

Can You Beat the Recession by Leveraging Innovative Marketing?



Franchisors are boosting their market positions during the recession through cost effective solutions found at BeTheBoss.ca

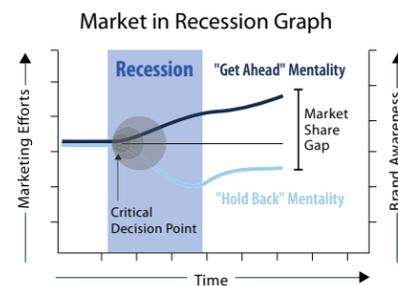
Walt Disney

Walt Disney said the Great Depression was the best thing that could have ever happened to him. Rather than coasting or clamping down during the worst economic downturn ever experienced, Disney aggressively innovated his business approach instead.

The result? While his competitors declined – or failed altogether – Disney actually increased his market share and brand awareness. And in every recession since that time, this same counter-intuitive phenomenon of the “advancing business” has repeated itself, proving that *people don't just purchase based on dollars, but also on value.*

Today is no different. If, like Disney, a company has a product that people truly value, this recession can actually represent a timely opportunity for business growth...assuming, of course, that you not only continue blowing your own horn, but that you blow even louder.

As the diagram above illustrates, when competitors decide to “hold back” during a recession, winning companies “get ahead” by aggressively marketing their way above the pack. And once the economic tide rises, their gains continue growing. Still, the question remains: “But isn't all this expensive?”



Aggressive Doesn't Equal Expensive

The experts correctly point out that the key to effective recession-busting marketing is not more money, but more *innovation*: finding mediums that provide maximum exposure, yet targeted leads; adopting methods that are easy to integrate, yet with built-in metrics for measuring ROI; building campaigns positioned where clients are already looking, yet which are cost effective.

Unlike in Disney's day, today's businesses can affordably access such marketing innovation through the Internet. And for those Franchisors

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who recognize Online Marketing as the cost effective approach to boosting their market position during this recession, one solution stands out in particular: CFA member BeTheBoss.ca.

Sound Marketing Investment

BeTheBoss.ca has developed a cost effective marketing strategy that simultaneously targets several exposure points where leads are already looking. The first, not surprisingly, is the Internet, which yields some pretty impressive numbers.

Half a million unique visitors every month, tens of thousands of leads for Franchisors, and an International synergetic network established in twelve countries sums up the vastness of the BeTheBoss network. The network's Canadian arm is BeTheBoss.ca, which alone attracts 50,000 unique visitors each month.

Beyond the Internet, franchisor clients benefit from the regular exposure BeTheBoss.ca secures through



the major Franchise Publications; ads in major and local newspapers; tradeshow; and targeted email campaigns.

Then there's the \$1.5 million that the company's American sister site spends on advertising the world's largest franchise show, the International Franchise Expo (IFE). Taken together, these initiatives generate a level of visibility that any franchisor would envy.

But the cost effectiveness of marketing isn't solely determined by the level of exposure it generates. In other words, not just leads, but qualified leads, please.

Custom Qualified Leads

One of the BeTheBoss.ca marketing slogans is, “Not just people...but people who are looking to purchase a franchise.” Fortunately for the company's clients, it's more than just a slogan. This is not some generic marketing company, but one that exclusively helps Franchisors connect with their target market – a market they have good reason to understand.

Much of that understanding comes from the company being operated in conjunction by CANAM Franchise Development Group Inc. (an authority on franchise sales and development) and MFV Expositions (organizers of WCFE and IFE).

BeTheBoss.ca applied their understanding of the significance of qualified leads when it came to developing their core marketing solutions. Instead of just providing clients with a typical online listing – a dedicated, customizable webpage with contact form – *clients also receive “targeted screening” tools that pre-qualify their leads.*

This way, when a site visitor submits a franchisor's online lead generating form, if the visitor's information doesn't match the screening criteria the franchisor has specified (e.g., specific “success characteristics”), the submission doesn't make the grade of qualified lead.

Geographic screening is also provided. For Franchisors looking to expand their exposure into other countries, targeted international campaigns are available. *And for those looking to narrow their exposure to a specific province, BeTheBoss.ca promotions and campaigns are tailored as such.*

Meanwhile, in the specific case of targeting Quebec, the company understood that simply translating the site's content into French would hardly be effective geographic marketing. Instead, a sister site, PlaneteFranchise.ca, was created to address the province's unique cultural characteristics while successfully tapping into that lucrative, though previously neglected, market.

Guaranteed Leads Module

Building on the benefits of saving its clients time and resources through qualified leads, BeTheBoss.ca also offers several distinct exposure modules, one of which guarantees leads. The “Custom Email Campaign” module guarantees that, through various promotional efforts, clients will get the leads they pay for.

Between the massive exposure, the qualified leads, and even a guaranteed leads module, it's easy to understand Franchisors like Melanie Hoekstra of Mac's Convenience Stores Inc. saying, “So far, we've received 300 leads in less than 3 months. Thank you for making this so easy for us!”

Post Displacement Trend

Rather than seeking re-employment, many of the Management and C-Level professionals being displaced during this recession are opting to purchase franchises.

This post-displacement strategy is commonly recommended by Career Transition Counseling companies for multiple reasons.

First, purchasing a franchise is one of the most effective options, if not the only option, for the displaced to leverage their years of experience.

In addition, franchise ownership represents a relatively quick and easy method for these talented individuals to take new control of their destinies.

And when it comes to finding franchise ownership opportunities, it's no surprise where they look first: the Internet.

Yes, the recession has changed the rules of the game. But BeTheBoss.ca makes it possible for Franchisors to not only respond with innovative marketing, but to actually advance in the process. In the immortal words of Walt Disney, “We keep moving forward, opening new doors, and doing new things...”



For more information, contact BeTheBoss.ca today at 1-877-876-5656 or visit www.betheboss.ca

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