

“OUR STORY - Impact Marketing Services, LLC”

Growing Emerging Franchise Brands

34 Years · 6,000+ Franchisees Served

Proven. Successful. Trusted.

“When individual franchisees succeed, everyone succeeds... when they struggle, the system struggles.”

John W. Lee, Founder & CEO – Impact Marketing Services

For 34 years, John has led IMS with a clear mission: to work directly with each new and existing franchisee to grow their business, maximize their franchise investment, and strengthen the overall franchise network. He and his team have supported over 6,000 franchisees across the U.S. and Canada—partnering one-on-one with franchisees in their local markets developing marketing plans, speaking at national and regional conventions, conducting marketing workshops and webinars.

After earning his MBA and working in the advertising agency world, John created the first Local Store Marketing Manual and LSM Workshops for Pizza Hut franchisees across a seven-state region—driving an average 34% increase in store sales in just four months.

John later became the first solely endorsed National Field Marketing Consultant for Mail Boxes Etc./The UPS Store, a position he held for 14 years. Working across the U.S. and Canada with Area Developers and local franchisees, he delivered marketing presentations at regional conferences, market-specific workshops, and personalized store visits. Through this program, new stores achieved break-even in 3–4 months instead of the usual 8–12, and underperforming stores experienced quick, measurable improvements.

After serving as marketing director for two multi-regional franchise organizations, John founded IMS with a clear purpose:

“I wanted to work closely with each franchisee, solving their marketing challenges, generating more customers, and increasing sales. They are the ones taking the financial risks, and they deserve individual attention to help their businesses grow. For 34 years, I’ve dedicated IMS to building marketing programs focused entirely on their success.”

Today, IMS focuses on the fast-casual and quick-serve food franchise sectors, creating and implementing comprehensive marketing plans for each client and collaborating closely with franchisees from beginning to end.

IMS Marketing Programs & Services

New Store Opening Launch & Grand Opening Program

Proven to help new franchise locations launch strong and become top performers.

Local Store Marketing Programs

Featuring the signature “Life Raft” Program, designed to quickly turn underperforming stores around at low cost, driving revenue, customer traffic and brand strength.

Free Marketing Webinars

Franchisor can select four out of seven marketing webinar topics tailored to both high-performing and underperforming locations.

Growing Emerging Franchise Brands in Local Markets

Testimonial - June 26, 2025

Chuck McAulay, VP of Marketing, The Great Greek Mediterranean Grill - United Franchise Group

“Working with John Lee and his Impact Marketing Services (IMS) team was a true game-changer for one of our new restaurant openings. Their Opening Launch and Grand Opening Program, along with the Extended Post-Opening Plan, played a critical role in helping the new location quickly become a top sales performer in our system. One of our most recent new store openings leaped into the top 10 sales out of 65 locations—a direct result of implementing the IMS Opening Launch Marketing Program.

We’ve also seen remarkable improvements in some of our previously underperforming locations, thanks to IMS’s targeted local store marketing strategies.

John brings over 34 years of hands-on experience in local store marketing, and it shows. His ability—and that of his team—to connect and engage with our franchisees at every level truly sets them apart. They don’t just execute a marketing plan; they partner with you to drive results.

In my view, IMS programs provide new stores with the momentum to succeed faster, and offer challenged locations the tools and support they need to turn things around. John is not only a seasoned marketing expert—he’s a trusted partner who genuinely cares about the success of every franchisee. His hands-on, results-driven approach has proven invaluable to our business.

If you’re seeking a proven, cost-effective solution to drive growth and performance across your franchise network, I highly recommend John Lee and the Impact Marketing Services team.”