

INDUSTRY: CRUISE INDUSTRY
MARKET: FRANCHISOR
TYPE: FRANCHISE ENGAGEMENT

Industry & Market: Cruise Industry Franchisor

13 million passengers a year have transformed the cruise industry from a fringe market in the 1980s to a travel industry powerhouse with close to \$40 billion in annual revenue. These numbers have bolstered the cruise franchise market, with today's franchisors providing brand recognition, training, and support to entrepreneurs with a low initial start-up cost.



The Challenge:

Re-engaging Franchise Participation

Our client, a cruise franchisor, was experiencing difficulty engaging their network of 800 franchisees. While they provided effective marketing materials to support their franchises in promoting cruise vacations, the cruise franchisor had a challenge – influencing their franchisees to use and distribute their marketing collateral on a regular basis. This was due to:

- **Time Constraints** – Many franchisees purchased their agency as part-time employment, either as a post-retirement opportunity or a secondary job. They didn't have extra time to market their business regularly, even though collateral was readily accessible.
- **Ineffective Incentives** – The cruise franchisor provided ad funding as an incentive to promote their cruise offers, which offset the advertising costs for their franchises. But with the existing time constraints, the franchises did not have time to access their marketing funding.
- **Franchise Experience** – Many of the franchise owners weren't computer savvy, focusing on what was familiar instead of learning new skills or computer programs.

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The Solution: Auto Enroll Campaigns

The cruise franchisor chose to activate SproutLoud's Auto Enroll feature – an automated campaign of regularly scheduled mailings created and distributed by the franchisor. Franchises could then subscribe, or enroll, in the entire campaign or only specific mailings and promote the latest offers from the franchisor. Best of all, this solution provided an effective incentive. It reduced the time and effort that franchises would have to spend on marketing, but provided them with the benefit of customer lead generation and business growth.

- **The cruise franchisor set up their Auto Enroll campaign for entire the year, with a marketing promotion – such as a direct mail piece or e-mail message – for every month.**
- **They then invited their franchises to enroll in the campaign and activate promotions to their customers for each of the next 12 months. The franchises were also given the option to opt out of any promotions they wanted to – a feature of the Auto Enroll solution.**
- **Subscriptions were automated through the Auto Enroll Wizard. With a simple setup process and a user-friendly interface, enrollment required only 5 minutes. This activated the franchise owners campaign for the entire year, with no other steps needed.**

The Impact:

The cruise franchisor was able to successfully re-engage their franchise owners. From a participation of less than 15 percent with other marketing incentives, the number of franchises that subscribed to the Auto Enroll campaign brought the numbers up to 50 percent participation. Additionally, by combining Auto Enroll with other SproutLoud features in the online application, the cruise franchisor was able to boost participation to 75 percent for the following year's campaign.

ABOUT US:

SproutLoud helps companies manage their brands and messages in local-level marketing with an online platform that enables local marketers to access the materials they need in the media of their choice, customize them, and reach their target audience with brand-controlled messaging. SproutLoud manages brand compliance, increases speed to market, automates manual tasks, and provides robust reporting, making local marketing work smarter.

For more information about SproutLoud solutions, please contact a member of the SproutLoud sales team at:
888.274.3802 • www.sproutloud.com