How to Take Your Franchise Business Mobile:

Drive Traffic and Increase Same Store Sales

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The Leader in Mobile Solutions For Local Business

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Why You Need to Go Mobile…NOW!

Do you know that by 2016 there will be more mobile devices on Earth then people[1]? And of those 10 billion mobile devices, at least **1 billion of them will be smartphones**[2]. Yup, smartphones are now outselling PCs.[3] With that many people walking around browsing, searching, and purchasing on their mobile phone, if you don't have a mobile optimized website you will be left behind.

Franchisors and national brands with multiple locations need to get on the mobile bandwagon because when it comes to mobile search, local is where it's at.

Consider this:
- Over 50% of local searches are mobile[4]
- 95% of smartphone users have made a local search[5]
- 88% of local searchers take action within 1 day
- 59% of local searchers visit a business
- 61% of local searchers call a business[6]
- 50% of mobile searches lead to purchase[7]
- 46% of holiday shoppers who researched a product on their smartphone went to a store to buy[8]

Smartphone Owners Use their Phone to Research and Conduct Purchases:

The path to purchase was varied for smartphone users

46%	researched on smartphone, went to store to purchase
37%	researched on smartphone, then purchased online on computer
41%	researched on smartphone, purchased on smartphone
19%	researched on smartphone, visited store to check out products, then purchased online on computer
18%	researched on smartphone, visited store to check out products, then purchased on smartphone
8%	Visited the store first, then purchased on smartphone

Base: Used a Smartphone to do Holiday Shopping 2012 n= 208
(Q23) In which of the following ways did you approach shopping with your smartphone this Holiday Season? Please select all that apply.
Note: 2012 Only
Source: Google and Ipsos OTX Post Holiday Shopping Intentions Study, January 2011

How Franchise Businesses & National Local Brands Can Benefit from a Mobile Website

Your customers are clearly using their mobile phones to search for local businesses to places to shop, eat, and play. What they find is influencing their behavior by driving foot traffic into locations and boosting sales.

By offering a mobile website you can:

- Make sure your business and locations are found in mobile searches
- Provide the information your customers want when on the go, in a way that is easy to consume, engage with, and share
- Drive foot traffic by offering a mobile site for *each* location, offering store locators, maps, hours, and directions
- Increase same store sales with click-to-call features, mobile coupons, QR code promotions, and online ordering
- Improve customer satisfaction and loyalty by offering mobile loyalty programs, customer surveys, and easy access to customer service
- Extend your marketing reach with opt-in forms, click-to-call or SMS, and social sharing
- Drive repeat business from existing customers with mobile marketing campaigns
- Get direct feedback from your customers using mobile surveys, polls, or click-to-call or SMS
- Measure your success with reports showing mobile traffic, transactions, and feature utilization

Your royalty income will grow and your franchisees will thank you!

TIP 81% of users prefer mobile sites vs. apps for researching prices; 79% prefer sites for product reviews; and 63% prefer mobile sites for purchasing. *(Adobe, 2011)*

How to Create a Mobile Website that Delivers for You…And all Your Locations

By now we've hopefully convinced you that you need a mobile website. So what's next? The idea of building hundreds of mobile websites for each of your locations is daunting. But it doesn't have to be.

Using a mobile content management system like MoFuse, you can literally roll out hundreds of sites in minutes. Working with a mobile content management platform you can either build your site(s) yourself, or get the mobile experts to do it for you.

Either way, there are some key features that all franchise and national local businesses should include:

Store Locator
A store locator is a must for all retail businesses or dealerships. You can either allow a visitor to look up locations by entering a zip code, or, if available, utilize the smartphone's built-in GPS capabilities to find the nearest locations.

Maps & Directions
Either from your store locator page and/or on your individual location's microsite, you should provide your visitors with access to Maps and Directions to your store. This can be done through integration with Google Maps. Again, mobile CMS platforms make this a snap.

Contact Information/ Click-to-Call
Make sure you make your store hours and contact information easy to find and enable click-to-call and click-to-SMS to allow your visitors to call or text your business with one click for reservations or questions. No cutting and pasting of phone numbers required. If you are a restaurant, menus are a must (and not a downloadable PDF!)

TIP 57% of mobile users surveyed would NOT recommend a business with a bad mobile site. *(Compuware, 2011)*

TIP 52% of adult cell phone users have used their phone while in a store to: call a friend for advice, look up product reviews, or compare prices. *(Pew Internet Research, 2012)*
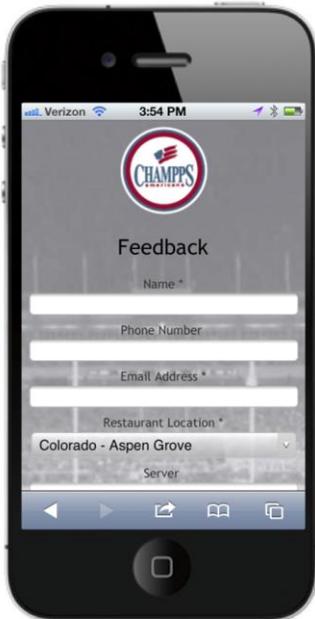
Mobile Coupons

Mobile coupons will drive traffic and foster customer loyalty. You can deliver special offers or coupons on your site, so there is nothing to clip, nothing to carry. Your customer simply presents their phone to receive the deal.

Mobile Commerce

Sometimes viewing your mobile site will spur someone to call or come into your location. Sometimes they just want to buy right away. Consider adding mobile commerce or mobile ordering (especially for quick service restaurants) to simplify this process. Mobile CMS platforms make this easy with integration with services like Google Checkout or PayPal.

Data Collection Forms / Surveys / Polls

Consider using data collection forms to capture customer contact information to opt-in to email or text messaging marketing programs. You can also create surveys and polls to engage your visitors and generate feedback on your business, site, and features.

Social Sharing & Bookmarking

Make it easy for your customers to share your site and content with social sharing features like email or text a friend, Share or Like on Facebook, and post to Twitter.

To make it easier for your visitors to find your site the next time, consider adding a prompt to add your site to their phone's bookmarks or add a button to their home screen for one tap access.
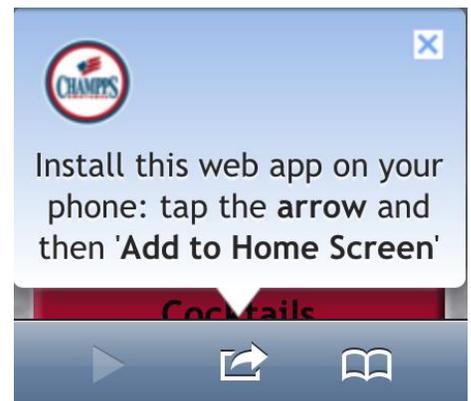
Image Gallery

Image galleries are a great way to showcase sale items or fast movers to drive traffic into the store. Using an image gallery, visitors can swipe through a variety of screens promoting featured products.

QR Codes

QR, or Quick-Response codes are another way to drive traffic to your website. By placing QR codes on your packaging, menus, signage, and advertising, you can provide a quick link to your mobile web content. Using a CMS like MoFuse, you can even update the URL where the QR code is directed to point to weekly deals, special promotions, and new products without changing any of your printed materials.

Fox and Hound Serves up Some Mobile Web

The Fox and Hound Restaurant Group and Champps Entertainment, Inc. run 135 restaurants in the East and Midwest, which are a mix of franchisees and corporate-owned locations. In an effort to generate more foot traffic and fill seats, Fox and Hound recognized the need for a mobile web presence.

"We like to be on the cutting edge and that for restaurants especially, a mobile web presence is very important," stated Brock Davis, Applications Engineer for Fox and Hound. "When people are out looking for a place to eat, a geo-aware store locator is a very important feature."

The mobile site launched in July of 2011 and offers visitors a store locator, access to food and drink menus, solicits feedback using a data collection form, and encourages visitors to bookmark the site, Like Fox and Hound on Facebook, and download their customer loyalty app. The Store Locator provides location information by zip code look up and links to individual franchisee sites, if available.

Davis built the mobile site himself using the MoFuse mobile content management system in just a couple of days. Now that the site is live, the marketing team is able to request new features, which can be added using the MoFuse CMS.

"When I looked for options for building our mobile site, one of the reasons I chose to use the MoFuse platform is because it made it easy for other, non-technical employees to make changes and add content," said Davis.

Getting Started with MoFuse

MoFuse offers a powerful mobile content management system with robust features that are automatically optimized for over 5,000 device types. Whether you do it yourself or we do it for you, MoFuse offers everything you need to take your franchise or national brand mobile and roll out hundreds of sites in minutes.

Getting started is simple:

1. Create powerful mobile optimized sites for your brand and locations
- Build it yourself with our simple drag-and-drop templates *or*
- Have our mobile web experts build it for you
- Automatically optimized for over 5,200 devices
- Utilize templates to quickly create individual sites for each location

2. Add features to drive new business
- Offer store-finders with location-based search
- Provide maps and directions to your locations
- Enable mobile commerce with PayPal or Google Checkout
- Host an image gallery of sale or featured products
- Offer mobile coupons and promotions

- Run surveys, polls, and quizzes
- Use forms to collect data and sign up for loyalty program
- Empower your customers to share deals with friends
- Utilize QR codes to drive traffic to local sites

3. Manage your site's mobile content
- Manage your brand and franchisee/location sites with our easy-to-use CMS
- Use our simple WYSIWYG editor to make changes – no programming required!
- Create new location micro-sites and landing pages in minutes
- View site analytics and audience metrics

To get started, MoFuse offers a free 14-day trial. Sign up at www.mofuse.com.

About MoFuse

MoFuse is the leading mobile web content management platform. We provide an easy and cost effective solution for businesses to build and optimize their mobile web presence, with support for over 5,200 different device and browser combinations, worldwide. We make it easy to manage mobile websites, landing pages, QR codes and mobile data capture forms.

To learn more or get started building your own mobile website:

Visit www.mofuse.com
Call 1-888-MOFUSE-8

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End Notes:

[1] *"Cisco: Mobile Connections will hit 10 Billion by 2016,"* Engadget, February 14, 2012.

[2] *"Mobile is the new face of engagement,"* Forrester Research, February 13, 2012.

[3] *"Smartphone sales overtake PCs for the first time,"* Mashable, February 3, 2012.

[4] *"Half of all search queries have local intent: Bing exec,"* Mobile Marketer, March 24, 2011.

[5] *"The mobile movement: Understanding Smartphone Users,"* Googlehttp://pewinternet.org/Reports/2012/In-store-mobile-commerce.aspx, 2011.

[6] *"Smartphone user study shows mobile movement under way,"* Google, April 26, 2011.

[7] *"The mobile movement: Understanding Smartphone Users,"* Google, 2011.

[8] *"Smartphones and tablets influence consumer purchasing decisions on mobile, online, and in store,"* Google/IPSOS, February 13, 2012.