

THE POWER OF LOCAL ADVERTISING FOR QSRS

Equip your brand and franchisees
with the tools to drive traffic, orders,
and loyalty in every neighborhood.



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INTRODUCTION

Local is the Strategy

Margins are thin. Competition is everywhere. And nearly 7 in 10 franchisees say rising costs and inflation are now their top business challenges. But while operating expenses climb, diner behavior reveals a powerful opportunity: they're still spending, just differently.

Fast food is winning again. QSR preference jumped from 16% to 27% in just one year as diners choose value, speed, and proximity over formality. Diners are also hunting for deals—62% say limited-time offers motivate them to visit, and 48% participate in loyalty programs, drawn by the promise of discounts and personalized rewards.

**QSR preference
jumped from 16% to
27% in just one year as
diners choose value,
speed, and proximity
over formality.**

TOUCHBISTRO 2025 AMERICAN DINER TRENDS REPORT



INTRODUCTION

4

The battle for attention is local.

Diners aren't discovering these offers through TV or in-store signage. They're finding them where they spend their time: Facebook. Instagram. TikTok. They scroll. They search. They buy. And they choose restaurants that show up with timely, relevant, local offers.

Yet most franchise brands still struggle to show up at the local level. According to the 2025 State of Franchise Marketing Report, only 39% of franchisees feel they have the right tools to market effectively in their communities. At the same time, 95% say localized support from corporate would be extremely helpful. This gap is your unlock.

Local advertising is no longer a brand support function. It's the growth strategy.

It delivers more value per dollar, resonates deeper with customers, and builds real momentum at the store level. But for this strategy to scale, it must be simple, flexible, and brand-safe. Local advertising tools must empower operators with pre-built campaign templates, the ability to publish across Facebook, Instagram, and TikTok, and visibility into performance that builds trust, not confusion.



INTRODUCTION

The franchise marketer's advantage starts here.

You'll discover:

- Why today's QSR diners behave differently—and how to match their expectations with advertising that feels local.
- How franchise brands are using local advertising to outperform national campaigns at a fraction of the cost.
- What franchisees need (and what they don't) to become powerful marketing partners.
- How automation, AI, and smart workflows let marketing teams scale without burning out.
- Why brand-built, customizable templates protect integrity while giving franchisees a voice.
- How to unify social, retail, and video advertising into one clear, measurable strategy.

When local advertising is done right, franchisees win more traffic. Brands earn more loyalty. And marketers gain time, trust, and results worth sharing.

“The future of loyalty programs will be split into two camps: Those that don't use 1st party data well and those that do.”

LOYALTY PROGRAM TRENDS 2025



The Platform Shift Has Already Happened

Diners no longer wait for ads to find them—they seek out what they want in the moment. That moment happens on Facebook, Instagram, and TikTok. It's visual, mobile, and driven by algorithms that prioritize relevance over reach. For QSR marketers, the question isn't whether to advertise on these platforms. The question is how to do it locally, consistently, and at scale.

The brands that win in this landscape recognize that social platforms are no longer just digital billboards—they're modern storefronts. When a diner opens TikTok, they're not just watching—they're deciding what to eat next. Advertising here isn't just smart—it's expected.



Campaigns That Feel Local Drive Real Decisions

Franchise brands need a strategy that reflects where customer decisions actually happen. That means leaving behind the idea that national campaigns can efficiently fuel local traffic. Diners respond to ads that feel near them, priced for them, and timed for their lives. Value for the money and a convenient location now rank among the top three reasons diners choose a restaurant, just behind food quality.

Yet many brands still launch broad, generic campaigns from the corporate handle, missing the opportunity to connect locally. Local campaigns published from franchisee-owned Facebook, Instagram, or local TikTok accounts carry more weight. They feel like a recommendation, not an ad. They build community credibility.

This shift isn't theoretical. It's already reshaping QSR success stories:

- Wendy's used Tiger Pistol to enable TikTok campaigns launched directly from local accounts. The result? A 64% lower cost than TikTok benchmarks and reach among 78% of users under age 35.
- Ben & Jerry's drove a 4x return on ad spend with location-targeted coupon campaigns launched through social media.
- And diners themselves confirm the change: 67% of Gen Z and 57% of Millennials say social media influences where they eat.

***IT'S MY RESTAURANT—THE
AD SHOULD LOOK LIKE IT.***

“When the ad comes from my page, it feels personal. Customers comment. They tag friends. It's way different than something from the main brand. I don't just see better results, I feel more connected to the marketing.”

– MULTI-UNIT FRANCHISEE, QSR SYSTEM



CHAPTER 1

Platform dominance isn't uniform.

Different channels serve different functions:

- Facebook and Instagram are key for broad reach and precise location targeting. They also have a higher CTR for lower funnel prospects.
- Reels drive stronger engagement and awareness over a broad audience.
- TikTok excels in discovery and youth engagement.

To succeed, marketers must treat each platform as a distinct but coordinated touchpoint—and ensure every franchisee can participate. That requires centralized control with decentralized execution. Brand-built templates, pre-set targeting, and workflows make publishing campaigns across platforms fast and foolproof.

This isn't a channel shift—it's a structural one. And it's already underway.



WHERE QSR DECISIONS HAPPEN: A QUICK GUIDE TO TODAY'S LOCAL AD CHANNELS

Platform	Best Use Case	Strength
Facebook	Broad reach + community engagement	Reliable location targeting
Instagram	Visual storytelling + LTO and new item promos	High engagement in feed + Reels
TikTok	Discovery + trend-driven local storytelling	Massive Gen Z and Millennial visibility

CHAPTER 2

Simplify to Scale: Why Franchisees Engage When It's Easy

Franchisees are operators first. Their day starts with staffing issues, supply shipments, equipment checks—not ad copy. For most, even the idea of launching a campaign sounds time-consuming, expensive, or risky. Yet participation in local advertising is exactly what drives traffic, builds loyalty, and sustains growth. The barrier isn't motivation. It's complexity.

For marketers, the key to unlocking franchisee participation is radical simplicity. A local advertising program should take five minutes, not fifty. It should offer pre-approved templates, not blank slates. And it should require no more technical skill than selecting a photo and clicking “publish.”



CHAPTER 2

Friction slows campaigns. Simplicity scales them.

This is where many brands fall short. They give franchisees access to marketing assets and expect execution. But access alone doesn't equal adoption. What franchisees need is a system that walks them through the process, offers pre-built options that align with their local reality, and lets them see exactly what's running on their behalf.

When local advertising is designed for non-marketers, engagement accelerates.

- Tiger Pistol's interface lets a franchisee log in, select a brand-approved ad, choose media to match their store, and publish—all in under five minutes.
- For multi-unit operators, centralized tools allow bulk campaign publishing across dozens or hundreds of locations with just a few inputs, eliminating the need to repeat the process store by store.

The payoff is significant. When campaign execution becomes effortless, participation rises—and with it, campaign volume and consistency. Brands using Tiger Pistol have seen 2x more campaigns launched than anticipated.



WHAT FRANCHISEES EXPERIENCE: OLD MODEL VS. MODERN PLATFORM

Task	Legacy Approach	Modern Ad Platform
Launching a campaign	Write copy, upload assets, wait for approval	Select pre-built ad, publish in 5 minutes
Local customization	Requires graphic editing tools or outside help	Dropdown selections: media, text, budget
Multi-location deployment	One at a time	Centralized editor for bulk publishing

CHAPTER 2

When Marketing Feels Easy, It Becomes Routine

But simplicity isn't just about speed—it's about confidence. Franchisees are far more likely to participate in a program when:

- They know the campaigns are brand-approved.
- They have limited but meaningful choices.
- They don't need to troubleshoot placements, budgets, or targeting.

This ease of use translates into better results for corporate marketing teams as well. With more locations participating, campaign data becomes more robust, optimization becomes easier, and marketers can identify trends across the network.

And simplicity doesn't mean sacrificing sophistication. Through automation, campaigns can still be localized by zip code, dayparted for lunch vs. dinner traffic, and even A/B tested without requiring the franchisee to make those decisions manually.

Simplicity scales. And scale is what makes a local advertising strategy powerful. The brands that succeed here are the ones that invest in removing friction for their franchisees so marketing becomes a habit, not a hurdle.

***FIVE MINUTES. THAT'S
WHAT MADE ME TRY IT.***

“I got the email from corporate about the new ad platform. I figured I'd just try one campaign. It took less time than placing a supply order. And the next day, a customer told me they saw it on Facebook. That's when I got it.”

– SINGLE-UNIT QSR FRANCHISEE



CHAPTER 3

Control the Brand, Not the Message

Franchise marketers walk a fine line: protect the brand, but empower the franchisee. Too much control, and operators disengage. Too little, and the brand loses consistency. The solution isn't full freedom or rigid governance—it's structured choice.

Franchisees don't want to write campaigns from scratch. They want to select, localize, and launch quickly and with confidence. When marketers provide the right balance of brand-built templates and limited customization, franchisees feel ownership without risk.





This isn't hypothetical. In the 2025 State of Franchise Marketing Report, franchisees with full marketing control were 3x more likely to say they're "very satisfied" with their brand. But the same report makes clear: "control" doesn't mean complexity. It means flexibility within a well-defined structure.

The model is clear.

- Marketers set the creative guardrails. You define tone, imagery, offer structure, and objectives.
- Franchisees make it local. They choose which campaign fits their location. They select media that matches their offering, whether that's a region-specific combo meal or a new seasonal drink.
- The platform handles the rest. Targeting, publishing, spend, and reporting run seamlessly within brand limits.

This template-driven model solves multiple challenges at once:

- Brand consistency. Every ad meets design, voice, and compliance standards.
- Local authenticity. Franchisees can insert city names, local offers, or store-specific messaging, making the campaign feel real to their community.
- Executional speed. No one waits for approvals, writes from scratch, or worries about "getting it wrong."

It also lays the groundwork for smarter optimization. With a consistent campaign structure, performance data becomes comparable across locations. Marketers can test messaging, rotate promotions, and identify which creative combinations drive the most traffic, all without disrupting the local experience.

Structured choice isn't just scalable—it builds trust. It tells franchisees: We respect your voice. We've made this easy. You still run the show. Because brand strength doesn't come from silencing local voices. It comes from giving them a better mic.



Automate the Mundane, Focus on What Works

Franchise marketers are stretched thin. Teams of two or three are managing campaigns across hundreds—or thousands—of locations, often across multiple platforms. The work is constant: building creative, fielding franchisee questions, approving assets, tracking performance, adjusting budgets. And the more successful the program, the more labor-intensive it becomes—unless automation is part of the plan.

Automation isn't about removing the marketer. It's about removing the repetitive steps that prevent marketers from doing their most valuable work: strategy, optimization, and scaling what works.



CHAPTER 4

Smarter workflows. Faster campaigns. Better outcomes.

Smart automation should handle the tasks that don't need a human touch:

- Publishing thousands of localized campaigns from a single brand template.
- Assigning budgets across franchisee locations based on pre-set rules.
- Managing multi-location approvals in a centralized workflow.
- A/B testing variations and automatically applying the winners.

Take Wendy's for example. With over 6,000 U.S. restaurants, they needed to unify campaign management without losing local relevance. Using Tiger Pistol's automation, they onboarded all restaurants within three weeks, ensured 100% brand control, and reduced campaign costs by 60% compared to Facebook benchmarks. That level of scale wouldn't be possible without workflow automation.

The gains aren't just operational. They're emotional. Franchisees engage more when they aren't burdened by complexity. Marketers regain time and headspace. And results improve because campaigns are deployed faster, tested more thoroughly, and analyzed with greater precision.





Reclaim time. Refocus on growth.

Marketers who automate execution are free to focus on what moves the needle:

- Testing new ad formats (e.g., Reels vs. Stories).
- Strategically syncing campaigns with LTOs or product launches.
- Reviewing performance across markets to identify trends.
- Supporting underperforming locations with additional creative or spend.

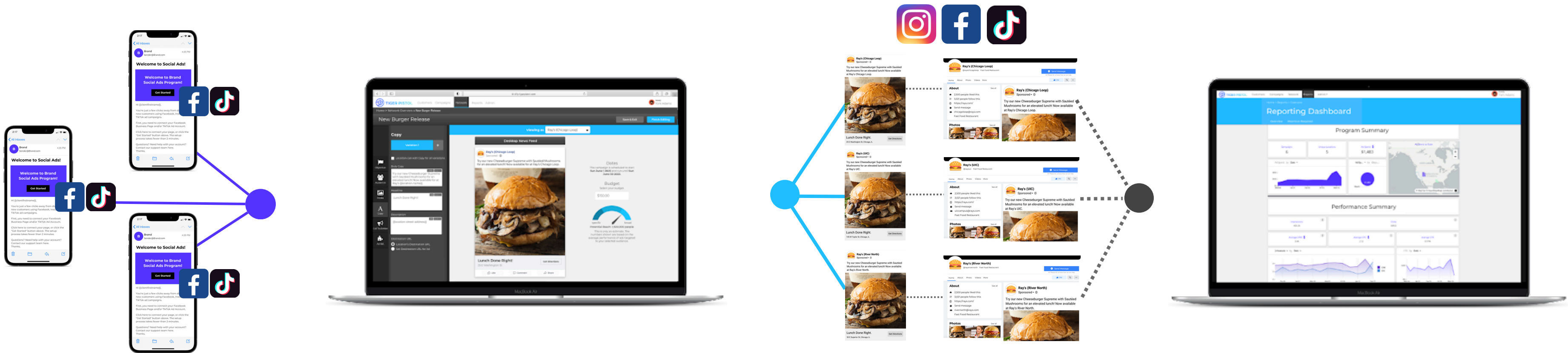
As local advertising grows more sophisticated—and more critical to the bottom line—automation becomes the foundation. It enables consistency without manual effort. It reduces errors. And it helps teams respond quickly when the market shifts or the calendar calls for action.

Efficiency is a competitive advantage. Automation is how marketers get there, without burning out.



Built for Scale

Tiger Pistol enables franchise brands to efficiently launch and manage high quantities of single-location campaigns.



CONNECT

CREATE

PUBLISH

REPORT

Onboard locations and connect local Facebook Business Pages or TikTok accounts using our fast, simple tools.

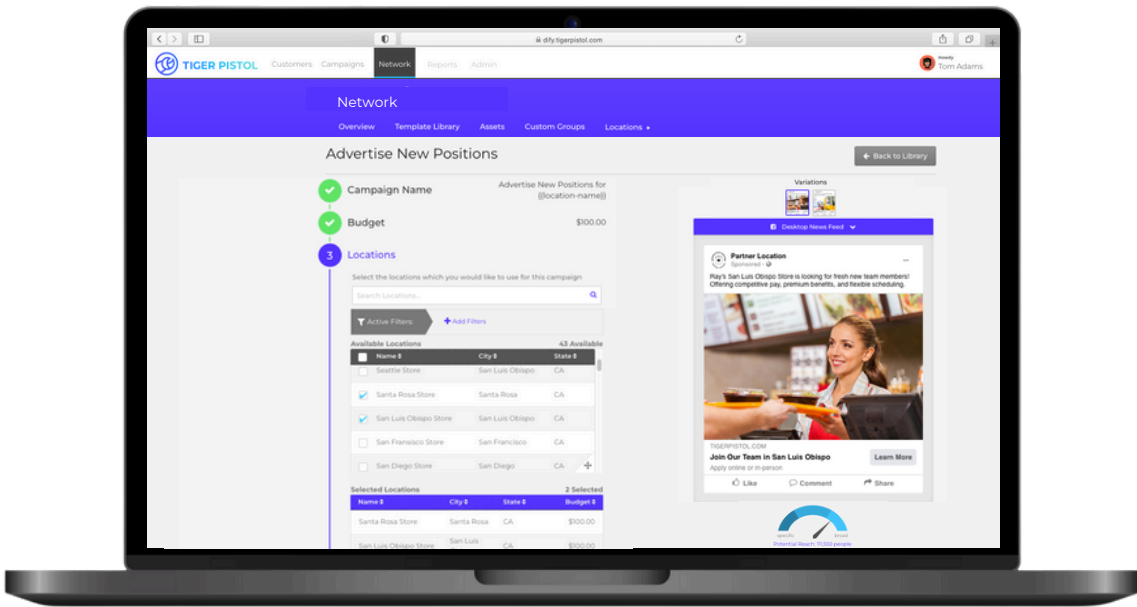
Create brand-approved templates to launch campaigns quickly. These campaigns are stored in a library for easy access.

Publish thousands of dynamically localized ads from the individual location's Facebook Page or TikTok account, or franchisees can choose ads from the brand-approved campaign library, pay, and publish.

Centralize, analyze, and surface campaign data across your local partners' social campaigns in a single, interactive dashboard.

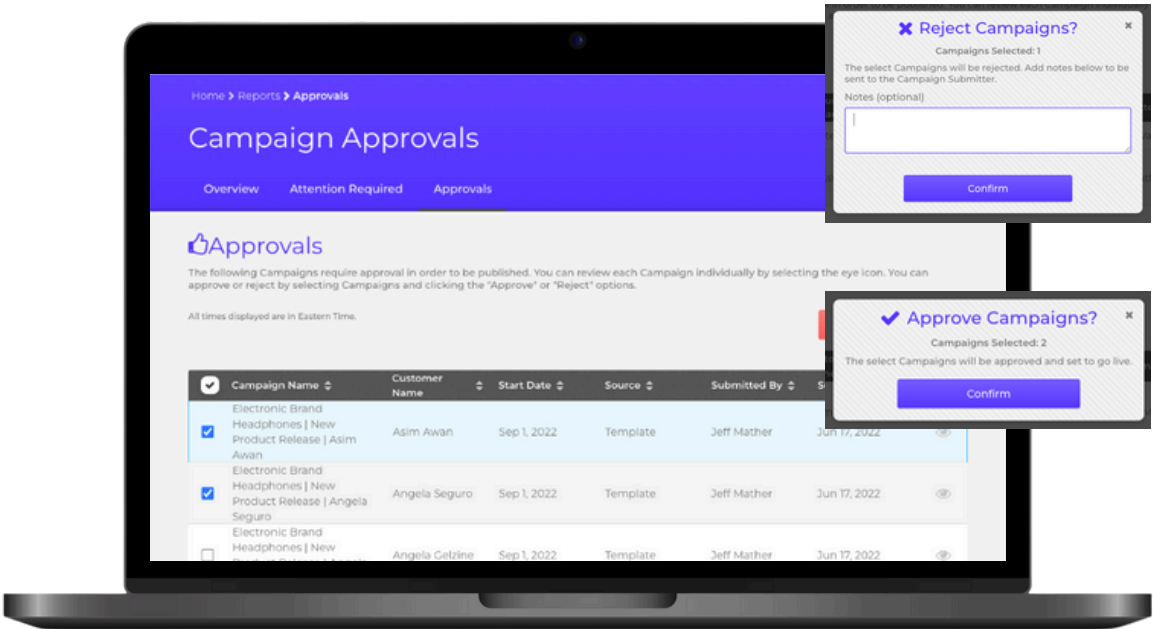


Specialized Capabilities Built for Franchise Brands



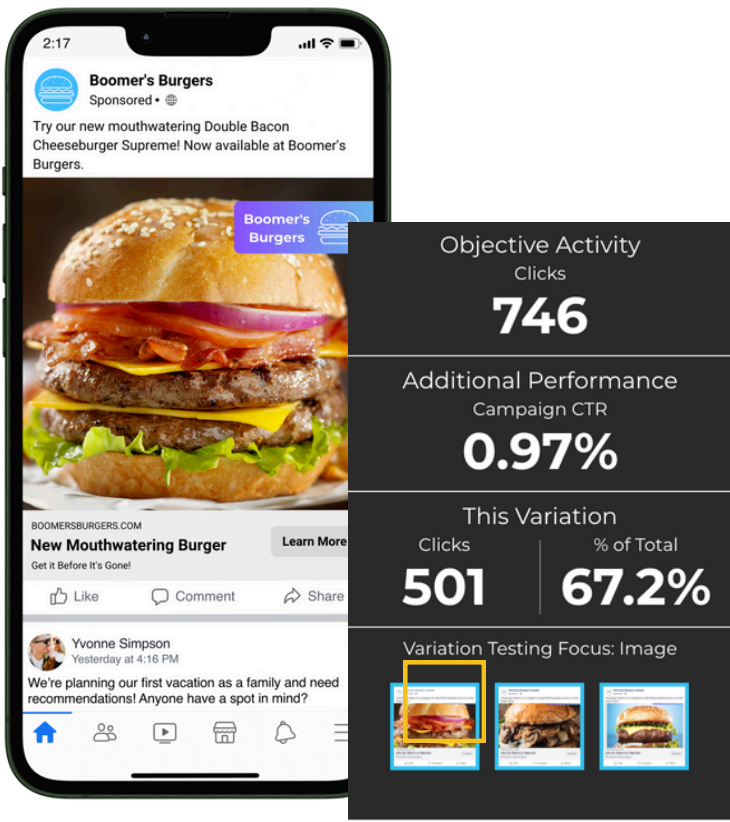
CENTRALIZE WORKFLOWS

Integrate campaigns into a single optimized workflow with custom features built for partners managing multiple locations.



STREAMLINE APPROVALS

Eliminate the complexities associated with coordinating individual restaurants and securing brand approvals.



TEST & OPTIMIZE

Discover assets that resonate with users with automated A/B testing, then apply learnings to future social ad campaigns.



CHAPTER 5

Measure the Store, Not Just the Strategy

Marketers are expected to do more than generate impressions—they're expected to prove impact. But in franchise systems, that's easier said than done. When campaigns run across hundreds of locations, on multiple platforms, and with varied objectives, performance data can become scattered, delayed, or meaningless. Aggregate KPIs might look good, but they rarely tell the full story.

Growth doesn't happen in the aggregate. It happens store by store. And that's where measurement needs to focus.



CHAPTER 5

Local results. Clear reporting. Smarter decisions.

Franchisees want proof that their advertising is working. They want to know what they got for their dollars, not system-wide trends, but local results tied to local spend. And marketers need the same visibility to make smart decisions, justify investments, and scale winning tactics.

The fix: centralized dashboards that break down performance by location, campaign, and creative—all in one place.

Done right, this unlocks three key benefits:

1. Franchisee Trust

When franchisees see real results—clicks, reach, redemptions, even sales—confidence rises. They're more likely to reinvest and promote the program to peers. This is especially true when the campaign is easy to launch and the reporting is easy to understand.

2. Creative Optimization

With consistent structures and naming conventions, marketers can compare performance across regions, test offers, and identify patterns. For example, one campaign might outperform in suburban markets, while another thrives near college campuses. Knowing this in real time lets you act, not guess.

IS YOUR REPORTING FUTURE-READY?

- ✓ **Can you isolate performance by store?**
- ✓ **Can you compare campaigns by region, channel, or time frame?**
- ✓ **Can franchisees view their data in real-time?**
- ✓ **Can you tie spend to specific outcomes (redemptions, app downloads, etc.)?**

**If the answer is “no” to any of the above,
it’s time to rethink your infrastructure.**



CHAPTER 5

3. Program Accountability





Marketing leaders are under pressure to tie budgets to outcomes. According to Capgemini, 75% of CMOs are now accountable for business growth, not just awareness. Location-level reporting helps teams defend spend, attribute success, and forecast more accurately.

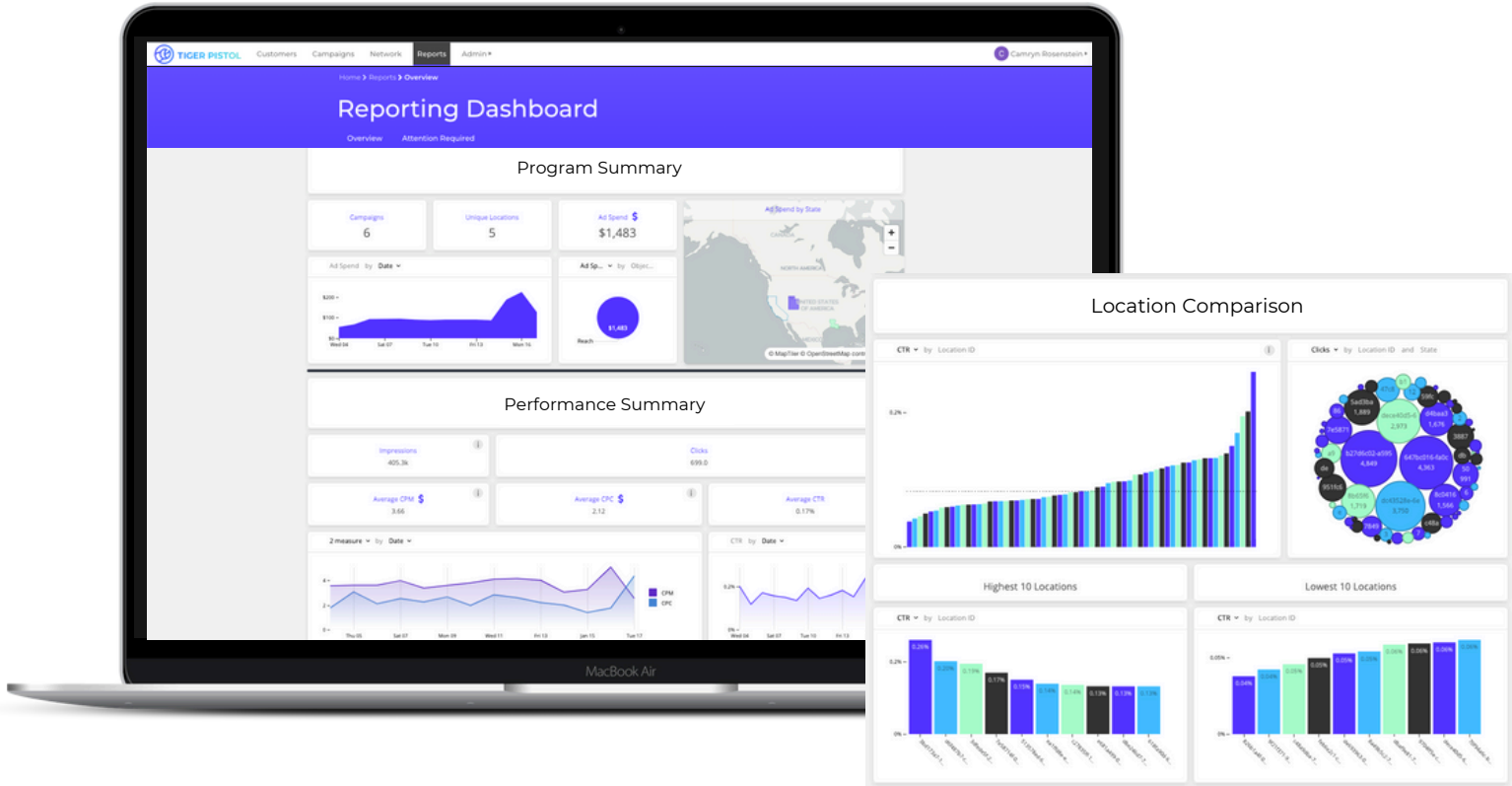
This approach also supports continuous improvement. In Tiger Pistol programs, brands can dynamically adjust underperforming creative, pause campaigns that aren't converting, and reallocate spend toward what's working—all at the local level, and all in a single view.

Measurement isn't just about proving value after the fact. It's about gaining visibility to drive smarter decisions before, during, and after a campaign. When each store's results can be seen, shared, and learned from, the entire system gets better. And the brand's marketing doesn't just scale—it sharpens.



Advanced Insights & Reporting

-  Efficiently consolidate data across locations in real-time, eliminating the need to manually collect reporting from different platforms, partners, agencies, or locations.
-  Cross-filter data across timeframes, campaign objectives, or location(s) to compare performance and inform decision-making.
-  View every important data point across creative, copy, targeting, or performance metrics for comprehensive analysis.
-  Understand your program's performance and how best to optimize future campaigns.



Campaign & Location Selection

01

Easily group campaigns based on the data that matters to you, such as flight dates, goals, location, unique identifiers, or any combination of data points.

Campaign Group Overview

02

Once the criteria are selected, the dashboard will automatically adjust to show high-level details of the group.

Performance Across Locations

03

The campaign performance section collects aggregate campaign data and presents it visually and intuitively so you can see how your campaigns are performing.

Download & Share

04

Each visualization and metric can easily be downloaded into a CSV, XLSX, or PNG file.



Align Local Advertising with Loyalty and Promotions

Loyalty programs are everywhere, but loyalty itself is hard to earn. 81% of Americans are enrolled in QSR loyalty programs, yet only one-third engage weekly. The challenge isn't sign-ups. It's participation. And for QSR marketers, the key to activation lies in a familiar place: local advertising.

Local campaigns give loyalty programs a voice at the store level. Instead of burying offers in crowded inboxes or generic app banners, franchisees can reach customers in real time—on the platforms where they scroll, browse, and stream. And when these ads tie into personalized loyalty perks or limited-time offers (LTOs), they do more than drive awareness—they drive action.



CHAPTER 6

The opportunity is significant.

- Loyalty members who redeem rewards spend 3.1x more than those who don't.
- 91% of consumers say they're more likely to shop with brands offering personalized deals based on preferences and behavior.
- 37% of restaurant guests expect loyalty rewards to be part of the experience.

But to reach these customers effectively, brands must empower franchisees with access to the right data and creative, while maintaining control.

Local results. Clear reporting. Smarter decisions.

1. Use Loyalty Data to Build Smarter Audiences

By sharing first-party loyalty data with franchisees—or enabling secure access through integrations—QSR brands allow local operators to:

- Target current members with unredeemed rewards or new offers.
- Encourage lapsed members to reengage with double-point promotions.
- Build lookalike audiences based on top spenders, driving efficient acquisition.

This kind of targeting transforms loyalty from a static program into a dynamic, data-powered engagement engine.



CHAPTER 6

2. Tie Campaigns to LTOs, Local Inventory, and Promotions

Time-sensitive deals are the perfect catalyst for both loyalty sign-ups and redemptions. Whether it's a two-for-one combo, a free item with app download, or a birthday reward, local ads can deliver:

- Creative matched to franchisee inventory.
- Timed offers synced with restaurant hours or calendar events.
- Geotargeted messaging that builds urgency and relevance.

62% of diners say LTOs motivate them to visit a restaurant. The key is reaching them at the right time with the right message.

3. Drive App Downloads and Digital Engagement

Local ads don't just drive traffic—they drive deeper engagement. Campaigns that promote loyalty app downloads, account creation, or exclusive in-app offers extend the customer relationship. And by enabling franchisees to run these campaigns from their own local accounts, brands reinforce store-level relevance.

Whether it's Facebook ads targeting a customer's zip code or TikTok videos featuring a new reward item, the strategy is the same: connect local perks with local reach.

LOYALTY LIFT: BY THE NUMBERS

3.1x

Loyalty members spend more per visit.

(Antavo, 2024)

62%

62% of diners say LTOs motivate them to visit a restaurant.

(TouchBistro, 2025)

91%

91% of consumers prefer personalized offers based on their behavior.

(Accenture, 2024)

Local ads give those offers a louder, better-timed voice.



CHAPTER 6

***OUR LOYALTY OFFERS
FINALLY GOT NOTICED.***

**“We’ve had great rewards for years.
But once we started running ads from
our store page to highlight them, we
saw sign-ups double in a month.
Customers thought it was something
new, even though it wasn’t.”**

– QSR FRANCHISEE

Loyalty doesn’t live in the CRM. It lives in the moment.

By aligning loyalty promotions with localized advertising, QSR marketers turn passive membership into active participation. They bring their programs out of the background and into the feed, where engagement happens.

And when loyalty marketing is local, measurable, and personalized, it drives more than redemptions. It drives traffic. Revenue. Retention. Growth.



Equip Your Brand for What Comes Next

What worked last quarter may not work next quarter. Platforms evolve. Consumer expectations shift. New competitors enter the market with aggressive pricing, novel formats, or viral content. In this climate, the most valuable thing a QSR brand can build isn't just a great campaign—it's a resilient, adaptable marketing engine.

A strong local advertising program is more than a tactical win. It's infrastructure for agility.

Brands that invest now in scalable, automated, multi-platform systems will be ready, no matter what comes next. Whether it's a new ad format, an algorithm update, or a sudden spike in foot traffic opportunity, the systems already in place will determine how fast a brand can respond and how effectively its franchisees can act.



CHAPTER 7

Here's what future-ready looks like:

1. Cross-Platform Flexibility

Today's customers scroll TikTok, check Instagram, and still engage with Facebook—often in the same day. A program that limits itself to one channel risks irrelevance. A program that enables campaign deployment across platforms gives marketers resilience. If ad costs shift on one platform, you pivot. If an audience migrates, you follow.

Tiger Pistol's ability to launch localized campaigns across Facebook, Instagram, and TikTok, from a single interface gives QSR marketers that kind of flexibility. This isn't convenience—it's insurance against fragmentation.

2. AI-Driven Targeting and Optimization

Artificial intelligence won't replace the marketer, but it will redefine their role. With predictive tools, marketers can:

- Anticipate which stores will need more support next quarter.
- Automatically adjust spend based on performance thresholds.
- Pre-test creative to determine the highest-performing combinations before launch.

For lean teams managing hundreds of locations, AI isn't optional. It's the lever that unlocks scale without increasing headcount.

CAN YOUR AD PROGRAM FLEX WITH THE MARKET?

- ✓ **Publishes across multiple platforms.**
- ✓ **Uses AI to optimize creative, spend, and targeting.**
- ✓ **Allows franchisee participation without extra lift.**
- ✓ **Centralizes reporting without extra staff.**
- ✓ **Adapts to seasonal, regional, or national shifts.**

The more checkmarks you hit, the more prepared you are for what's next.



MARKETING AS A RECRUITING TOOL

“Prospective operators ask about local marketing. They want to know it works. When we show them how simple, measurable, and brand-aligned our system is, they sign.”

– QSR FRANCHISE DEVELOPMENT DIRECTOR

3. A Magnet for Franchisees

When your local advertising engine works, franchisees notice. Programs that are fast, flexible, brand-safe, and clearly tied to revenue become powerful selling points in franchise development. Operators want to invest in systems where the support is real, and the marketing is built to help them succeed.

What started as a campaign becomes a differentiator. A way to attract new partners. A way to retain existing ones.

The best time to build a future-ready system was yesterday. The second-best time is now.

By anchoring your brand in a local advertising model that flexes across platforms, embraces automation, and empowers operators, you’re doing more than solving today’s problems. You’re preparing to lead the next evolution of QSR.

Because the future isn’t waiting. But it can be won.



CONCLUSION

Growth Happens Where the Brand Meets the Store

Franchise marketing is no longer a top-down broadcast. It's a networked system where every location plays a role in growth, and where the strength of the brand is measured by how well it performs locally.

We've entered a new era where speed, relevance, and efficiency define success. Diners expect personalized offers. Franchisees expect tools that respect their time. And marketers are expected to drive results at scale without sacrificing control.



CONCLUSION

Local advertising is the strategy that meets all three.

By providing franchisees with brand-approved templates, cross-platform execution, and data they can trust, QSR brands can activate a marketing model that grows from the storefront up. Whether it's a TikTok video about a new menu item, a Facebook ad tied to a loyalty reward, or an Instagram campaign reaching nearby diners on the go, what matters is that every ad feels local, runs fast, and performs clearly.

This isn't about replacing national campaigns. It's about amplifying them where it counts most: in the communities your franchisees serve.

When local advertising becomes easy, it becomes frequent. When it becomes measurable, it becomes valuable. And when it's all tied together through automation, data, and brand-aligned structure, it becomes unstoppable.

The next era of QSR marketing is already here. It's agile. It's local. And it's built for franchisees who are ready to act.



Let's Talk

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TIGER PISTOL