

Constant Contact

3 Reasons Franchises Are Centralizing Their Email Marketing

A Unified Approach for Franchise Businesses

While regional, national, and international franchise brands appear to customers as a single, unified company, the reality is much more complex: these businesses are more like complex ecosystems, with dozens or even hundreds of different franchisees and locations, each with varying staff, customers, and communications needs. So how do you enable so many different franchisees to communicate effectively while still maintaining control and consistency of your franchisor brand? How can you see how their efforts are performing both individually and as an overall franchise?



It might sound like a chaotic, impossible task, but more and more, franchisors are solving this exact challenge by using a multiple account email solution to enable email marketing efforts among various franchise locations and customer segments.

Let's take a look at the **three key reasons** that franchises are turning to this solution and the strategic benefits they experience:

- **Balanced Autonomy and Governance:** The hybrid model gives franchisees the independence to manage their own campaigns while allowing franchisors to maintain oversight of branding and performance.
- **Empowered and Supported Franchisees:** This structure allows the franchise head office to deploy branded templates and content to busy franchisees, enabling them to market effectively and stay on-brand with less effort.
- **Administrative and Operational Clarity:** Franchisors can consolidate invoices into one billing structure, ensuring consistent workflows, technical requirements, and contract terms. Plus, all franchisees receive the same training, educational resources, helping to increase adoption and streamline operations.

Reason #1

Maintain Control Without Sacrificing Local Accessibility

It's every marketer's nightmare: every single franchisee creating their own emails, with their own look and feel, and without anyone at the top knowing what's being sent out when or to what audience. And no one has time to log into dozens of accounts just to try to get the big picture.

A multi-account solution establishes a hybrid model that provides oversight while empowering local teams to manage their unique customer relationships.



Tiered Access (Multi-account Model):

This structure provides primary account access at franchise HQ, with subaccounts for individual franchise locations. It allows leadership to see and control as much or as little as necessary across the entire organization, while giving subaccounts the freedom to work independently.



Multi-Level Reporting:

Tiered access provides primary account users with holistic visibility into engagement metrics across the entire organization to understand broad trends and performance. Meanwhile, franchisees have access to the specific data tied to their own sends to help them optimize communications for their local subscribers.



Scalable, Centralized Outreach:

When a franchise has a critical message for its entire customer base—such as a brand-wide promotion or seasonal offering—primary account sending allows leadership to reach the whole audience at once. This prevents individual locations from duplicating effort or introducing messaging variables.



Administrative and Governance Control:

A multi-account solution takes the guesswork out of management by providing one central place to manage user permissions, security protocols like SSO, and billing changes. This is vital for maintaining operational integrity and ensuring data privacy across dispersed locations.



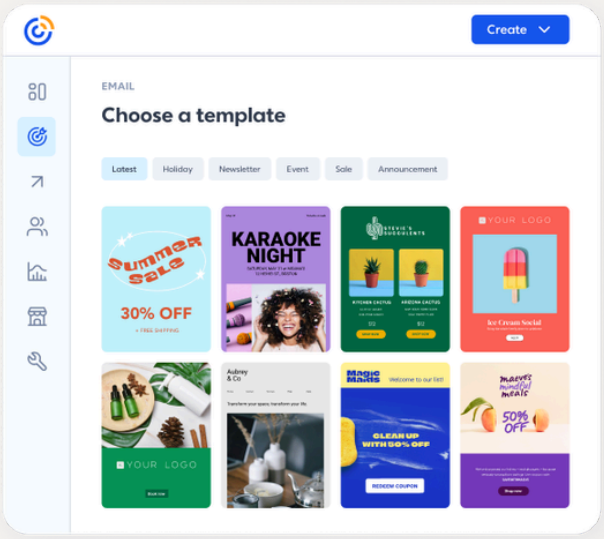
Constant Contact's Central Send feature is specifically designed to give administrative-level users the ability to send to their entire audience while still enabling distributed teams to own and manage their specific supporter lists.

Reason #2

Protect and Ensure the Value of the Franchise Brand

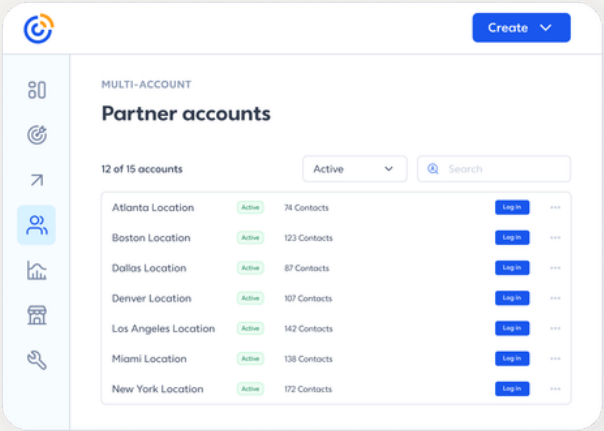
Your brand is your most valuable asset. Before ever becoming available for franchisees to invest in, franchise brands put a great deal of thought and care into their business model, their logo, their colors, and their brand voice. So ensuring those components shine through in each and every communication is a key part of providing a consistent, quality experience to customers regardless of location.

A multiple-account email solution ensures brand fidelity through locked content and streamlined approval workflows.



Branded Templates with Locked Content:

National or regional management can create and distribute templates that lock in "must-have" elements like official logos, footer links, and specific brand colors. Outside of these locked zones, customizable fields remain open for local franchisees to add their unique promotions, images, and location-specific messaging. This provides individual teams with the necessary guardrails to stay consistent while allowing the local flexibility needed for success.



Campaign Approval Flows:

This feature provides an extra layer of governance by requiring specific subaccounts to obtain administrative approval before launching a campaign. This ensures that every email—from a local ribbon-cutting announcement to a region-specific product—is a professional and accurate representation of the franchise's overarching brand.

Reason #3

They Get a Streamlined Solution With Diversified Functionality

In a franchise model, marketing expertise and manpower are often spread thin between the parent franchisor and its franchisees. Any efficiency is an instant win– as long as it doesn't stop end users from doing what they need to do. By implementing a single email marketing solution that everyone can use, you guarantee more streamlined operations– and all the benefits that come with that.

Fewer Vendors, Less Hassle:

Maintaining separate vendors for each franchise location leads to separate contracts, fragmented invoices, and disjointed technical requirements. Consolidation into a single vendor saves time, money, and provides critical clarity and control over your vendor relationships.

Delegated List Management:

Each individual subaccount can manage its own specific subscriber lists and segments, while customers can manage their communication preferences at a global level. This gives each franchise control over their local audience and lists while ensuring that unsubscribes from one location don't unintentionally remove a contact from another location.

Accessible Training and Education:

Efficiency requires ease of use; with a centralized platform, every user—from the head office marketing lead to a local franchisee—has access to the same high-quality training and customer support. This takes the educational burden off of the central administrator and ensures all teams are using the tool to its fullest potential.

95%

of franchisees agree it would be extremely helpful if corporate headquarters provided localized marketing support.*

* Source: Constant Contact State of Franchise Marketing Report



Effective Outreach at Every Level

With a centralized platform, franchise brands can empower individual franchisee entrepreneurs while maintaining high-level oversight and visibility. By embracing this hybrid marketing model, franchises can enhance their digital strategies, create significant operational efficiencies, and engage with customers more effectively at every level.

Constant Contact's multi-account features are purposefully designed for you to maintain governance over your franchise brand while giving local franchisees the autonomy to manage their own unique communications.

See how Constant Contact helps franchise brands like yours achieve the perfect balance of organizational control and local flexibility in their email marketing.

Learn more

