GURU Conference 2026

SCALING THE INBOX

Email Marketing for Franchise Brands



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Painting with a Twist & Pinot's Palette

What We'll *Cover:*

1	2	3	4
BALANCING CONTROL & AUTONOMY	EMPOWERING FRANCHISEES	LEVERAGING THE DATA	YOUR ACTION PLAN

The Challenge

THREE AUDIENCES, ONE INBOX

1

FRANCHISOR

- Consistency at scale
- Protect the Brand
- Compliance
- Healthy Sender Reputation

2

FRANCHISEE

- Customers through the door
- Simplicity
- Ease of Use

3

CUSTOMER

- Localized content
- Relevancy
- Desire for loyalty

Part 1

CONTROL VS AUTONOMY

Finding the Right Balance

3 MODELS FOR FRANCHISE *Email*

Model	Where it Works	Where it Can Break
CENTRALIZED	**Corporate sends everything:** • Consistent • Compliant • Easy to measure	Feels generic, and local owners stop caring about email.
DECENTRALIZED	**Every location sends its own:** • Highly local • Personal	Brand drift, deliverability damage, and compliance exposure.
HYBRID	**Shared platform and rules, with local input in defined places.** • Brand consistency • Localized in defined places	Needs clear ownership, good templates, and training.

A Framework for *Control*

LOCK, FLEX, FREE

LOCK:

- Sending domain and authentication
- Legal footer and unsubscribe
- Brand identity and template structure
- Consent rules

FLEX:

- Offers from an approved menu
- Events and local promotions
- Hero image from a brand library

FREE:

- A personal note from the owner
- Local stories, team, and photos
- Community partnerships
- Local calls to action

Template *Design*

MODULAR DESIGN



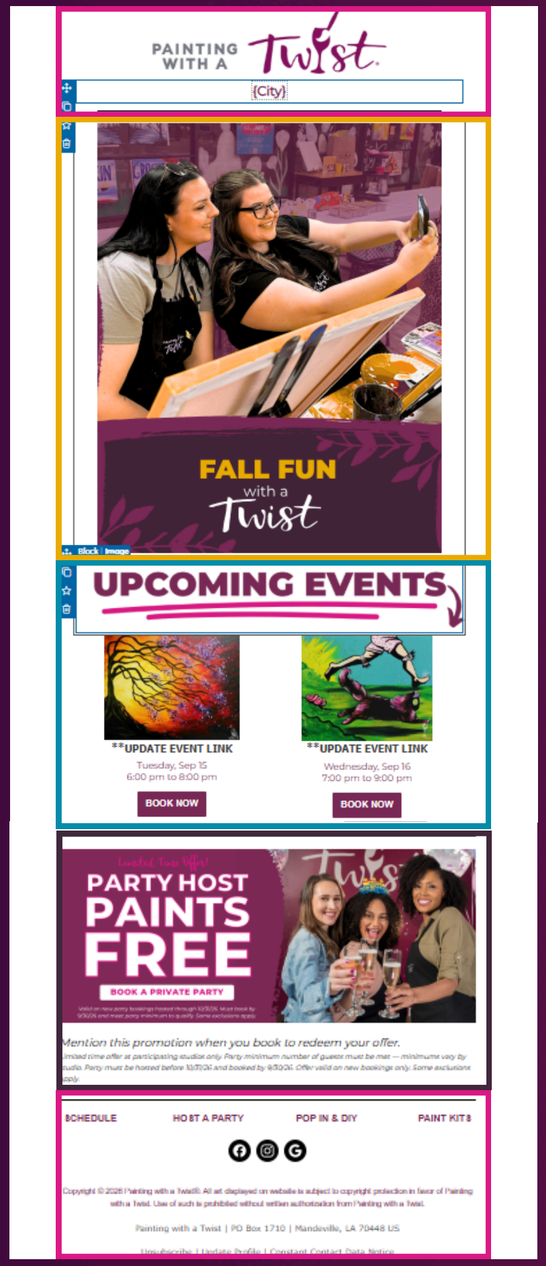
Locked
Compliance and brand sit in fixed blocks.

Corporate
National message arrives pre-built

Local
Franchisees add their own voice.

Flex
Pick from options corporate approved. Smart personalization for studio address, social links

What This Looks Like in *Practice*



LOCKED	**Logo & Brand Header**
CORPORATE	**National campaign hero**
LOCAL	**Local spotlight**
FLEX	**Approved Offer Block**
LOCKED	**Legal Footer & Unsubscribe**

Part 2

EMPOWER YOUR FRANCHISEES

Adoption is the real scale problem.
Design for the busy owner.

What Franchisees *Need*

FROM AN EMAIL PLATFORM

MAKE IT EASY

Three clicks to send

- Pre-built campaigns
- One-click localization
- Calendar that suggests what to send next.

MAKE IT SAFE

Guardrails Built In

- Locked compliance blocks
- Automated checks and approvals
- Nobody worries about breaking a rule.

MAKE IT WORTH IT

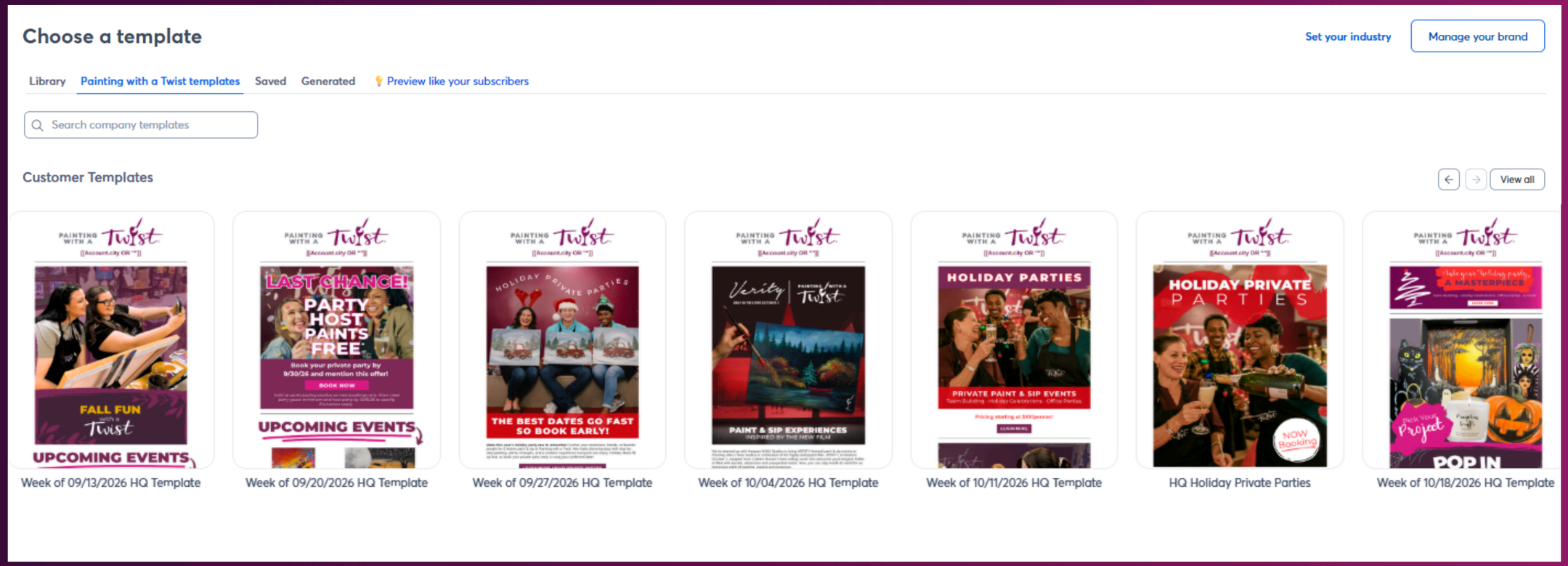
Show them results

- Not just Opens!
- Use UTMs or Integrations to track performance:
  - Bookings
  - Leads
  - Revenue

How We Made It *Easy*

And Boosted Adoption to **90%**!

1. Weekly Branded Templates



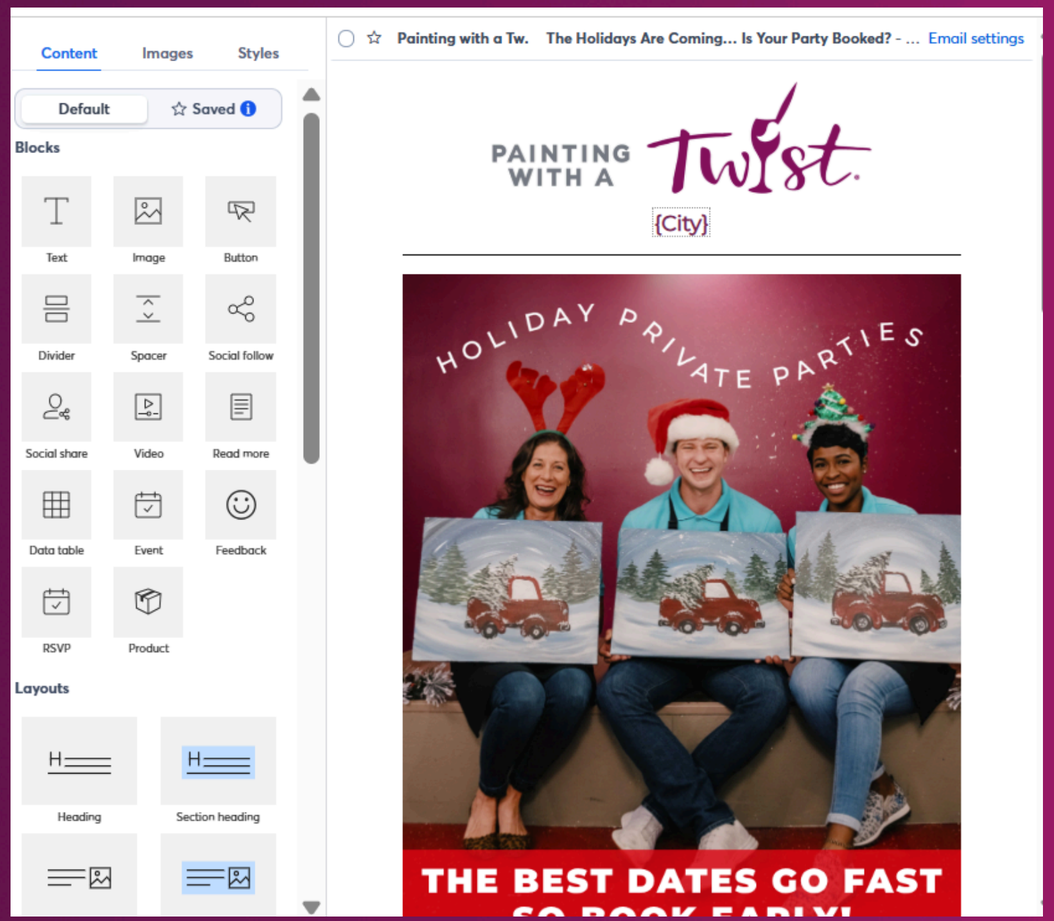
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2. Easy to Edit Platform

- Prebuilt templates
- Programmed studio links and dynamic fields
- Easy drag & drop functionality
- Shared library
- Shared brand kit



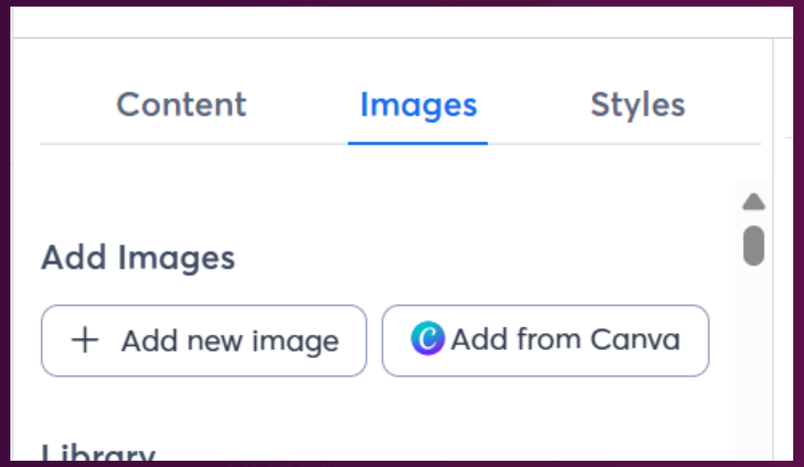


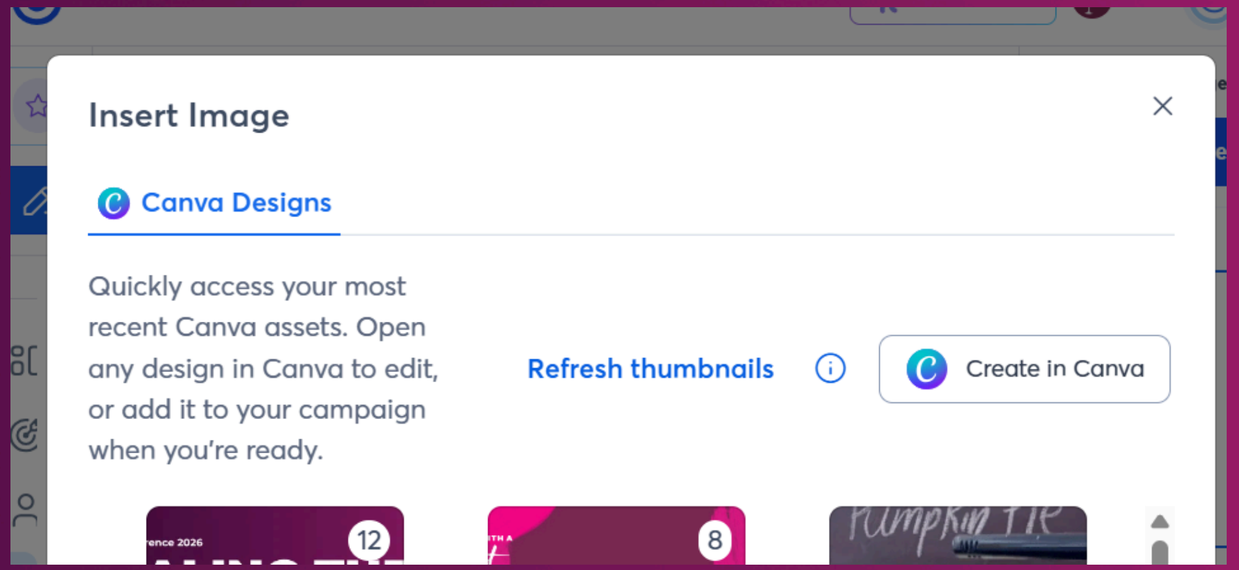
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3. Leverage Canva Integration

- Streamline customization
- Create image using template
- Push images from Canva to Constant Contact library



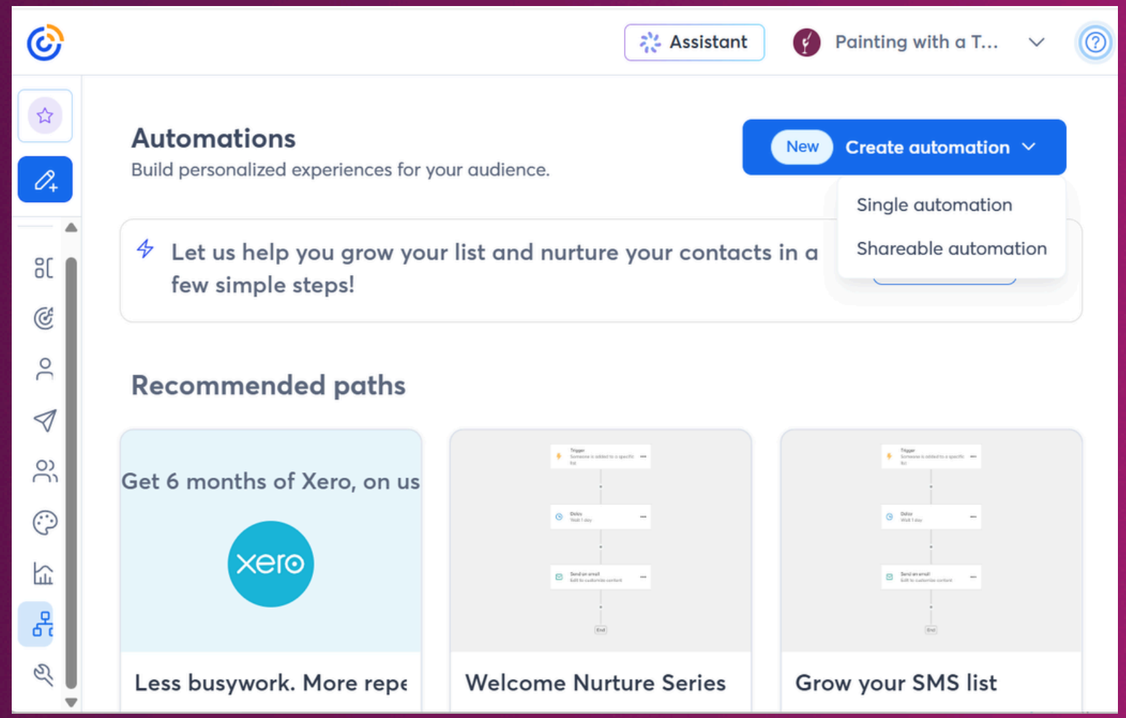


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4. Deploy Shared Automations

- Streamline execution
- Prebuilt automation with emails/logic intact
- Ability for franchisees to customize (if you allow it)
- Great for:
  - Cart Abandonment
  - Win Back Emails
  - Loyalty Program Notification Emails



Part 3

LEVERAGING THE DATA

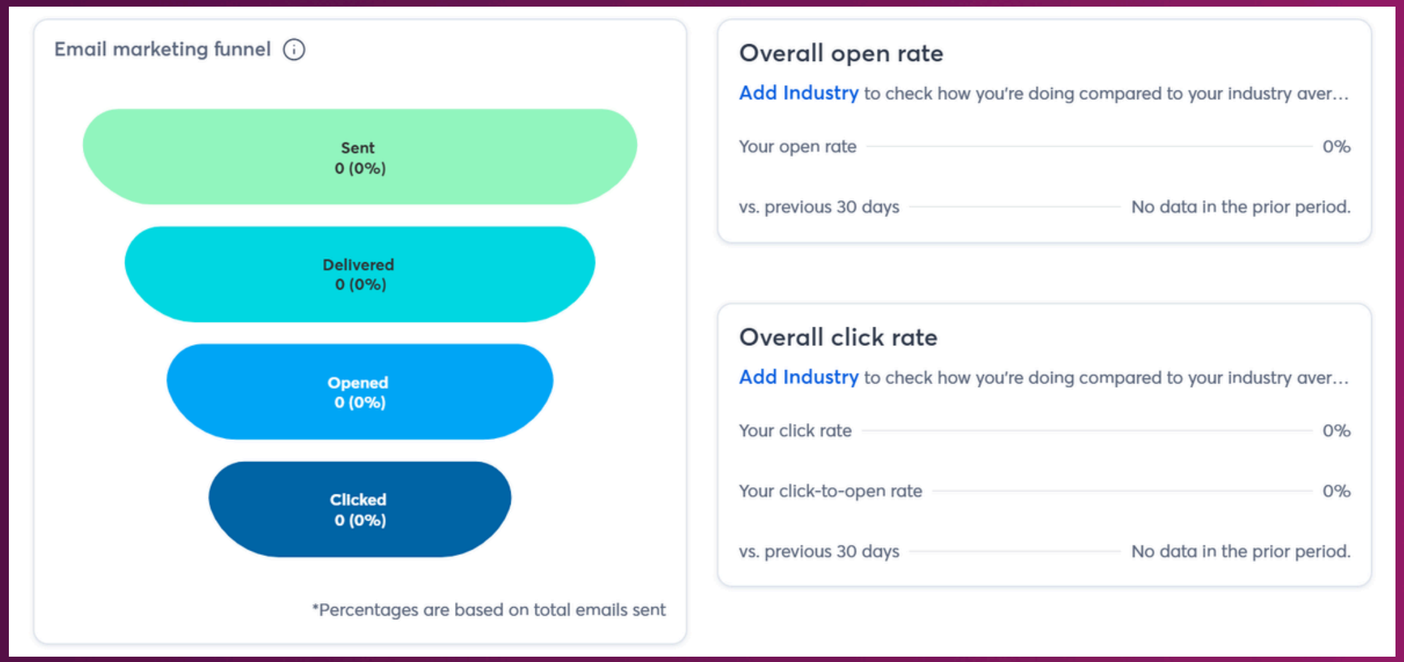
Use the data to learn insights and develop system best practices.

How We Leverage Data

for Maximum Impact

1. Develop & Track Benchmarks

- View full system performance to better understand
  - Average Click Rate
  - Average Open Rate



How We Leverage *Data*

for Maximum Impact

2. Create Best Practices & Share Wins

- Top Performing Emails:
  - Subject Lines
  - Most Clicked Email Content
  - Send Days & Times
- Low Performing Emails:
  - Diagnose
  - Train

Part 4

YOUR ACTION PLAN

Audit your current structure and build a plan for adoption and growth!

Your 90 Day Action *Plan*

AUDIT YOUR SYSTEMS

- Do you have an Enterprise platform? If not should you?
- Talk to franchisees
- Form a task force to identify needs and gaps

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- Build your templates
- Develop launch checklist and timeline

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LAUNCH & MEASURE

- Start with a small pilot group
- Launch with full training materials
- Market the “WHY” to your franchisees
- Ask pilot studios to help gain adoption
- Track adoption & listen to feedback!

THANK YOU!