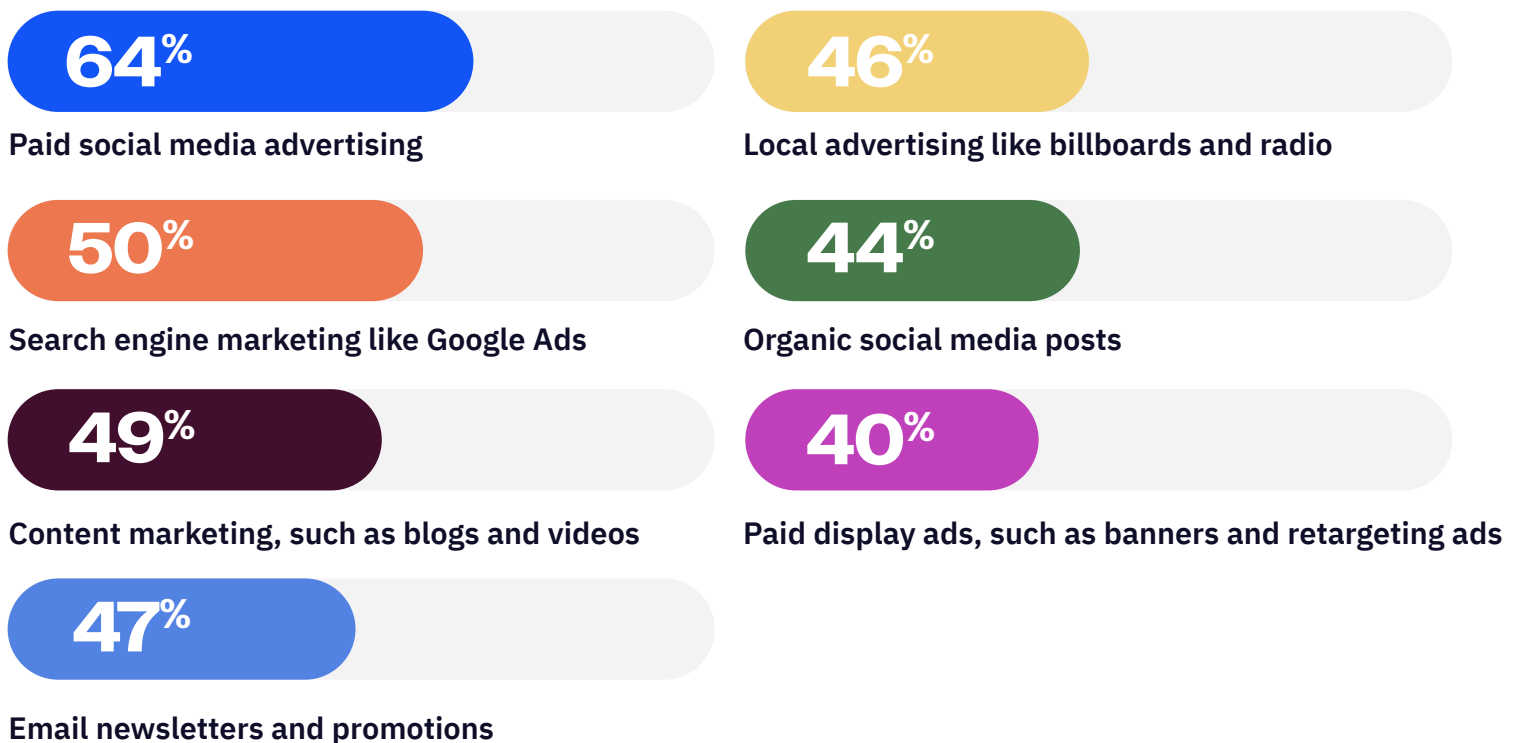
- 1 Look for software that doesn't just deliver data but also uncovers insights.** As an owner, you're wearing a lot of hats—including data analyst. Delegate some of that workload to AI to analyze data, summarize takeaways, and create actionable next steps.
- 2 Make automation a priority.** Most franchise owners manage marketing teams of one to five people. Small (but mighty) teams mean more opportunities to incorporate automation for building and managing multi-location marketing strategies.
- 3 Choose a marketing automation tool that integrates with your existing tech stack.** Franchise owners tend to be less confident than marketers when measuring the success of their campaigns. Many owners cite a lack of data integration and sales attribution as their top two challenges. Select a marketing automation tool that integrates with your CRM, sales, social media, and other marketing platforms, and make campaign tracking easy.

Section 1: The message and the methods of franchise marketing

What marketing channels work best for franchise marketers?

Franchises take a multichannel approach to communication, driving engagement with both digital and traditional marketing channels. The local nature of franchises makes traditional marketing like print ads, radio and television, billboards, and direct mail especially effective.

Our franchise marketing professionals rely most heavily on these seven channels to drive results for their brands:



About a third of respondents also incorporate other popular forms of advertising, such as **event marketing (33%)**, **SMS messaging (32%)**, **influencer or affiliate marketing (31%)**, and **loyalty programs (31%)**.

Email marketing as a franchise marketing tool

Email remains one of the most effective ways to deliver personalized, local messages at scale.

Studies consistently show that email delivers strong conversion rates and a high ROI. Research from email marketing and testing leader Litmus reveals that email marketing returns an average of [\\$36 for every \\$1 of marketing spend](#). Retail and consumer goods brands see even higher returns of \$45 per dollar of spend.

Here are some ways that our franchise respondents use email in their marketing activities:

Use customer behavior to determine email frequency

Savvy email marketers send emails based on their customers' behavior. Our respondents agree. Why base email sends on customer actions? It shows customers that your emails provide value beyond just trying to gain a sale.

87% of our marketers send emails at least weekly. Nearly 40% send their audience something daily.

Behavior-driven email flows also reduce the chance that recipients opt out of your email campaigns. Some of the most common causes of email unsubscribes include sending too many emails and salesy or promotional content.

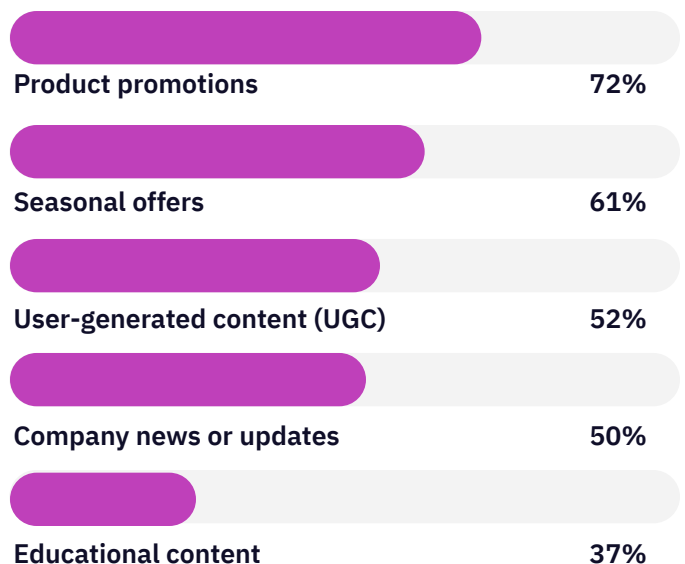
How do you determine the frequency of your email marketing campaigns?



Nurture and re-engage customers with informational content

Want to turn subscribers into loyalists? Teach them something useful. Educational content builds authority and keeps you top of mind (without constantly selling). Only 37% of those surveyed frequently include educational content in their emails, making this a potential missed opportunity for many franchise owners and marketers.

Which types of content do you most frequently include in your email campaigns?



While ROI is easier to see in promotional emails, long-term value comes from retention and loyalty. Keeping current customers engaged costs less and delivers more value than constantly starting from scratch. Brand loyalty and trust directly drive referrals, retention, and repeat purchases.

Which type of campaign typically delivers the highest ROI?



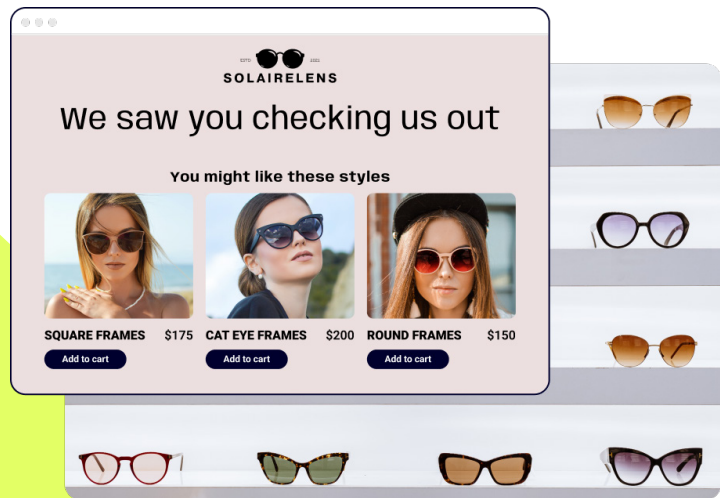
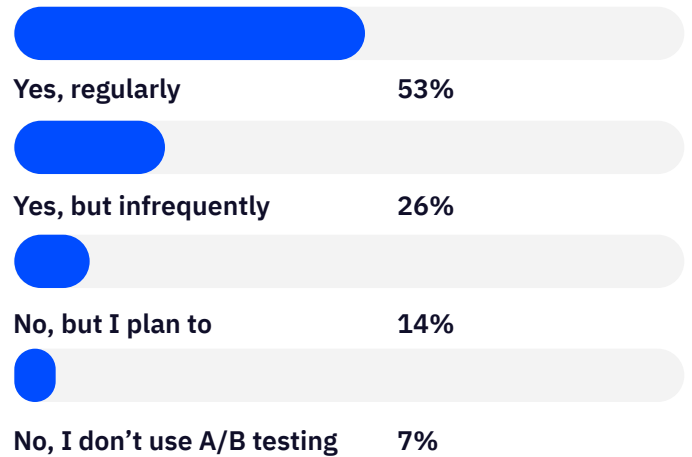
Balance product promotions with how-to guides and product deep dives to create effective lead-nurturing and re-engagement campaigns. As trust in your brand grows, your recipients are more likely to engage with promotional emails and your brand.

It's all about consistently connecting with consumers and serving them what they want, when they want it.

Use A/B testing to fine-tune your messaging

A/B testing isn't optional if you're serious about email performance. Our research shows that more than half of franchise marketers already do it. By testing subject lines, images, CTAs, and content, you can learn what actually drives engagement and use that data to improve every send.

Do you use A/B testing to optimize your email campaigns?



Automation: The fork in the road for email marketing success

Automation is well known for delivering higher returns on investment and giving teams more time back in their days. While automating a multi-location email marketing campaign presents a few unique challenges, the right tools can help franchise marketers unlock powerful benefits.

Many of our respondents find the power of automation especially impactful for email marketing. To understand why 90% of respondents rate their email marketing efforts as effective, it helps to look at how automation plays a role:

OVER 75% of respondents who don't use automation tools report their email marketing effectiveness as "somewhat ineffective" or "neutral."

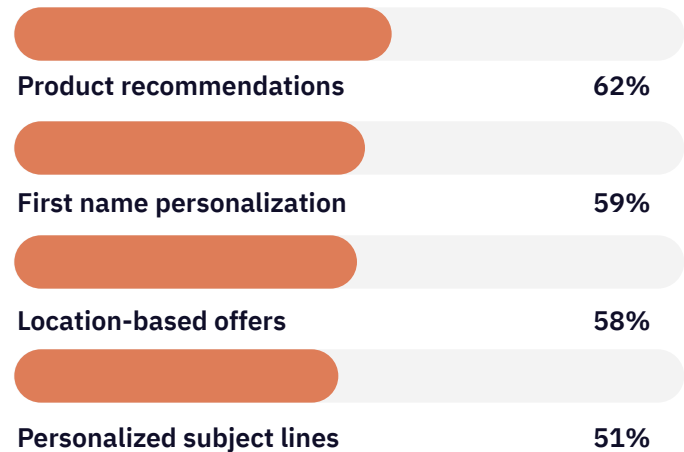
OVER 50% of respondents who use automation report their email marketing effectiveness as "somewhat effective" or "very effective."

Personalizing across locations is a big challenge for multi-location marketers, with over a third of respondents (34%) reporting personalization as one of their biggest frustrations.

NEARLY HALF, OR 48% of respondents say sending the right message to the right audience is difficult, while 34% say it's challenging to personalize messages across locations.

A WHOPPING 98% of survey respondents feel that personalization across locations is important, and 73% call it "very important."

How are franchise marketers personalizing their communications?



Well-designed automation is the cornerstone of personalizing content at scale. About 85% of our marketers feel their ability to automate across locations is "somewhat effective" or "very effective."

Filtering the results by automation use brings things into sharper focus. Among the 40% of respondents who rated their cross-location personalization skills "very effective," those using automation were twice as common, **making automation an unlock for consistency and efficiency.**

Section 2: Challenges and opportunities in franchise marketing

What does success look like for marketers?

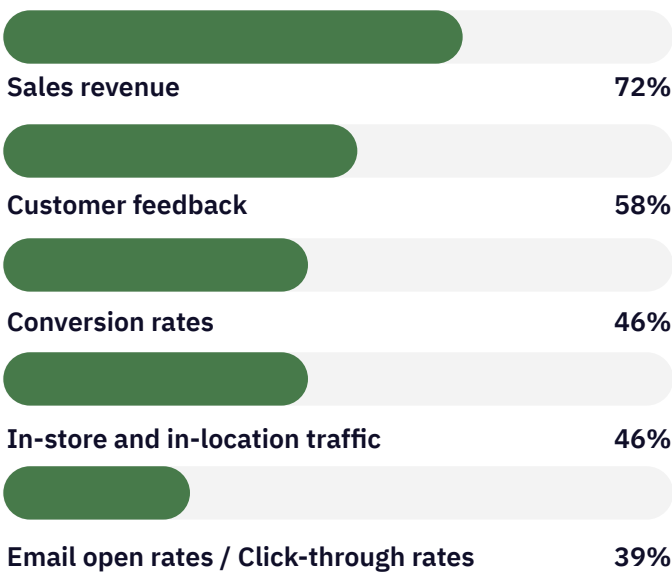
Most of our respondents are proud of their marketing efforts, with only 2% expressing dissatisfaction. Additionally, nearly a quarter (24%) report they're very satisfied with the results of their efforts.

How are marketers measuring that success? It varies.

Sales revenue reigns

Most franchise marketers (72%) use sales revenue as their leading benchmark for campaign performance.

How do you measure the success of your marketing campaigns?



Customer feedback provides helpful insights

Nearly 6 in 10 marketers use customer feedback as a key signal of success, letting the audience confirm what's hitting the mark.

Those who do may be onto something: **Franchise marketers and owners who measure customer feedback as a success indicator report 10% greater satisfaction in their marketing programs than those who don't.**

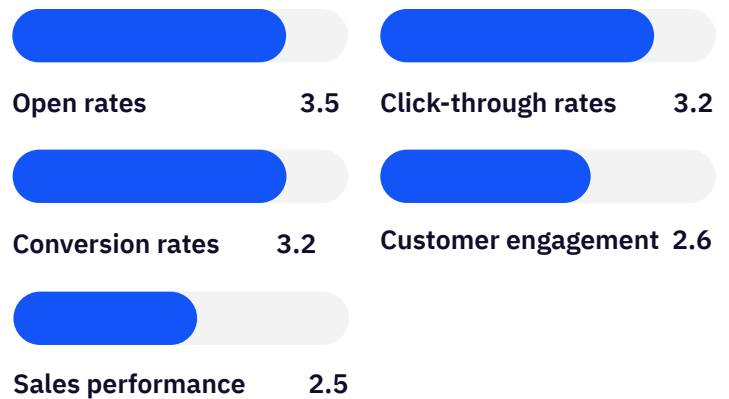
In-store visits count for a lot

Foot traffic is essential to many franchise businesses. Just under half (46%) of marketers use in-store traffic to measure their marketing campaign effectiveness.

Open rates are a solid success indicator for email

Overall, marketers prioritize open rates when analyzing the success of their email campaigns. This metric is followed closely by click-through and conversion rates.

What metrics do you prioritize when evaluating the effectiveness of an email campaign? (Ranked by mean score)



Marketers trust the numbers

Franchise marketers trust their data. Not one respondent said they lacked confidence in their performance metrics, and 75% reported feeling "very confident" in their ability to measure success accurately. Working with a marketing tool you can trust matters—ActiveCampaign HQ is purpose-built for multi-location businesses.



What could go better for franchise marketers?

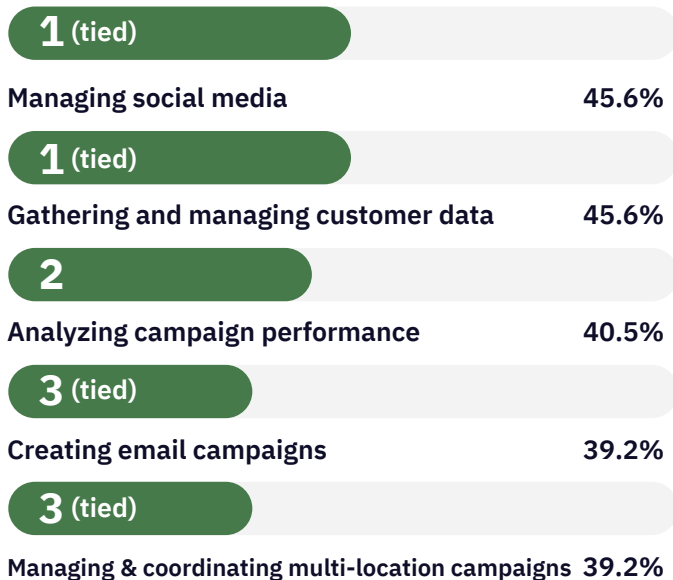
Franchise marketing teams face many challenges in delivering on-brand messaging to their audiences at different locations. When asked, the most common friction points in a franchise marketer's day were predictable: time, tech, and tailored content.

Let's look at the three top challenges franchise marketers are eager to overcome:

1 Time and productivity management

Time is a top challenge for franchise marketers. Many spend more time than they'd like on content creation, with social media management topping the chart for both franchise marketers and owners.

Top three most time-consuming tasks for franchise marketers



Social media and customer data management take up the most time

Managing social media and customer data sit at the top of the time-consuming task list for marketers. 46% of

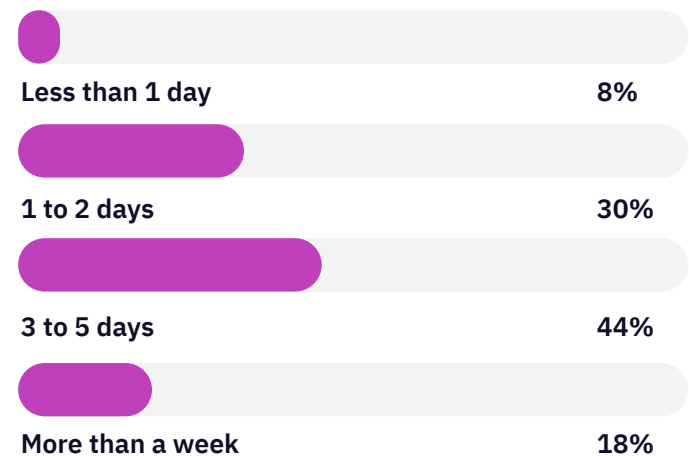
franchise marketers named them as their biggest time investments.

For franchise owners and operators, social media management is again the most significant time commitment—56% of respondents ranked it the highest. Managing and coordinating multi-location marketing campaigns came in second.

Most campaigns require 3 to 5 days

Most franchise marketers spend three to five days on each campaign, but this varies by team size, network size, and other factors, such as whether HQ is involved in campaign approval.

How long does it take your team to create and execute a marketing campaign across all franchises?



When it comes to time spent on all marketing, very few franchise marketers dedicate less than 5 hours per week. Given that nearly 1 in 5 respondents operate as

a “department of one,” it’s no surprise that a majority spend anywhere from 11 to 21 or more hours on marketing each week.

How much time do franchise marketers spend on marketing activities each week?



How can franchise marketers speed up their marketing campaigns?

Our data shows that time to execute hinges on factors like team size, campaign complexity, number of locations, and total channels involved in the campaign. Of the franchise marketers we surveyed, those with the largest (11+) and smallest (individual marketer) teams reported spending the most time creating and executing a campaign.

17% of those surveyed on a marketing team of one need more than a week to create and execute a campaign across all franchises.

29% of those on a marketing team of more than 11 people need more than a week to create and execute a campaign across all franchises.

Streamlined teams offer the fastest turnaround

Teams of 2 to 10 people are most efficient. This team size provides just the right amount of support and creativity needed for execution without slowing things down—for both franchise marketers and owners.

65%

of those on a team of 6 to 10 people need 3 to 5 days to execute a marketing campaign across all franchises, compared to 48% of those on a team of 2 to 5 people.

Technology is the real differentiator

Campaigns move faster with automation. For email in particular, automation cuts down creation and execution time across teams of all sizes.

81% of marketers found creating and launching an email takes about 1 to 6 hours.

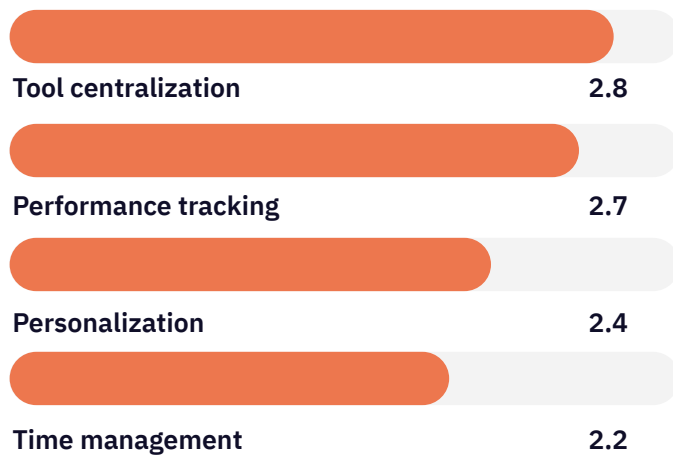
Franchise marketers who use automation are more likely to report shorter execution times. Most (46%) reported creation and execution time frames of 4 to 6 hours, and only 14% reported times exceeding 7 hours.

2 Tech integration and centralization

The right tools make life easier, especially when they play well together. So it's no surprise that the majority of our respondents rated tool centralization as the process that would most benefit from improvement.

Tool centralization ranked highest in potential impact with a mean score of 2.8, over other factors like performance tracking (2.7), personalization (2.4), and time management (2.2).

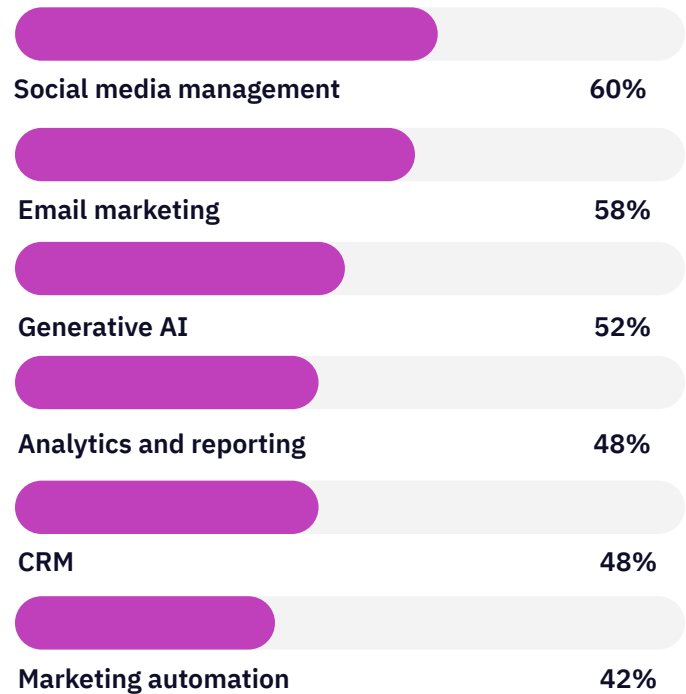
Tech integration tactics with the most impact



Our respondents work with tech stacks of all sizes. The average number of marketing programs used by a respondent was 5.5, with a right-skewed distribution and a long tail of respondents using many more.

Of the popular tools in any stack, **social media management** (60%) and **email marketing tools** (58%) consistently rated highest, alongside other popular tools like **generative AI** (52%), **analytics and reporting tools** (48%), **customer relationship management (CRM)** (48%), and **general marketing automation platforms** (43%).

The most popular types of tools for franchise marketers



When all these tools work in concert, they help provide end-to-end support for better marketing practices. However, augmenting your marketing team with a dozen or more decentralized apps and platforms can be daunting.

What stands in the way of better content creation centralization?



Just over a third of franchise marketers noted that slow approval processes and lack of franchisee engagement often get in the way of centralization. This gels with the fact that about half of respondents have a hybrid marketing governance model.

32% of those surveyed report franchisees as the sole decision-makers in content production.

17% of respondents said that the corporate office retains centralized marketing control.

How does AI figure into the franchise marketer's tech stack?

Generative AI holds a lot of promise for marketers looking to create more on-brand content in less time. While 73% of respondents use AI at least monthly, nearly 1 in 5 marketers (18%) use AI "rarely" or "never."

About 45% of respondents plan on introducing new tech like automation and email marketing tools, many of which incorporate AI as part of their features. This would open the door to more use of generative AI within daily marketing operations.

3 Analytics and performance tracking

The ability to access and leverage the data within your marketing operations can create new opportunities and help decision-makers course-correct on strategy. Access to data is even more important for marketers managing strategy and performance across several locations.

It's not surprising, then, that analysis and performance management is the third big-ticket item most marketers turn to when trying to improve their marketing outcomes.

Consistent analysis is central to success

Nearly half (48%) of marketers use analytics and reporting tools within their current stack, and 78% do so daily or weekly.

Lack of access is a significant pain point

Almost a third of our respondents listed the inability to track performance as a source of frustration, and 41% of marketers report campaign performance analysis as one of their most time-intensive activities.

Improving tracking is a top priority

Though it can be challenging, respondents recognize the

importance of tracking performance. Tracking ability rates right behind centralization as an area with high potential for improvement, with mean scores of 2.7 and 2.8, respectively.

Some of the struggles related to time and data visibility stem from poor centralization, where information from multiple sources remains siloed within each platform's reporting features. Also, many marketing automation and reporting tools aren't franchise-ready or franchise-friendly.

Parsing location-specific performance data with **a flexible, multi-location reporting tool can significantly cut down on the time needed for reporting and analysis.** It also gives franchise marketers at-a-glance access to the data that drives their campaigns.

Section 4: The franchise marketer vs. owner:

Unique perspectives on email marketing

Our study respondents come from a range of backgrounds within the franchise industry. Franchise owners make up about two-thirds of the study respondent pool (62%) and franchise marketers about one-third (32%).

Depending on their role in the franchise, the study revealed some interesting distinctions between these cohorts.

Franchise marketers...

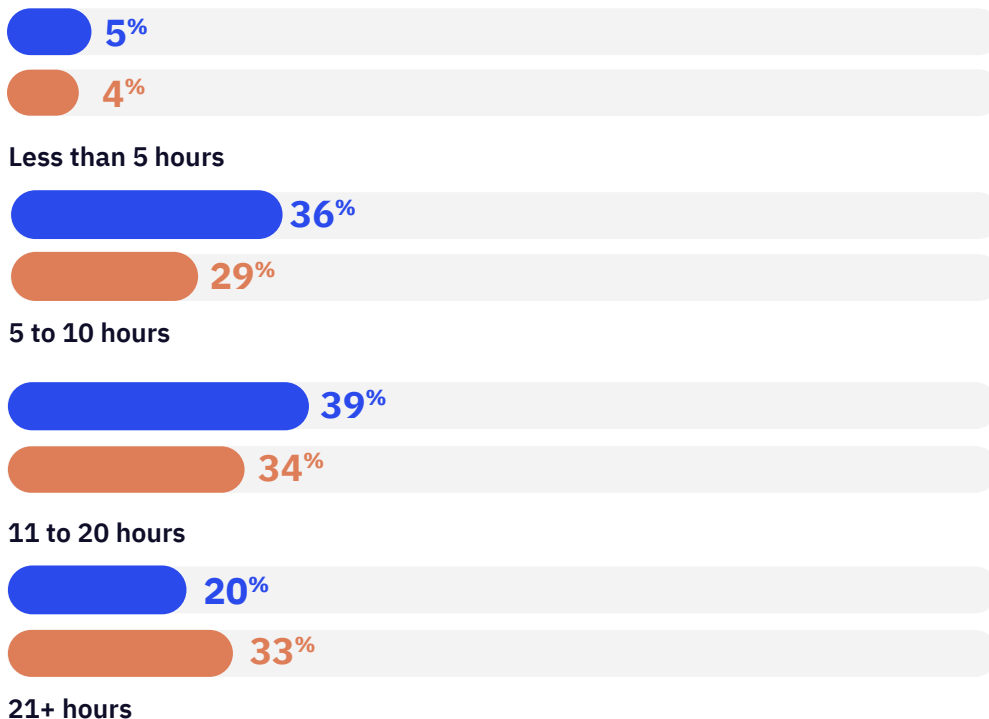
Are more likely to spend **21+ hours on marketing activities each week**, though franchise owners also report spending a significant amount of time on marketing.

Franchise owners...

Tend to spend more on their digital marketing efforts, with 30% allocating between 51% and 75% of their total budget. Even so, both marketers and owners are likely to see better outcomes with higher investment.

How much time do you spend on marketing activities each week?

● Franchise Owner/Operator ● Marketer



Franchise marketers...

Report higher levels of A/B testing, with 82% reporting that they A/B test their email campaigns compared to 77% of franchise owners.

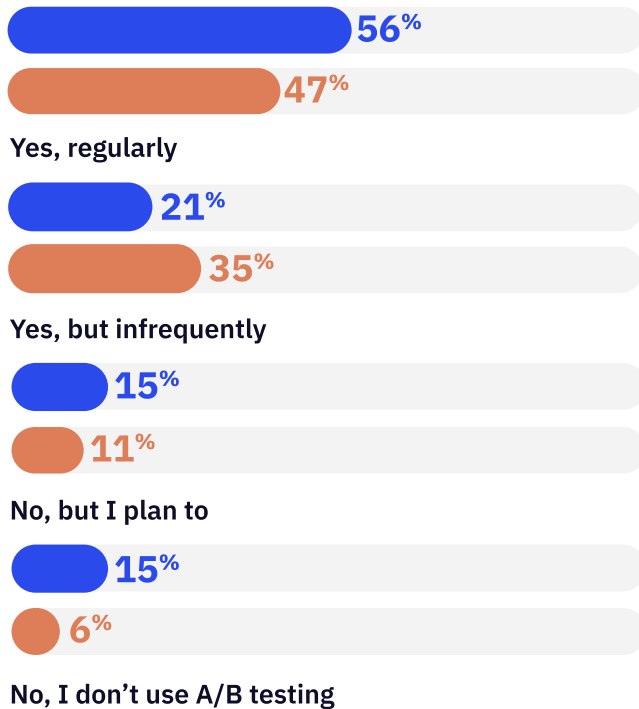
See increased ROI in newsletters and product-focused content, though, along with franchise owners, they rate newsletters as the lowest for perceived ROI.

Franchise owners...

See the most ROI in promotions and discounts-focused email campaigns. 69% of franchise owners said promotions and discounts campaigns delivered the most ROI, while 1 in 4 owners said product announcements drove the most ROI.

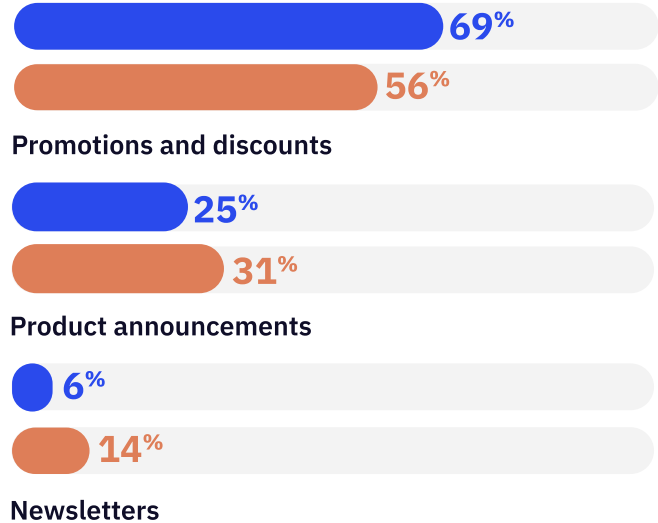
Do you use A/B testing to optimize your email campaigns?

● Franchise Owner/Operator ● Marketer



Which type of campaign typically delivers the highest ROI?

● Franchise Owner/Operator ● Marketer



Franchise marketers...

Are more likely to be “very satisfied” with marketing program outcomes, even though both franchise owners and marketers are satisfied with their marketing program performance.

Franchise owners...

Might be less confident in their ability to accurately measure marketing success, with 57% of owners saying they’re “very confident” compared to 75% of marketers.

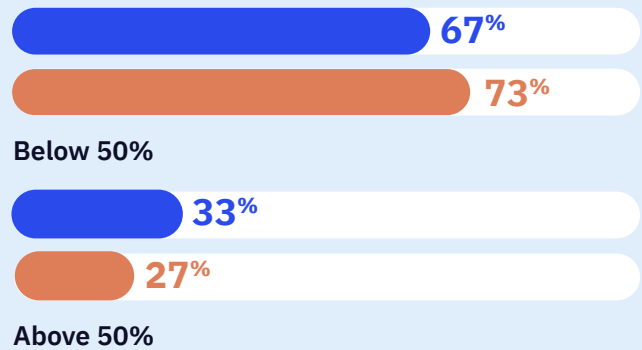
There’s opportunity for both owners and marketers to increase digital marketing spend to pursue new campaign types and strengthen their tech stack.

Our data shows that those who spend more than 50% on digital marketing report greater levels of satisfaction.

What percentage of your marketing budget is allocated to digital marketing?

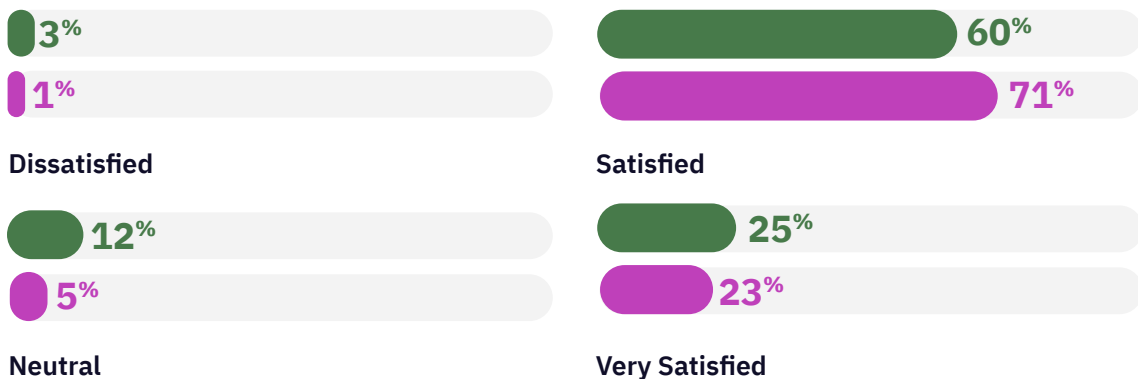
(Below 50% vs. Above 50%)

● Franchise Owner/Operator ● Marketer



What percentage of your marketing budget is allocated to digital marketing? (Below 50% vs. Above 50%)

● Spend less than 50% ● Spend more than 50%



Section 4: Building your next-level franchise marketing system

The steps to take now to create better marketing automation outcomes

This study revealed a common narrative among franchise and multi-location marketers: Like many marketers across the industry, they're up against time and technological challenges. The creativity and drive are there—they just need the tools to create high-performing campaigns and distribute them effectively.



Here are steps you can take right now to improve your daily marketing operations, harness valuable data within your tech stack, and save time:

STEP 1

Streamline your tech stack

Adding more tools doesn't always produce the results you want. The better path is to audit your current tech stack and consolidate tools to those that do the most work with the least sprawl.

If you spot gaps in your tool kit where you can improve efficiency and performance, it might be time to choose a new tool. Look for a platform that covers many of the daily tasks of multi-location marketing—brand guideline management, content creation, multi-account distribution, and detailed performance management and reporting.

A **franchise-centered solution like ActiveCampaign HQ (ACHQ)** combines an intuitive, multi-location platform with centralized campaign control and reporting features. It gives you the power to create, execute, and measure the success of your multi-location campaigns—all from one powerful tool.

STEP 2

Use segmentation and personalization for greater impact

Many of our most successful survey respondents leverage marketing automation and personalization tools to great advantage.

Using a platform that offers franchise-specific automation and centralized content delivery across locations can save marketers hundreds of hours per year. It can also reduce costs and produce better marketing results.

STEP 3

Make tactical use of AI

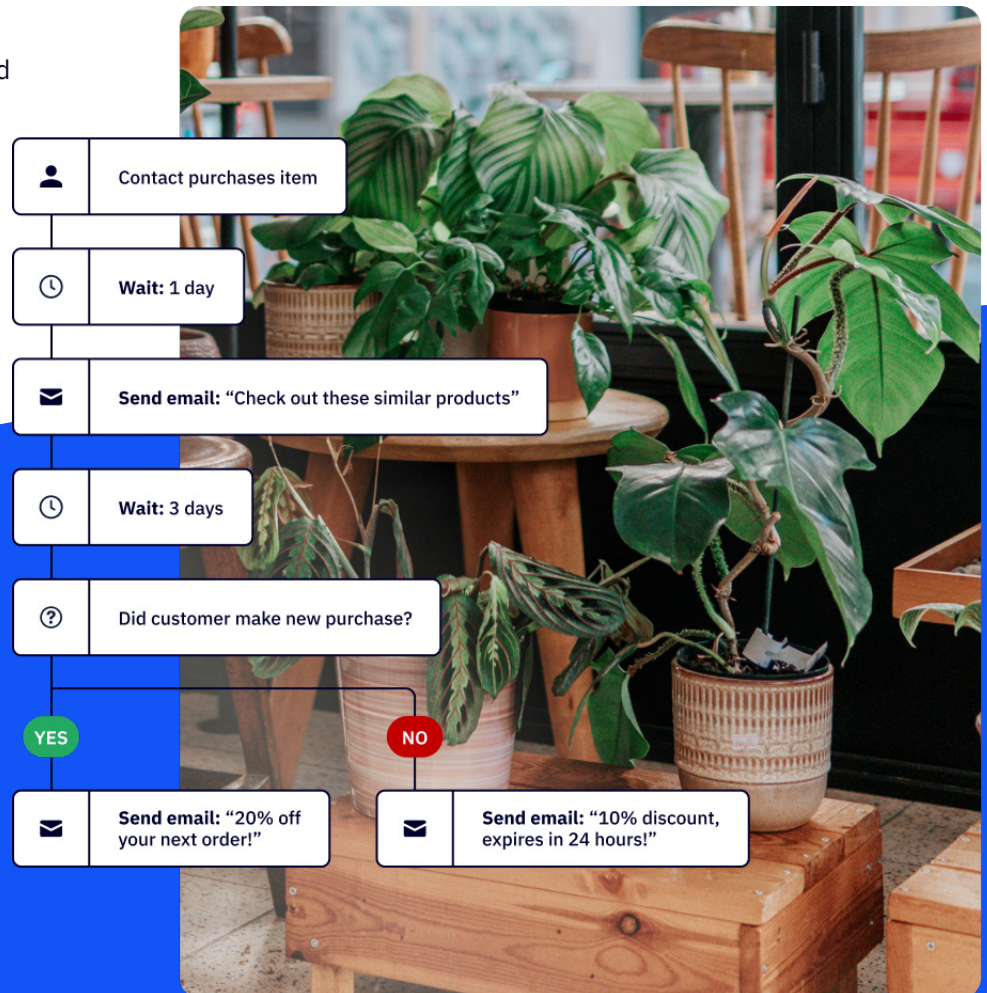
While AI isn't a silver bullet for what ails marketing operations, a well-implemented AI tool can take the stress and repetition out of building campaigns. Modern AI-enhanced tools like ACHQ can incorporate brand assets and standards seamlessly into campaign production, making execution faster and easier.

STEP 4

Harness the power of email marketing automation

Email campaigns are one of the most impactful channels for any marketing campaign. For this reason, it's crucial to prioritize them with full localization and personalization.

With the right automation tools for sending multi-location campaigns, leveraging the connection power of email becomes faster and more effective. Pair those tools with performance management features, and you'll have the data you need to fine-tune your campaigns for even greater impact.



Email marketing: An overlooked opportunity for franchises

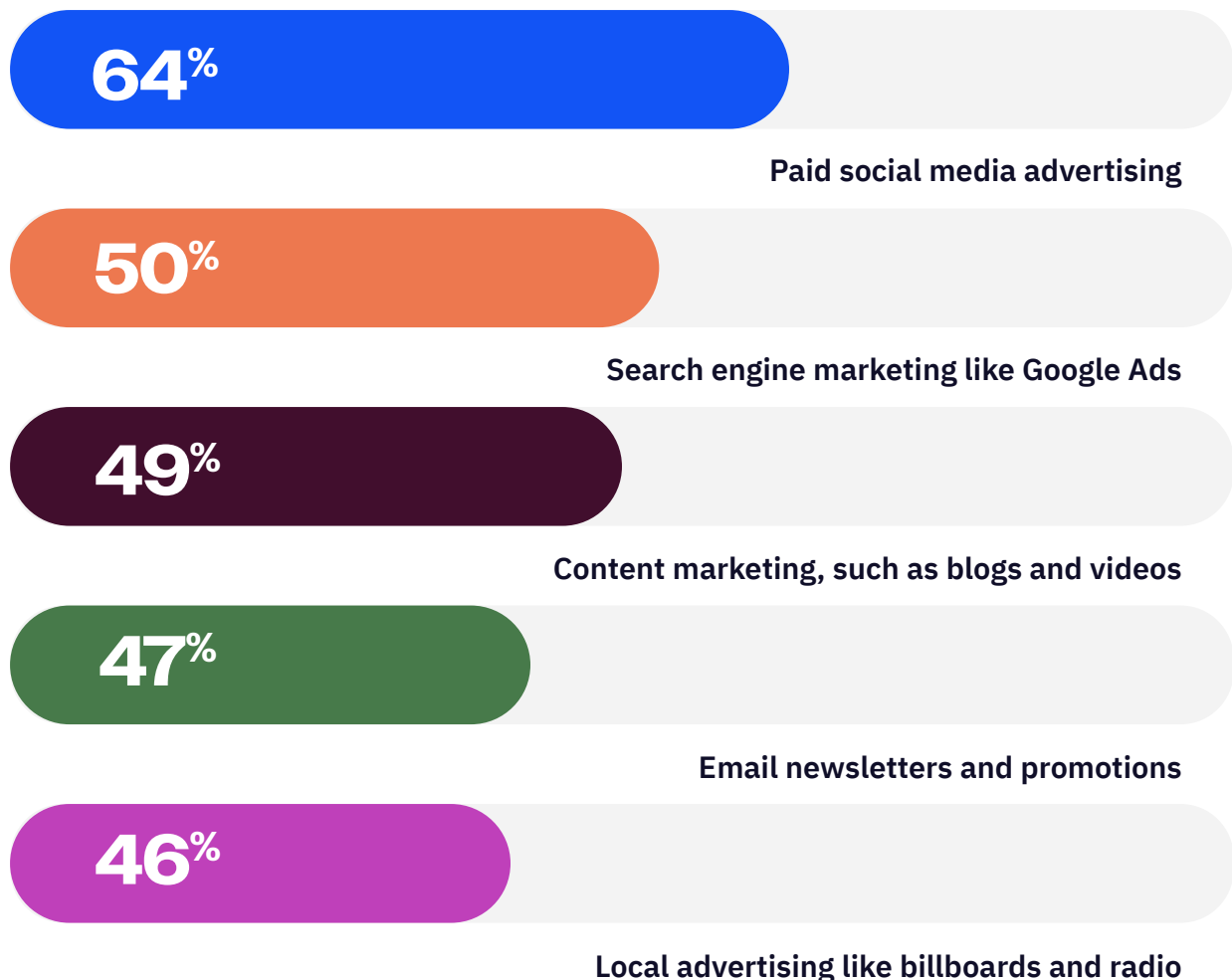
Email marketing ranks fourth in both usage and ROI among franchise marketers, but only 47% are actually using it. That gap signals a major missed opportunity.

Email is one of the few channels that can scale personalized, preference-based messaging across locations, making it a perfect fit for franchise brands.

In the sections that follow, you'll see what top-performing franchise marketers are doing with email, why automation is a key differentiator, and how to unlock more ROI from every send.

Not all marketing channels are created equal. These five are the most commonly used by franchise marketers to move the needle on performance.

Top five channels that franchise marketers rely on to drive results



Email is purpose-built for franchise marketing

Franchise marketing isn't one-size-fits-all. Email makes it easy to tailor messages to each customer and location, whether you're running a system-wide campaign or targeting specific segments with personalized content and timing.

Personalized promos and content

Just over half (59%) of franchise owners and marketers personalize emails by including the customer's name—a simple but effective starting point. The good news is that most go further.

Personalized product recommendations based on past behavior are not only thoughtful—they're increasingly expected. A [McKinsey report](#) found that 71% of consumers want a personalized experience from brands, and delivering relevant recommendations shows customers you understand their needs and are here to help.

71% of consumers expect a personalized experience from brands.

Location-specific email promotions are powerful, but only when paired with customer-level relevance. Segmenting by geography ensures your offers land in the right area, but personalization ensures they land with the right person.

A promo for baby products, for example, won't make sense to someone who doesn't have young children, even if they're local.

Optimal send times based on location

Location-based segmentation isn't just about sending regional offers—it also helps you fine-tune send times and frequency. You can account for time zones and use data to identify when your audience is most likely to open emails, then schedule accordingly for maximum impact.

68% of franchise marketers base the frequency of their email sends on customer behavior.

Increasing open rates with personalized subject lines

While it may seem overdone, personalizing your email subject line with the customer's name still helps it stand out in a cluttered inbox.

59% of those surveyed personalize their emails with a customer's first name.

Take this strategy a step further by getting creative with your email subject lines and differentiating your brand from the hundreds of others calling for your customers' attention.

Tips for getting creative with your email subject line personalization:

Along with the recipient's name, include...

- A reference to past interactions, such as saying "Welcome!" to new customers or "Welcome back!" to returning customers.
- A conversation starter might be "Last chance to save on [your promo product]" or even a question like, "What's your favorite [product] flavor?"
- A teaser for an incentive, such as "\$5 off when you subscribe."

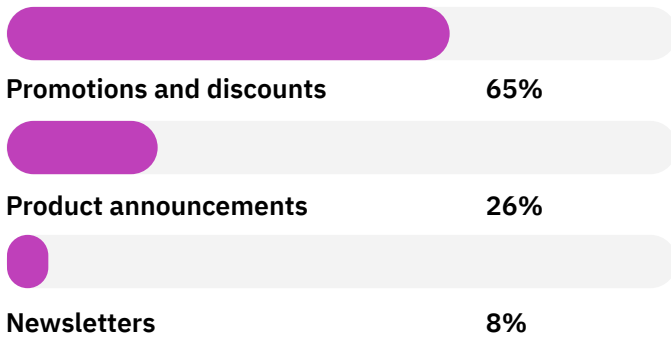
What type of personalization do you use in your email campaigns?



Email isn't just promotional—it's educational

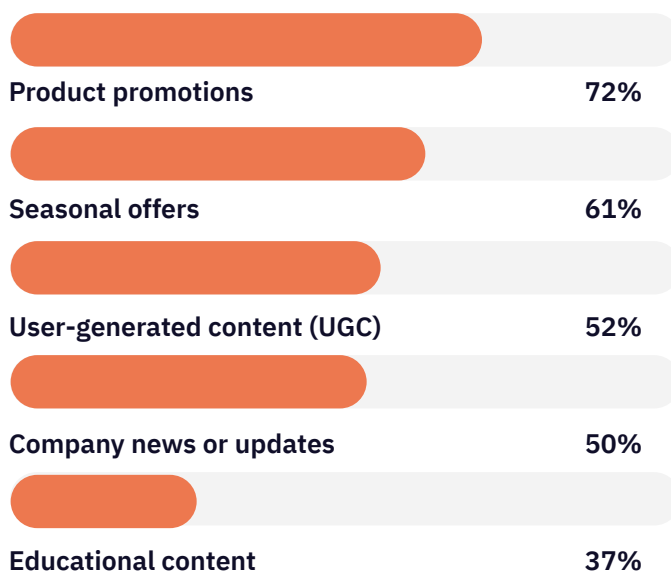
It's clear what drives results—franchise marketers rank promotions and discounts as the highest-ROI content. Naturally, product and seasonal promos take center stage in most email strategies.

Which type of campaign typically delivers the highest ROI?



Few franchises prioritize educational emails, yet content like how-to guides and tips can play a major role in earning trust and keeping customers engaged.

Which types of content do you most frequently include in your email campaigns?



Educational content can be engaging

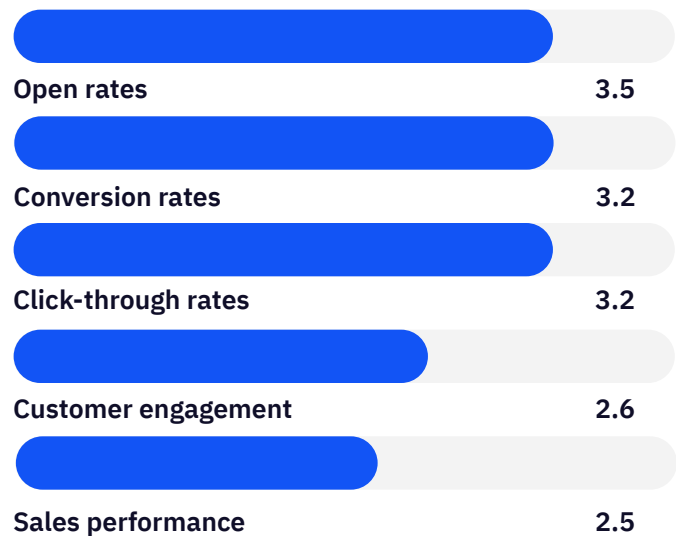
How-tos and tips don't have to be dull. When paired with personalization, educational content drives engagement by encouraging customers to take the next step.

Examples include:

- Onboarding new customers with a helpful welcome email
- Loyalty program details for new customers
- Post-purchase guidance to help customers get more value from what they bought

This kind of content shows you're invested in the customer experience beyond the sale, which often leads to higher conversion rates and stronger sales performance (two major ways franchises measure their email marketing success).

What metrics do you prioritize when evaluating the effectiveness of an email campaign? (Ranked by mean score)



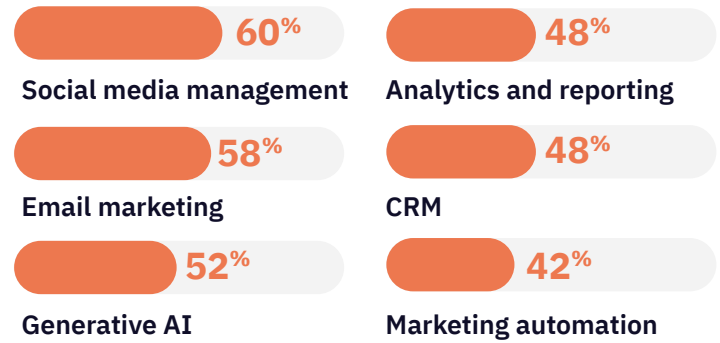
Expanding your email marketing efforts

Lack of time tops the list of challenges for franchise owners and marketers, and it's a pain point we know well.

81% of marketers found creating and launching an email takes about 1 to 6 hours.

This is where the right tools matter. Email marketing platforms are among the most widely used by franchise marketers, second only to social media tools. However, not all of them are built to handle the unique demands of franchise systems.

The most popular types of tools for franchise marketers



We found that email marketing tools paired with automation made the biggest difference in franchise marketing success.

Those surveyed were more likely to rate their email marketing as “somewhat effective” or “very effective” if they also used automation. Those surveyed who currently

don't use automation tools were more likely to rate their email marketing as “somewhat ineffective” or “neutral.”

Automation does more than save time—it boosts productivity and gives your team room to think bigger. ActiveCampaign HQ is built for franchises, helping you simplify execution and accelerate results.

Survey respondents who rate their email marketing effectiveness as somewhat or very effective



Conclusion

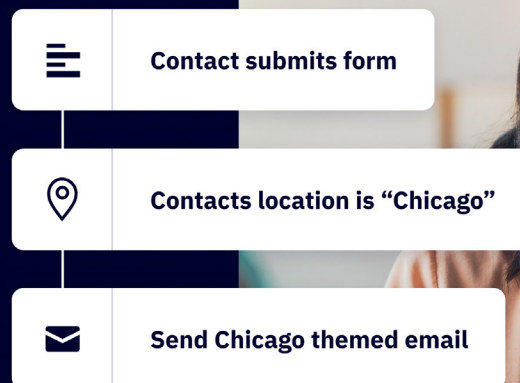
Our research highlights the great opportunities for marketers when using the right tools for franchise marketing. The right tool kit opens the door to faster campaign creation, better localization results, and stronger targeting through the use of A/B testing and performance metrics.

The study also shows that even small-but-mighty marketing teams can create the type of content that

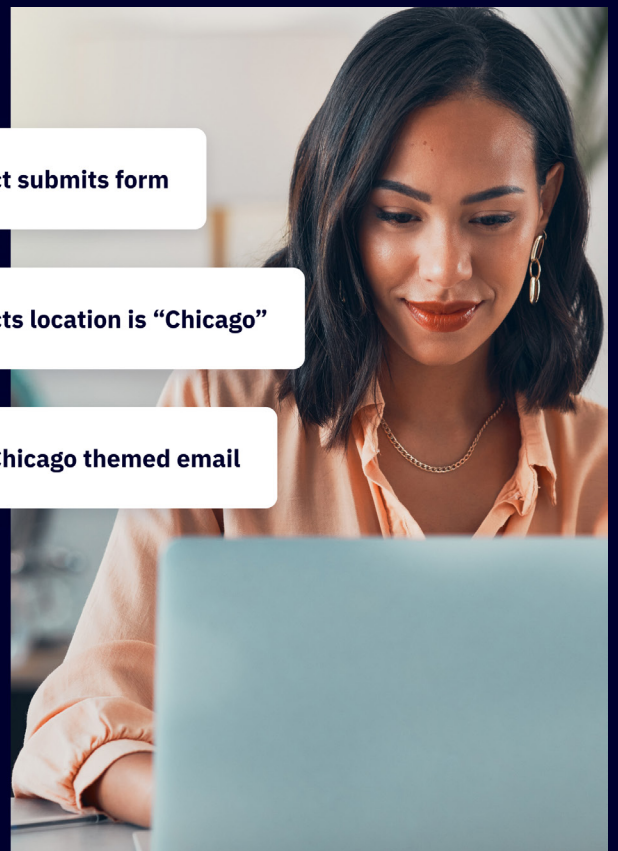
drives performance, given a platform that understands the franchise model and solves for its unique challenges. The key is to focus on high-performance channels like email that reach the consumer directly and offer the ability to tailor the message to their needs.

When you let customers lead the way, using data-driven methods to build campaigns just for them, the reward is long-term loyalty and growth.

ActiveCampaign ^{HQ} >



**Centralize your brand.
Localize your voice.**



About our research

This franchise marketing survey was conducted by ActiveCampaign HQ in coordination with Omniscient Digital. Omniscient conducted the survey in November 2024, drawing from a field of 250 franchise marketers, franchise location operators, and corporate franchise executives. Respondents provided a wealth of information and experience from every facet of the franchise industry, from freelance marketers and independent owner-operators to mid- and C-level executives at corporate franchise businesses.

Participants also brought varied perspectives from running different types of franchise businesses, including single-location small businesses and large networks with dozens of locations. Over 75% of respondents were responsible for up to 10 franchise locations.

This study reports on the findings of franchise marketing experts and industry professionals operating franchise locations and networks across the United States.

Participants

N = 250 franchise marketers, operators, and executives

Industry roles



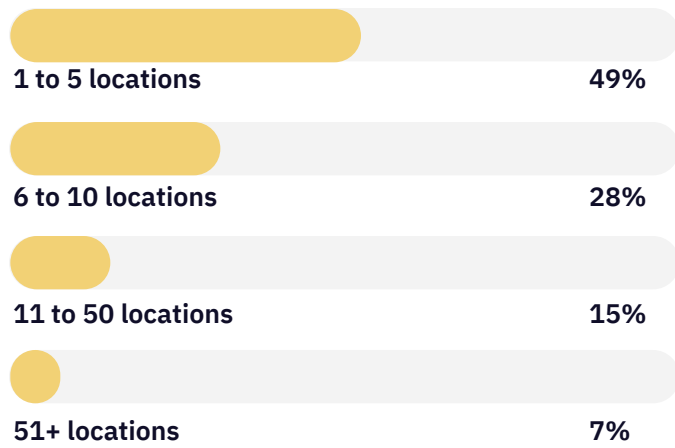
Job titles and responsibilities



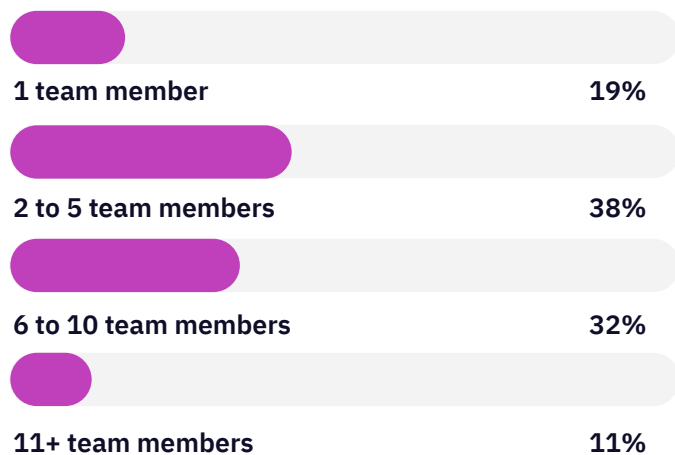
Industry experience



Number of franchises



Team size



Marketing spend



The image shows a woman in a pink shirt working at a coffee bar. Overlaid on the image is a flowchart illustrating a customer journey:

- Customer makes a purchase
- Add tag: Interest: Whole bean coffee
- Add to Facebook Custom Audience: Coffee subscription
- Is this a repeat customer?
 - YES: Send SMS: Here's 15% off your next order.
 - NO: Send email: Thank you for your first purchase!

At the bottom right, a box displays the total sales: **Total Sales \$7,840**.

Overlaid on the right side is an email preview titled "Discover What's New" from Zack <zack@qualitycoffee.com> to me, dated 9:14 AM (8 hours ago). The email content includes a coffee-related image and the text "Check out our latest products" with a "SHOP NEW ARRIVALS" button.

Need to speed up and personalize your multi-location campaigns? ActiveCampaign HQ makes franchise marketing easy.

ActiveCampaign HQ (ACHQ) is a franchise-focused marketing automation platform that helps franchise marketers and other multi-location business marketers create, deliver, and measure high-performing email campaigns across multiple locations. The platform was built from the ground up to serve the unique needs of franchise marketers who oversee campaigns and performance analysis across multiple channels and locations.

We'd like to extend our sincere appreciation to the 250 respondents who dedicated their time and attention to make this report a success. Their insights and perspectives help highlight the potential for success within franchise marketing and provide context for the experiences many industry professionals have in connecting with their audiences.

[Learn more about ActiveCampaign HQ](#)