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INTERNATIONAL FRANCHISE ASSOCIATION Building local businesses,  
one opportunity at a time.  
FRANCHISE BUSINESS NETWORK

## Today's Most Effective Methods for Lead Generation

Spring 2016 IFA Franchise Business Network (FBN) Meeting

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## Hosted By

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## Panelists

**Thomas Scott** is the CEO of Brand Journalists, which specializes in Franchise Lead Generation, Franchise Recruitment Websites, Franchise Video, SEO and PPC.

**Jeff Levy** is a coach to individuals interested in exploring self-employment with an emphasis in franchising, and is a franchisee with The Entrepreneur's Source.

**Brad Stevens** is the area representative for the Puget Sound area for the Cell Phone Repair franchise system.



## Selected Legal Issues in Lead Generation

- Advertising in Registration States, State Filings
- Advertising on the Internet
- Advertising Content, FPRs





# ATTRACTING FRANCHISE BUYERS

## Franchise Lead Generation Overview



**We Help Franchisors Build Worthy, Iconic Franchise Brands**

**Thomas Scott**  
CEO, BRAND JOURNALISTS  
Franchise Generation Specialists

### Franchise Industry Stats

- **795,933** establishments open
- These business produce over \$944 Billion a year in sales
- Franchising makes up over **3%** of the total US GNP
- In 2015, there was more than **1 new franchisor** started every day

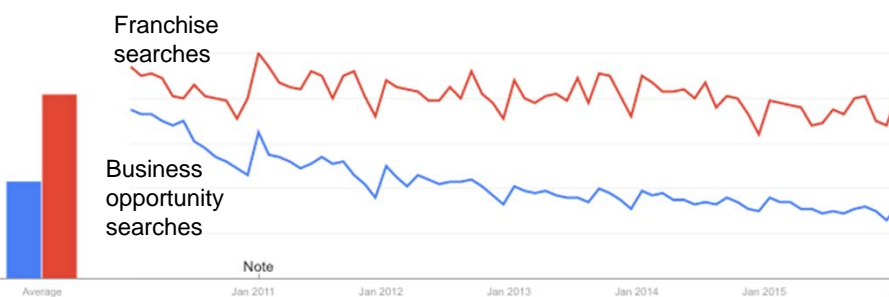
### Franchise Industry Stats

- There are over 12 million people searching for franchise info a year in the US
- We opened just over 14,000 new franchises last year – a conversion rate of only **0.12%**

## Franchise Lead Generation Trends

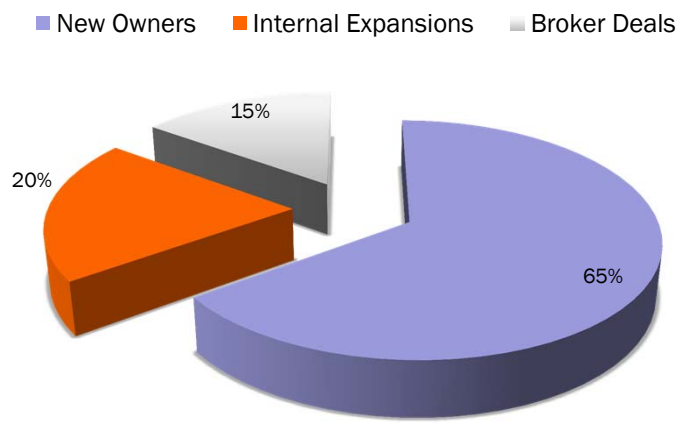
- The average franchisor budgeted and projected **24** new sales in 2016
- The average cost per close (amount of advertising spend per close) was **\$9800**
- The average franchise lead generation budget was **\$218,000** for a company projecting 24 deals

## Rise in Google Traffic

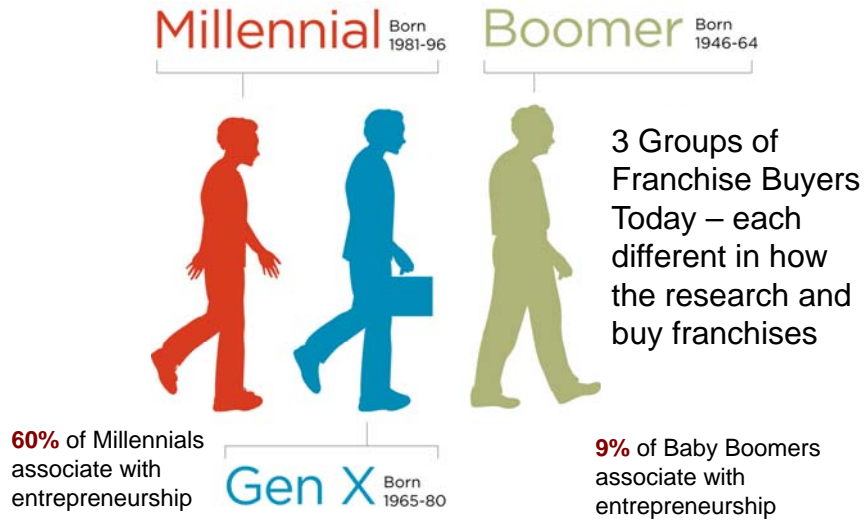


Franchise opportunity traffic has been increasing post-recession and the gap between franchise and non-franchise business ownership searches is increasing

### Where Franchise Buyers Come From



### Types of Franchise Buyers



## Questions for Discussion

- How is the nature of lead generation changing?



## Questions for Discussion

- How is the rise of the millennial as a new type of franchise buyer changing your approach?



## Questions for Discussion

- Can a brand story make or break franchise development efforts? How?



## Questions for Discussion

- What are franchise lead generation tactics that work in 2016?





## Questions for Discussion

- What conventional wisdom about franchise sales is probably wrong today?



## Thank You! - Questions?

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