



30 Kenwood Drive
Bluffton, SC 29910
407.276.6905

MARKETINGFOUNDATIONS.ORG

Franchise Retention,
Promotion, and
Private Agent Property
Marketing Services

ENGEL&VÖLKERS®

Table of Contents

03 INTRODUCTION

04 FRANCHISE RETENTION PROGRAM

05 Key Strategies and Tactics

06 NEW FRANCHISE PROMOTION PROGRAM

07 Key Strategies and Tactics

08 PRIVATE AGENT LISTING MARKETING PROGRAM

09 Key Strategies

09 Sample Marketing Campaign

10 PRICING

12 SUMMARY



30 Kenwood Drive, Bluffton, SC 29910

Introduction

At Marketing Foundations, we understand that every business is unique, and a one-size-fits-all approach simply doesn't work when it comes to marketing. That's why we specialize in crafting personalized marketing strategies that are aligned with your specific goals and needs. We work closely with you to select the right tools and tactics to build a strong, sustainable foundation for your brand's growth.

Our philosophy is that strong marketing begins with a solid foundation—one that is custom-tailored to ensure the most impactful and effective solutions for your business. As a marketing consultancy, we focus on long-term success by laying the groundwork for your marketing efforts, allowing you to focus on what matters most: growing your business.

In addition to our in-house real estate expertise, we have a strategic partner with a proven track record of promoting global luxury real estate brands. This collaboration enhances our ability to deliver premium marketing services that are both targeted and effective for high-end business objectives.

Marketing Foundations looks forward to the opportunity to collaborate with your team to support and elevate your marketing efforts. We are confident that our customized marketing strategies will drive growth and success across your target areas, including franchise retention, new franchise market launches, and private agent marketing for \$10M+ listings.

KELLEY FINLEY
Executive Vice President
407.276.6905
kelley@marketingfoundations.org

Franchise Retention Media Plan

Develop a comprehensive media strategy focused on retaining current franchisees. This plan will include targeted marketing efforts, ongoing engagement tactics, and regular communication to strengthen brand loyalty and keep existing franchisees motivated and connected.

Goal: Strengthen relationships with current franchisees, foster loyalty, and maintain engagement to ensure long-term retention and growth.



Franchise Retention Media Plan

KEY STRATEGIES AND TACTICS:

1. Custom Digital Marketing:

- a. Develop geo-targeted ads tailored to franchisee markets to drive traffic and awareness for their local businesses.
- b. Provide franchisees with digital advertising packages, including pay-per-click (PPC) campaigns, geofencing, and local SEO optimization.

2. Social Media Support:

- a. Offer targeted social media ad campaigns (e.g., Facebook, Instagram, LinkedIn) that highlight individual franchise locations, agents, and their community involvement.

3. Direct Mail Campaigns:

- a. Produce and target localized direct mailers featuring franchise updates, promotions, or success stories.
- b. Distribute milestone-themed communications (e.g., anniversary celebrations).

4. Print Media:

- a. Partner with local and national newspapers or magazines.

5. Email Strategy: to agents and clients

- a. Email campaigns to attract new agents to join the franchisee's team
- b. Targeted emails to specific markets to attract clients for additional listings and buyers

New Franchise— New Market Launch

Create and execute a launch plan for new franchise locations entering untapped markets. This includes integrating market research, brand awareness campaigns, local advertising, and community outreach promotions to ensure a successful and impactful market entry.

Goal: Ensure a strong market entry for new franchise locations with a tailored strategy that builds brand awareness and community engagement.



Franchise Retention Media Plan

KEY STRATEGIES AND TACTICS:

1. Custom Digital Targeting:

- a. Deploy geo-targeted PPC ads and social media campaigns aimed at local audiences.

2. Social Media Campaigns:

- a. Launch teaser campaigns and advertisements on key digital platforms.

3. Direct Mail Campaigns:

- a. Send postcards introducing the franchise to households and businesses within a specific radius.
- b. Include launch promotions to drive initial traffic.

4. Local and National Advertising (Print and Digital):

- a. Run ads in local and national newspapers, magazines, and community newsletters.

5. Email Marketing Strategy:

- a. Email campaign to existing clients announcing the new franchisee, highlighting the transition, new opportunities, and continued commitment to excellent service.
- b. Send welcome emails highlighting the franchise's offerings. This could be for potential agents and clients.

Private Agent Marketing for \$10M+ Listings

Provide private agents with tailored marketing plans for their high-end listings valued at \$10M or more. This includes developing personalized media strategies, utilizing E&V templates, and executing marketing campaigns to showcase these luxury properties to a high-net-worth audience. Our team works closely with the agent to craft a bespoke strategy that highlights the property's unique appeal, reaching the right audience and delivering results.

Goal: Equip private agents with strategic marketing solutions that elevate the visibility of \$10M+ luxury listings, ensuring targeted exposure to high-net-worth buyers.

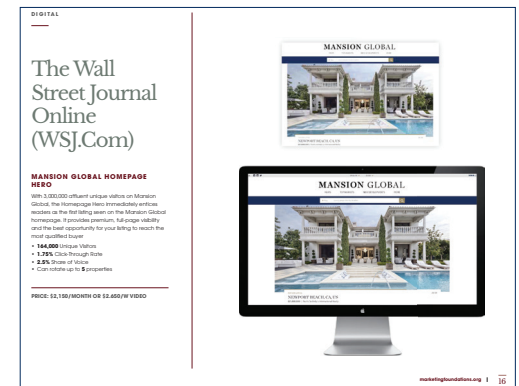
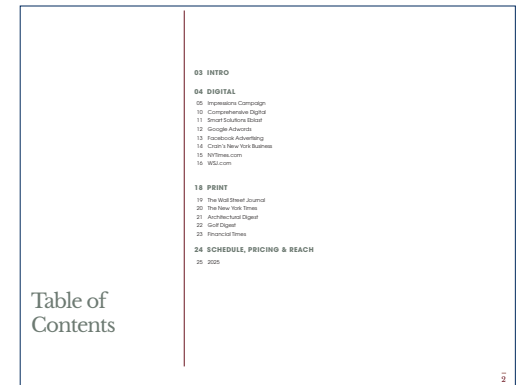
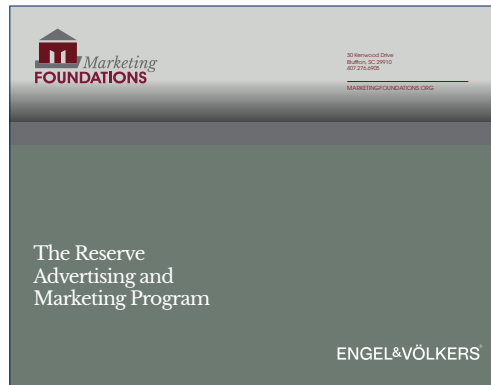


Private Agent Marketing for \$10M+ Listings

KEY STRATEGIES:

1. Develop **tiered pricing options** for marketing packages:
 - a. **Foundational Package:** Entry level and includes a comprehensive digital program along with select print marketing.
 - b. **Premium Package:** A more robust selection of marketing solutions, including digital, niche media, email promotions, and expanded luxury print advertising.
 - c. **Custom Program:** A fully curated marketing strategy tailored to clients with larger budgets.

SAMPLE MARKETING CAMPAIGN



Pricing

Our pricing includes a complete suite of services to ensure a seamless and impactful campaign experience. This includes **management, creative production with templated assets, media planning, and media spend** tailored to your specific goals and target audience. We work closely with you to fit your budget while maximizing ROI, ensuring every dollar contributes to achieving your objectives.

FRANCHISE RETENTION MEDIA PLAN - \$200K BUDGET OVERVIEW

Our franchise retention plan allocates **\$20K per location** to support 10 locations. The budget is flexible to accommodate the specific needs of each franchise:

- **Competitive or Larger Markets:** Additional budget can be allocated for highly competitive or larger markets that may require additional media spend or enhanced tactics to retain and engage franchisees effectively.
- **Smaller or Less Competitive Locations:** Reduced budgets can be applied to smaller offices or less competitive areas, ensuring efficient use of resources without compromising impact.

This tailored approach ensures every franchise location receives the appropriate level of support based on its unique challenges and opportunities, while maintaining the overall \$200K budget. We're committed to maximizing ROI and meeting your retention goals across all locations.



Pricing

NEW FRANCHISE - MARKET LAUNCH BUDGET OVERVIEW

Our **\$20,000 per location** budget for the **New Franchise - Market Launch** will be flexible to accommodate the unique needs of each new market. This approach ensures that we can adjust resources based on local conditions, competition, and opportunities for optimal results.

- **Competitive or Larger Markets:** Additional budget may be allocated for new entries in highly competitive or larger markets, where increased media spend may be needed to establish a strong presence and engage franchisees effectively.
- **Smaller or Less Competitive Markets:** A more streamlined budget can be applied to new entries in smaller or less competitive areas, ensuring strategic resource allocation while maintaining marketing effectiveness.

This flexible approach ensures each new location is supported with the right resources, tailored to its unique market needs, leading to a more successful and impactful launch.

PRIVATE AGENT MARKETING FOR \$10M+ LISTINGS

We offer **customized marketing plans** designed to showcase high-end properties, tailored to the unique attributes of each listing, its target market, and budget. Engel & Völkers contributes a **\$2,500 match** to amplify the agents' marketing efforts.

Foundational Package \$5,000: Entry level and includes a comprehensive digital program along with select print marketing.

Premium Package to \$20,000: A more robust selection of marketing solutions, including digital, niche media, email promotions, and expanded luxury print advertising.

Custom Program \$20,000+ : A fully curated marketing strategy tailored to clients with larger budgets.



Conclusion

The strategies presented ensure comprehensive support for retaining franchisees, launching new markets, and effectively marketing luxury listings.

We look forward to working together to deliver results that support your business goals and initiatives.

