



# FranchiseWire

**MEDIA KIT 2022**

## WANT TO ENGAGE YOUR AUDIENCE?

**Press releases will only get you so far...**



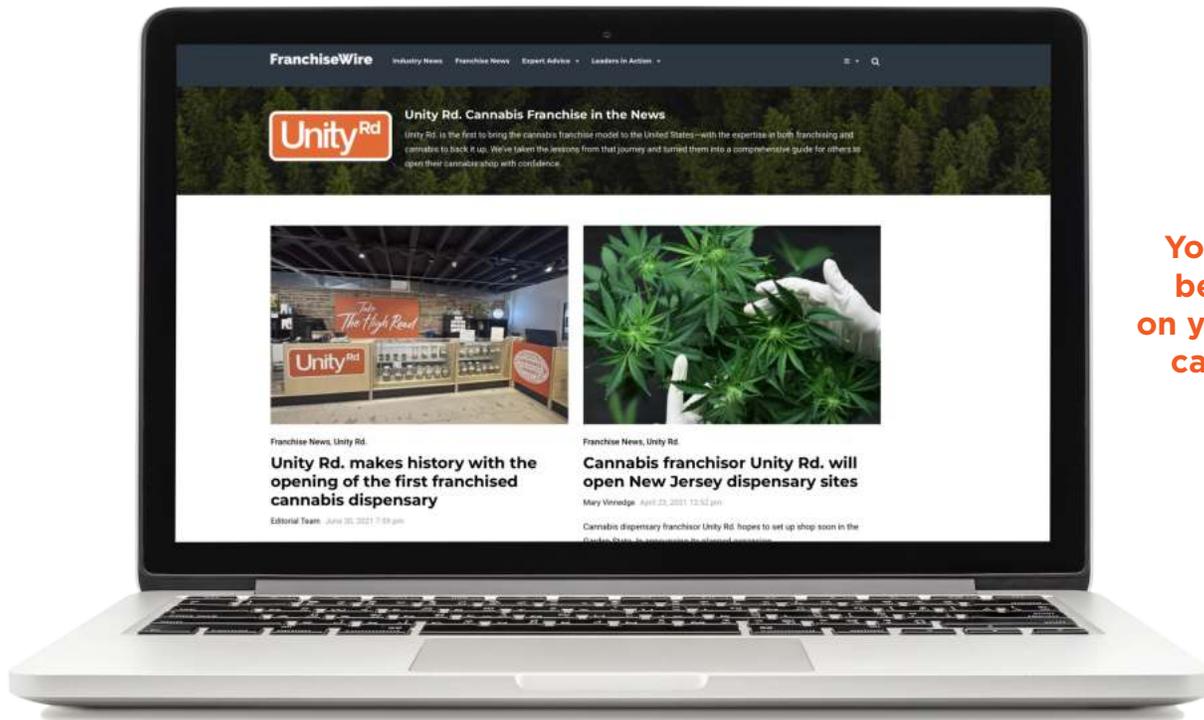
## **Content marketing with FranchiseWire will get your brand noticed!**

**Let's be honest! Press releases are not engaging... but stories are.  
We create the content that gets people excited!**

If you want to grab attention, you have to do more than just put facts on paper. You have to tell a story. Prospects want to know if they can be successful with your franchise. Tell them what you and your brand are all about. Share your franchisee's success stories.

We can tell your story and put it in front of your potential candidate. In fact, our content has been going viral. Our articles are ranking high on the search engines and being shared. We have earned our reputation as the leading franchise news resource by producing quality content. Find out what we can do for you.





Your articles will be showcased on your own brand category page

## FranchiseWire Autopilot Editorial

**It's easy! We do the work, you reap the rewards!**

With FranchiseWire AutoPilot Program you are in the driver's seat, but we do all the work. Our content team will take care of everything: We write the article, optimize it and promote it!

### Here's what you get:

- Exclusive brand category page to showcase your articles.
- A minimum of four to five articles per year written about your company by our editorial team.
- At least one back-link to your website (per article).
- Keywords for optimal SEO.
- Unlimited access to submit press releases and story ideas. (Whether you submit story ideas or not, your brand will be featured quarterly.)
- Prominent placement as a featured article.
- Promotion on FranchiseWire social channels.
- More than 40% off additional articles (see sponsored content info on next page).

**(\$395 per month, 1 post per quarter, \$790 per month, 2 posts per quarter)**

Please note: The following text will be written at the bottom of your article: "This content is part of our paid partnership program."



Franchisee success stories are the perfect validation



The Franchisewire Industry Insider newsletter is emailed to more than 10k subscribers each week!



## Autopilot Editorial Blast

### Watch your brand take off!

- Everything included in the FranchiseWire Autopilot Editorial Package (previous page).
- Four of your articles will be featured in our FranchiseWire Industry Insider Email newsletter (position 3-7, reaches 10,000+ subscribers).

**(\$495 per month, limited availability)**

### FranchiseWire Sponsored Articles

- Share your story! Our editorial team will write a high-quality article about your brand or you can submit your own content.
- Your article will have at least one back-link to your website.
- For an additional \$300 (50% Off), we will feature your article (top position) in our FranchiseWire Industry Insider email newsletter.

**(\$1,595 per article, \$950 for AutoPilot subscribers)**

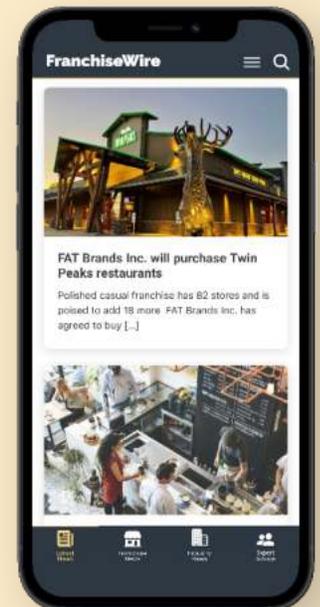
*Please note: "Sponsored Content" will be written above your article.*

## FranchiseWire Industry Insider Email Newsletter Blast

Get right in front of more than 10,000-plus subscribers who all want to know more about your franchise opportunity!

**(\$600 for featured position one — top of the email, photo included)**

**(\$450 for featured position two — top of the email, photo included)**



Reach potential candidates on the go with the The FranchiseWire App



SCAN THE QR CODE TO  
DOWNLOAD THE APP NOW



# FranchiseWire

## DEMO TARGETING FOR FRANCHISE DEVELOPMENT



AN EPIC WAY  
TO GROW  
FRANCHISES

AN EPIC WAY  
TO RECRUIT  
QUALITY  
CANDIDATES



## EVERY FRANCHISOR HAS A STORY...

Let us tell your story and put it right in front of your ideal candidates

### CUSTOMIZED DEMOGRAPHICS

- Location
- Gender
- Interest
- Age



### HOW IT WORKS

- We create an article about you and your brand.
- We promote the story locally, to your exact target audience.
- Franchise prospects learn about your franchise's history, mission and culture.
- Links drive prospects right to your website.
- Your franchise grows with quality candidates!
- Minimum \$1500 budget.
- Monthly packages available.

### STORYTELLING IS THE FUTURE OF MARKETING



- Stories are memorable.
- Stories engage our emotions.
- Stories command our attention.
- Stories are shared.
- Stories "light up" more of the brain than factual reporting.
- Messages delivered as stories can be up to 22 times more memorable than just facts\*.
- Stories go viral.



\*Stanford University Graduate School of Business, Jennifer Aaker

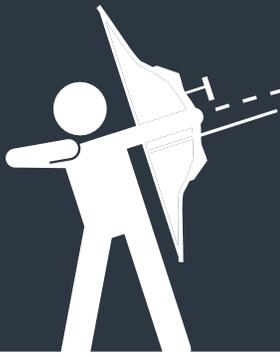


"Marketing is no longer about the stuff that you make, but about the stories you tell."

— Seth Godin



You choose! With FranchiseWire demo targeting, you can run a single article or an ongoing campaign!



# FranchiseWire

## DEMO TARGETING FOR GRAND OPENINGS



**GRAND OPENINGS JUST GOT BETTER!**

**YOUR FRANCHISEES WILL LOVE YOU FOR IT!**



**GET THEM IN AND GET YOUR BUSINESS GROWING**



**WHAT WE DO**

- We introduce your franchisee and his new business to his local community with a memorable article. We share his story, his goals and the finer points of the new location with a media piece that lasts forever.
- We promote the story locally, to your exact target audience.
- In no time, everyone knows all about the new business and is excited to check it out.
- We drive customers right to the franchisee's local website and location.
- The turnout at the grand opening is amazing!
- Business is booming and your franchisee is thrilled! Everyone wins!



## HYPERLOCAL GEOTARGETING

Pinpoint your desired audience with FranchiseWire's hyperlocal marketing strategy

### A BETTER WAY TO REACH CANDIDATES

- Demographic targeting
- Geographic targeting
- Keyword targeting
- Interest targeting



### WHAT DOES IT MEAN FOR YOU?

We all know that a franchisor is only successful as his franchisees. So why not get new franchise owners started off on the right foot with an epic grand opening?

With FranchiseWire, we do all the work and your franchisees reap the rewards.

**Our job is making you look good!**



**ASK US ABOUT OUR ONGOING GRAND OPENING PROGRAM**

