

IMS Blog Article #5

“How to Turn Visual Marketing Opportunities into a competitive Advantage”

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April 2023



Growing Your Brand in Local Markets
32 years with 6,000+ franchisees

Turn “*hidden*” visual opportunities to “*tangible*” results...
Increase customer counts and higher sales

“How to Turn Visual Marketing Opportunities into a Competitive Advantage”

Your store is in visual competition with every other store in the area fighting for consumers attention for your location, products/services offered to generate customer traffic and any special offerings.

The most important marketing area of you store are the front windows and door especially during the build-out phase for a new store.

Surprisingly, the “Pre-Opening” or build-out phase offers a very important opportunity for a new location for several reasons –

- ✓ Local consumers are curious during the build-out phase about “what’s going in there?”
- ✓ .”what will they sell”....what brands will be carried?
- ✓ ”when will they open”

It’s an opportunity to build on their curiosity and begin promoting –

- ✓ Educate the local consumers of the brand that will be opening soon
- ✓ Inform them of the menu items and products that will be sold
- ✓ Generate “opt-in” future customers with an “Enter to Win FREE (prouct) for a Year” for them to enter the contest on their cell phones or computers

This is the “secret sauce” for a successful Opening Launch Marketing Program for a new store.

Consider a Front Window & Door “Billboard” 45-60 days before Opening Day.



This is an example of a poor “Pre-Opening” front window 3-days before opening... this should never occur.



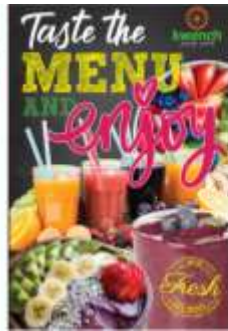
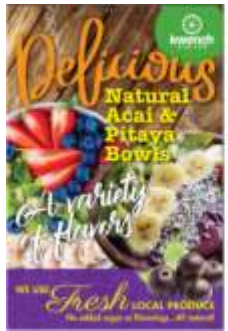
After opening



Outdoor Vertical Sidewalk / Street Signs

Stop the drive-by and walk-by traffic

24" x 36" two-sided sign, base holds water or sand for stability, wheels in the base for easy moving, has strong springs to withstand winds. Includes one two-sided color sign.



Neighborhood Picket Signs

Let the neighborhood know you're there.

Market E to everyone in the neighborhood, at the entrance of the center, across the street, at the busy intersection. 18" x 24" two-sided sign. Galvanized wire stake included.



Outdoor Vertical Flags

Demand attention from any direction!

10' flags, self-installed. Digital printing, aluminum and stainless poles, ground stake for landscape area or stand for concrete.



Vehicle Magnets

Set of two, 24" x 18", effective method of promoting your business from the street when the store has limited visibility



Local Store Marketing opportunities –

Turn under-performing stores around to build or rebuild their customer base and sales by generating more customers.

- Recapturing previous customers
- Acquiring new customers by taking customers away from the competition
- Keep 'em coming back for more
- ✓ Help transfer locations with new ownership whose mission is to recapture their past customers and build up the customer base
- ✓ Assist successful stores to become more successful by achieving higher customer counts and sales levels

Request our Free “Road Maps to Growth” Local Store Marketing Guide featuring our “Life Raft” Marketing Program.

A promotional graphic for the "Life Raft" Marketing Program. At the top, it says "Road Maps to Growth Local Store Marketing Programs for Current Locations featuring the 'Life Raft' Marketing Plan Marketing Guide For Quick Service & Full Casual Restaurants". Below this, a smartphone screen displays a detailed marketing plan with various categories like "GO VIRUS", "SOCIAL MEDIA PLAN", "GRAND RE-OPENING PLAN", "MARKETING TOOLS", "NEW CUSTOMERS", "RECAPTURE", "REVENUE", "CUSTOMER DATABASE", and "LEAD GENERATION". The IMS logo is visible at the bottom of the phone screen. Below the phone, the text asks "Are Your Franchisees Screaming for More Customers?" and includes the IMS logo and "Compliments of John W. Lee, CEO & Founder, Impact Marketing Services".



John W. Lee

Founder & CEO Impact Marketing Services, LLC

As a nationally recognized franchise growth specialist and advocate for franchisee success, John has spent many years in the advertising agency environment and as marketing director for two multi-regional franchise organization. He felt compelled to establish IMS to reach out to work *exclusively* with emerging franchise brands and work *directly* with their franchisees to help them accelerate their growth and exceed expectations.

Everyone benefits...

- **No cost to corporate**
- **No need to hire additional marketing staff** as your network expands
- **Minimize wasted advertising**
- **Requires minimal time** of the franchisor's team or by the franchisee
- **Generate royalty revenue and ROI faster**

Request our FREE Marketing Guides & Podcasts

“Avoid Opening Launch Disappointments” Marketing Guide,

“Marketing Road Maps to Growth” Marketing Guide

3-part Podcast series -

“Avoid Opening Launch & Grand Opening Disappointments”

Let's Talk

Click below to set up a call with John

[**Schedule a call with John Lee**](#)

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