

IMS Blog Article

“The Pre-Opening Phase ‘*Essential Elements*’ of a Successful Opening Launch Marketing Program”

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

The Pre-Opening ‘*Essential Elements*’ of a Successful Opening Launch & Grand Opening Program.

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

Two of the greatest fears of franchisors – under-performing locations and new ones struggling during their opening launch. Amazingly, 15-18% of all franchise locations are under-performing with lower than anticipated customer counts and sales growth. These are legitimate concerns since they may contribute to negative validations to prospective franchisees and may slow the growth of the network especially for emerging franchise organizations. *Under-performing locations can be turned around with immediate success and at low cost.*

Unfortunately, under-performing locations may become detrimental to an emerging franchisor’s growth for several reasons –

- They require an unreasonable amount of corporate resources
- They inhibit growth of the network with negative validations to prospective franchisees
- They do not contribute much to the royalty stream
- Generate low morale among the network

The most important marketing area of your 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 (product) 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.

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.

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



Avoid this mistake -



The front window 3-days before opening... this should never occur.



4 MONTH MARKETING PLAN

PRE-OPENING
60 DAYS BEFORE OPENING

PR & EVENTS

SOCIAL MEDIA PLAN

MEDIA OPTIONS REVIEW

FRIENDS & FAMILY OPEN HOUSE FUNDRAISER

"ENTER TO WIN A YEAR FREE..."

CAMPAIGN & VIDEO

STORE FRONT WINDOW DESIGN

FRONT WINDOW BILLBOARD

CHARITY PARTNERS

DIGITAL MARKETING

RELEASE PRESS

FIELD MARKETING CARDS

"OPENING SOON"

COMPETITIVE ANALYSIS

MARKETING COACHING CALLS

DATABASE MARKETING

OPENING LAUNCH & GRAND OPENING PROGRAM

NOW OPEN

WINDOW DESIGNS

TARGET DIRECT MAIL

OPENING DAY

BUSINESS DATABASE

FIELD MARKETING GUIDELINES

MEDIA PLAN

MARKETING CALENDAR

"NOW OPEN" MARKETING CARDS

GRAND OPENING

RIBBON CUTTING EVENT

CATERING PROGRAM

CERTIFICATE BOOKS

EXTENDED MARKETING PLAN

3 DAY PROMOTION & REVIEW

EVENTS, VIDEO, CONTESTS



Initiate a lead generation 60 days before Opening Day – “Enter to Win a Year of FREE Pizzas” opt-in Campaign

Building the “opt-in” Future Customer Database – “Enter to Win a Year of FREE Pizzas” Campaign

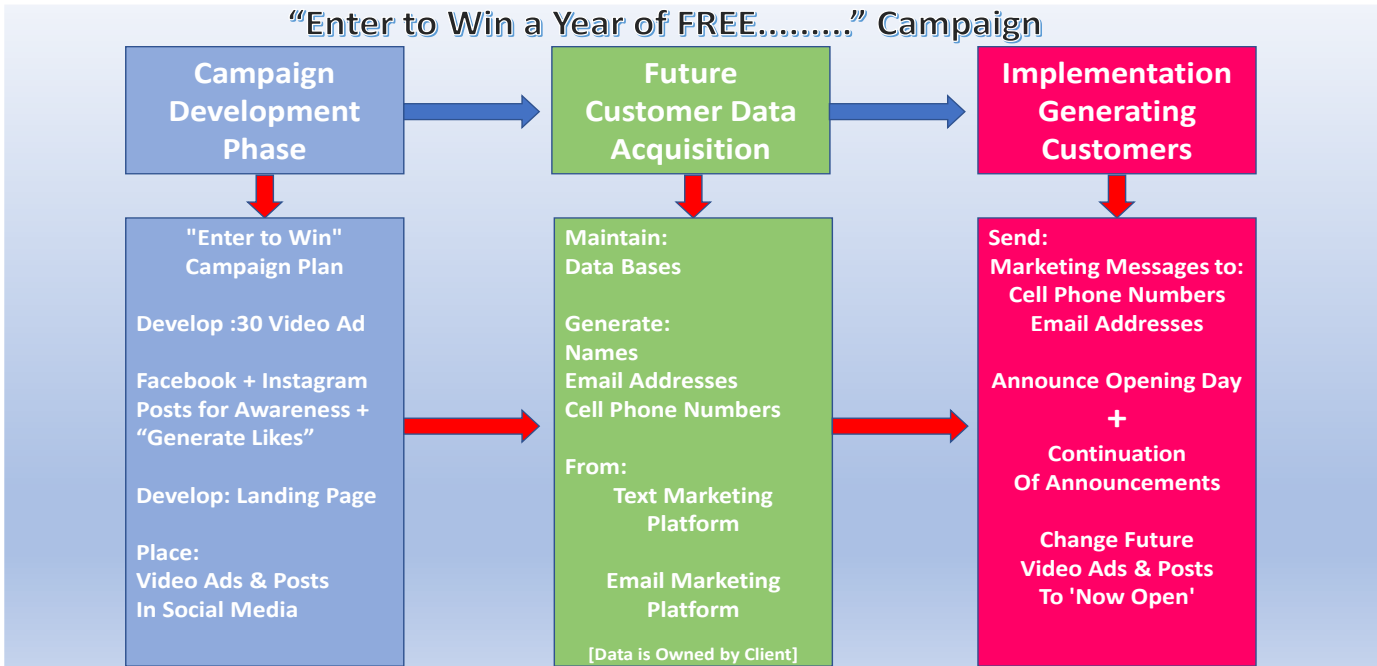


The purpose of the campaign is to build generate a current “opt-in” future customer database that will continue to grow, build attention and awareness for the new opening by promoting a high perceived value opportunity for consumers to enter the drawing and to begin building database for future and ongoing marketing initiatives.

Everyone entering will automatically become an “Artista” Loyalty Rewards Member and receive a FREE Pizza BOGO offer.

Elements of the campaign are included in the chart below.

“Enter to Win a Year of FREE.....” Campaign



Sample - “Enter to Win a Year of Free Pizza” Campaign Video and Landing Page to be placed on Facebook and Instagram Link to campaign

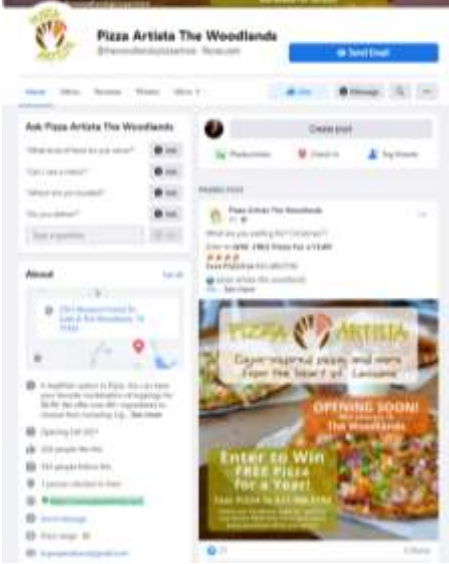
Pizza Artista “Enter to Win Free Pizza for a Year” :30 Campaign Video
https://drive.google.com/file/d/1i19zF25q_b8MBuZfQ92Suf8YJigrFma5/view?usp=sharingS

“Enter to Win a Year of FREE Pizza” Campaign Video
https://drive.google.com/file/d/1h5Xa23LkUYch4KZC7ISyT79aw_CLS13Z/view?usp=drivesdk





SMS TEXT & EMAIL MESSAGES



FACEBOOK POST



Results



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”



Episodes

Part One: Grand Opening Success...

Tuesday Apr 19, 2022

Part one (of three) of our Grand Opening Success Series, John Lee with Impact...

Part Two: Grand Opening Success...

Wednesday Apr 20, 2022

On part two of our Grand Opening Success Series John Lee dives further into how...

Part Three: Grand Opening Success...

Thursday Apr 21, 2022

In part three of our series, John Lee dives more into grand opening strategies for...



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**

Let's Talk

Click below to set up a call with John

[Schedule a call with John Lee](#)

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