





Unlocking local

HOW TO DRIVE PROFITABILITY BY EMPOWERING
THE LOCAL RESTAURANT EXPERIENCE

Sept 2020



FACEBOOK     

WHAT WE'LL COVER

As the restaurant industry becomes digitally driven, it's enabling local franchises to scale their reach and drive profitability. That means providing relevant, integrated digital experiences to customers from corporate down to the local store. In this guide, we'll look at how this kind of channel marketing works and how a national and local plan can seamlessly work together to drive better business results. Let's see how.

Please note that this resource is intended specifically for local franchise restaurants that are multi-unit businesses.



CONSUMERS ARE HUNGRY FOR INTEGRATED EXPERIENCES

The fight for share of stomach is increasingly digital, and consumers are hungry for more.

30% of total sales that digital channel sales are on pace to reach for US restaurants by 2025, for example¹

86X that 18 to 24 year-olds check mobile each day on average²

If digital has not been a priority for you, we get it. The tension is very real between balancing immediate needs (like solving for staffing challenges, remodeling and price cuts) versus investing in a strategy to stay top of mind in today's mobile and digital world.

The priorities and challenges that you face locally may be different from your national counterparts. But consumers don't recognize the difference between the two. For them, it's all one brand, a brand that must meet (or rather, exceed!) their expectations at every touchpoint.

"Consumers demand more integrated experiences with a brand experience, and—from their point of view—the division of accountability that separates franchisors from franchisees means nothing."

Deloitte, 2017¹

In other words, driving cohesive messaging is increasingly important to the consumer.

Source: 1 eMarketer, "Diners Have High Expectations for Restaurant Tech: Operators and customers are on the same page regarding mobile payments and Wi-Fi," July 2018.

2 Deloitte, "Restoring balance and protecting value: A franchise lifecycle perspective" 2017.

RELEVANT EXPERIENCES YIELD BETTER RESULTS

Balancing nationally led stories with locally relevant and complementary messaging that suits your unique store needs may feel like yet another pain point. But better, more relevant experiences for customers yield better business results.

Connecting national and local messaging is imperative to meeting consumer expectations around a cohesive brand. Greater relevance can be achieved via more personalized, hyper-local offers and messaging on mobile, which is where your community is spending their time.

Now, imagine if we could remove some pain points that may be standing in your way with digital, so that you're seamlessly able to reap the benefits of a more advanced and relevant customer experience.

TAKING THE PATH TO RELEVANCE

Creating relevant customer experiences starts with exploring two key areas:

1

Connecting national and local advertising

We'll touch on the importance of channel marketing and explore ways in which a national and local plan can work together more efficiently and effectively across both creative and media to drive profitability. We can help make it easier to connect national and local advertising—creating continuity to drive stronger local outcomes and a good brand experience for your customers, reaching diners at scale and building off of the momentum of national.

2

Exploring solutions and strategies

It's on us to prove out the value of digital—not just by sharing stats like the ones you saw earlier, but bringing them to life by impacting sales at the register. We have solutions in place to seamlessly support local objectives at scale. And through our partnership and Facebook's tools and automation, we can create a simplified strategy to leverage our location targeting that at the same time, still offers incredible reach on mobile—especially among younger generations.

Let's see how.

FRAMING A NATIONAL AND LOCAL PLAN

We understand balancing national and local marketing is complex. This is something Facebook can help you solve for. With the right plan, brands can create a best-in-class channel experience by connecting and measuring consumers' exposure to marketing campaigns. Let's explore what framing a national and local plan could look like by aligning roles, media and creative.

Roles: Each channel has a part to play

Looking at a channel strategy and landscape at a high level, each tier can have a part to play in the sales funnel. For example:



National

could be seen as the prime brand building and brand equity engine—providing air coverage through storytelling, creative and defining what the brand stands for.



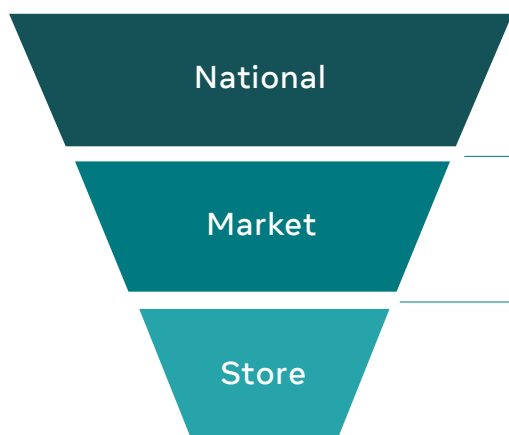
Market

could complement national and drive consideration, visits, sales and/or secondary messages. Brands can either promote their own business needs or leverage the content developed by national. This might vary at different times of year.



Store

can ultimately drive what the market channel is driving as well—focusing on hyper-local, action-driven initiatives.



Role in channel

Provide awareness for primary messages, building brand equity

Complement national messaging with product messaging, providing consumers with a reason to visit

Heavying up a national or market message to drive consumers to store or take action

With those roles in mind, let's look at what media could look like across this entire funnel.



MEDIA: MOVING FROM REACH TO NICHE

National

For national advertising, targeting would have the broadest reach (e.g., 18+). This would be your amplified message about what your brand is. A lot of times, we may see reach-based buys or app conversion objectives at this level with your primary messages being about your brand or about primary calendar limited time offers, for example. The measurement here is typically media mix modeling (MMM), brand awareness, sales lift or app conversion.

Market

The need for media is first and foremost about reaching enough people around your desired location. Your Facebook objective might change based on your business need. The messaging may complement national messaging or promote a secondary product, price point or sports sponsorship. A lot of times, we see the measurement as MMM, match market testing to determine sales lift or offer redemptions.

Store

The difference for store advertising is that targeting is much more niche and targeted. At this level, the focus is on much more DR-driven media objectives and measurement. Store may run the same messaging national or market is doing to “heavy it up”—promoting either national or market messages or local initiatives, such as store openings or jobs.

	TARGETING	MEDIA OBJECTIVE	MESSAGE	MEASUREMENT*
National	18+ unique targeting, reach and frequency	Link clicks, app conversions, reach	Brand, primary calendar, app	MMM, brand awareness, sales lift, app conversion
Market	18+, market, store, radius	Reach, visits	National heavy up, secondary product, offers, app	MMM, match market testing, redemptions
Store	Store radius, ZIP	Visits, app conversions	Heavy up national/IMS, App	Visits, conversion



CREATIVE: DRIVE CUSTOMERS TO CARE

When it comes to creative, follow a plan that supports your business needs by channel and fosters a well-rounded story about your business. Most importantly, it should answer the customer's question: "Why should I care?"

For example, we often hear that driving the app and or digital ordering is an area of focus. Brands lead with this, but what they don't think about is the customer. Why would the customer care to download and place an order? There's an opportunity to tell the customer about the brand or product quality nationally, and then further down the funnel, introduce an action (e.g., app, digital order) or a price point that supports a market need and in turn drives someone to care.



GETTING STARTED

New to Facebook advertising?

Learn how to create ads to reach potential customers.

[Click here to learn more.](#)

Looking to drive delivery, takeout or curbside transactions?

Create effective campaigns to help you drive digitally driven conversions.

[Click here to learn more.](#)

Want to promote a product or offer?

Reach more people and increase awareness of your business, specific products and/or offers.

[Click here to learn more.](#)

Interested in gaining loyalty through your app, online offers or gift cards?

Bring your most loyal customers back by rewarding them.

[Click here to learn more.](#)

Working with a third-party delivery partner?

Contact your Facebook team to help you determine which setup is best for you.