

2025 PLANNING GUIDE FOR FRANCHISE MARKETERS

STRATEGIES TO DRIVE LOCAL SUCCESS



Table of Contents



- 1 INTRODUCTION
- 5 HOW LOCAL SOCIAL ADVERTISING SOLVES TOP FRANCHISE MARKETING CHALLENGES
- 9 OVERCOMING INFLATION: MAXIMIZING FRANCHISE PROFITABILITY THROUGH LOCAL ADVERTISING
- 13 THE ULTIMATE GUIDE TO VERTICAL VIDEO ADVERTISING
- 15 TIKTOK VS. INSTAGRAM REELS: A WINNING STRATEGY FOR THE GREATER CLEVELAND FOOD BANK
- 16 5 REASONS TO USE AMAZON SPONSORED DISPLAY FOR LOCAL ADVERTISING
- 18 CONCLUSION



Introduction

For franchise brand marketers, local advertising plays a crucial role in helping franchisees forge meaningful connections within their communities. However, the complexities of maintaining brand consistency, managing costs, and choosing the right platforms can present challenges. This curated collection of essential resources offers practical strategies to help marketers address franchise-specific hurdles, enabling their franchisees to execute focused, efficient local advertising that reinforces brand alignment and delivers real results in 2025.

Thrive in 2025

Key Resources for Franchise Marketers



PLAYBOOK

How Local Social Advertising Solves Top Franchise Marketing Challenges



Objective

Address common marketing hurdles and improve franchisee support through localized advertising.



Overview

This playbook tackles franchise marketing challenges identified in Franchise Update Media's Annual Franchise Marketing Report. From brand consistency and privacy concerns to digital marketing complexity, it outlines how local social advertising can be a powerful solution.



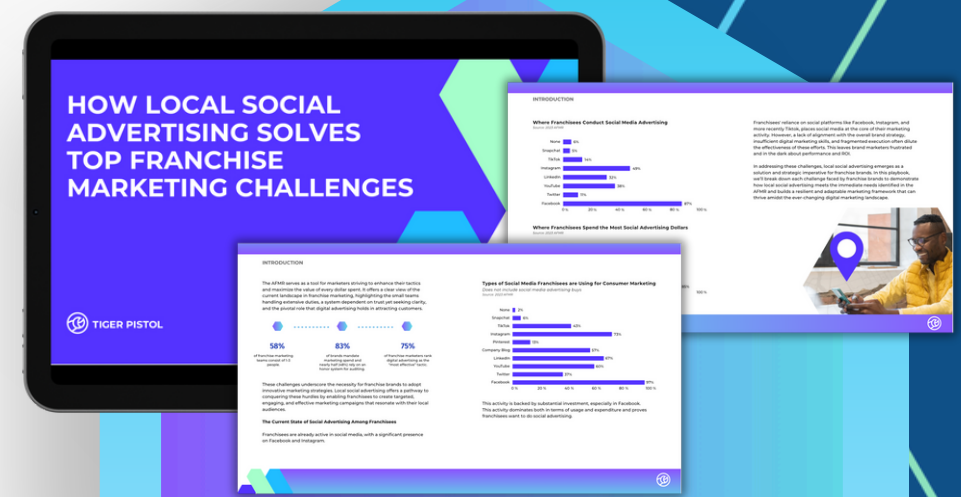
Highlights

- Strategies for creating locally relevant ads that stay true to the brand.
- Simplified processes for franchisees to adopt and execute local campaigns.
- Privacy-first advertising tactics that respect consumer data and increase reach.
- ROI tracking that demonstrates the value of franchise-level marketing investments.



Why it Matters in 2025

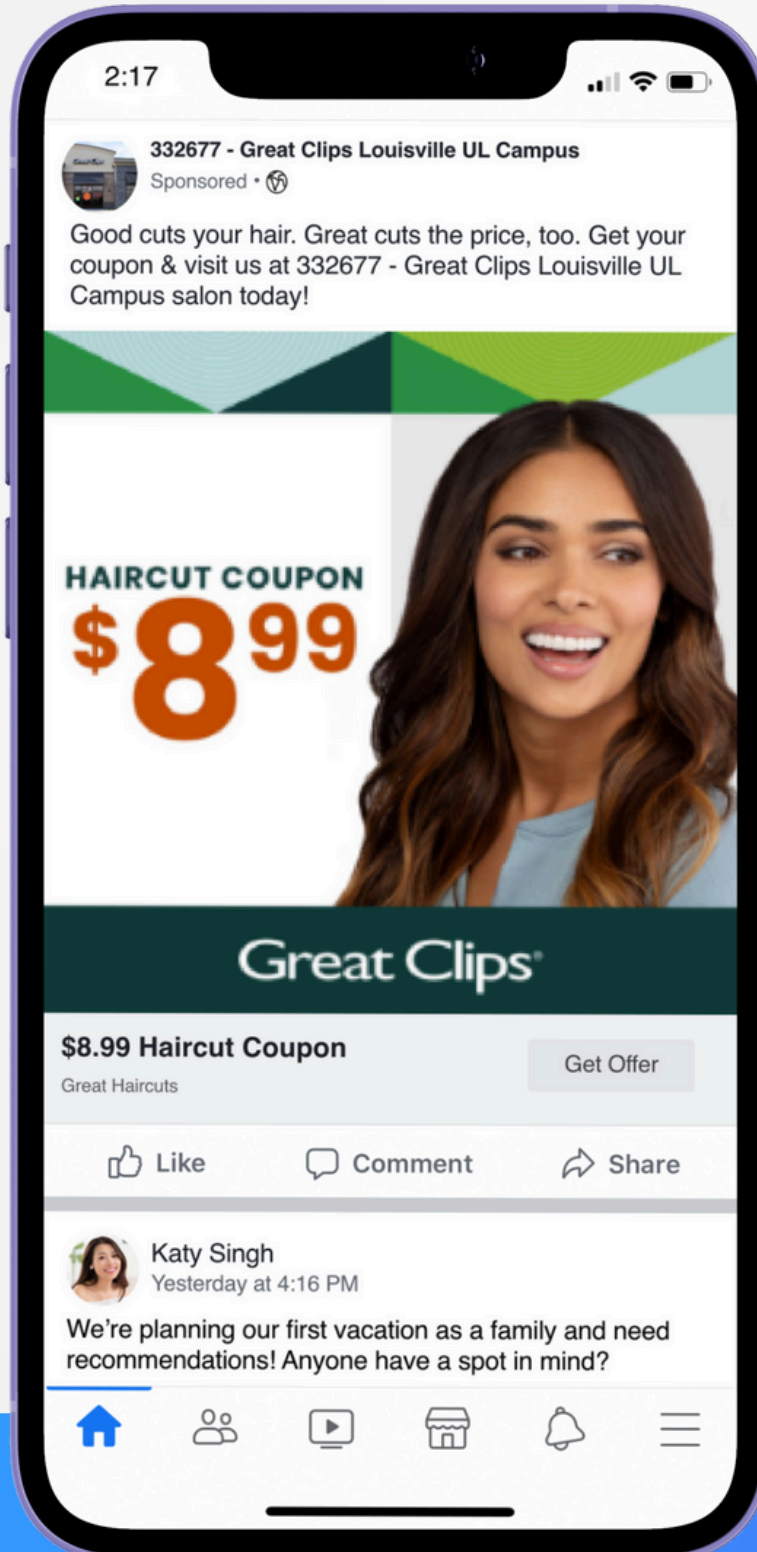
By adopting these strategies, franchise brands can empower franchisees to confidently navigate local advertising with tools to reach local audiences while ensuring cohesive brand representation.



GET THE PLAYBOOK



Great Clips®



Success Story: Franchisee Participation

Industry

Beauty

Challenge

Great Clips faced a significant challenge: empowering their franchisees with an effective social advertising tool that maximized advertising funds through high-performing ads. Their goal for a tool was twofold: to increase franchisee participation in social advertising and to boost the number of franchisee-funded campaigns in the market.

Solution

Tiger Pistol solved Great Clips' dilemma, enabling the hair salon giant to offer brand-compliant ads to franchisees through a template library. Franchisees could easily access the library through their current portal, which was made possible by Tiger Pistol's seamless integration with Great Clips' internal systems. Tiger Pistol's integrated solution allows franchisees to easily select, schedule, pay for, and publish campaigns with just a few clicks. The platform's intuitive design empowers franchisees to easily navigate the social ads process - without a need for prior marketing knowledge. This freed their time to focus on their primary concern - running their businesses.

Within the first year of implementing Tiger Pistol's solution, Great Clips met and exceeded their franchisee participation goals. An impressive 40% of franchisees engaged with the social advertising program. Of those, over 85% published multiple campaigns, showcasing the platform's ease of use and effectiveness in driving business outcomes.

The insights gleaned from campaign analyses provided invaluable data, offering guidance on optimal campaign durations and further enhancing franchisees' social advertising efforts. Tiger Pistol's platform simplified the advertising process for Great Clips' franchisees and helped them optimize their ad spending through local market insights. This proved the platform was the solution to their social advertising needs.

40%+

Total US Franchisee
Participation

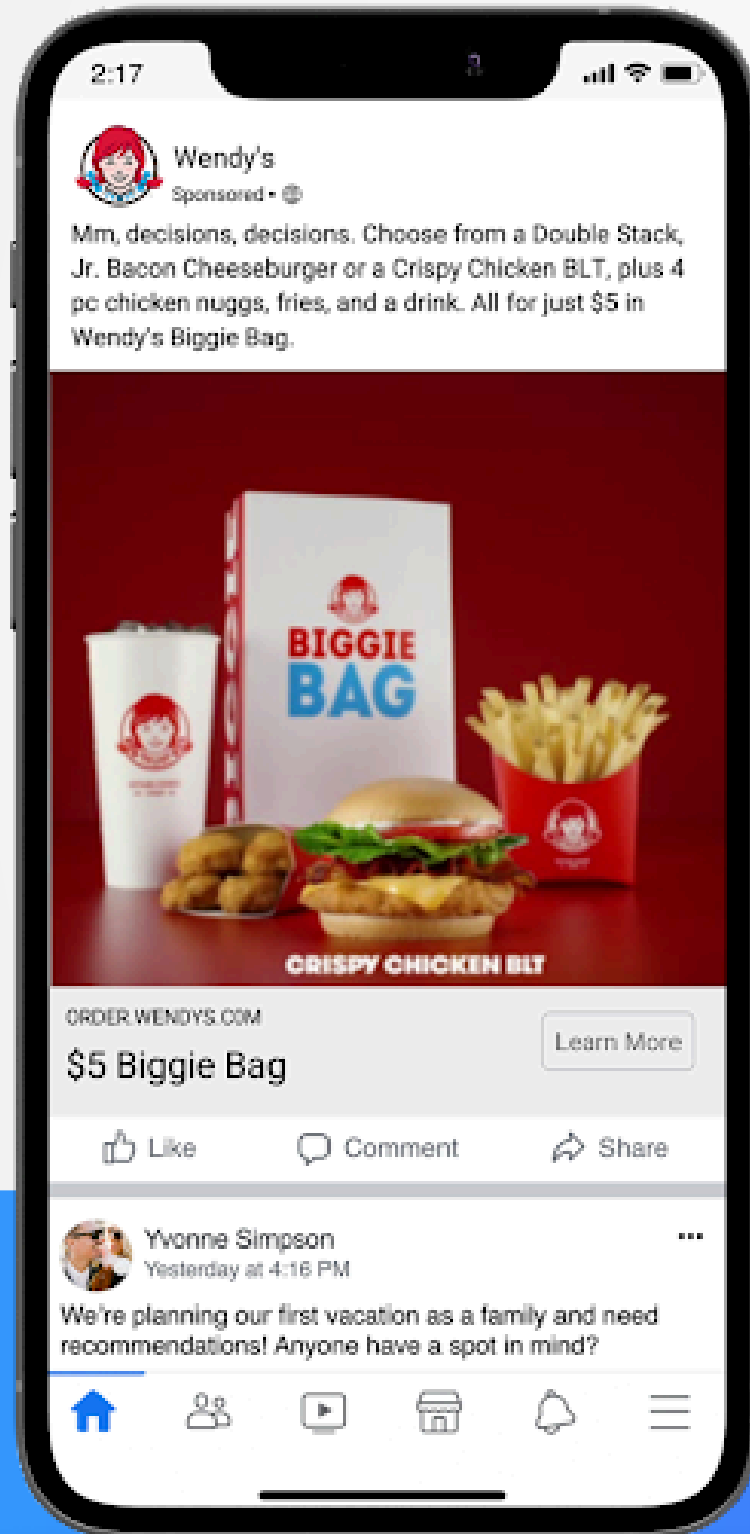
175%+

YOY Increase in
Market Campaigns





Success Story



Industry

Quick Service Restaurant (QSR)

Challenge

The Wendy's Company sought to consolidate their disparate regional agencies into one platform to maintain brand control and unify campaign data.

Solution

Tiger Pistol enabled Wendy's to unlock unprecedented brand control through a centralized campaign template library and a streamlined multi-step approval process.

“After an extensive review of the social adtech landscape, we are incredibly excited to have selected Tiger Pistol as our partner. Their focus on simplifying and automating the advertising collaboration between our company, agencies, and restaurants is incredibly important to the success of our program, and their innovations, thought leadership, and deep relationship with Meta are simply unmatched.”



LAUREN MORTON,
SR. SPECIALIST, SOCIAL MEDIA,
THE WENDY'S COMPANY

1
Unified Source
of Franchisee
Campaign Data

~6,000
Restaurants
Onboarded in
3 Weeks

100%
Brand Control Across
All Wendy's US
Franchisees

60%
Lower Cost of
Advertising than
Facebook Benchmark

yext
Integration for
Location Data



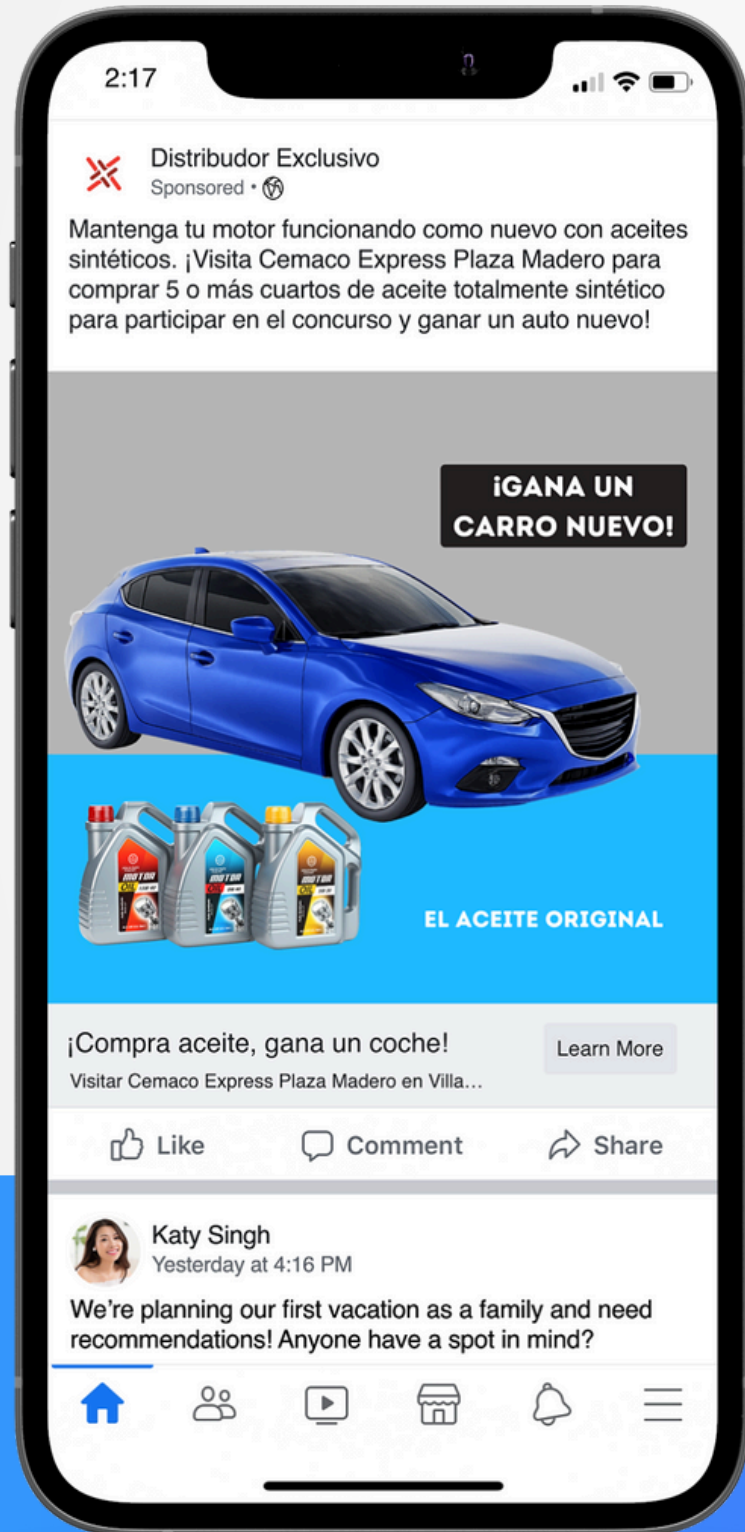


Success Story

Industry
Automotive

Challenge
Valvoline sought an advertising vehicle to increase sales and drive footfall to their retail locations in highly competitive markets.

Solution
Tiger Pistol's platform enabled the brand to deploy on-brand campaigns for distributors to simply and quickly customize and choose which retail locations to promote.



80%
Lower Cost of Advertising Than Facebook Benchmark

25%
Increase in Sales

~100
Locations

2x
More Campaigns Launched Than Anticipated



Overcoming Inflation: Maximizing Franchise Profitability Through Local Advertising

Objective

Counter rising costs with budget-friendly, efficient local advertising to protect profitability.

Overview

As nearly 9 out of 10 of franchisees face inflation-driven financial strain, this playbook presents methods to reduce expenses and maximize local advertising budgets. It highlights cost-saving tactics using Facebook, Instagram, TikTok, and Amazon Ads.

Highlights

- Practical tips to optimize local campaign spending.
- Flexible budget strategies to achieve greater reach without increasing costs.
- Automation tools that simplify multi-location campaign management.
- Platform-specific targeting strategies for optimal ROI.

Why it Matters in 2025

With inflation likely to persist, franchise marketers need to support their franchisees in creating high-impact ads with controlled spending. This guide offers the necessary tools to do just that.



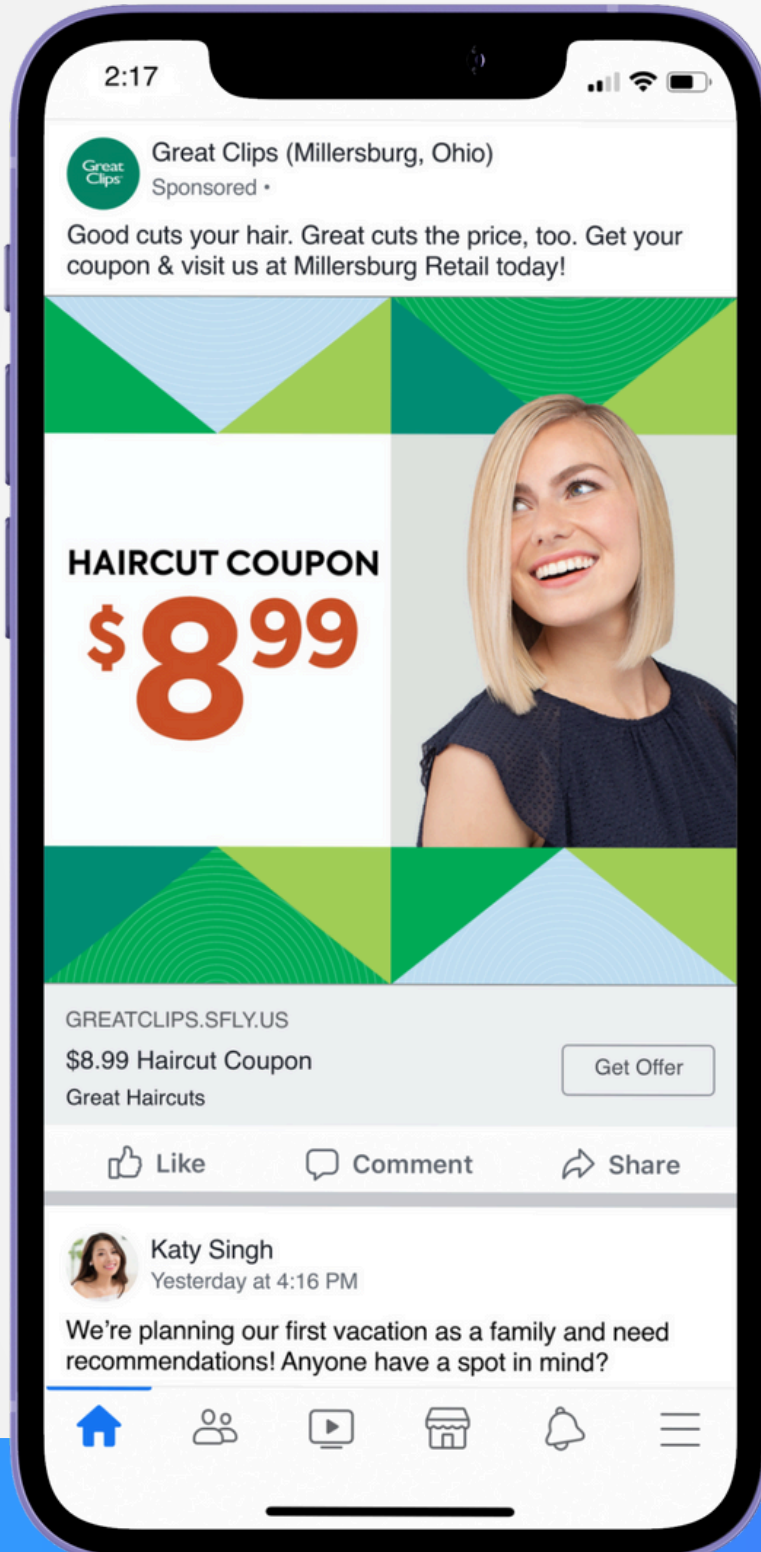
GET THE PLAYBOOK

9 out of **10**
 of franchisees
 reported experiencing
 moderate to substantial
 impacts from inflation.

IFA, 2024

Great Clips®

Success Story: Improving Cost of Redemption



Industry

Beauty

Challenge

Great Clips faced a complex issue: they needed a comprehensive way to execute location-specific promotions through social advertising and track redemption by location. While Great Clips offers franchisees a variety of promotional options, the need to measure financial efficiency across different locations remained. The goal was to provide a solution for distributing promotions and gain insights into campaign effectiveness. This would optimize the promotion strategy on both a brand and franchisee level.

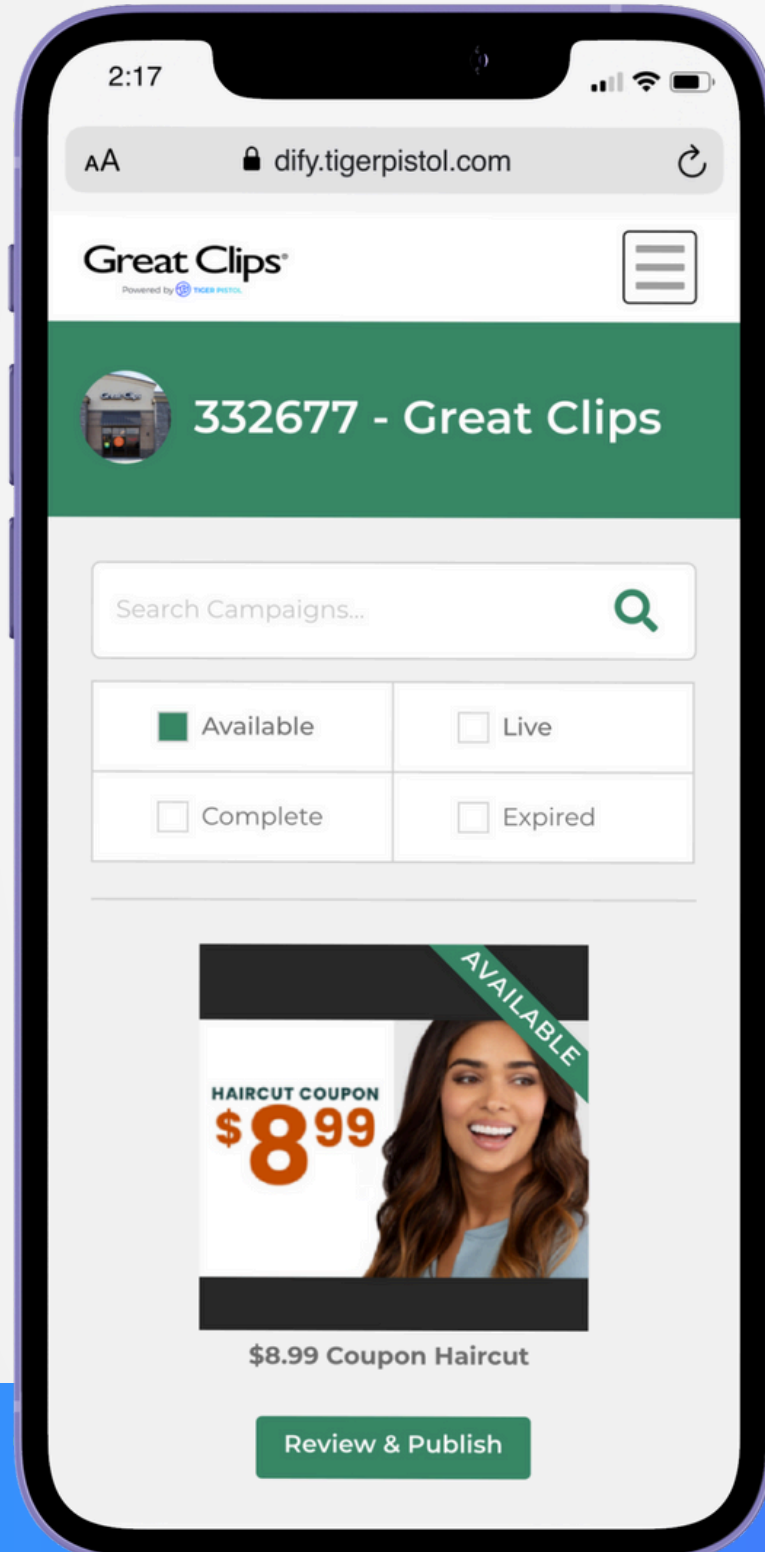
Solution

Before partnering with Tiger Pistol, Great Clips used a coupon solution to help franchisees create and track local promotions. Tiger Pistol enhanced this by seamlessly integrating this into the social publishing workflow, enabling franchisees to choose promotions, create location-specific offers, and launch social ad campaigns effortlessly. This streamlined process prioritizes simplicity and efficiency, making it accessible even for those without extensive marketing expertise. The merger of campaign performance and media spend metrics, alongside coupon redemption data, represented a breakthrough for Great Clips. This collaboration provides the brand with the ability to accurately calculate cost-per-redemption, an essential metric for measuring the financial impact of their promotional strategies. In the first year, Great Clips saw that leveraging local social advertising in conjunction with location-specific promotions yielded a much lower cost-per-redemption than anticipated, demonstrating the effectiveness of targeted, local advertising in driving measurable business outcomes.



Great Clips®

Success Story: Campaign and Funding Management



Industry

Beauty

Challenge

Great Clips, like many franchise organizations, strives to provide tools for franchisees to market at the salon level for salon-specific promotions. Brand managers at Great Clips support franchisees in managing their local marketing efforts. This model requires franchisee investment in local markets while allowing flexibility in choosing marketing tactics that resonate with their local audience. A common challenge in this space is the limited funding options with local marketing technology platforms. This can complicate the billing process for the corporate partner and their franchisees. Great Clips sought a solution that simplified local funding, making it flexible and cost-effective.

Solution

Tiger Pistol's funding module was designed with flexibility in mind, understanding each organization is structured differently. Great Clips franchisees fund local campaigns, and Tiger Pistol makes the process seamless. Franchisees pay for campaigns as a part of the publishing workflow. This makes launching local social campaigns easier than ever before. With access to a library of brand-approved campaigns, Great Clips franchisees can easily pick, plan, and pay for their campaigns through a simple workflow. Launching local campaigns becomes straightforward, ensuring salon advertising aligns with marketing objectives and drives local results.



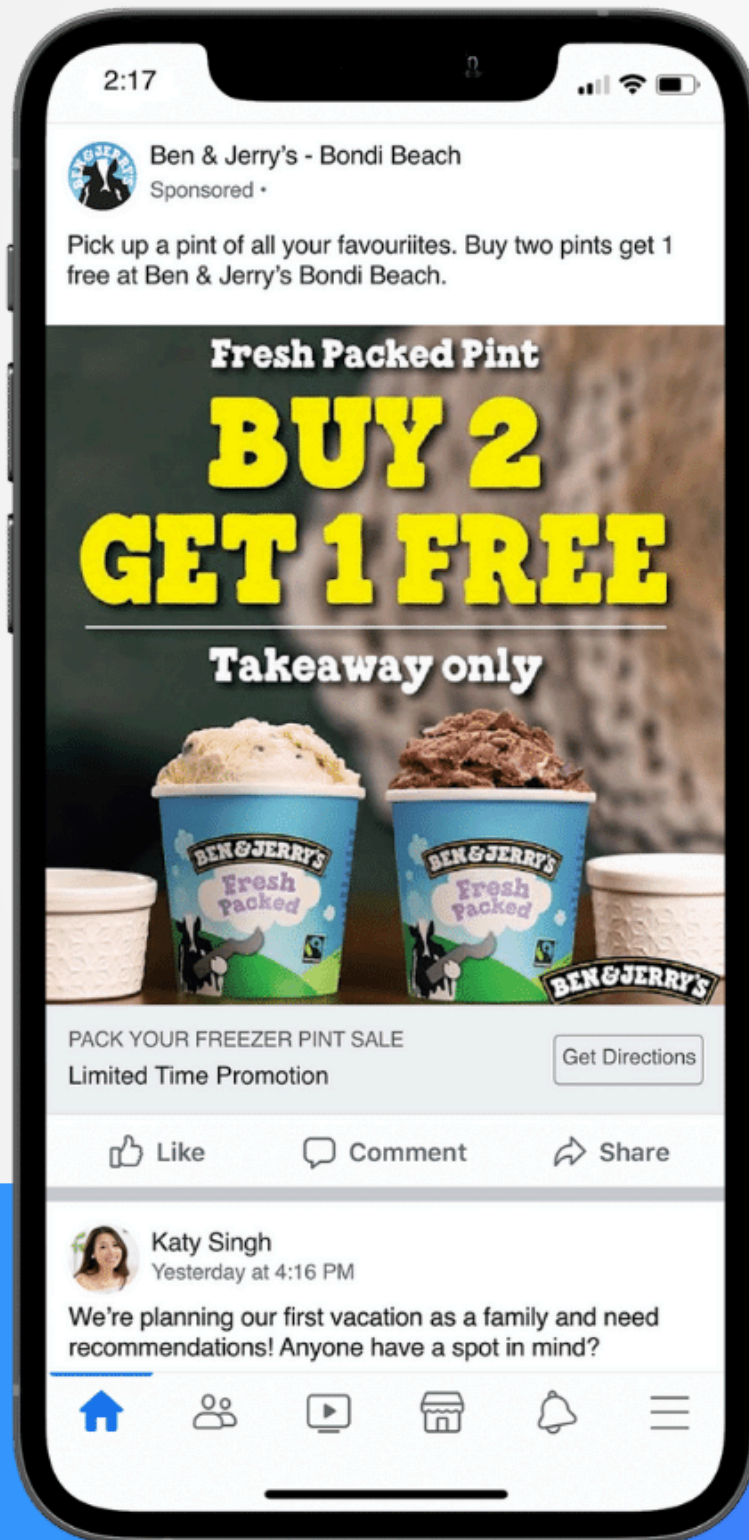
40%+

Total US Franchisee Participation

175%+

YOY Increase in Market Campaigns





Success Story

Industry

Quick Service Restaurant (QSR)

Challenge

Ben & Jerry's sought to drive in-store foot traffic and sales for their Scoop Shops.

Solution

Tiger Pistol enabled the franchise to publish promotional coupon campaigns using advanced location targeting to activate their national audience at the local level. In addition, the franchise brand leveraged Tiger Pistol's A/B testing to deliver the best performing ad for each franchisee's store.



4x

ROAS Compared to National Campaigns

\$0.60

Cost Per Coupon Redeemed



The Ultimate Guide to Vertical Video Advertising



Objective

Maximize engagement and conversions with vertical video ads tailored for social platforms.



Overview

This playbook focuses on creating compelling vertical video ads that enhance brand visibility and engagement. It covers best practices for TikTok, Instagram, and Facebook, and includes strategies to improve click-through and conversion rates.



Highlights

- The benefits of vertical video for engagement, with reach up to 58% greater than traditional formats.
- Platform-specific insights to help choose the most effective social channels.
- Audience targeting nuances between TikTok, Instagram, and Facebook.
- Conversion-focused strategies that turn views into actions.



Why it Matters in 2025

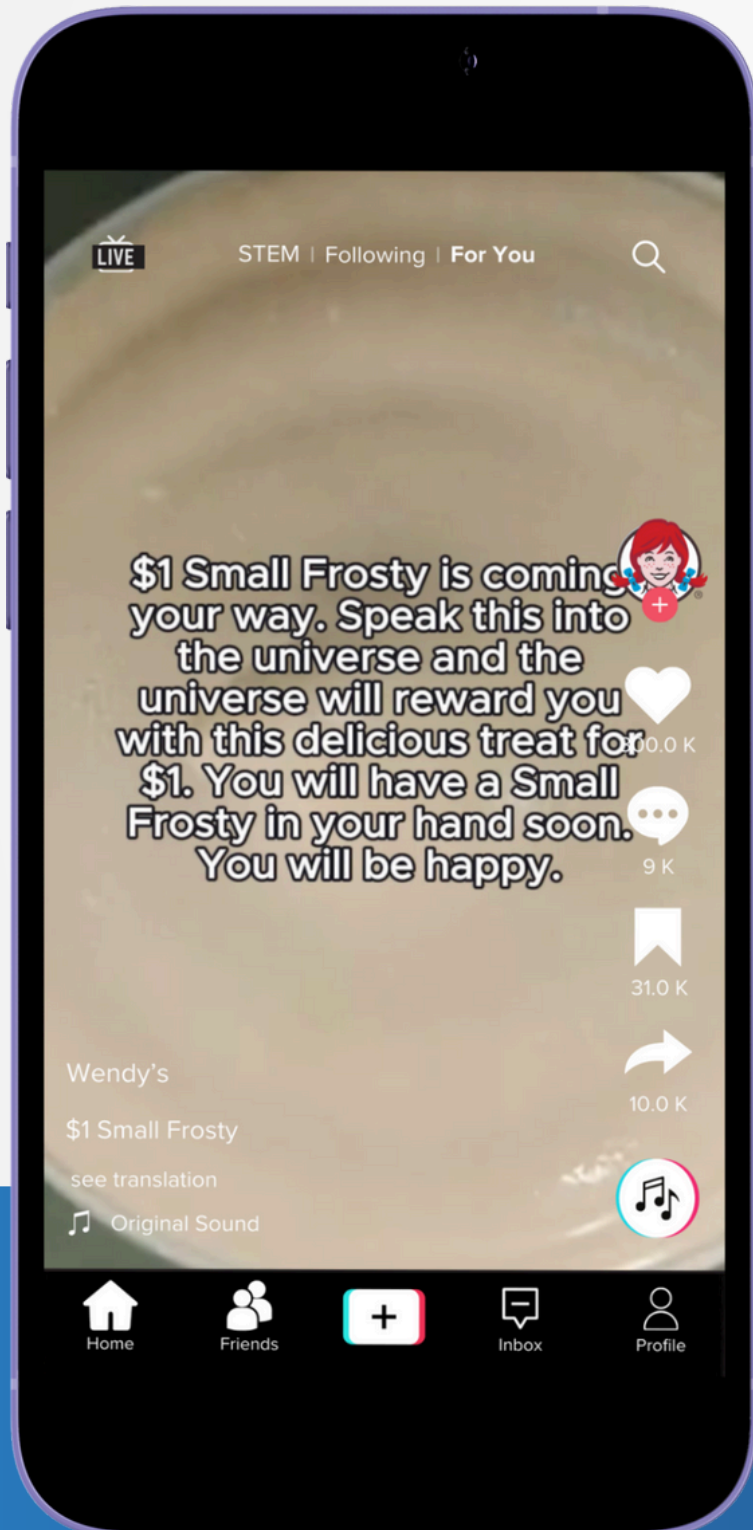
With mobile and video content dominating social media, this playbook helps franchise marketers craft vertical video ads that captivate audiences and drive measurable results.



GET THE PLAYBOOK

90%
brand recall rate for vertical videos versus 69% for horizontal videos.

MAGNA GLOBAL



Success Story

Industry

Quick Service Restaurant (QSR)

Challenge

Wendy's aimed to expand its reach among younger audiences on TikTok while maintaining brand consistency across franchisee campaigns.

Solution

With Tiger Pistol's platform, Wendy's franchisees could launch brand-approved TikTok campaigns, leveraging captivating vertical videos that resonated with local communities. Tiger Pistol's technology streamlined ad publishing, allowing agencies to easily manage campaigns and ensuring consistency while maintaining local relevance.



Wendy's values Tiger Pistol as an essential partner in our mission to empower our local markets with top-tier advertising solutions. Having already achieved remarkable success together in running Facebook and Instagram ads across our extensive network of over 6,000 restaurants, we aim to continue our industry leadership by facilitating the creation of high-quality, brand-approved TikTok ads for our franchisees. Tiger Pistol has been instrumental in developing the necessary technology to bring this vision to life. Together, we are setting significant milestones and continue to lead the industry forward."



LAUREN MORTON,
SR. SPECIALIST, SOCIAL MEDIA,
THE WENDY'S COMPANY

64%

Lower Cost of Advertising than TikTok Benchmark

~6,000

Participating Restaurants

78%

of Impressions Reached Users Under 35

45%

of Impressions Reached Users Under 25



ARTICLE

TikTok vs. Instagram Reels: A Winning Strategy for the Greater Cleveland Food Bank



Objective

Choose the right platform to maximize ad performance.



Overview

This article outlines a real-life case study that compares the performance of TikTok and Instagram Reels. It provides key insights into platform engagement rates and ad effectiveness.



Highlights

- Comparative results, see which platform achieved higher click-through and engagement rates.
- Cost-per-click reduction strategies and the importance of platform choice.
- Benefits of real-time optimization to enhance ad performance.



Why it Matters in 2025

Understanding social platform strengths enables franchise brands to make informed decisions about where to allocate resources for social video advertising, ensuring maximum impact.



[READ THE ARTICLE](#)

92%
of TikTok users
globally take action
after watching a
TikTok video.

TIKTOK SMB AGENCY GUIDEBOOK

PLAYBOOK

5 Reasons to Use Amazon Sponsored Display for Local Advertising



Objective

Drive traffic, site visits, and customer engagement with Amazon’s expanded local advertising capabilities.



Overview

Amazon Sponsored Display now supports service industries, even if they don’t sell directly on Amazon, creating new opportunities for franchise brands. This playbook reveals how to utilize Amazon’s audience insights for precise targeting in local markets.



Highlights

- Precision targeting powered by Amazon’s audience insights.
- Simplified multi-location campaign management.
- Ad placement optimization for stronger customer engagement.



Why it Matters in 2025

Amazon’s platform expansion provides franchise brands with a valuable new tool to drive local reach and engage customers using Amazon’s rich consumer data.



GET THE PLAYBOOK



Success Story

Industry

Quick Serve Restaurant

Challenge

An emerging chicken QSR franchise needed to drive awareness for the brand as it expanded into new states.

Solution

Tiger Pistol's platform enabled the brand to deploy on-brand Amazon Ad campaigns for its locations, driving traffic to local websites to view its menu.



40%
of clicks turned
into website
sessions.



Conclusion

Each of these playbooks and articles is designed to help franchise marketers empower their partners with localized strategies that resonate with customers, even amid challenges like inflation and platform evolution. Equip your franchisees with these insights to strengthen brand presence and fuel local success in 2025.



Let's Talk

Sarah Cucchiara

Sales@tigerpistol.com

