

# Markomi

BUILD. BRAND. GO TO MARKET.



## Marketing Automation for Franchise Companies

A guide for Franchisees or Franchisors that want to run easy, scalable and brand-controlled marketing programmes.

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KONICA MINOLTA

# Introduction

Franchisors want to ensure that their franchisees promote the business properly, and consistently. Franchisors want also to keep marketing information up to date, and effective.

This guide offers information to Franchisors considering offering Markomi (the marketing automation solution from Konica Minolta) to their Franchisees. It outlines the benefits they can expect to see, and offers advice on how to promote this kind of service.

For more information about pricing, please get in touch.

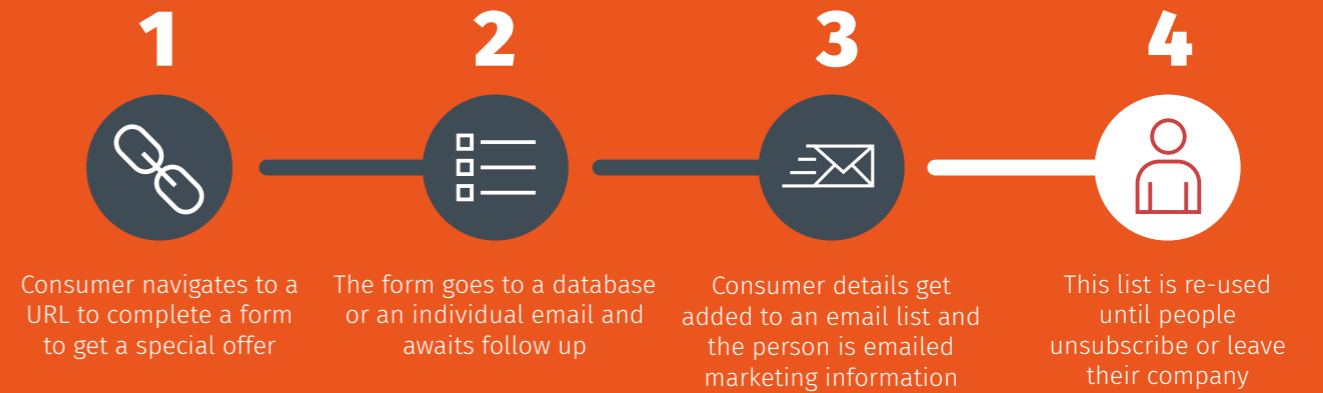
## What is Campaign Management and Marketing Automation?

Campaign Management involves working with campaigns that involve one or more outreach channels, such as digital or print. When a franchisor has several franchisees, marketing can become difficult to manage and maintain.

Marketing Automation is software that helps to automate marketing processes related to generating leads, and then nurturing those leads as you build a relationship with your target audience.



### Non-automated process example:



In the automated process, all of this happens automatically each time someone responds to the first step. This reduces workload on the marketing team, and ensures effective multi-channel marketing drives regular lead generation.

### Automated process example:



## Why would your franchisees need help?

Franchisees need help with Marketing because using an automated tool allows them to regularly promote their business without a large investment of time. From the franchisor perspective, it means that campaigns can be managed centrally and used regionally, and the franchisee can perform limited customisation (such as adding their contact details for example).

## Why is Markomi different?

### Existing marketing automation solutions are complicated

When marketers look to automate campaign management, up until now the tools available have acted more like toolkits than out of the box applications.

With other marketing automation solutions, campaign workflows need designing from the ground up, the logic to make them work needs to be defined and only then are the campaigns set up in the application. In addition, many of them don't include print in their workflows.

Because of this, most marketing automation solutions are complicated to use, and rely on technical resources and consultants to maximise the return from the investment in the software and to use it to its full capacity.

### Markomi is easy to use and quick to set up

Markomi has been designed to be very easy to use, even for the most non-technical user, and campaign workflows are already defined. Meaning franchise companies can be up and running on Markomi in less than a week.

Campaigns can be quickly created at head office, and then released to franchisees. All the franchisee needs to do is personalise for their location or region, upload their customer data and press go.

Markomi does the rest.

## Getting started on Markomi

-  1 Create an account for your franchisee
-  2 Choose the campaigns to run
-  3 Overlay artwork over the chosen campaigns
-  4 Franchisee personalises the artwork as needed and uploads their data
-  5 Start the campaign

Campaigns can be managed by the franchisee or by the franchisor. This makes it possible for franchisors to increase their value to the franchisee.

## What companies does it work well for?

Markomi is particularly suited for the following types of business:

- Hospitality and leisure
- Small retail outlets
- Utilities Companies
- Membership organisations
- Real Estate

Essentially organisations where a central head office location needs to manage campaigns across a wide variety of user locations and skill sets i.e. where it may not be marketers managing and deploying the campaigns, but local franchisee employees.

## What benefits would franchisors see from Marketing Automation?

The biggest benefits to using marketing automation for your franchises marketing is that it facilitates growth through a regular drip feed of marketing activity across your whole network. It's possible to see which franchisees are engaging with the marketing content and which ones may need more help and support. It also means that marketing and branding is consistent, and out of date marketing materials can be switched off quickly and easily.

The system is completely GDPR compliant, and the pre-defined campaigns reflect marketing best practice, offering complete flexibility on content and look and feel.

## What benefits would your customers see?

Customers will experience a streamlined campaign management experience, typically more campaigns are launched and with less manual intervention required, leads don't get missed and the marketing team can focus on other tasks.

Smaller businesses without dedicated marketing resource will be able to run best practice campaigns improving their competitive position.



## Summary

Markomi is easy to get started with, is available via Pay-per-use and is a low risk, Cross-media platform.

### Only with Markomi do you get:

- a. An easy to use portal with pre-designed campaigns
- b. One-click deployment of campaigns to dealers or subsidiaries of his customer
- c. Full statistics on active campaigns
- d. Strong tools for data collection
- e. Low cost and high flexibility marketing campaigns

Want to know more? Visit [www.markomi.com](http://www.markomi.com)

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