

BIGGBY® FRANCHISING

► www.biggbbyfranchising.com



Goals and Objectives

Initial BIGGBY-MLive Media Group efforts focused on attracting and influencing new candidates into their ecosystem, for the purpose of purchasing a franchise. In the midst of this marketing campaign work, we realized that their website did not allow proper tracking numbers to come through. This functionality was vital to the success of BIGGBY's franchisee marketing efforts. We recommended that BIGGBY adjust their website and form fills to address this issue.

Unfortunately, even after a few months these corrections were not completed. To add fuel to the fire, the list of needed website updates continued to grow. Leading to BIGGBY's decision to develop a new franchising website.

Services/Products provided

- Website development
- Existing content and creative asset merge and migration
- Creative asset and content creation
- Responsive CMS platform

Strategy

The approach that was taken spoke to potential franchise investors on a personal level. The intention of the site was to virtually walk a prospect through the franchise introduction/education steps like someone from the BIGGBY Home Office would during the standard in person process. As the user read through and digested content they were greeted with testimonials from other owners, Discovery Day participants and videos from current owner/operators showcasing the support that exists from BIGGBY.

Results

By showcasing the personal touch that BIGGBY is known for, the SEM campaign began to prove itself because of the informative and easy to use newly developed website.

