

## How to Market and Grow Your Franchise Business

### Keep Your Brand Consistent

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One of the most important aspects of a successful franchise business is consistency. As customers interact with your brand in-person, on the phone or online, their experience should be seamless so that they know what to expect and grow to trust and patronize your company.

A key way to build consistency across your franchise is to ensure that all locations use corporate-approved, branded marketing materials. In contrast, when each store or office creates freestyle marketing materials with different designs, messaging or offers, it can diminish your brand or confuse your customers.

The great news is that you don't need a huge marketing department or in-house "brand team" to create consistency – you can partner with [Vistaprint](#) to build out all of the branded business identity, advertising and marketing materials required to help you grow your business.

### Make Branded Marketing Materials Easy to Access

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[Vistaprint's Franchise Marketing Center](#) is an excellent resource for franchise owners, providing necessary marketing information any small business owner needs. Vistaprint will help you:

- Create a suite of professional marketing materials
- Make these products available for ordering through a dedicated website that we'll set up
- Ship your printed materials to any location
- Promote your franchise's marketing center site

### Maximize Your Marketing Budget

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As you prepare to market your franchise, it's important to get the most out of every dollar. At a minimum, make sure you have the basics like business cards, letterhead and envelopes. But it's also important to consider the marketing collateral that will work best for your business type and customer base. For example, promotional signs and banners may be very important for a chain of restaurants, while postcards, appointment cards and magnets might be must-haves for a chain of chiropractic offices.

If you're used to having your printing done at local print shops, you'll be pleased by the outstanding value that Vistaprint offers. While our prices are low, our quality is high! And, even if you only need materials in small quantities (you can order as few as one for many products), you won't pay a lot. Our patented manufacturing technologies offer quantity and pricing options that most printers can't.

## Get the Convenience and Support You Need

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Franchise owners don't usually have access to big marketing teams, but no worries – at Vistaprint you'll have a dedicated Customer Service Team and Personal Account Manager to provide assistance and support. Plus, you and your employees can order custom-printed products from your Franchise Marketing Center 24/7 and have materials shipped directly to your door in as few as 3 days!

## Go Beyond Business Cards

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When it comes to marketing and promoting your franchise, think big. Stock up on what you need the most to get started like business and loyalty cards. Then try some new items each quarter to find the marketing methods that drive the results you're seeking.

Vistaprint is truly a one-stop shop for business identity and marketing products. The needs of your franchise are unique, but with your own proprietary, co-branded website you can feature the exact items that you want your employees and sales force to order and use.

Here's a sampling of our custom products:

- Business Cards
- Loyalty Cards
- Postcards
- Brochures
- Flyers
- Car Door Magnets
- Banners
- Posters
- Pens
- T-shirts
- Sticky Notes
- Letterhead
- Envelopes
- Holiday Cards
- Calendars
- And More*

## Ready to Get Started?

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Simply go to [www.vistaprint.com/franchise](http://www.vistaprint.com/franchise) to learn more and to apply for our Franchise Marketing Center Program.