



iFoundries

AN INBOUND MARKETING PLAYBOOK FOR

**F&B BUSINESSES
TO WIN BIG
GLOBALLY**

Table of Contents

Introduction to Inbound marketing **03**

Local F&B Industry Breaking New Ground
Into Global Franchise Markets With
Inbound Marketing

Local F&B Brands Not Maximising Leverage In Opportunities For International Growth **07**

How Inbound Marketing Can Accelerate
Your Franchise Expansion Objectives

Incorporating Inbound Marketing for Franchise Prospecting **14**

How Inbound Marketing Can Accelerate
Your Franchise Expansion Objectives

How inbound marketing helps achieve your franchise expansion objectives **22**

In and through it's stages

Introduction

Singapore's food and Beverage (F&B) entrepreneurs and homegrown manufacturing brands, (big or small) are set to reach new heights in global expansion, capitalising on Asia-Pacific's thriving food industry by attracting franchise prospects with **inbound marketing** – a holistic strategical system currently transforming the world of e-commerce.

Franchising has become one of the most important entry modes to international food markets, recognised as a powerful business model for sustainable profitable growth and increasing market share.

Accordantly, Google's search data reports revealed a high and consistent level of interests in franchise ownership, unvarying across global boards.

Walk away today with a full understanding of how inbound marketing can break the lead generation drought and failing franchise sales; fuelling the local F&B industry's biggest breakthrough into the global landscape.



The Way Forward: **Going Global, Venturing Abroad**

Singapore Manufacturing Federation (SMF) and International Enterprise Singapore (IE Singapore) both released press reports, heavily stressing on “how it is imperative that Singapore companies look beyond the local market.

They need to innovate and transform their business models” to sustain competitiveness with new benchmarking standards for a future foothold in the global food market.

Local F&B brands are at a prime spot to infiltrate international markets for geographical diversification in forthcoming times.

Long prided in procuring the title as one of Asia-Pacific’s food capital, Singapore’s global repute emanates from the exquisite variety of our ethnic cuisines, infused with a cosmopolitan gastronomic flavour.

— “ —
**You can't
imagine
Singapore
without
its Food.**

DPM Mr Tharman
Shanmugaratnam

— ” —

More significantly, our local F&B industry has earned a 'Made in Singapore'* brand recognition appraising our high food security standards.

Reflected in statistical reports of latest consumer value drivers, demand for 'healthier' and 'higher quality' food options are on an increasing rise and predictability more in years ahead.

Singapore's F&B industry's ongoing commitment to maintain supreme culinary quality has established consumers' trust in our local food brands.

This distinguishes and positions local brands advantageously over rivals when venturing for franchising opportunities abroad.





In other highlighting news, IE Singapore recently reported a rising demand for Asian flavours and an exponential growth of exports to regional markets in the Middle East, USA and ample number of other non-Asian countries.

To support Singapore food and beverage (F&B) and food manufacturing companies in adopting technology to capture new overseas opportunities and improve operational efficiencies, Enterprise Singapore has introduced new digital initiatives at the Food & Hotel Asia (FHA) 2018.

Above all, the paramount factor working in extreme favour of our F&B entrepreneurs, is Singapore's excellent global and regional connectivity, and first-rate online media access. Our advanced technological infrastructure props a great edge for local brands in global competitiveness, with the ability to attract vast franchise opportunities abroad through and across all digital spheres.

These aspects combinedly waves flags for F&B brands to snag lucrative opportunities for global expansion and get on the bandwagon of seeking franchise opportunities beyond the local market.

Related readings:

Made in Singapore: Food the world can trust

<http://www.pwc.com/sg/en/industries/food-safety-integrity/food-the-world-can-trust.html>

Turning Passion Into Profit (Guidebook)

https://www.spring.gov.sg/Resources/Documents/Guidebook_Turning_Passion_into_Profits.pdf

Going Digital by 2020

<https://www.todayonline.com/singapore/govt-aims-half-fb-outlets-go-digital-2020>



Local F&B Brands Not Maximising Leverage In Opportunities For International Growth

SG Budget speech, Deputy Prime Minister, Mr Tharman Sharmnmugaratnam addressed Singapore's slow internationalisation growth in the local food service sector despite a huge surge of new homegrown business start-ups, and a noticeable increase of internationalising initiatives.

Why so?

Primarily, before the big-bang of digital transformations besetting technology to emerge as the cardinal driving force across industries, F&B businesses were solely relying on trade shows as their critical lifeline source for gathering lead prospects and clinching franchise sales.

Today, traditional marketing is broken.

In current digital-information times, the steady decline of trade shows and expos is impelled by the drastic shift from traditional business models to e-commerce.

This transition resulted in harsh business disrupts, crippling many food enterprises from acquiring franchise prospect leads for operational expansion abroad.

On top of having to consistently improvise innovative practices to battle in an overly saturated local market, food companies either forge ahead with aggressive competitiveness switching to media platforms and online channels or left stranded incapable to compete both locally or globally.

With an excessive overload of online information and leads pouring in from all direction, it is no surprise that unmethodical marketing strategies unsystematically launched in a disarraying scramble have caused a sizable amount of businesses to deteriorate into unprofitable times of sales distress.



In worst news, F&B entrepreneurs are adopting identical marketing strategies to target similar groups of franchise prospects.

Some still clinging onto yesterday's formula of lead generation and outdated franchise recruitment tactics.

The incompetency to generate qualified franchise leads unquestionably makes it a daunting task for local entrepreneurs to look to any expansion opportunity.

Out of options and forced to face stiffer competition in the local market, intensified with the additional high influx of foreign investors entering to tap into Asia's populous food industry; the number of local F&B brands companies falling out of this rat race are on an unfortunate rise.

The old franchise marketing paradigm is rapidly ceasing and so will your business, if you don't change. Inflexibility in today's business times is irrefutably a losing strategy.



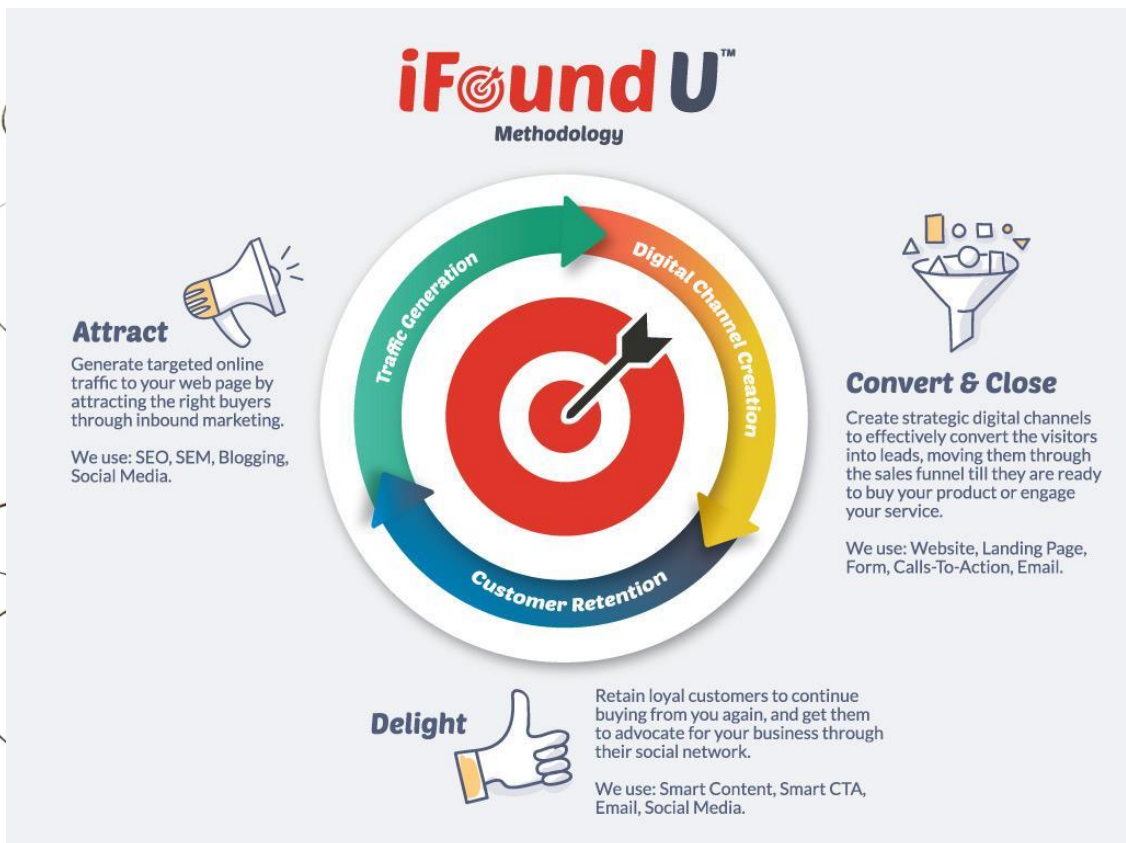
Why Is Adopting Inbound Marketing A "Game-changer"?

An SME food business owner? An established player in the market realising the need of revision in your incompetent franchise lead generation tactic? An emerging brand stuck in the local market with your franchise sales team struggling to meet goals?

You're in luck, we break it down for you today why and how inbound marketing can change your life.

Inbound marketing is a proven **methodology** currently at the forefront in lead generation and prospect nurturing.

It operates through a full-funnel of stage processes (**Attract, Convert, Close, Delight**) functioning in stringent focus of their individually specified objectives.





The emergence of increasing number and accessibility of search engines, online channels and media platform expose prospective franchisees to a vast variety of resources, furnishing substantial information of each individual food brand for review.

This enables potential franchise buyers to determine their favourability of each company in comparison and assessment of their suitability and criterion standards online.

Prospective buyers can now make a primary round of selection of their franchise choices before reaching out to get in contact with them.

Buyers are now in control of your marketing strategical direction. The success of franchise sales is directly effectuated by franchisee prospects' buying behaviour in modern times.

Franchise market leaders predominantly leading in this industry stand out with their incisive ability to identify “game changing” trends of how prospects conduct their research, reciprocally reinventing their franchisee recruitment strategies in urgency.

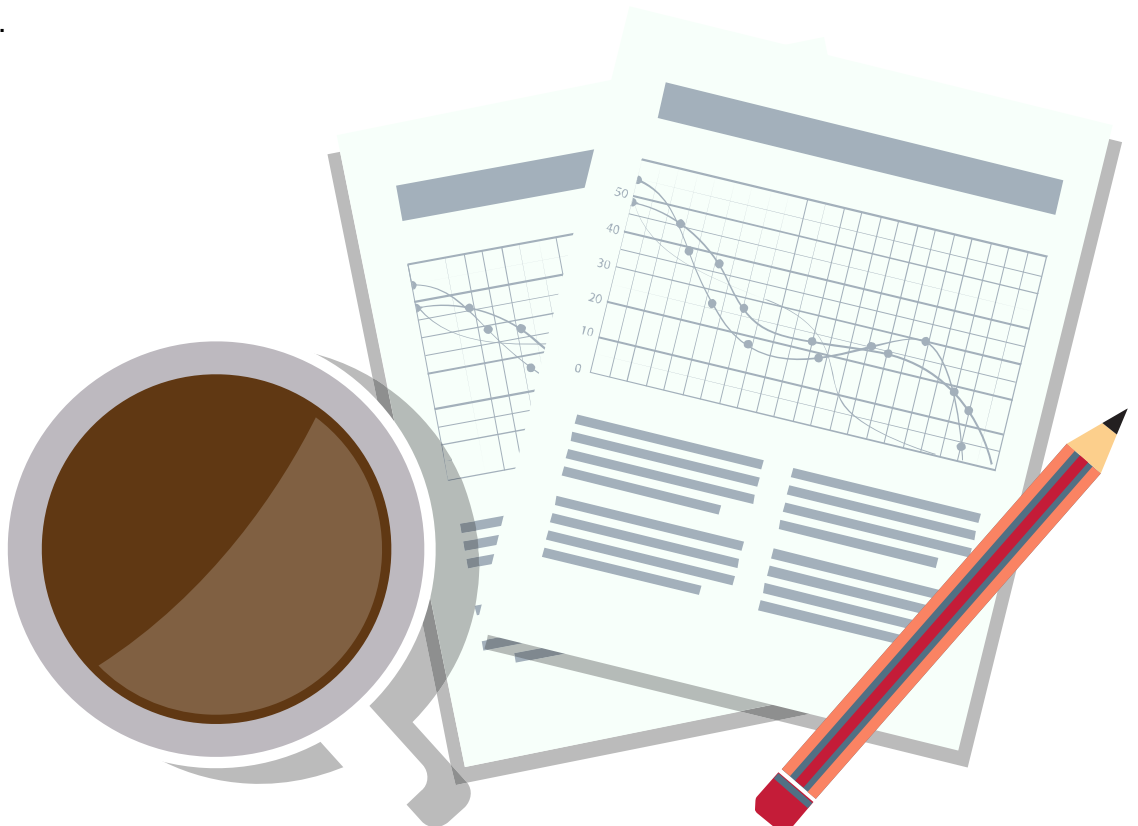


Let's face it.

Strategies effective in consumer marketing **does not** guarantee similar efficacy when generating franchise lead prospects.

If your company is still adopting similar bungling methods to generate franchise leads, it is no surprise your team struggle to meet their sales goals, lagging behind the piquancy of current prevailing franchisors expanding increasingly forward.

A disorganised franchise sales and marketing strategy if successful at all, hauls unsuitable franchisees that will eventually set you back in your business goal of internationalising by tarnishing your brand's name, accruing quality control problems or worse, costing you enormous and tiresome effort settling disputes or disgruntlements.



Incorporating the inbound methodology as the under-structure for franchise marketing, is the ticket to the **successful alignment** of all your advertising, marketing and sales strategies, corresponding with potential franchise buyers' behavioural trends and their opportunity-research processes. The ingenuity and expediency of the whole inbound process is its ability to lay a binding foundation to conglomerate a

community of franchise buyers and fostering relationships built on trust and loyalty, building authority and a name for yourself as one of the industry's expert.

This creditably upholds and bolsters your brand's prestige across multitudinal locations while fulfilling sales achieving objectives through its methodological stage processes.

Related readings:

How Small Companies Can Win Big With Inbound Marketing In Singapore

<https://blog.ifoundries.com/inbound-marketing-for-sme>

Inbound Marketing in Singapore May Be Something New But It Is Already Transforming The Way The World Does Business

<https://www.ifoundries.com/expertise/inbound-marketing-singapore.html>

3 Tips to Increase Sale for your E-commerce In The Foreign Market

<https://blog.ifoundries.com/attracting-e-commerce-consumers-in-overseas-market>

4 Ways to Attract Sophisticated Franchisees to Grow Your Business

<https://www.entrepreneur.com/article/241530>



Incorporating Inbound Marketing for Franchise Prospecting

Embarking on, the pivotal first step is attracting a clearly defined target audience group of your potential franchise buyers to access your online resources.

Subsequently, the second stage closely follows up to convert your traffic to qualifiable franchise lead prospects, with the propriety of various **conversion tools** functioning to cater tailored and valuably targeted content material to these identified franchisee prospects.

To reach the final sales stage of closing your franchise deals, persevering your potential franchise buyers through the **sales funnel** (buyer's journey) with consistency in your content marketing efforts and its development will actualize the success of your business objective of racking up franchise sales.

The premise of inbound marketing works to function in a cycle, hence at the end advocates an importance in delighting your franchisees as an after-sales process, fostering a loyal community built on trust and transparency. Great structural and relational ties benefit you with higher chances for further business opportunities.

How Inbound Marketing Can Accelerate Your Franchise Expansion Objectives

Inbound marketing is probably an entirely new concept to you, despite getting wind of this new hype, committing a sizable portion of your franchising marketing budget to take that leap into a new territory is not an easy decision to make.

Trust us, we get it, we understand.

However, your brand is in urgent need to adopt a brilliant marketing game plan to stand out in this industry's madcap of competitors.

You have to make that leap at some point to keep up, and inbound marketing will be the sparkplug to your company's operation growth-goal.

In the following pages we explain why we are advocating inbound marketing for the F&B franchising industry.



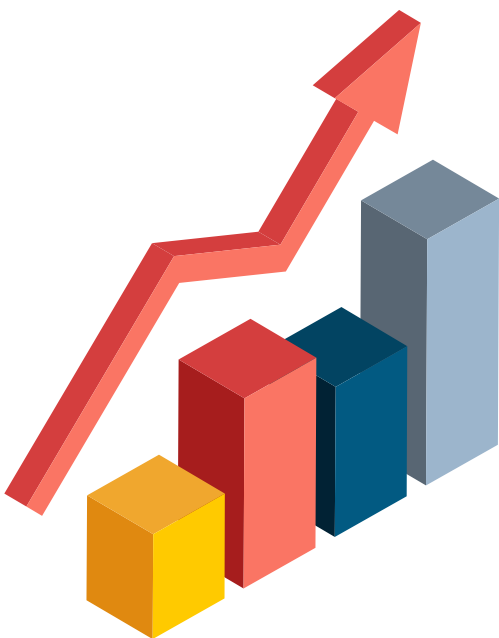
1. Sustainable Future Growth

Inbound marketing is not a whimsical strategy you deploy to haul a vagrant crowd for a weekend sale. Neither is it an attention-grabbing marketing ruse tapping on a novelty crowd.

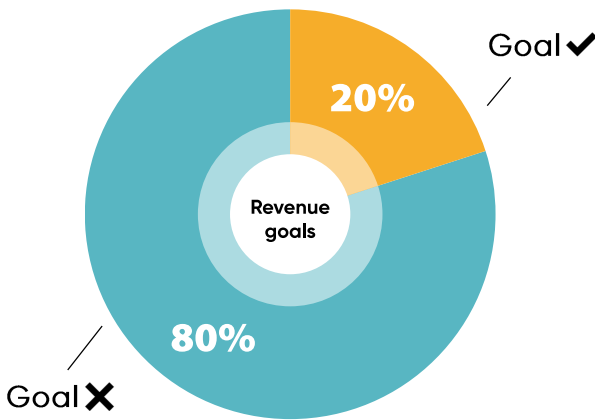
The whole emphasis of adopting the full cycle of inbound marketing in its separate stage but successively and repeating, is to invoke a continuous profitable growth of your business brand.

It actively comports continuous improvements and improvisations in every set business objective till it reaches its succeeding goal; a remunerative long-term investment.

As mentioned, the consistent drive towards valuable content creation throughout is to win over your desired audience and cultivating brand loyalty.

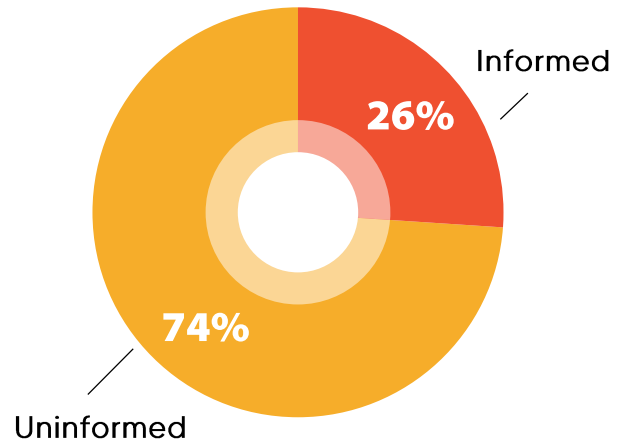


2. High Effectiveness And Cost-Saving



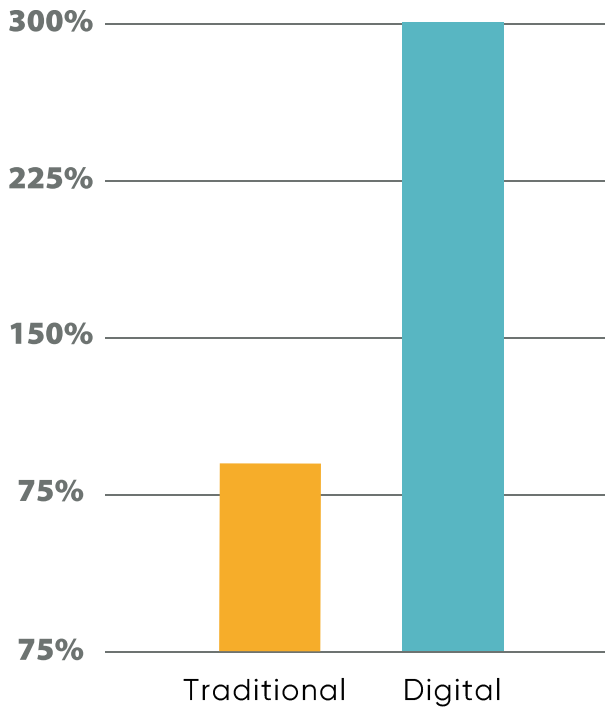
According to Hub Spot's market research statistics, nearly **80%** of companies are not meeting their revenue goals.

74% of companies that weren't exceeding revenue goals did not know their visitor, lead, Marketing Qualified Lead (MQL), or sales opportunities.



80% of marketers report their lead generation efforts are only slightly or somewhat effective.





The proof is in the pudding. In comparisons to traditional marketing, 40% of business owners reported saving money with digital marketing. Successful digital marketing can potentially improve ROI by at least **300%**.

Inbound Marketing is **61%** cheaper than traditional marketing on a per lead basis.

Inbound organizations are 4 times as likely to rate their marketing strategy as effective.





Incorporating inbound marketing in your franchisee prospect hunt not only subsists in effectiveness of franchise lead generation and sales, it is simultaneously able to manage and track all data relevant in the intricate processes, allowing you to specifically analyse results and methods in measurement of the effectiveness of each strategy.

Because of how earmarked each stage process is designed to function, it enables you to qualify your leads with highest accuracy.

Also, an inbound system works to ensure that your franchisees are

uniformly aligned with your brand's goals, monitoring their progress and operations effectively.

This platform management enables the attainment of brand consistency, which is crucial for success when geographically diversifying your business operations.

These high effectiveness and cost saving advantages combined, are bringing digital marketing in all industries to new frontiers in the e-commerce world.

3. Personalised To Cater

Which prospective audience wouldn't delight in information and resources personalised and designated to cater to their needs, interests and wants?

Franchises are only successfully sold to franchisees with a personalised and well executed marketing plan that is designed with informative content that educates, helps and appeals to their franchise buying interest.

Inbound marketing functions with a precise purpose of producing personalised information and help catering to a specific audience consistently before, during and after the entire franchise sales process.



4. Establishing Yourself As a Franchise Market Leader In The Global Landscape

The incorporation of inbound marketing into franchising businesses is not yet in common practice.

The astuteness of its ability to generate franchisee prospect leads is the secret to absolving franchise marketers air-tearing frustration of having gathered limited franchise leads with limiting and non-progressive strategies.

Current smart franchisors leading the way in the market are already in access to the revolutionary benefits of inbound techniques.

Keep up and revolutionise your own experience for a market breakthrough into the global landscape.

Learn how inbound methodology can rack up your brand's current franchise sales and bring your expansion goals to unexpected heights. With adroit and consistent follow-through, your food brand may just be the next international sensation.



How **inbound marketing** helps achieve your franchise expansion objectives in and through its stages:

STAGE 1: Identify Your Target Group And Attract Them To Your Site

The primary stage of the inbound methodology focuses on attracting the ideal audience in direct relevance with your business objective. Elaborate studies of your franchisee prospects' markets must be done when determining a target group most desirable and profitable for your franchising goals.

Segmenting the market and pruning your prospective audience to a specified target group is an intricate and critical process to successively set in motion the effectiveness of lead generation in the second inbound stage.



For a good start, we suggest that you narrow down your buyer personas to the decision-makers within the companies in the industries that you are targeting as potential franchisees.

Identifying your target group with foresight and precision then effectuates the ability to build winning marketing strategies and craft uniquely-impressive content, with a guided definitive direction and in clear orientation of your end objective through the different inbound stages.



Companies are investing tons of money and time developing their web design with the intent to stand out among throngs of competitors in terms of its visual appeal.

However, they fail to determine how effective their website is in **attracting qualified leads**.

Under the impression that any traffic is good traffic regardless the audience, bigger numbers may mislead marketers to assume their marketing strategy is working.

However, the hardest task most marketers are futile in achieving is discerning the right traffic.

You want to attract traffic that generates business results.

If it doesn't, your marketing strategy needs some working on.

Case in example, F&B brands setting to reach the business goal of increasing franchise sales to infiltrate markets, need to be clear-sighted and precise when defining their desired franchise buyer's persona.

Other concurrent business objectives e.g. Targeting the launch of a new food product in the consumers' market should have a distinguished target audience differentiated from the franchise prospective market.

Attract your franchise buyers' persona to your hosting webpage with the following traffic generation tactics:

- Blogging
- Search Engine Marketing (SEM) or more commonly known as Pay-per-click Advertising
- Search Engine Optimization (SEO)
- Social Media
- To master the techniques of operating these tactics, visit the link pages from our webpage provided below for a full comprehension of their individual functions.

Related readings:

7 Key Findings You Need To Know From APAC Digital Directions Report 2015

<https://blog.ifoundries.com/7-key-findings-you-need-to-know-from-apac-digital-directions-report-2015>

Do You Have A Strategic Website?

<https://www.ifoundries.com/expertise/singapore-web-design.html>

Make Sure You Have a Mobile-Friendly Website by 21 April 2015!

<https://blog.ifoundries.com/make-sure-you-have-a-mobile-friendly-website-by-21-april-2015>

15 Questions You Must Ask Before Writing a B2B Blog Post

<http://copywritertoronto.com/15-questions-you-must-ask-before-writing-a-b2b-blog-post/>

Social Networking

<https://www.ifoundries.com/expertise/singapore-web-development/singapore-social-networking.html>

How To Market A Franchise Using Social Media

<http://www.forbes.com/sites/steveolenski/2014/11/22/how-to-market-a-franchise-using-social-media/#68f1e0e135cb>

How Social Media Is Changing Franchising

<https://www.allbusiness.com/how-social-media-is-changing-franchising-12357153-1.html>

. Need Help Optimizing Your Inefficient Website?

<https://www.ifoundries.com/expertise/singapore-web-development/content-management-system.html>



STAGE 2: Converting Your Website Visitors Into Qualified Franchise Lead Prospects

After hauling the traffic you want, the second stage of the inbound methodology focuses on lead generation by converting your current audience with content marketing through customer acquisition channels with the attainment of their contact information.

74% of marketers say converting leads is their top priority. Inbound is proven to be 54% more effective in lead generation than traditional outbound marketing tactics.

In the Franchise industry, the comparative advantage an online lead generation and management system has over previous tactics relying on trade shows and expos to acquire franchise prospects is voluminosly extreme.

If you're an experienced digital marketer in the field, you probably already have a comprehensive Understanding of the functions of these lead conversion tools:

- [Website](#)
- Landing Page
- Online Form.
- Calls-to-action (CTA)



If you are a new F&B brand owner tapping into this thriving market, panic not.

You can download our other e-book and access all key knowledge and resources on the latest upscale tools to generate your desired list of relevant franchisee prospects.

Now, after attaining your franchise leads and their contact information, what do you then do with this newly-acquired access?

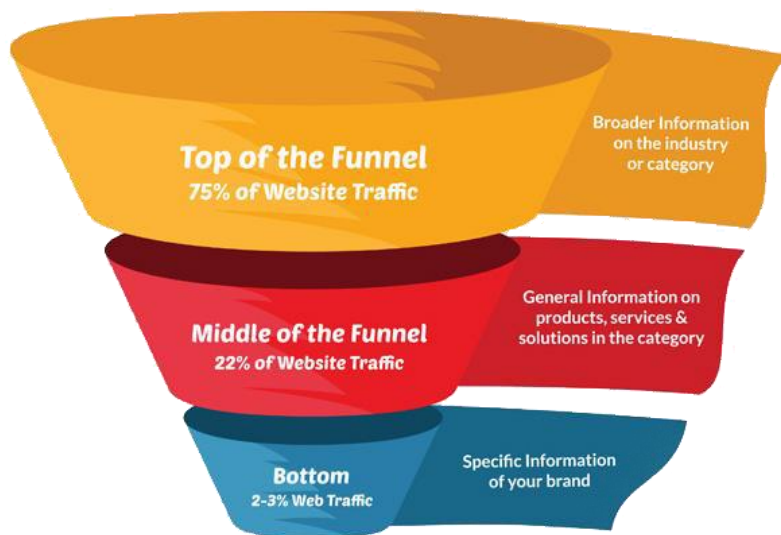
You optimize this advantage by showering them with impressive content that they would find helpful, engaging and beneficial.

Market research have identified three identifying attributes that constitute the achievement of a company's brand-building marketing effort. It is when your leads thoroughly know your brand, are in favourable like of your brand, and have confidently developed trust in you.

67% of B2B marketers say they see at least a 10% increase in sales opportunities through lead nurturing, with 15% seeing opportunities increase by 30% or more.

Most recently, Singapore Manufacturing Federation (SMF) have been urging local F&B businesses to shift away from “productivity to spotlight on value creation”, elaborating on the essentiality of “Value Creation” as a new paradigm local F&B entrepreneurs should strive to assimilate into their innovative practices and brand developments.

Inbound marketing correspondingly functions with an imperial focus to provide value to your prospects at every stage of the marketing funnel.



In arbitration, content and information you are sharing should be of high value to your potential franchise buyers. E.g. Creatively crafted to spark interests, highly effective solutional methods solving real problems or difficulties, pre-emptively addressing predicaments potentially posing a threat in the industry. They could be in

variated forms such as educative infographics, updates or newsletters.

How effectively you develop your content marketing* strategies and the propriety of content-delivery channels you use to disseminate this content is also highly emphatic in determining your transitional success to the following sale-closing stage.

Related readings:

Why Do Most Companies in Singapore Struggle with Content Marketing*?

<http://blog.ifoundries.com/companies-in-singapore-struggling-unsuccessful-with-content-marketing>

Our website development solution includes a mobile-ready and user-friendly Content Management System

<https://www.ifoundries.com/expertise/singapore-web-development/content-management-system.html>

Top 5 Digital Marketing Challenges You Can Easily Overcome

<http://blog.ifoundries.com/top-5-digital-marketing-challenges-you-can-overcome>

Inbound Lead Generation for Franchise Sales: All Hype or Helpful?

<https://www.linkedin.com/pulse/inbound-lead-generation-franchise-sales-all-hype-helpful-hudson>

STAGE 3: Closing Your Franchise Deal

When at this stage, you have already established a level of authority for your brand as a trusted franchise source.

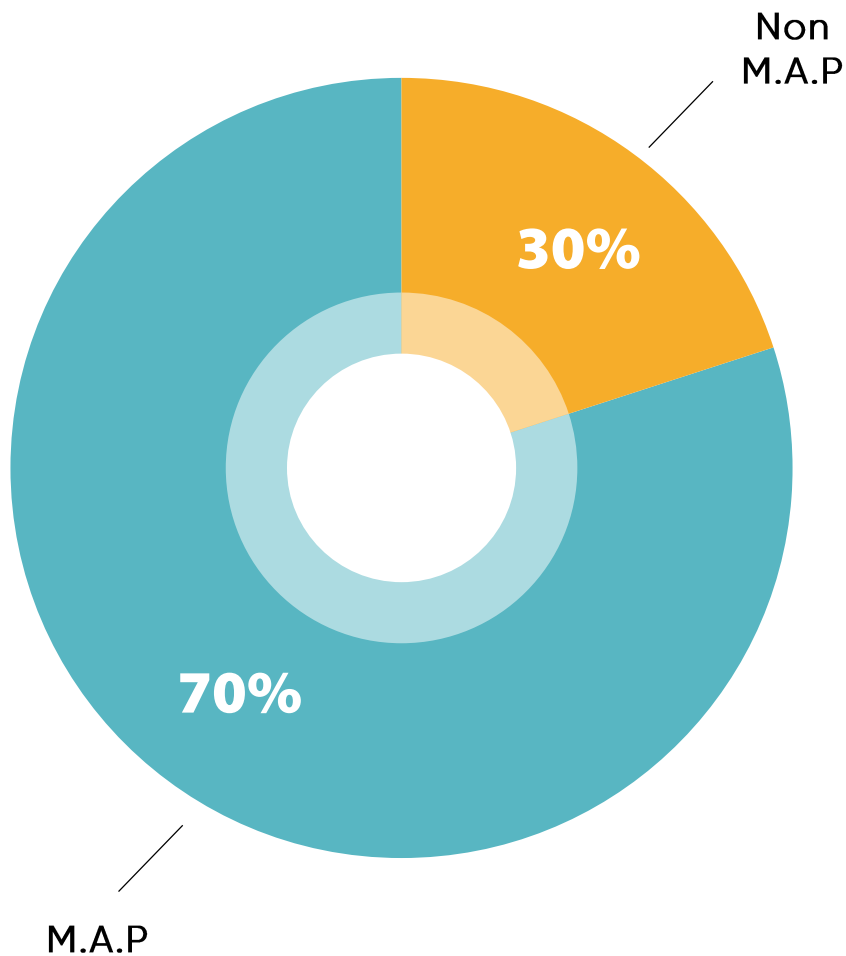
Food companies looking to expand globally are coming up with more ways to automate marketing.

Using a marketing automation platform is necessary for this business objective for it ensures franchise marketing strategies compliantly stay on track, are consistent while uncompromising on quality.



This can be hard to achieve and confusing for franchise marketers without a marketing automation platform, with the business objective to diversify business operations across vast geographical regions studying divergent food markets.

Nearly 70% of businesses are using a marketing automation platform or are currently implementing one.



Business to business (B2B) marketers say the number one benefit of marketing automation is the ability to generate more and better leads. Marketers using automation software generate twice the number of leads than those using blast email software and are perceived by their peers are found to be twice as effective at communicating.

If your food company is still not adopting these digital tools to optimise your sales objectives you are already far behind in the market:



- Customer Relationship Management (CRM) systems*
- Closed-loop Reporting
- Email Marketing
- Marketing Automation*

***iMailCampaign** gives marketing teams unrivaled flexibility to create the simplest to the most elaborate multi-channel campaigns. Couple that with dynamic content within emails and on your website, you can be more creative and drive deeper relationships with your franchise prospects.

We are recommending it to help you manage a wholesome franchise marketing program.

Related readings:

Close more deals with less work with iMailCampaign* :

<https://www.imailcampaign.com>

Why is the investment of these tools only formidable when incorporated in an inbound system?

It is important to recognise that your franchisee prospects are at very different stages in the buying process at this point.

The emphasis on providing valuable content to your potential franchise buyers is amplified at this stage when they are making the decision to buy your franchise.

Without an inbound system's adroit ability to track, segment and act on these different stages of different potential franchisees appropriately, your information dissemination strategies and channels will be misdirected and wastefully inept.

This is why most digital marketing and sales strategies fail at closing their franchise deals despite painstaking efforts to engage their rare find on an interested prospect.

On the contrary, the inbound marketing funnel allows you to identify the buying stages your various potential franchise buyers are at, then formulating corresponding strategies to deliver apt content, at the best time.

This ability uncontestably maximises your opportunity in closing the franchise sale.



Sales funnel

Related readings:

Email Is Still The Best Channel to Promote Products

<https://blog.ifoundries.com/topic/email-marketing>

The 4 Essential Elements of a Franchise Marketing Plan

<https://www.entrepreneur.com/article/254860>

STAGE 4: Delighting Your Franchisees, Building Up A Trusted Community

Why is this stage still as relevant and important as the other stages after closing your sales deal?

In re-iteration, the inbound methodology functions to help businesses meet objectives that they set, grow and improve expediently with consistent and continuous improvements through the cycle repeat.

In most industries, this stage is carelessly neglected after the sales deal is clinched. However, in the franchise business, this stage of delighting of your (now) franchisee is extremely crucial.

By continually providing them valuable information and news and keeping them in the loop of the main business builds a loyal, interactive and transparent relationship, advantageous for your business objective of continual brand expansion.





A successful franchisee will positively add value to your brand's reputation and have a high promotional or recommendation value accruing further sales opportunities in its region directly or indirectly.

In a few examples, you can develop webinars to educate and engage your franchisees or update them with the latest tools and skills that are useful for a smoother operation. You can also create accessible forums or platforms for easy discussion and constant communication.

It is beneficial when your franchisees feel that you care and are receptive of their feedback and concerns. Creating an open community fosters a trusting and healthy foundation for operational management and in a long run, expediting broader expansion of your operation in your franchisee's region and neighbouring ones.

In summary, we hope you get the drift of how the inbound methodology is priceless. You are now learning how to incorporate it for attracting your potential franchisees, when achieved you can also apply its workings for business objectives you endeavour in your main operation.

Also, by educating your franchisees the system processes and effecting it, you can imagine the success they and you in, turn reap in the long run.

Furthermore, your franchisees in multiple locations will need to engage with their audiences on a local level in their own distinctive market.

By providing training on how they can optimise localizing a marketing approach with your expertise on the inbound processes and imparting additional industry knowledge,

your brand achieve dynamic international awareness, uncompromising on each franchisee's focus in achieving individual sales objectives.

With an expert grasp of the inbound techniques, fully functioning to achieve individual operational goals- you can imagine the success they and you in turn, will reap in the long run.



Related readings:

Expanding Your Business? Inbound Marketing for Franchise & Multi-Location Companies

<http://blog.umamimarketing.com/inbound-marketing-for-franchise-multi-location-companies>

Successful Case Studies Of Companies Abroad Who Leveraged Inbound Marketing

Uipath:

<http://www.hubspot.com/customers/uipath>

Profile Media:

<http://www.hubspot.com/customers/profilemedia>

AIIM:

<http://www.hubspot.com/customers/aiim.org>

IE Singapore Go Global Success Stories

<http://www.iesingapore.gov.sg/Venture-Overseas/Browse-By-Sector/Lifestyle-Business/Food-and-Beverages/Success-Stories>



Established in January 2005, iFoundries is a digital agency that empowers growing businesses with expertly-crafted digital strategies.

iFoundries exists to grow businesses through innovative digital solutions. As a results-driven digital agency, we combine world-class digital marketing, design and web development talent with an unique integrated approach to help clients grow at scale and speed.

We believe that a good digital strategy should be cost-effective and able to drive measurable results for companies to achieve their business goals online.

Our clients constantly benefit from our strengths encompassing forward-thinking strategy, digital design and inbound marketing, backed by over 12 years of valuable hands-on experience and prestigious awards.

