



STARFEEDBACK

REVIEW MANAGEMENT MADE SIMPLE

5 Steps to Increase Foot Traffic Across All Franchise Locations



Introduction

In the franchise game, it's not enough to just open your doors and wait for customers to show up. Whether you're in food service, retail, or any other sector, foot traffic is one of the most critical levers you can pull to increase revenue. So how do you consistently get more people walking through your doors across multiple franchise locations? Below are five actionable steps to drive real foot traffic, backed by data and principles that have worked time and time again.

Step 1: Create Localised Marketing Campaigns

Running a franchise isn't a one-size-fits-all approach, and neither should your marketing be. Each location is its own ecosystem, serving a unique demographic. To drive foot traffic, you need localized marketing campaigns that resonate with the specific communities your franchises serve.

- **Geo-targeted Ads:** Use Facebook and Google Ads to target customers within a specific radius around each location. Ads should promote location-specific deals, events, or promotions.
- **Localised Social Media:** Have each franchise location maintain its own social media accounts. This allows for more direct engagement with local followers. Encourage franchisees to share content that reflects what's happening in the community—local events, customer stories, or even regional holidays.
- **Collaborate with Local Businesses:** Form partnerships with other businesses in the area to cross-promote services. For example, a pizza franchise could team up with a local gym to offer discounts on "cheat day" meals to gym members.
- **Local SEO:** Ensure that each franchise location is optimized for local search. This includes managing Google My Business listings, using location-specific keywords, and encouraging location-specific reviews. The more you optimize for local search, the higher you'll rank when someone nearby searches for the services you provide.

The key takeaway here: treat each franchise like a local business, not just a cog in the bigger machine. Hyper-targeting each location with customized marketing will give your brand a local presence that feels personal, and that's what drives traffic.



Step 2: Run Franchise-Wide Promotions with Local Execution

Running promotions at scale can drive massive foot traffic, but only if executed well at the local level. It's one thing to create a killer deal for the entire franchise system, but if franchisees aren't aligned or don't understand how to implement it, you're wasting time and money.

- **Promotional Playbooks:** For every promotion, create a detailed playbook that outlines exactly what each location should do. This includes marketing materials, scripts for customer interactions, and any visual displays. This ensures consistency across all locations, while giving franchisees the tools they need to execute.

- **Seasonal and Time-Limited Offers:** Seasonal offers like summer sales, holiday promotions, or even "back-to-school" events can create urgency. For franchises with high competition, time-limited offers like "Happy Hour" or "Flash Sales" that are exclusive to certain hours can be a huge draw.

- **Franchise-Wide Loyalty Programs:** Loyalty programs are proven to increase customer retention and frequency of visits. The key is to make these programs franchise-wide but manageable for individual locations. Whether it's a punch card system or a mobile app that tracks customer purchases, loyalty programs can provide the incentive people need to keep coming back.

It's essential to make promotions easy for franchisees to implement but still appealing enough to get customers through the door. Give them the tools to execute at a high level and watch your foot traffic grow.



Step 3: Leverage Customer Reviews as Foot Traffic Magnets

Customer reviews are the new word-of-mouth. They build trust and credibility. People are far more likely to visit a location if they see that others in their community have had a great experience.

- **Automated Review Requests:** Use platforms like Star Feedback to automate review requests after a customer interaction. The key is to make it frictionless—send a text or email with a direct link to your Google or Yelp page. The easier you make it, the more reviews you'll get.
- **Respond to Reviews:** Franchise owners should make it a point to respond to every review, both positive and negative. Responding to negative reviews shows potential customers that you care about their experience and are willing to make things right.
- **In-Store Incentives for Reviews:** Offering a small incentive (such as a discount on their next purchase) to customers who leave reviews can drastically increase participation. The more positive reviews a location has, the higher it ranks in local search, which means more visibility and more foot traffic.

Reviews aren't just digital testimonials; they're a crucial driver for getting people to trust your brand and visit your locations. Make reviews a part of your traffic strategy, and you'll see measurable results.



Step 4: Build Community Through Events and Activations

In today's world, people are craving real, in-person experiences. Use your franchise locations as community hubs by hosting local events, workshops, or product activations that get people to come out.

- **Host Local Events:** Whether it's a food tasting at a restaurant franchise or a back-to-school sale at a retail outlet, hosting community events is a great way to attract foot traffic. Promote these events through local social media pages, email lists, and partnerships with local influencers or media outlets.
- **Pop-Up Collaborations:** If your franchise has retail space, offer it as a pop-up location for other local businesses. For example, a coffee shop could host local artisans, giving both businesses exposure while attracting customers. This brings in foot traffic that wouldn't otherwise visit your location.
- **Seasonal Activities:** Offer in-store seasonal activities that are relevant to your community. For instance, a gym franchise could host a "New Year, New You" event in January, offering free workout sessions or consultations.

The point is to give people a reason to visit your location beyond the usual transactions. Events build relationships with the community, create brand loyalty, and of course, increase foot traffic.



Step 5: Empower Franchisees with Training and Tools

Ultimately, the success of any foot traffic strategy relies on the execution at the franchisee level. Your job as a franchisor is to empower franchisees with the knowledge, tools, and resources they need to execute these strategies at a high level.

- Ongoing Training: Ensure that franchisees have access to regular training sessions on marketing, customer service, and community engagement. Offer online courses, webinars, and even in-person workshops to keep franchisees up to date on best practices.

- Provide Marketing Resources: Give franchisees customizable marketing templates that they can use for local promotions. These could be social media graphics, flyers, or email templates. The easier you make it for them, the more likely they are to use these tools effectively.

- Performance Tracking: Make sure franchisees are tracking their performance, not just in terms of revenue but also foot traffic, customer reviews, and engagement. Share this data system-wide so that all franchisees can see what's working and what isn't. Offer incentives for high performers to keep everyone motivated.

Empowered franchisees are motivated franchisees. By providing them with the training and tools they need, they'll be able to drive foot traffic consistently, no matter their location.



Final Thoughts

Franchises are powerful businesses because they scale across multiple locations, but that scale can also be a challenge when it comes to driving consistent foot traffic. By following these five steps—localized marketing, franchise-wide promotions, customer reviews, community-building events, and empowering franchisees—you'll see a tangible increase in foot traffic across all your locations.

The key is execution. None of these strategies work if they're not implemented properly and consistently. But if you get your franchisees to buy in and provide them with the tools they need, your franchise system will be buzzing with foot traffic in no time.