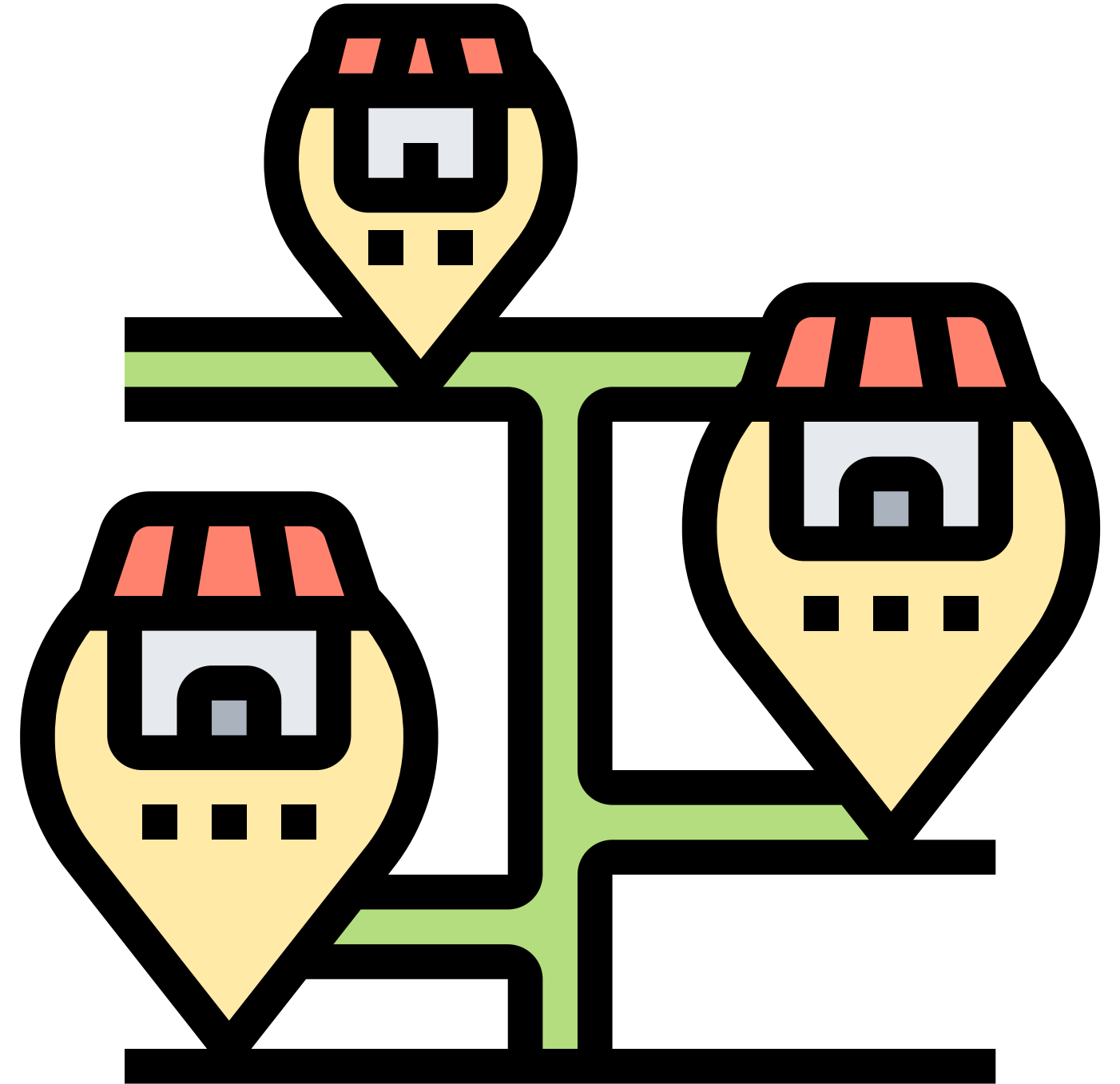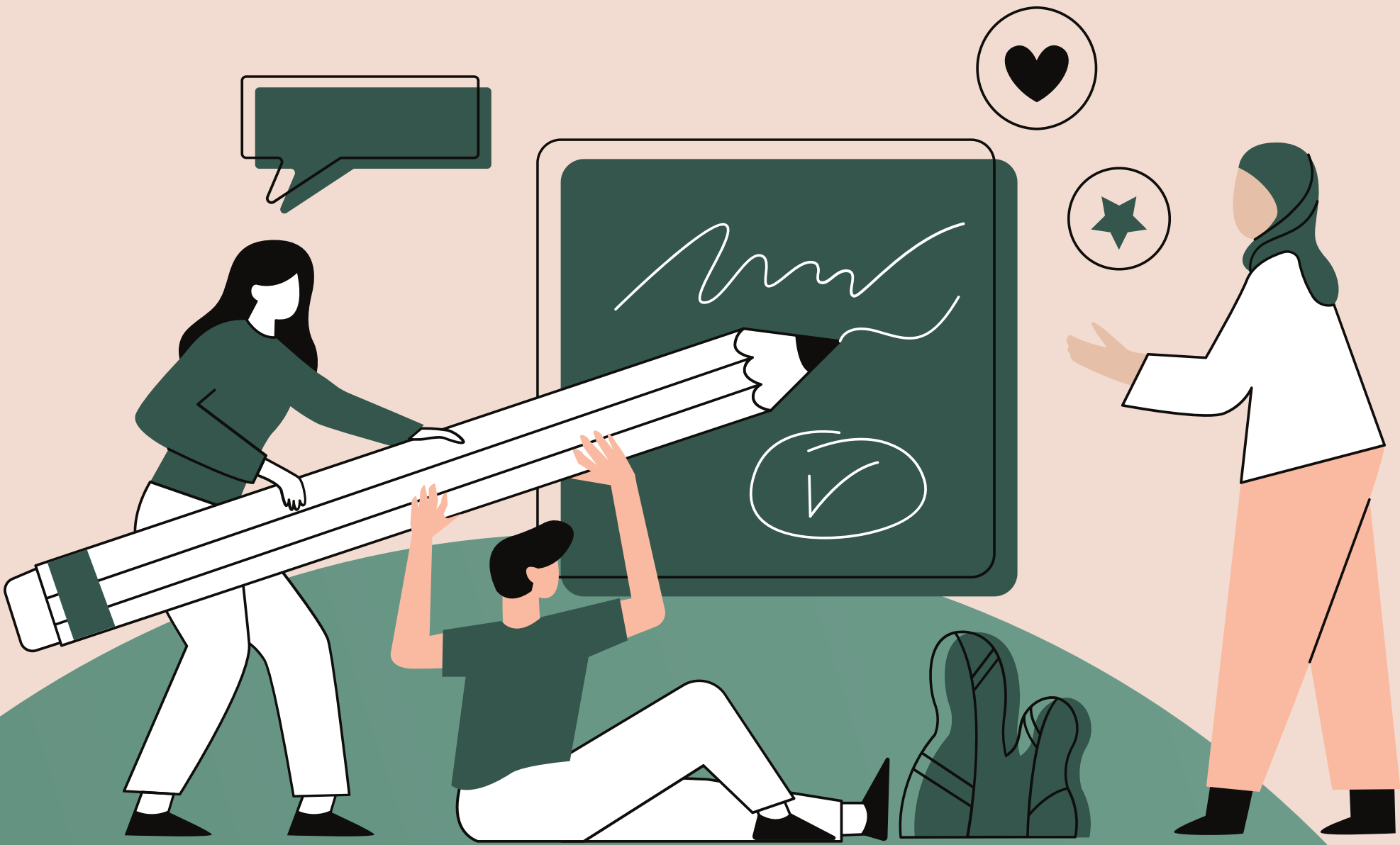# The Standardization Of Media

In Franchise Businesses

BY RACHEL BADGER

What is a

Franchise?

What is the Problem?

Introducing
the franchise

We will refer to this franchise as Company A. Company A is a well-known bakery and cafe with hundreds of locations across the United States. This business has two locations under SMS that will be referred to as Location A and Location B.

The researcher collected the first set of data beginning on November 30th, 2021, to April 25th, 2022. A second data set was collected to confirm the original conclusion and pulled from May 1st, 2022, to February 1st, 2023.

How Does This Franchise's Program
Operate?

Company A's content is organized accordingly within SMS's platform and is separated into categories. They receive three posts per week, including one boosted post, and pull from their custom made categories: Bread, Breakfast, Lunch, Dinner, General, Goodies, and Seasonal/Holidays. These posts are primarily graphics with very few videos. Video content is not apart of this study.

The researcher did analyze which categories were best performing through SMS's platform. From best to worst, the best-performing categories are Breakfast, Goodies, Seasonal/Holidays, Bread, General, Dinner, and Lunch.
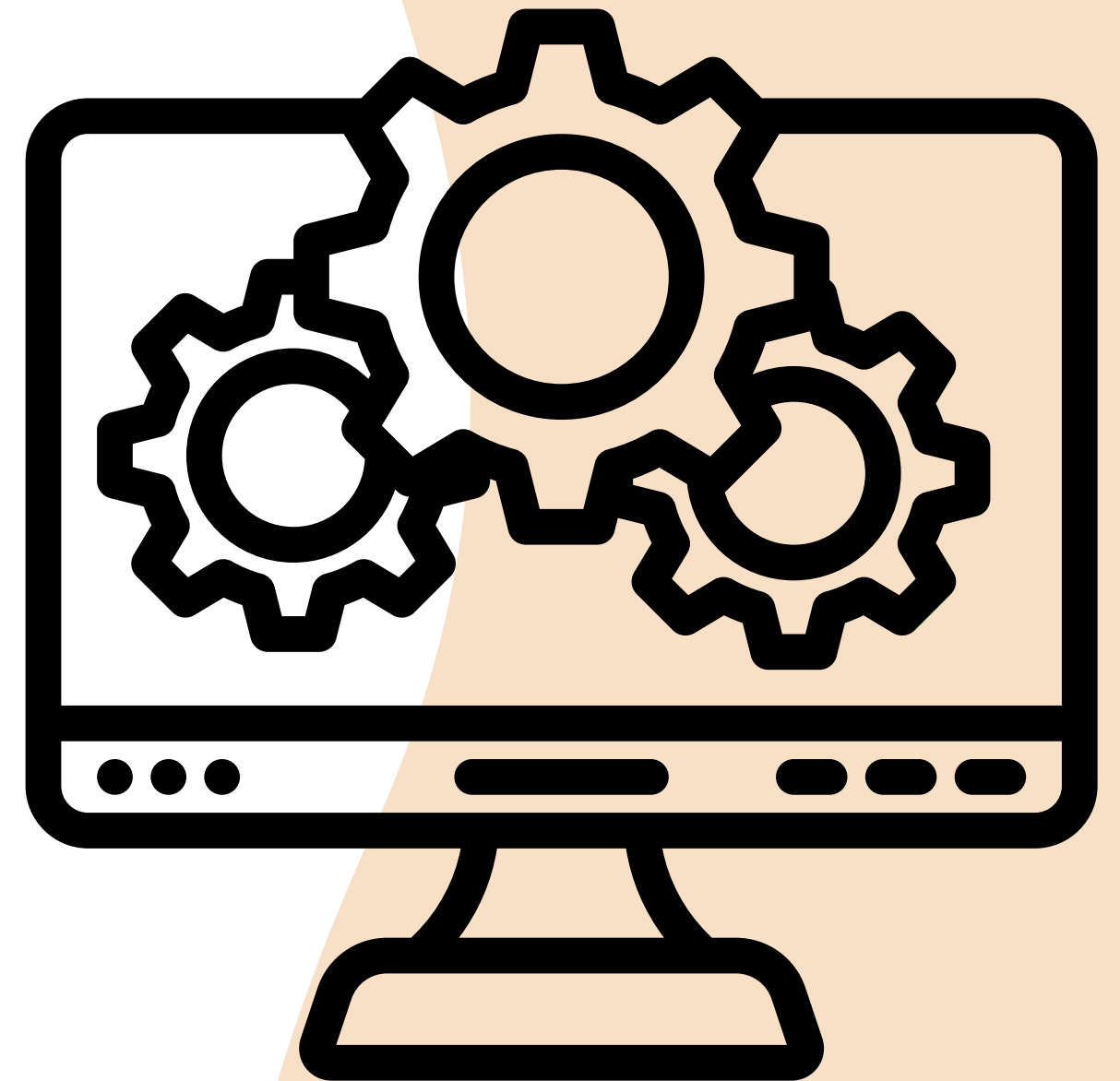
How Does This Franchise's Program

Operate? cont.

The primary audience for Company A is women between the ages of 35-65 who have families of their own. These women usually frequent places like Panera Bread, which seems to attract more women than men. 73-84% of people interacting with Company A's page are female.

Their program's KPI from the first data set is page likes, and in the second data set, their KPI is online ordering.
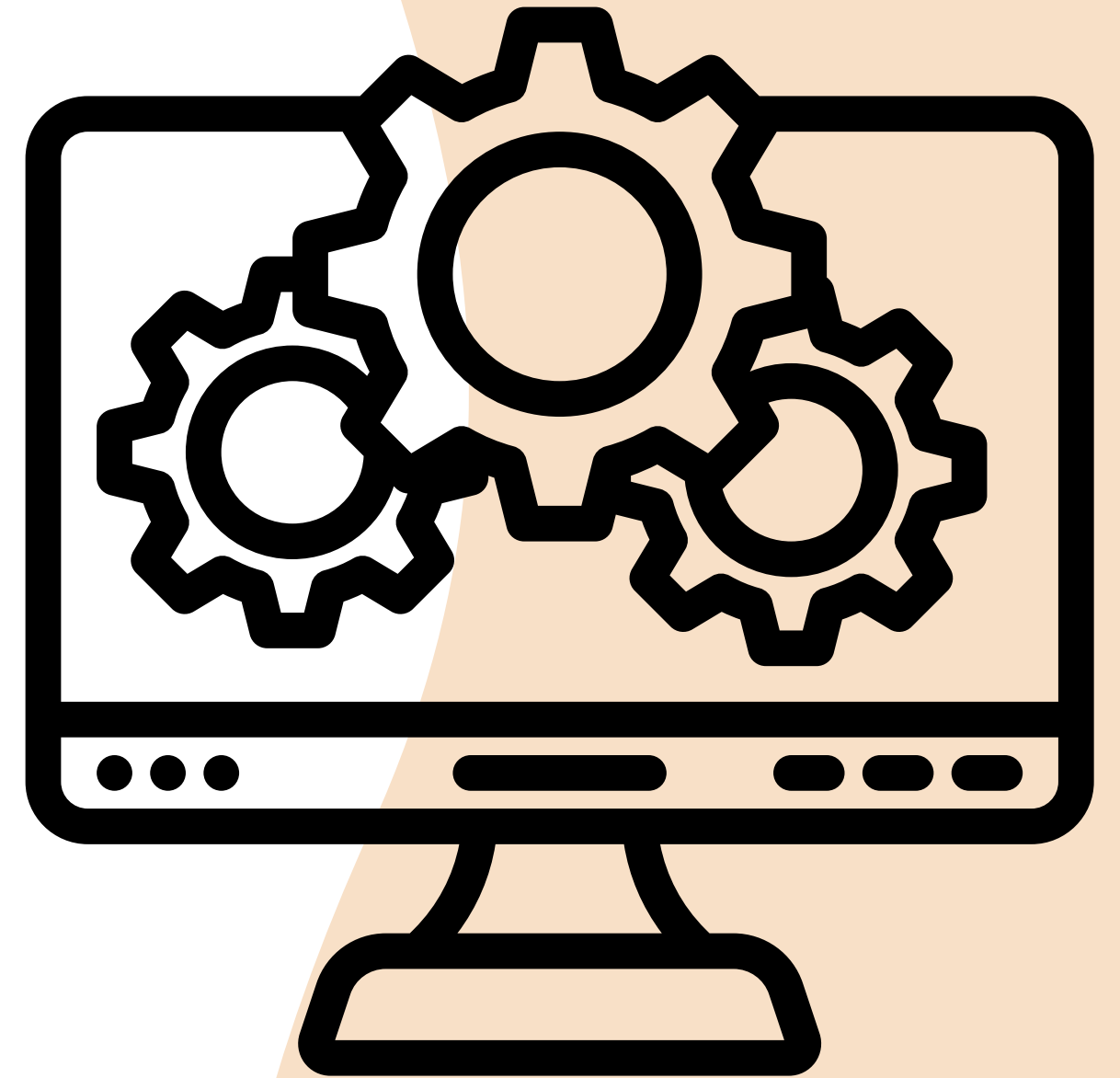
Research Tools

Facebook

Meta Business Suite and the location's Facebook page provide essential insight into their best-performing post.

SocialModo

SocialModo is SMS's platform for social media marketing that also offers an analytics tool. The researcher will cross-reference the two to verify face validity.

Analysis and Findings

For This Study

The Breakdown Of
Personal Content and General Content

Content is categorized as personal when it mentions specific menu items and deals that another location does not have or has opted out of. General content includes holiday posts and general posts promoting the brand overall.

SMS uses both of these forms for Company A to accommodate the personalized aspect of the company.
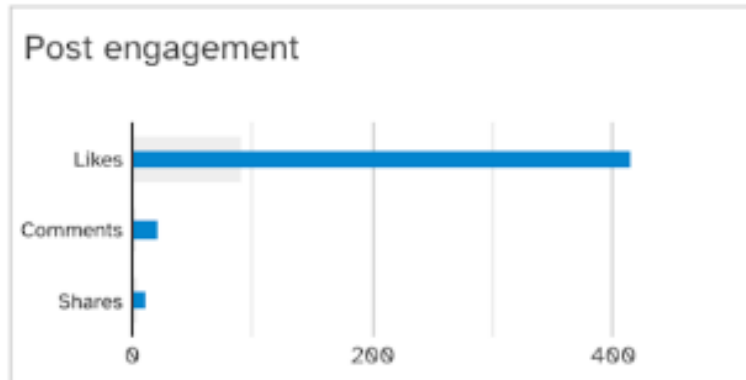
What Did The Data Find?

Company A's content was more personalized when it started as a pilot program. However, when they signed onto the content program in April 2022, their content became more general to accommodate the workflow of the Content Team.

The researcher took the data from the start of the pilot program, November 30th, 2021, to the current date, April 25th, 2022, and analyzed which post from Location A and Location B performed the best.

The researcher also analyzed a second data set which ran from May 1st, 2022, to February 1st, 2023. During this time, the program switched to a KPI focusing on website clicks.
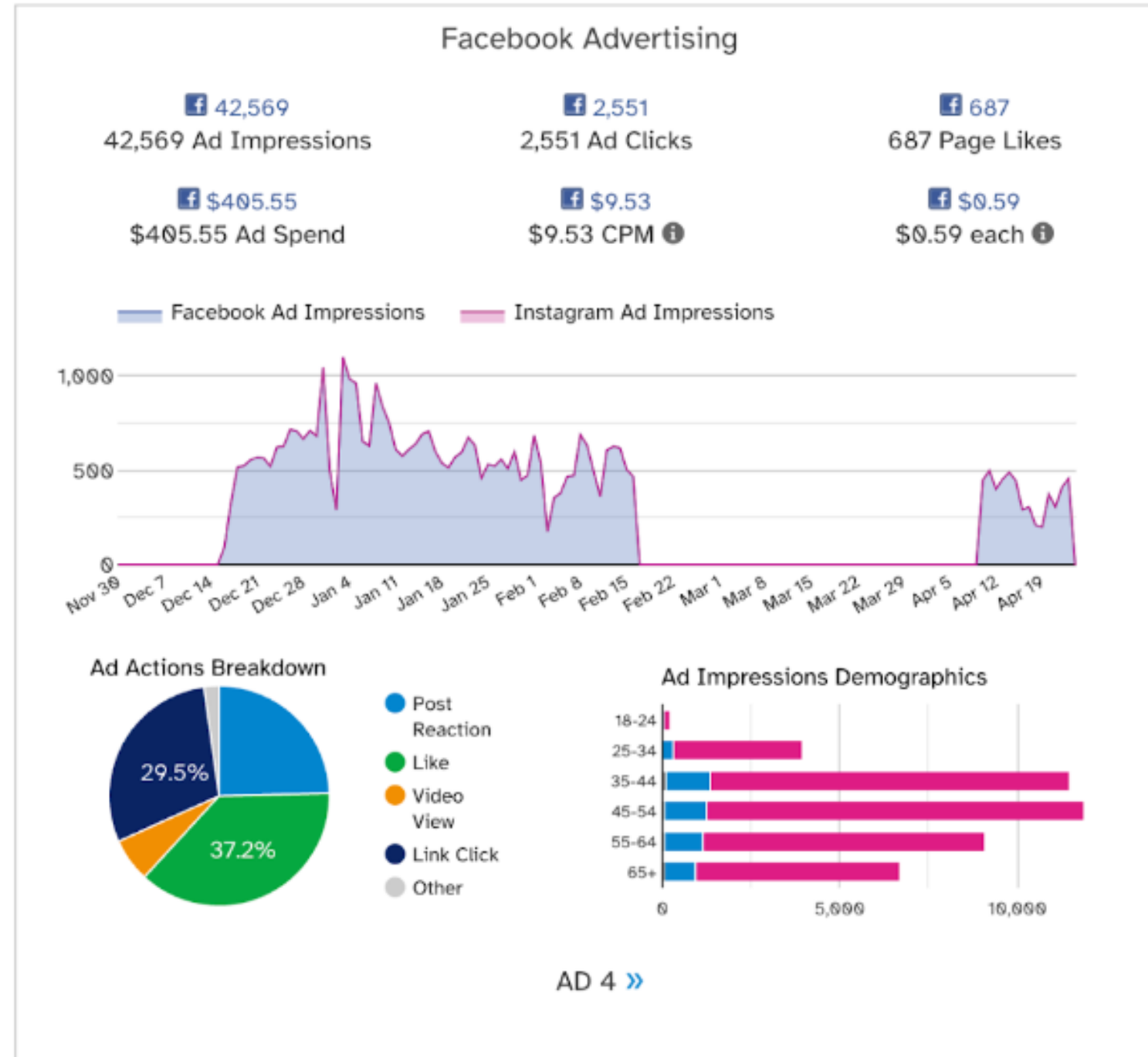
First Data Set

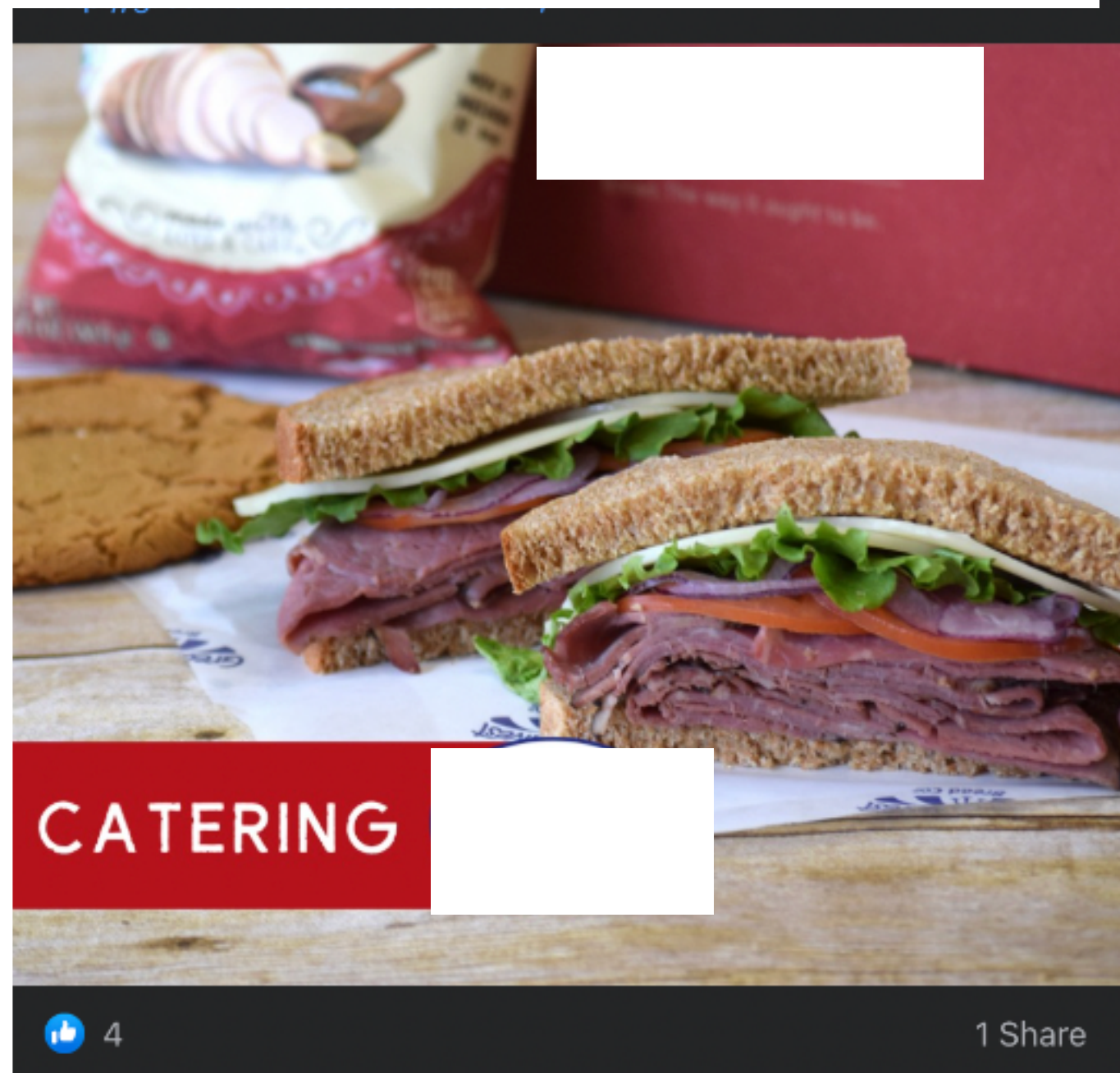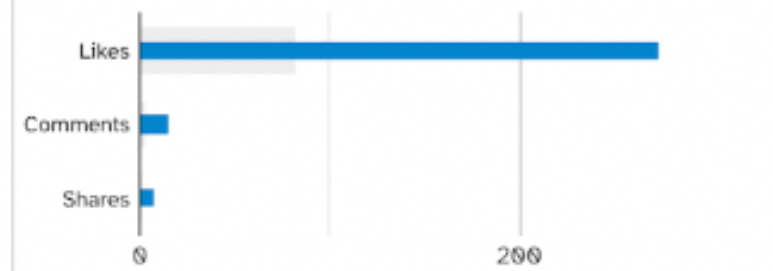Campaign: 🄵 Page likes Campaign   Timeline: Custom   From: 2021-11-30   To: 2022-04-25   Go
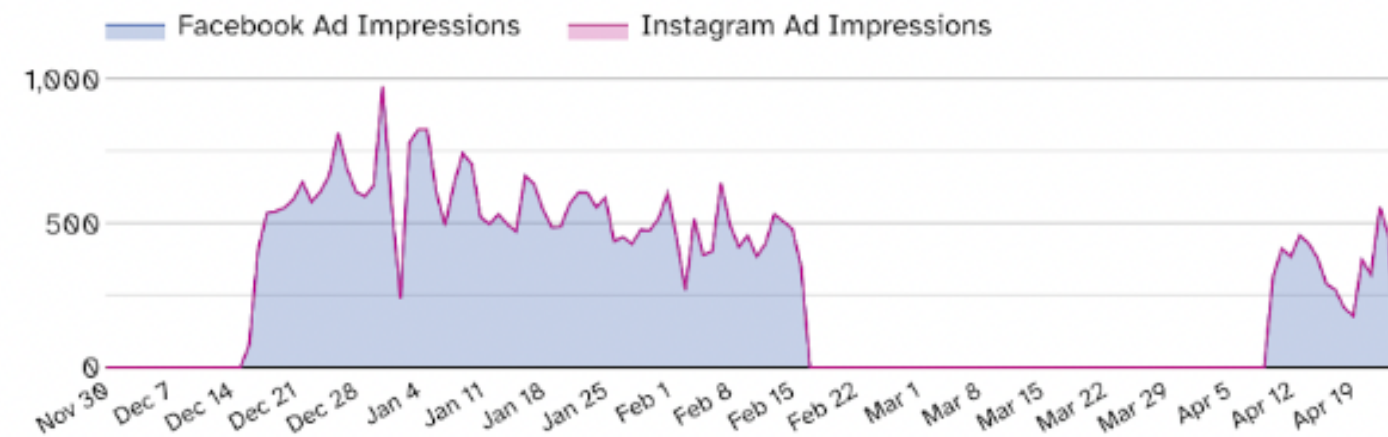
Post engagement

- Likes
- Comments
- Shares

Best Post In Timeline

If you could make any kind of bread, what would it be? Let us know in the comments below!

Facebook Advertising

🄵 42,569 — 42,569 Ad Impressions
🄵 2,551 — 2,551 Ad Clicks
🄵 687 — 687 Page Likes

🄵 $405.55 — $405.55 Ad Spend
🄵 $9.53 — $9.53 CPM ⓘ
🄵 $0.59 — $0.59 each ⓘ

Facebook Ad Impressions   Instagram Ad Impressions

Ad Actions Breakdown

- Post Reaction
- Like
- Video View
- Link Click
- Other

29.5%   37.2%
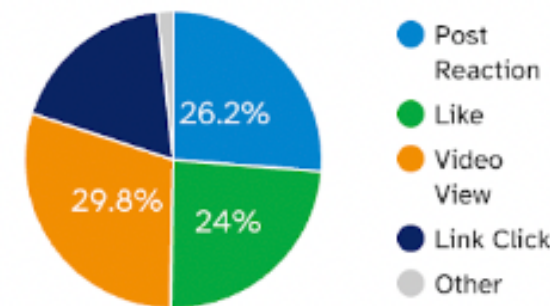
Ad Impressions Demographics

18-24
25-34
35-44
45-54
55-64
65+

AD 4 »

Location A

First Data Set

Location A
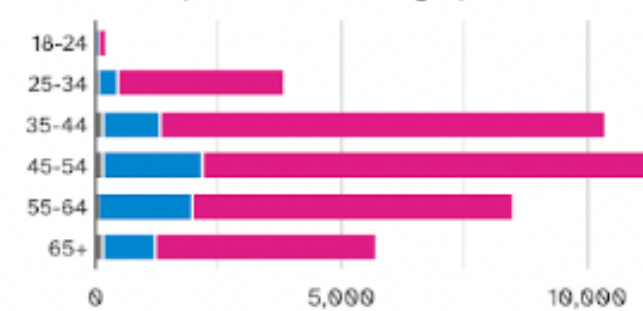
First Data Set

Location B

First Data Set

Give the gift of homemade this holiday season! Our handcrafted baked goods, like our Chocolate Babka, are ready to be gifted to the person of your choice! Stop by

Learn more

27

What is your favorite kind of scone? Comment below>>
http://greatharvesthonolulu.com/

BLUEBERRY CREAM CHEESE

SCONE

7   3 Comments

Location B

Second Data Set

Location A

Second Data Set

At Great Harvest Bread Company we make sweet things happen. Get ready for a bite of deliciousness with our homemade cinnamon rolls. Come give them a try today!
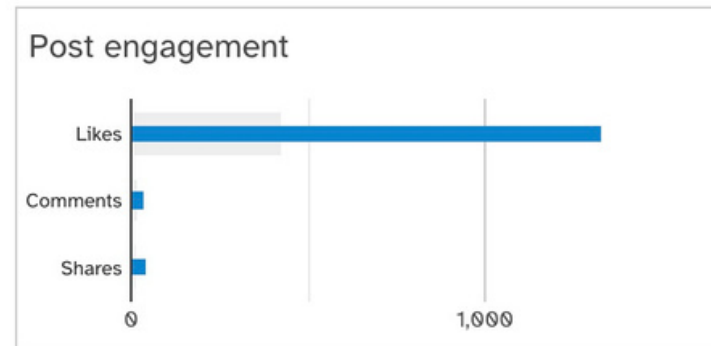
71   1 comment   4 shares

Location A

Second Data Set
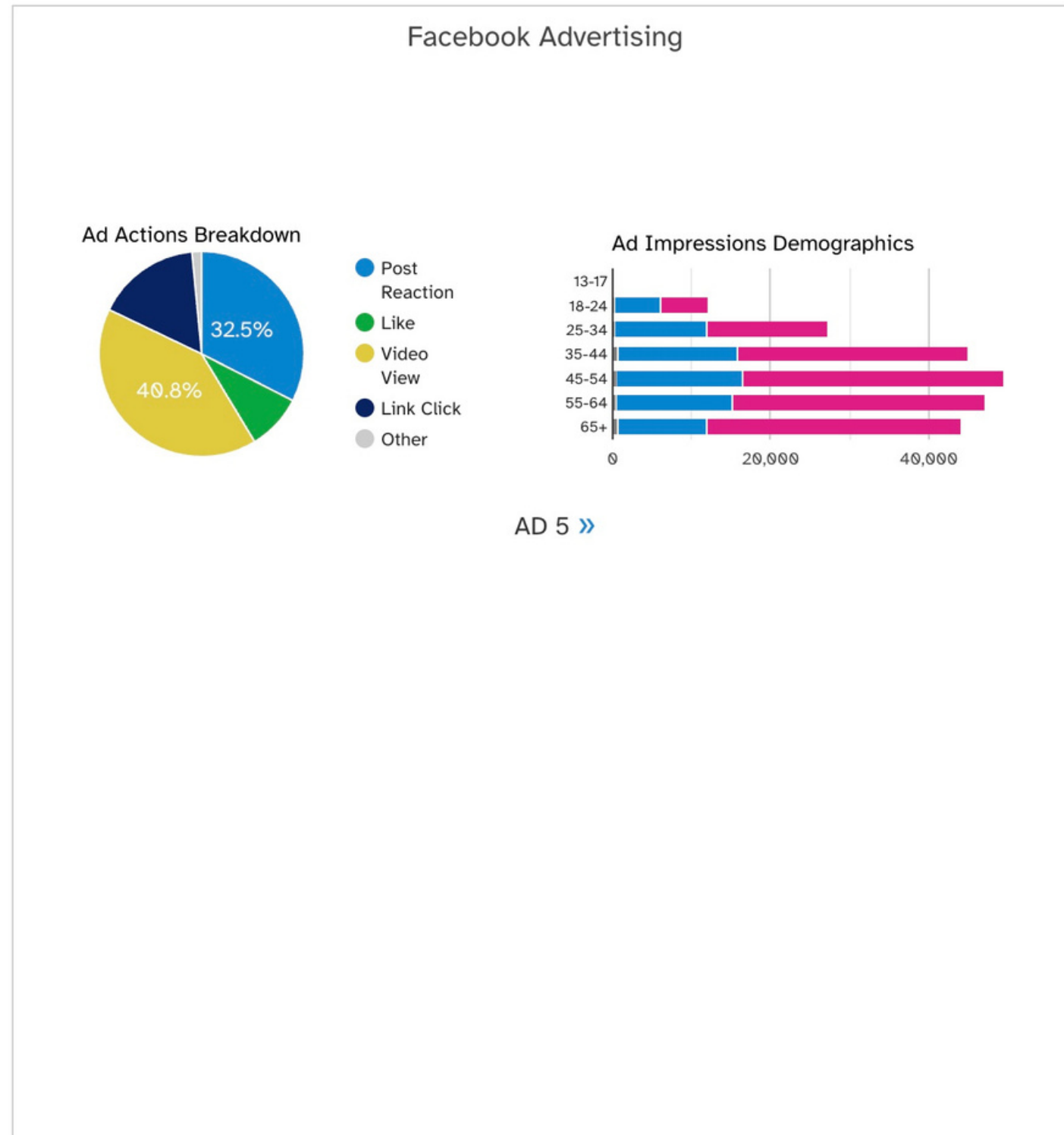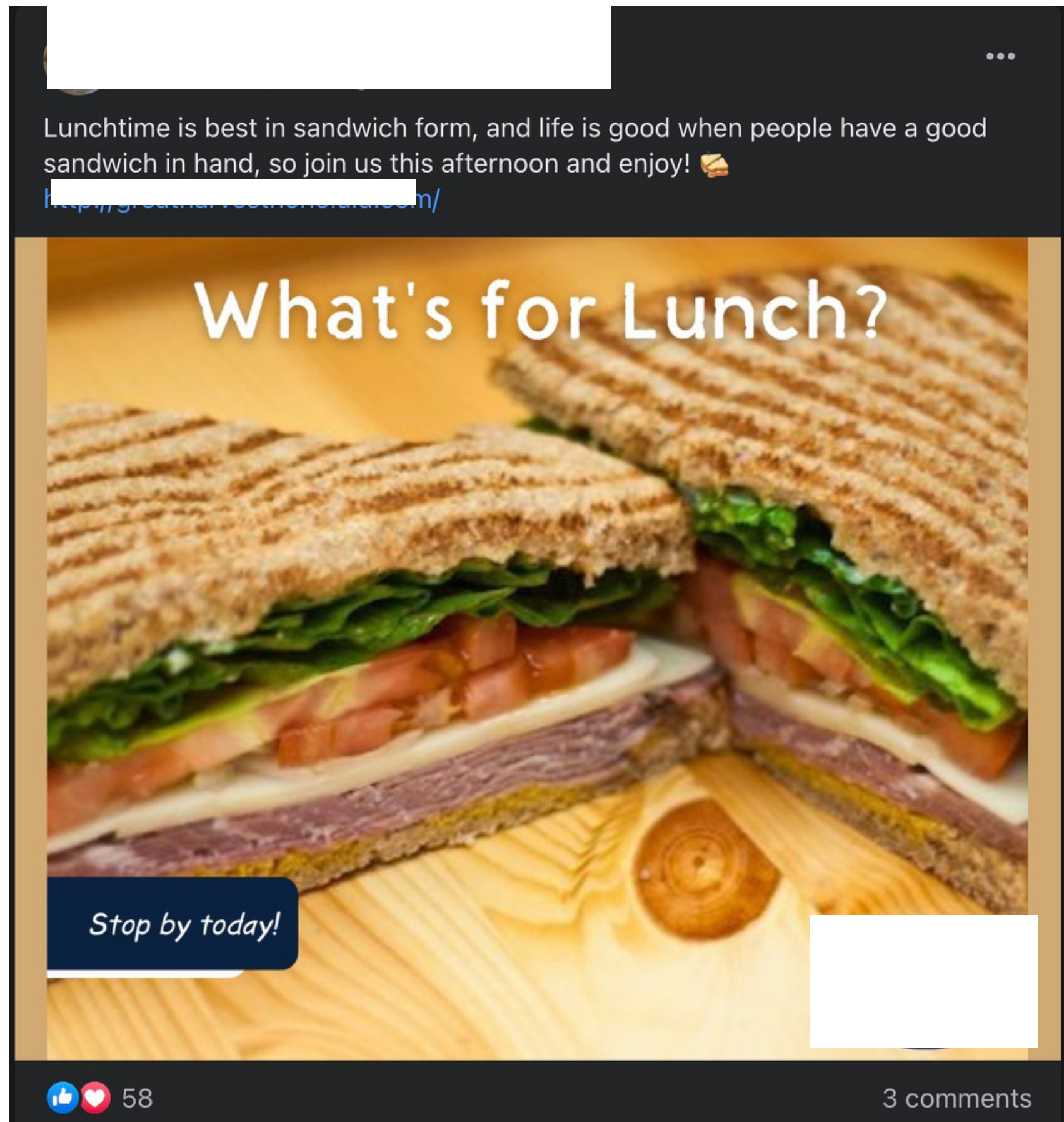

Location B

Second Data Set

Lunchtime is best in sandwich form, and life is good when people have a good sandwich in hand, so join us this afternoon and enjoy! 🥪

What's for Lunch?

Stop by today!

58   3 comments

Location B

With a mix of results from the data, what is the clear solution *for Company A?*

"Research is creating new knowledge."

– Neil Armstrong

So...what is this new knowledge (aka recommendation)?

Recommendation

Overall, the researcher suggests that each franchise differs from these results, and the strategy laid out for each account should be different based on their needs. Although general content seems to favor performing the best overall, adding personal elements to posts would help the account and elevate the content.

So What Does This Mean?

Content should be a mix

Content should primarily be generalized content with some elements of personal content. Since both performance measures often contradict each other, the researcher notes that combining the two will benefit Company A the best.

The vision for future research

Future research should focus on a broader scale and include findings comparing actual Facebook pages and locations to each other. Future researchers should also consider elements such as Instagram, TikTok, and Twitter to diversify the mediums.

The Ideal
content calendar

Monday	**Tuesday**	Wednesday	**Thursday**	Friday	**Saturday**	Sunday
	General brand awareness		Boosted; Focused on location specific content.		Service specific posts (bread, lunch, breakfast, dinner, etc...)	

So What Does This Mean?

Copy

Company A writes in a short form with a friendly tone and occasional emojis. This kind of copy works well for them. However, the recent pivot to link clicks also seems to work equally. Since these are both different campaigns, these forms of copy are efficient for their respective purposes.

Data Analysis

As this client moves forward with SMS, we hope to provide more accurate data than what is reflected in this presentation. While the data from SocialModo and Facebook is helpful, we can use platforms like Quicksight to analyze data and evaluate content strategies from that point.

General Content

"Our bread is fresh, simple, handmade, and wholesome. The way that bread should be. Tell us your favorite bread in the comments below!"

Seasonal Content

"Feelin' lucky?
Come in and grab one of our festive treats at   this month!"

Any Questions?

Thank you!

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Hecht, n.d.

How Mcdonald's Markets In Each Individual Restaurant?, n.d.

McDonald's, n.d.

What Is a Franchise?, n.d.

Your Local Bakery in Honolulu, Hi | Great Harvest Bread Co., n.d.