



# franchisee blox

## franchise marketing management solution

Creativelink Technologies provides a franchise marketing management system that helps franchisors improve brand consistency, reduce costs associated with managing distributed marketing programs and increase franchisee marketing program execution resulting in higher sales and revenues.

The software is provided in a Software as a Service (SaaS) model where all technical support and hosting is provided by Creativelink Technologies, freeing up both franchisor and franchisee to focus on marketing plan development and execution. The solution consists of 1) a site builder that provides a consistent external customer facing website for each location; 2) an internal communications portal for sharing corporate news and events, and a message board to facilitate franchisee communication; 3) a campaign and eblast builder; and 4) a digital asset management system for sharing critical documents.

The software is provided to franchisors as a “private label” service. The software is updated to reflect the franchisor’s look and feel, with the franchisor then having the option to resell it as a service to its franchisees.

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### key franchisor system capabilities:

- Customer facing websites for all franchisees that are consistent with the brand strategy
- Ability to instantly implement changes across all websites, such as new promotions and offerings
- Ability to electronically distribute an ad campaign, specifying which variables franchisees can adjust (ex. art selections, price points, logistics)
- Ability to communicate news and events to all franchisees
- Document library to post/electronically distribute policies, procedures, etc.
- Message board for more effective communication with franchisees and ability to spot/solve business issues quickly

### key franchisee system capabilities:

- Professionally supported customer facing website which is in-synch with the latest corporate branding, promotions, etc.
- Ability to make select updates on the website that are corporate compliant (ex. product lines, services, promotions, price points, etc.)
- Ability to generate custom ads and eBlasts using corporate created templates
- Online access to a secure message board, improving collaboration with other franchisees
- Online access to the latest corporate generated marketing ad campaigns and brand bank
- Online access to a document library containing policies, procedures, etc.

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### print on demand

We are also pleased to offer our central Print on Demand and fulfillment capability, which may provide further value to franchise owners via discounted printing and shipping rates. Pricing is based on the types of pieces and quantities.

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	Version: Lite	Pro
<b>Corporate Communications Portal</b>		
Secure web based portal	X	X
Franchisee dashboard	X	X
Text and video news items	X	X
Events such as conferences and training	X	X
Message board	X	X
CEO blog	X	X
Contact information for suppliers, corporate contacts, etc.	X	X
Brand compliant color scheme update prior to launch	X	X
<b>Digital Asset Manager</b>		
Document library	X	X
<b>Campaign Builder</b>		
Ad builder		X
Ad builder template loading		2 per quarter
Eblast builder		X
Eblast builder template loading		2 per quarter
3rd party integrations for email and print on demand		By Quote
<b>Website Builder</b>		
Brand compliant website for every franchisee		X
Corporate Content Management System		X
- Instantly update promotions across all sites		X
- Instantly update offerings across all sites		X
- Instantly update product/service messaging across all sites		X
Franchisee Content Management System		X
- Update location specific information		X
- Update staff bios, job postings		X
- Receive website leads		X
- Icons/links to social networking profile pages		X
- Website analytics		X
Create campaign landing pages		X
Setup Co-ops to manage shared-expense campaigns		X
<b>Support</b>		
Professional implementation	X	X
Configuration assistance		X
Train the trainer session	X	X
Support available 8am-5pm CST M-F	X	X
Performance review calls		1 per Month
One-time Set-up Fee	\$1,000	\$5,000 - \$15,000 *
Monthly Fee per Franchisee	\$10	\$65 **

\* Setup fee driven by design requirements for site builder

\*\* Tiered pricing structure provides discounts at 100, 250 and 500 franchisees

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## Corporate Communications Dashboard Screenshot

## Document Library Screenshot

NAME	DOCUMENT	DOWNLOADS	
10 Reasons to Buy a Franchise	TenReasonstoBuyaFranchise.pdf	0	DETAILS EDIT DELETE DOWNLOAD
5 Marketing Basics	5FranchiseMarketingEssentials.pdf	0	DETAILS EDIT DELETE DOWNLOAD
Customer Survey	Form_ClientSurvey1.doc	0	DETAILS EDIT DELETE DOWNLOAD
Education Waiver	Form_EducationWaiver1.doc	0	DETAILS EDIT DELETE DOWNLOAD
Emergency Contact Info	Form_EmergencyContactForm1.doc	0	DETAILS EDIT DELETE DOWNLOAD
H1N1 Update - October 2009	H1N1-Update-Oct2009.pdf	2	DETAILS EDIT DELETE DOWNLOAD
HR Notes	Form_HRnotespageforEmployeefile11.doc	0	DETAILS EDIT DELETE DOWNLOAD
Incident Report	Form_AccidentForm1.doc	0	DETAILS EDIT DELETE DOWNLOAD
Legal Review	FranchiseLawBasics.pdf	0	DETAILS EDIT DELETE DOWNLOAD
National Market Report	EconomicImpactReport.pdf	0	DETAILS EDIT DELETE DOWNLOAD

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