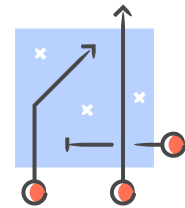


the FRANCHISE MARKETER'S

Field Guide

to Email Marketing





The franchise marketer is constantly navigating a tricky setup.

Franchisees want to have the freedom to make their brand as successful as possible, and franchisors want to maintain the consistent brand standard that made their business model thrive in the first place.

Where they can come together is in agreeing that email is a great channel to reach their audience. According to the [2024 Consumer Trends Index](#), email remains the most effective channel for driving sales with 50% of consumers having made a purchase directly as a result of an email they received in the last 12 months – that's more than social media ads (48%), social media posts (43%), MMS/SMS messages (24%), and banner ads (21%).

With the right ESP, this engaging channel can start to build the 1:1 relationship between franchise brands and consumers that will endure long past the special of the week – and maintain the consistency franchisors desire.

In this trusty field guide, we'll help franchise marketers explore the world of email and cover the success strategies that see emails getting opened, instead of sent to spam.

WE'LL COVER:

- **Automation**
- **Subject lines**
- **Mobile design**
- **List growth**
- **Calls to action**
- **Dynamic content**

By the end of this guide, you'll understand how to use the best of the marketing channels (email!) to connect, grow and thrive.



Automation

ROBOTICO MAXIMUM RESULTIS

Lead quality rises by **80%** for those using marketing automation

Oracle

Behavior

You know you've found automation when you come across a feature set that schedules email messages in advance to reach contacts with the right message at just the right time.

Some franchise marketers might be hesitant to embrace automation because it seems too complicated or impersonal. But really, automation is an easy (and approachable) way to both save time and send more personalized messages. It's a win-win.

It thrives when fed smart audience data it can use as a trigger. This is how automation, despite the images of robots and machines it evokes, actually becomes a more personal way to reach your audience.

The simplest example of this is a thank you email. If someone makes a purchase or downloads a piece of content, that triggers an automated email thanking them for doing so. Savvier marketers will also build in an extra discount or special offer based on what the customer purchased to keep them engaged (and buying).

Workflow name

Onboarding series

WHEN THESE PEOPLE... (Audience)

Choose your audience

...TAKE THIS ACTION... (Trigger Event)

Choose your trigger event

...SEND THIS... (Content)

Choose your e-mail

immediately

after trigger

SEND THIS... (Content)

Welcome 1

Welcome 2

Choose your e-mail

But really, automation is an easy (and approachable) way to both save time and send more personalized messages.

It also boosts engagement and results—a win-win for franchisees.

Automation In the Wild

Welcome email read rates are **42%** higher than the average email

Campaign Monitor

THE WELCOME SERIES

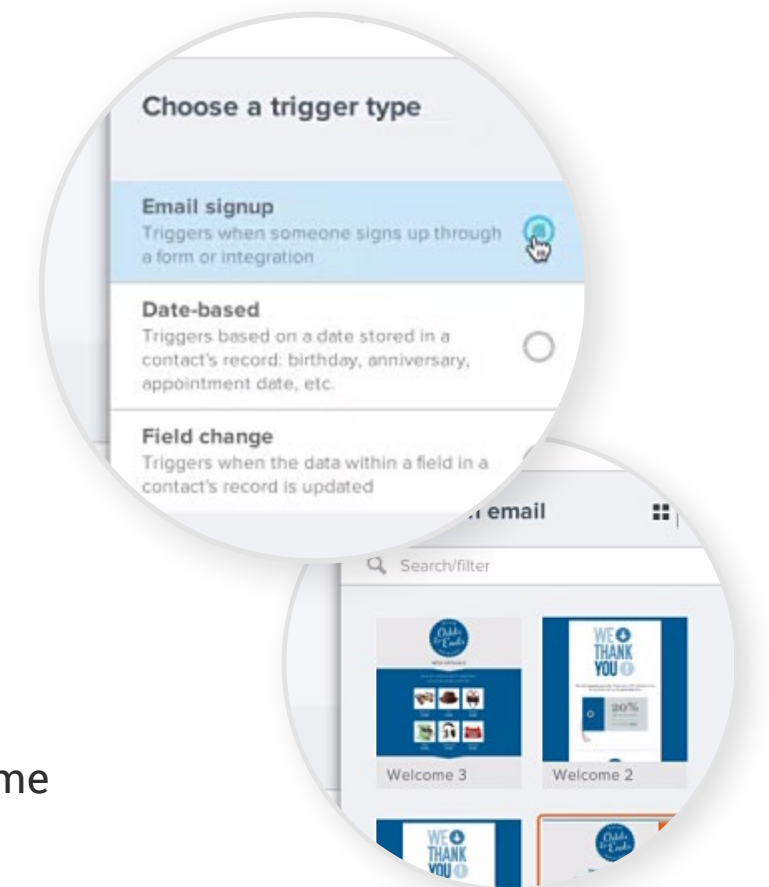
Automation can be effective when exhibiting both solitary and pack behavior.

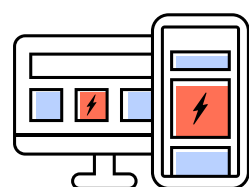
Solitary automated emails typically fire in response to a specific contact milestone, such as birthdays, anniversaries or when someone spends or donates a certain amount of money.

But it can also organize itself into packs called automated series. A prime example of an automated series is a **welcome series**. When a new subscriber fills out your signup form, that serves as the trigger to launch the welcome series. Your series could look like this:

- EMAIL 1** Thanks for signing up and a special discount.
- EMAIL 2** Invitation to manage customer preferences.
- EMAIL 3** Best-selling products and new arrivals.
- EMAIL 4** Last chance to save with a special discount.

It's such an easy way to make a great first impression—and it gets long-term results.





Mobile Design

RESPONSIVIUS OPTIMIZIUM

Behavior

The importance of mobile design is impossible to ignore in the modern marketing ecosystem, especially for restaurant, fitness and retail franchises.

But if the same email looks beautiful on a smartphone, tablet and desktop, then you're in the presence of mobile design.

When in doubt, design for the small screen first.

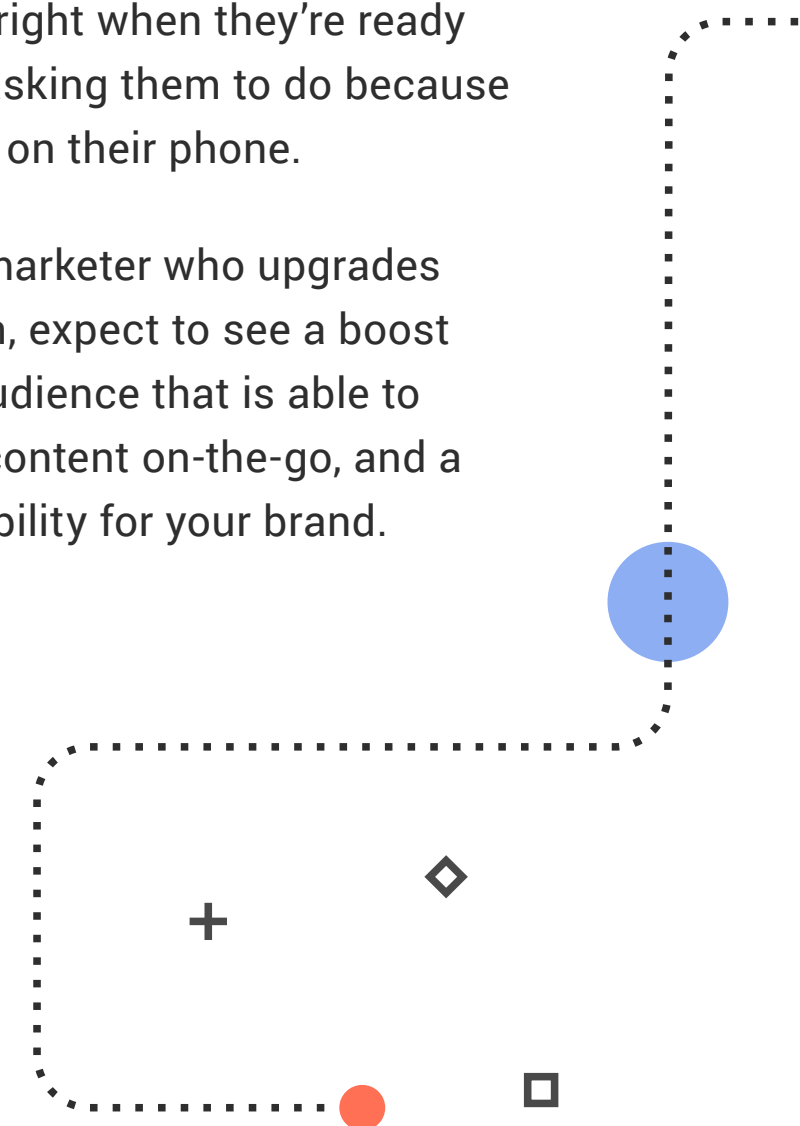
Mobile design is all about making emails easier to scan and engage with on a mobile device. It feeds on content that's large, easy to see and simple to consume, so it loves big, bold images, large fonts and tappable call-to-action buttons (see Section 3: Calls to Action).

When in doubt, design for the small screen first. An email that looks gorgeous on a smartphone will also look good on a tablet or desktop. Or to save time, use an email template

that's already responsive. It automatically adapts to look great regardless of the device that your audience is using to view email.

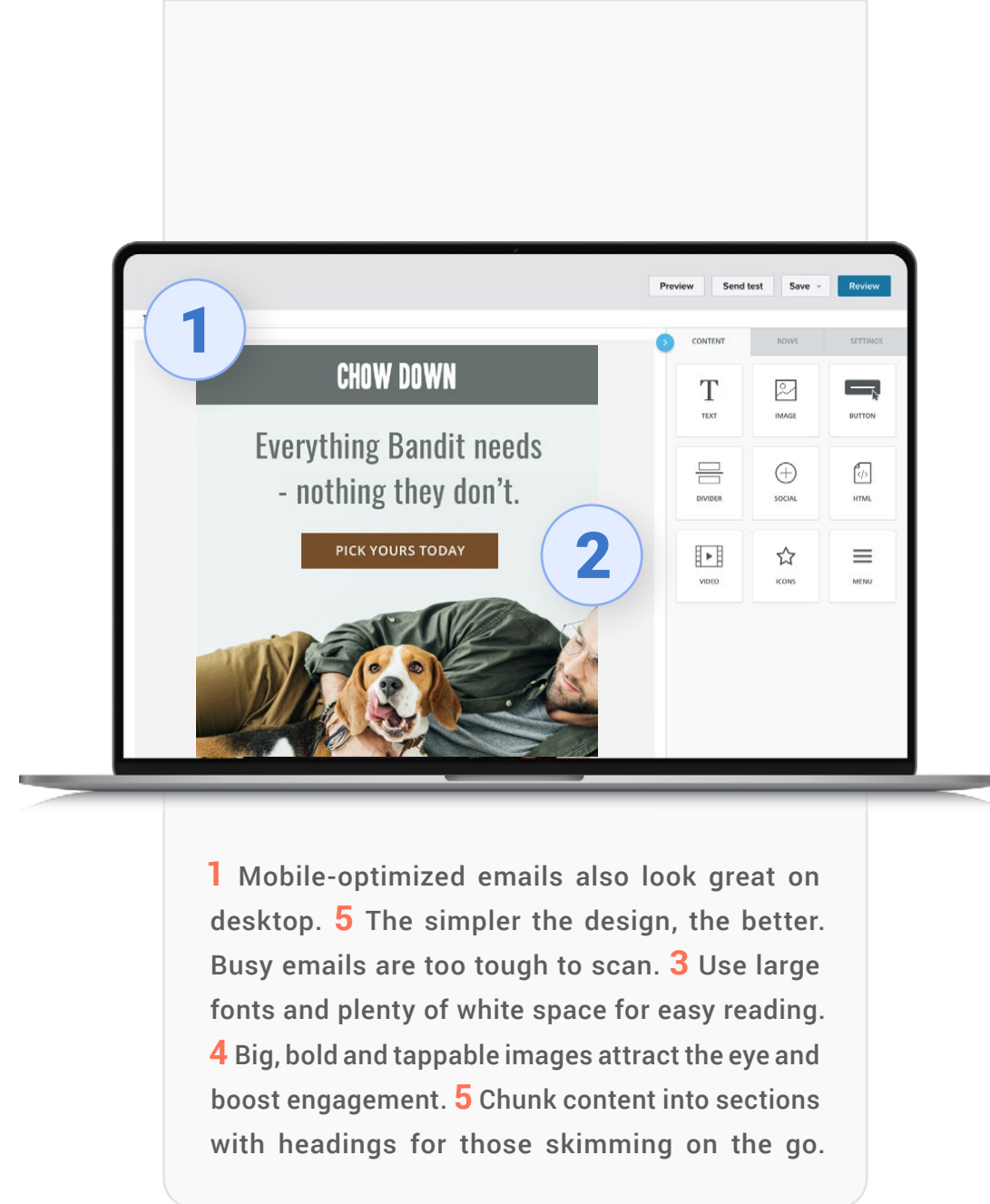
But don't stop with just your email. Most email drives your audience to do something else, like visit a website, make a purchase or watch a video, so make sure those landing pages are also mobile-optimized. You don't want to lose them right when they're ready to do what you're asking them to do because it's too hard to see on their phone.

For the franchise marketer who upgrades their mobile design, expect to see a boost in click rates, an audience that is able to engage with your content on-the-go, and a way to boost credibility for your brand.

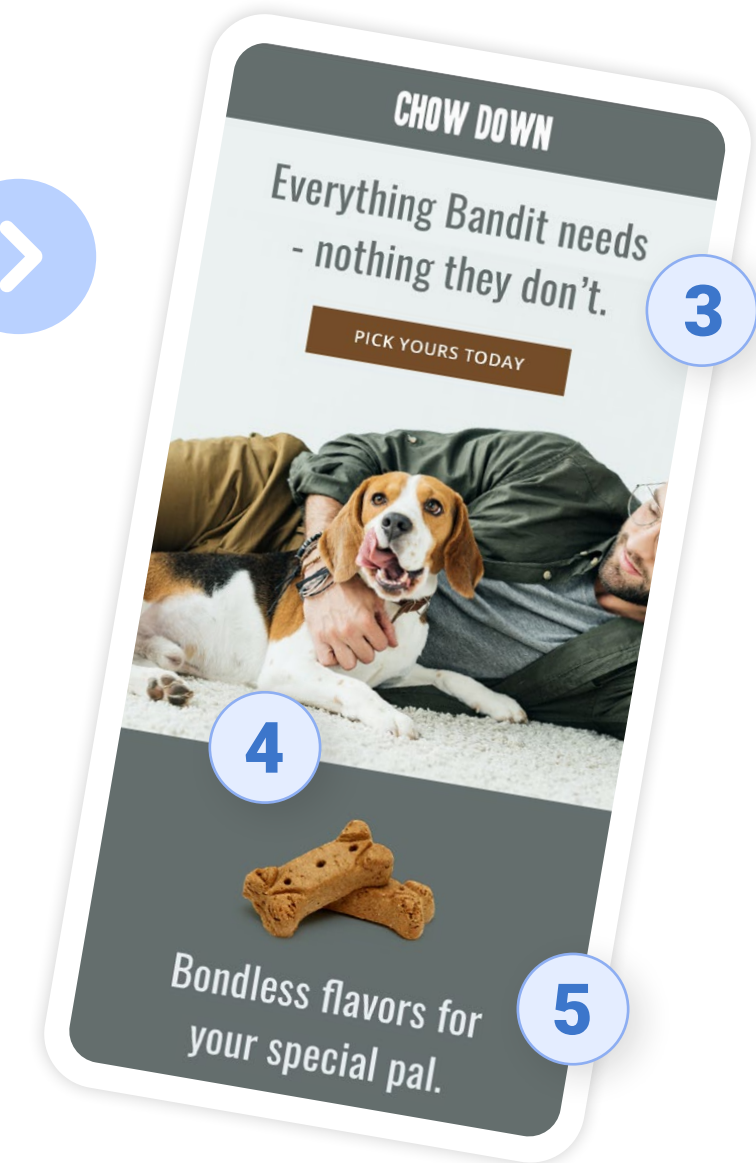


Mobile Design In the Wild

Here are some ways marketers can create a mobile-friendly habitat for their emails:



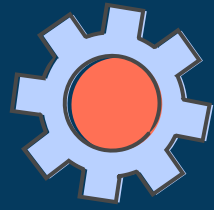
1 Mobile-optimized emails also look great on desktop. **5** The simpler the design, the better. Busy emails are too tough to scan. **3** Use large fonts and plenty of white space for easy reading. **4** Big, bold and tappable images attract the eye and boost engagement. **5** Chunk content into sections with headings for those skimming on the go.



- » Arrange content in a single-column layout.
- » Incorporate plenty of white space for easy scanning.
- » Organize content into sections with clear dividers and headings.

- » Use at least a 16-pixel font size for readability.
- » Add buttons instead of text links for your calls to action.
- » Keep it clean and simple.

A bunch of crammed-in content will get ignored.



Automation

a case study with **Baby Boot Camp**

Baby Boot Camp is a franchise that provides fitness, nutrition, & community support for moms.

Here's how Emma helps them get the word out about important news, programs, and events to their entire community, but still maintain a consistent brand image across the board.



Anyone who's ever been (or known) a new mom knows that it's an overwhelming, all-consuming job. But it's important that new moms still find ways to care for themselves along the way. That's where Baby Boot Camp comes in.

INSPIRING STRONG MOMS

"At Baby Boot Camp, we offer the support new moms so badly need," said Director of Marketing Katelyn Battaglia, "Not only for their bodies, but also emotionally. It's about caring for yourself on every level."

From Stroller Fitness to Birth Recovery, their programs – led by nationally certified fitness professionals – promote total wellness and help women find a sense of community among other moms.

FINDING A WAY TO EFFECTIVELY COMMUNICATE

Baby Boot Camp's franchise owners primarily use email to share class changes, exercise routines, nutritional advice, community programs – anything they want to quickly and effectively spread the word about.

And with so many different franchise locations, they needed an email platform that allowed them to organize their communications in a clear and intuitive way.

"We had been with a different platform for years," said Katelyn. "And after doing some research, I decided to try Emma. What I really loved was the franchise platform you provide: The tiered structure allows me to hop in at a corporate level and see what's going on across locations, but each franchise owner also has a sub-account to manage their own email communications."

CONTINUED »

Automation

a case study with **Baby Boot Camp**

KEEPING IT ALL ON-BRAND

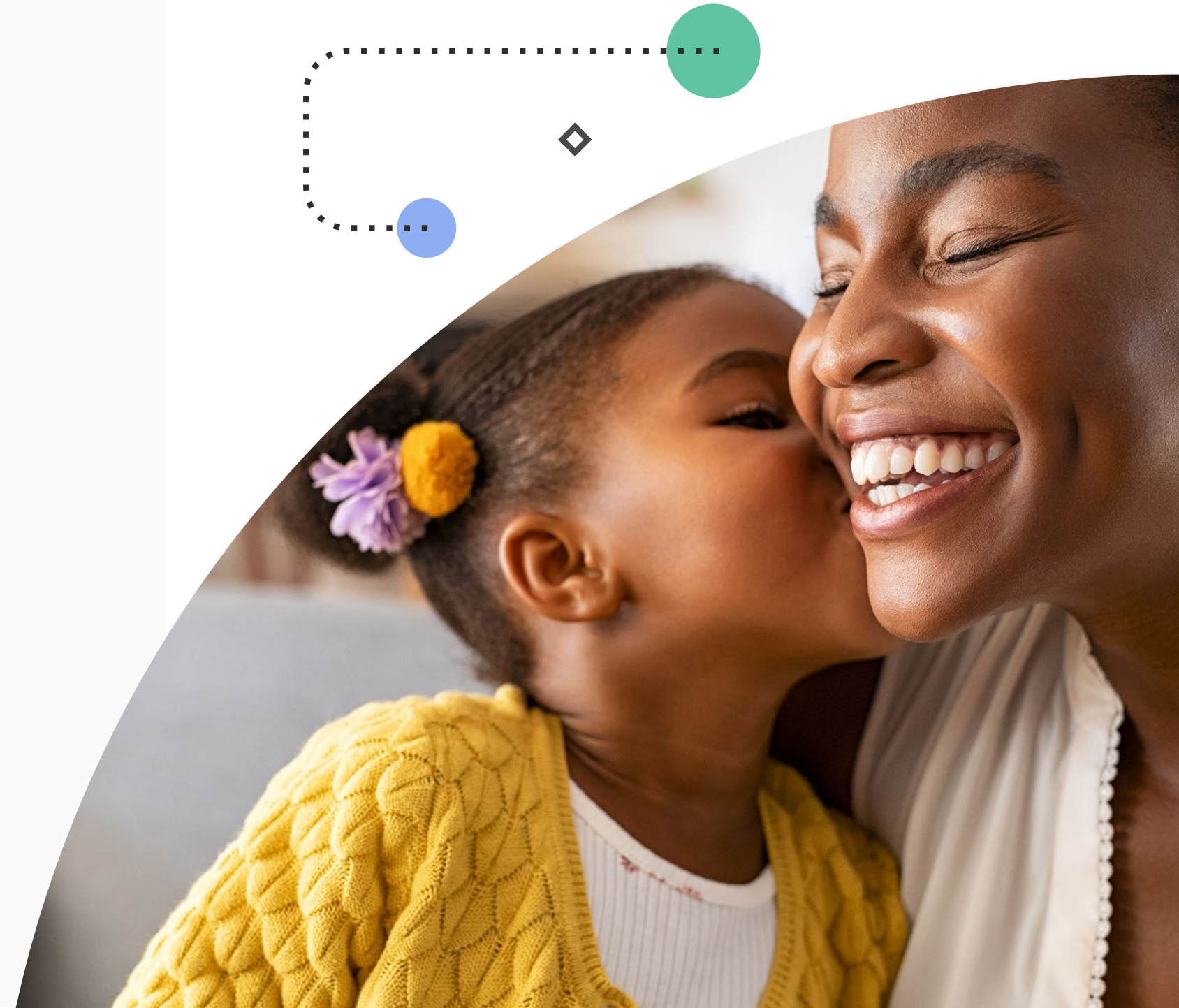
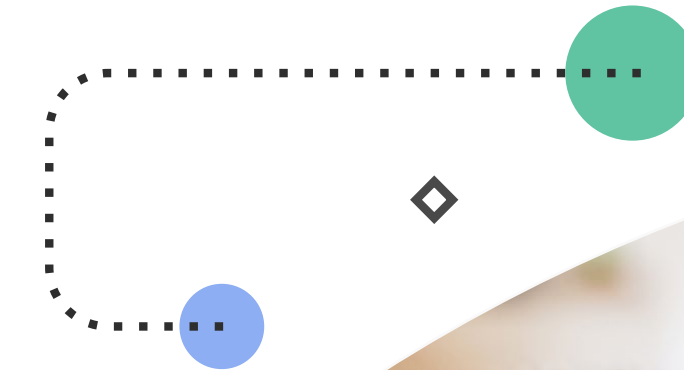
It's also important to Baby Boot Camp that they keep their brand image consistent. Thankfully, Emma's features allow those standards to be set at the corporate level, then easily distributed among franchisees.

"The functionality Emma provides is like no other. We're able to provide our franchise owners with attractive, branded templates, and it makes running their business much easier. They love the fact that it's just a few clicks: They can enter their info into a template and press 'send' without it eating up a big chunk of their day."

Empowering franchise owners to do their own email marketing (and cater their messaging to their specific audiences) has really paid off: Baby Boot Camp averages a staggering 59% open rate across all of their sub-accounts!

“

I would tell any franchise marketer to just try Emma because they'll never want to go back to another platform," *said Katelyn.*



Calls to Action In the Wild

But not all CTA buttons behave in the same way — some attract way more clicks than others.

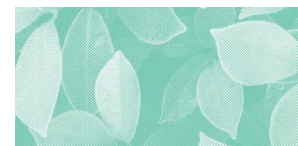
Here are a few features of the most clickable CTAs modern marketers will encounter in the wild.

Color

CTA buttons come in a variety of colors, and while researchers haven't identified one color that gets more clicks than others, they have found some interesting trends:



ORANGE provokes immediate action.



GREEN is relaxing and symbolizes growth.



BLUE builds trust, safety and security.

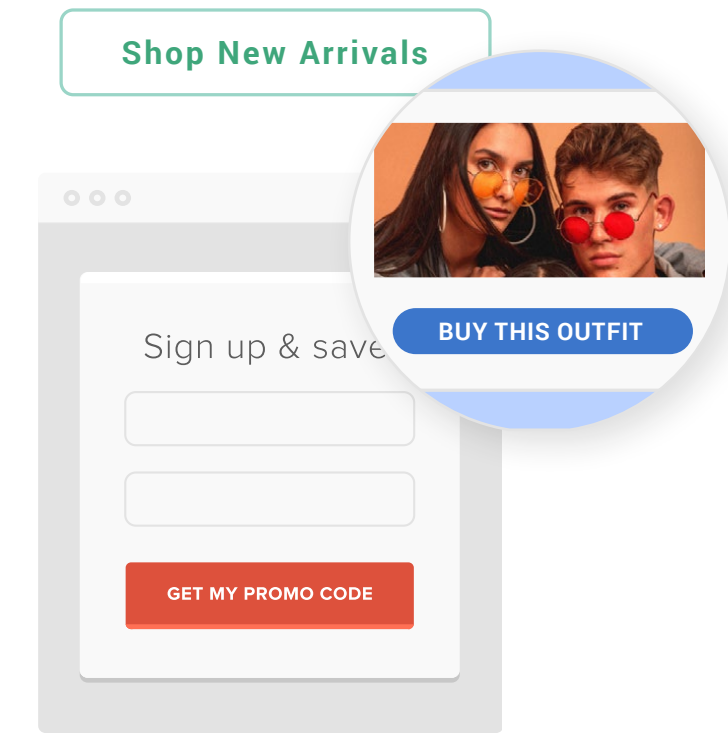


RED increases energy and urgency.



YELLOW grabs attention and promotes positivity.

So test out different colors that make sense for your brand—and your design.



Copy

CTA buttons that just say “Click here” are being ignored into extinction. It's general, meaningless and relatively passive. More clickable buttons have copy that's short, specific and active — copy like “Shop now” or “Buy this outfit.” It's tight, energizing and tells you exactly what's going to happen when you click the button.

CONTINUED »

Calls to Action

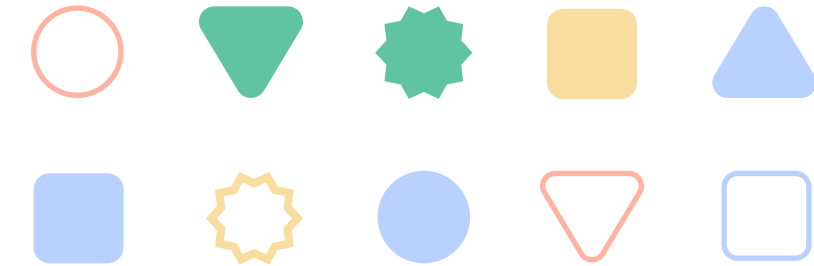
In the Wild

“

We know our audience is checking email on their phones, so we include large images that are easy to see and CTAs that are easy to tap. It's resonating with our subscribers too—click rates in recent campaigns have ranged from 17-37%, which is well above industry standard.” *A3 Merchandise*

Shape

Rectangular buttons are by far the most common shape (you probably hit one to view this guide), but don't be afraid to try out other shapes if they work for your brand. For example, a circular CTA just looks like a button that's begging to be pushed.



Placement

CTAs are solitary creatures that love attention. They can usually be found in highly visible areas of emails or landing pages without other content (or worse, other buttons) around them soaking up the spotlight. Surround them with plenty of space and place them above the fold or in the most logical place where someone would be looking to take action.

A last word about CTAs: No one button works best for every brand, so you'll often see them engaged in click competitions (aka, A/B tests) against other buttons. Test CTAs with different colors, copy and placement to see what gets the most clicks from your audience.

Choose images of people looking in the direction of your CTA.

Shop Now

**Place it above the fold.**

Visitors spend almost 80% of their time there.

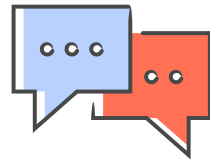
This ensures your audience will see it even if they're just scanning your email or page. Plus, you'll catch those folks who are ready to act right away without forcing them to sift through content to get there.

Place it in the most logical place on the page where people will expect to see it.

SHOP NOW

Surround it with white space to make it stand out.

Give your CTA plenty of room to make it pop, but not so much space that it doesn't feel a part of the overall design. It should attract the eye, not look lost in the desert.



Subject Lines

DETERMINIS OPENORDELETEIS

Behavior

Subject lines are one of the most common elements in the modern marketing kingdom. They're everywhere, stuffing every inbox. However, GREAT subject lines are a much rarer species. They're compelling and irresistible to open—like the biggest present underneath a Christmas tree.

But they also come in a darker, much more common form...BAD subject lines.

HERE'S HOW TO TELL THEM APART:

- ✓ Relatively short. Anything over 50 characters can run the risk of being sent to the spam folder.
- ✓ Specific to the audience, and the content that's inside the email.
- ✓ Compelling, but not too clever. People are only scanning their inboxes, so they might not take the time needed to get the joke.
- ✗ An epic run-on that's better off being the first paragraph of the email.
- ✗ Pulls the old click-bait and switch.
- ✗ Any subject line that's in all caps, has an abundance of exclamation points, or uses the word "free." If you see these subject lines, run.

Subject Lines

In the Wild

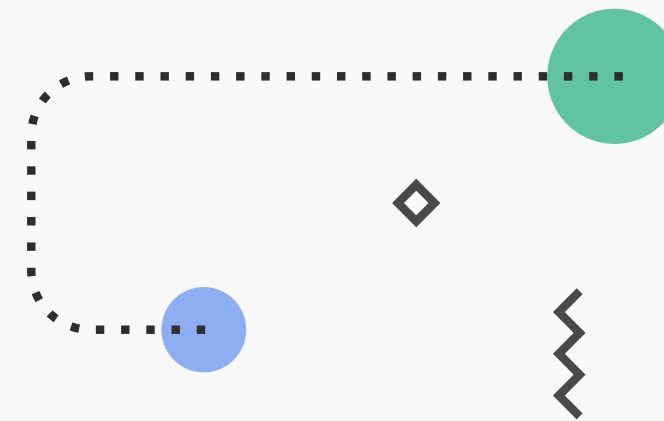
Subject lines are competitive by nature, so marketers should take advantage of this behavior by split testing them against one another.

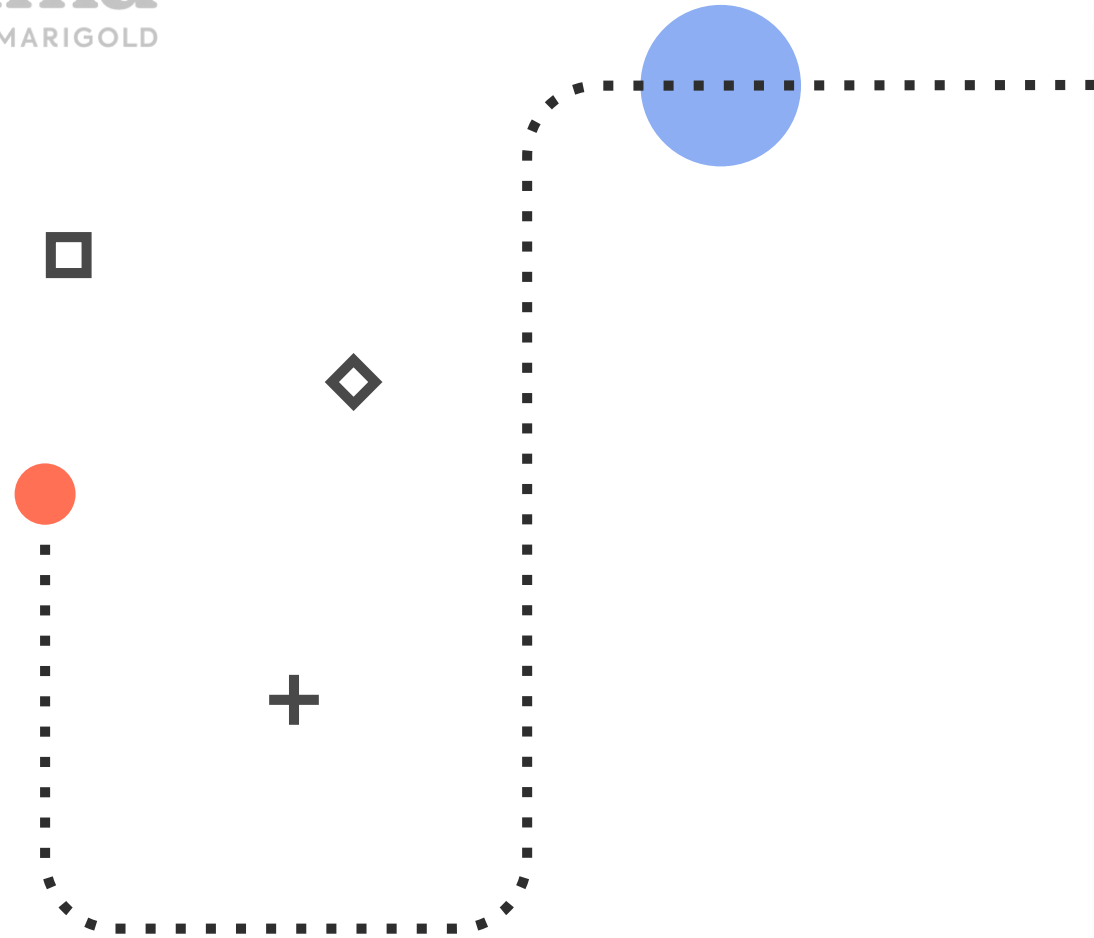
Split testing is when you send different subject lines for the same mailing to a small percentage of your audience. Then the best-performing subject line gets sent to the remainder of your list. It's a surefire way to learn more about your audience and get the best open rates possible. Split testing is an easy way for franchise marketers to boost open rates. And a simple subject line can product big results!

SUBJECT LINES are typically found hanging out with preheader text and the "From" name to determine your open rates. They're the three pieces of information your audience uses when deciding whether or not to open an email in a typical inbox.

PREHEADER TEXT continues the thought of the subject line and teases the content of your unopened email. It then disappears once the email is opened. It's another opportunity for modern marketers to convince their audience to open their mailing.

THE "FROM" NAME should always be recognizable to your audience. Using your brand name is a safe bet. Or if you want to use a person's name at your organization, incorporate the brand name in the from name (e.g. Daryl Hall | Emma, Inc.) or in the subject line, so your audience knows right away where it's coming from.





Peter Nappi

POSTE



WHEN LIFE GIVES YOU SNOW...Make snowballs.

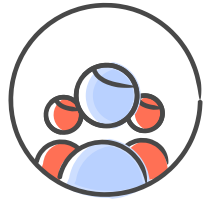
Or snow angels...Or snowmen...

It's a winter wonderland out there. Come in from the cold for up to 60% off select winter styles in-store and online. Believe it or not, spring is right around the corner and we're making room.

Subject Lines

In the Wild

- > *Peter Nappi* recently sent an email with the subject line “**When life gives you snow...**” It’s intriguing, short enough for mobile phones, and—most importantly—super timely, since it landed in our inbox when half the country was buried by a winter storm.



List Growth

RAPIDIUS ACCUMULATIO

A healthy email list is at the core of **any** successful marketing program.

Behavior

When encountering any successful marketing program, you can be sure to find a healthy email list at its core.

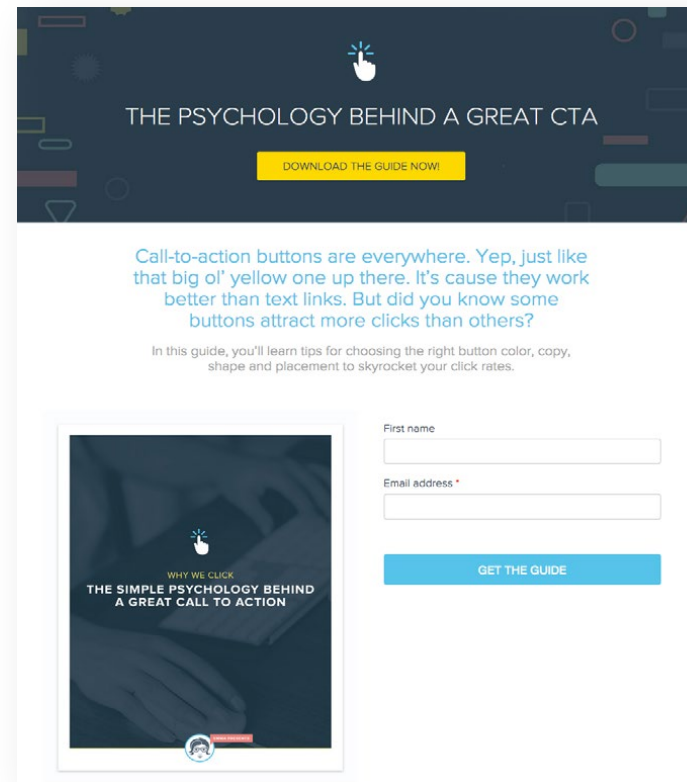
So growing that list and keeping it healthy with more of the right kind of subscribers is critical.

In order to thrive, an email list needs to be fed by quality content that can attract new subscribers and daily promotion of its signup form.



List Growth In the Wild

Here are some examples of smart list-growth techniques that modern marketers are seeing out in the wild.



It doesn't take long for the savvy franchise marketer to set up list growth tactics. We're not just spinning tales – at Emma, once we implemented lightboxes, we saw a 371% list growth. Now *that* is wild.

Gated Landing Pages

This is where quality content comes in—it serves as a magnet to attract new subscribers. Most people are willing to give their email address in exchange for high-quality and relevant content. So say you have a pre-sale, limited-time product or sneak peek at new arrivals, gate your content with a signup form asking folks to provide their email address in order to get it.

Lightboxes

Once on the endangered species list due to overuse and irresponsible deployment, lightboxes (aka, pop-ups) have enjoyed a resurgence in recent years as a tool to keep email lists on the rise. Why? They work. Big time. Our email signups more than tripled after adding a simple lightbox form to the Emma blog. While some marketers worry they might annoy their readers, lightboxes don't affect your site bounce rates. Just don't overdo it, and make sure to give your site visitors an easy exit if they don't want to sign up.

CONTINUED »

List Growth

In the Wild

Here are some examples of smart list-growth techniques that modern marketers are seeing out in the wild.

Social Promotion

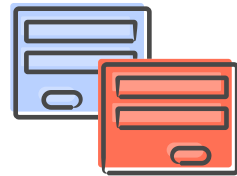
By following you, your social media audience has already shown some interest in your brand.

So encourage them to take the next step by promoting your email signup link on your social channels. Or show the value of joining your list by occasionally sharing your emails on your social channels after you send. Even better yet, tease the content of an upcoming email a couple days before you send. People love to be in the know, so they'll sign up for fear of missing out on the big news.

And once someone signs up, be sure to give them an experience worthy of them inviting you into their inbox.

And once someone signs up, be sure to give them an experience worthy of them inviting you into their inbox. A smart way to do this is through an automated nurturing series with content tailored to how they signed up in the first place ([see Section 1: Automation](#)).

For example, if someone signs up during the checkout process, you could follow up with this kind of series: thanks for your purchase; here are some related items we think you'll love; rate and review your purchase...you get the idea.

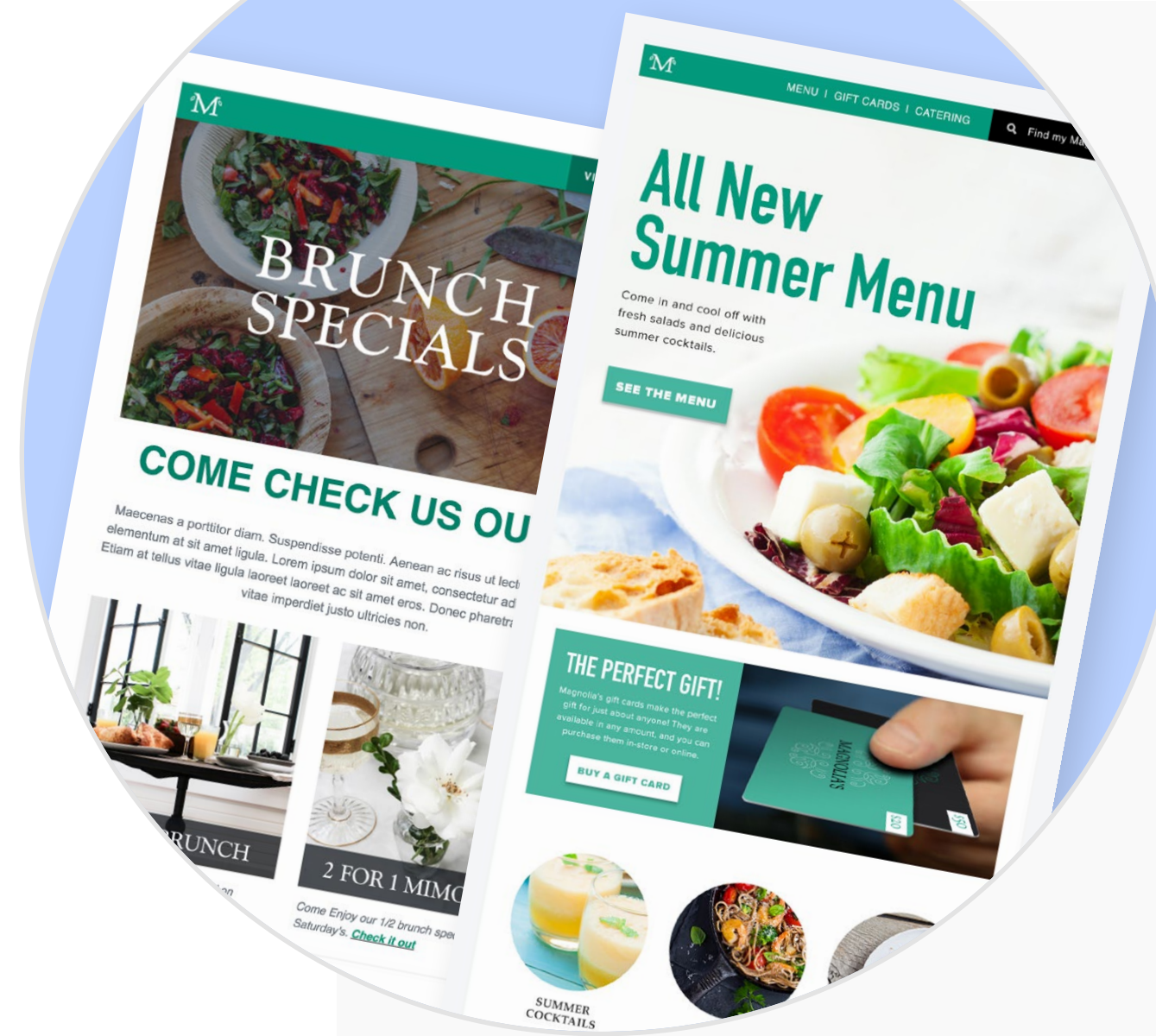


Dynamic Content

TARGETELLA NEXTLEVELIUM

Behavior

Dynamic content is the chameleon of modern marketing—it can change itself based on the demographics or preferences of the person who's looking at it. It can be tricky to spot, because when done right, the recipient just thinks the brand is really, really good at personalizing content. Sounds pretty cool, right? That's because it is.

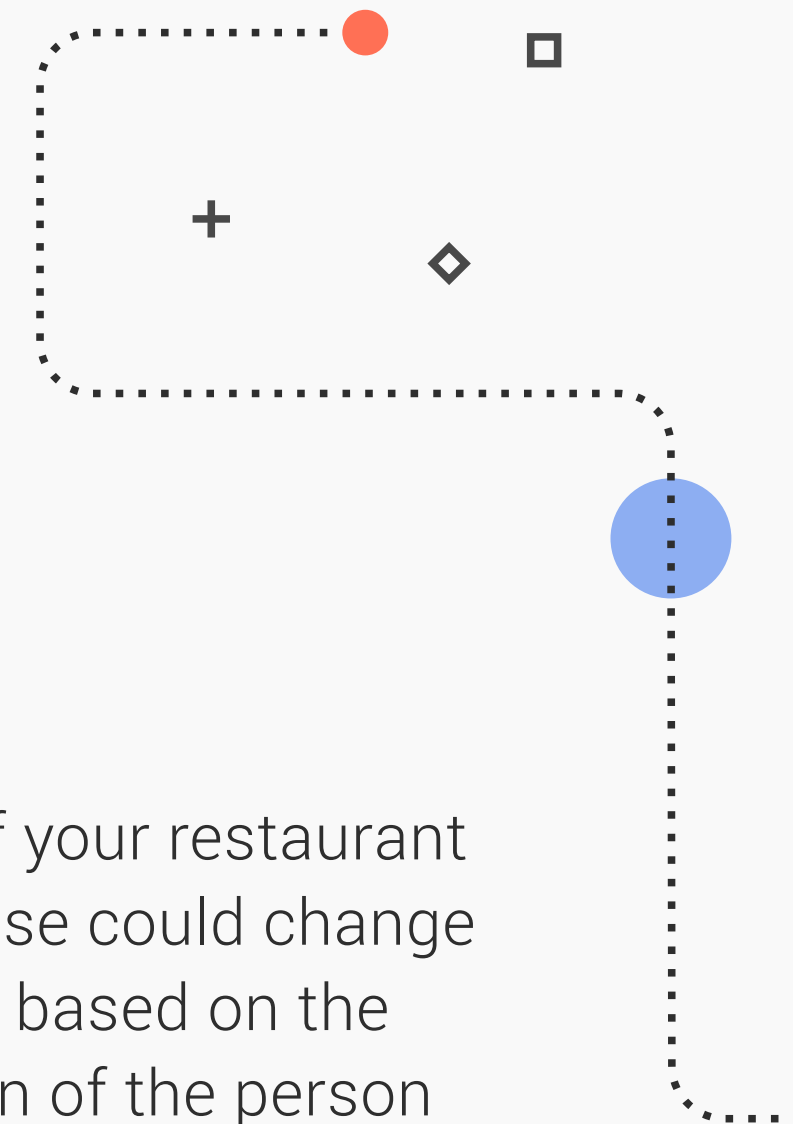


Dynamic content takes personalization to a whole new level by allowing marketers to target individual subscribers with different content from the same mailing. Here's a simple demonstration of how it works. »

What if your restaurant franchise could change menus based on the location of the person opening the email?

Think of the possibilities!

This is one of the best ways to create a tailored brand experience for each of your customers. It also saves a ton of time for the busy franchise marketer.



Dynamic Content In the Wild

“

Dynamic content and automation help us ensure the right content is delivered to the right people at the right time”

SAM DRESSER, SCHOOL OF ROCK

TO START WITH DYNAMIC CONTENT, you can follow these three steps:

1

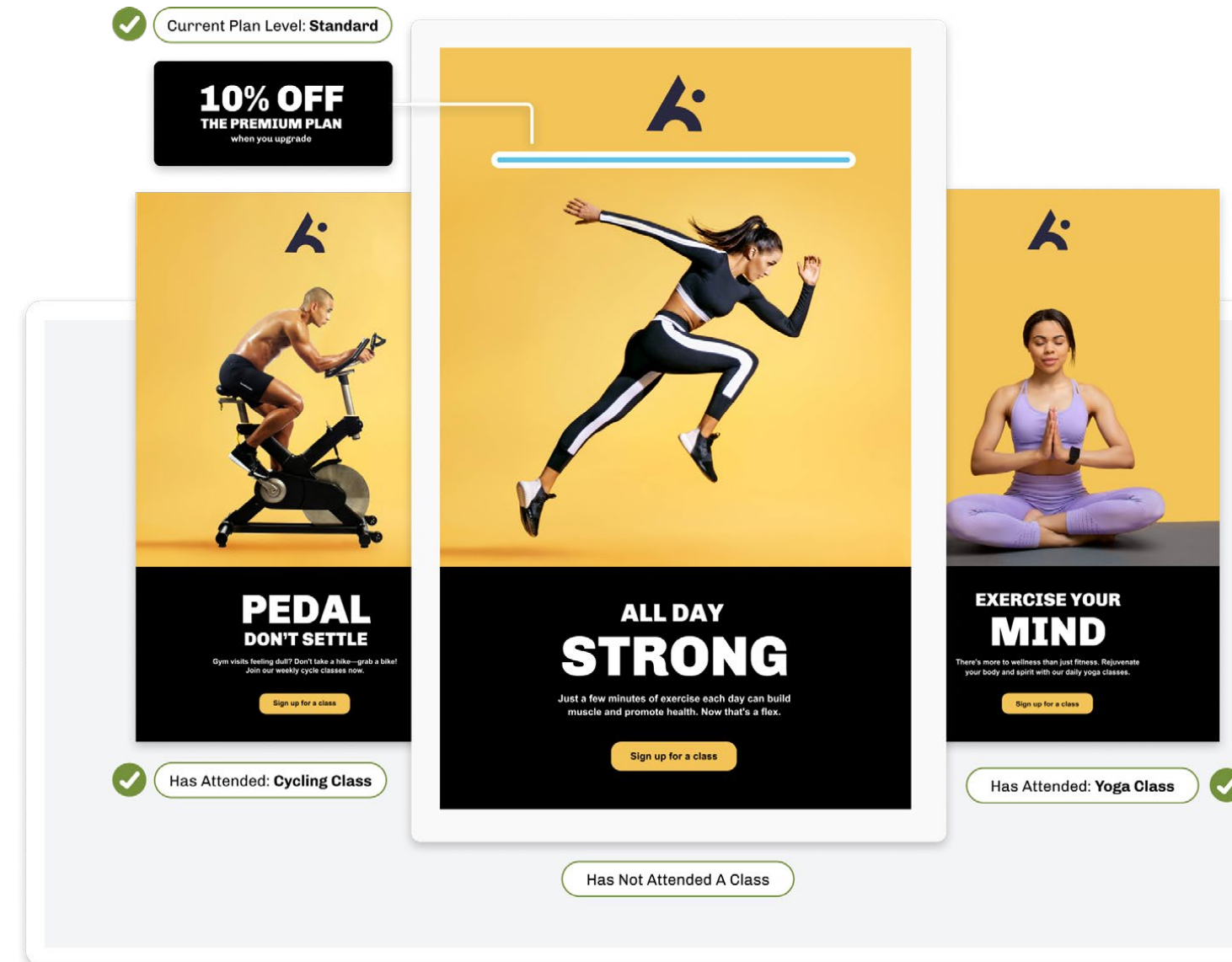
Gather as much relevant subscriber data as you can

2

Segment your email list into various smaller lists based on carefully defined criteria

3

Be familiar with HTML tags to create the most personal content possible



THE EMAIL MARKETING PLATFORM
built for franchises

emma[®]
by MARIGOLD

At Emma, we're on a mission to help franchises do their very best work—and have a great time doing it.

[Ready to upgrade your email marketing?](#)



Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)



Campaign Monitor

Cheetah Digital

Emma

Sailthru

Selligent

Vuture