



ONE TO ONE MARKETING EXCELLENCE

**FRANCHISE MARKETING CASE STUDY
QUIZNOS**

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SITUATION

Quiznos has been in business for more than 30 years and has nearly 3,500 restaurants in 31 countries. Their business model is proven and their franchisors achieve great success. With millions of people around the globe that love to eat at Quiznos, they have the brand power and collection of chef-inspired recipes that attract savvy single and multi-unit operators. As part of their franchise development expansion marketing plan, Quiznos conducts live ownership seminars, one-on-one meetings, and lead generation programs in pre-identified geographic markets throughout the country.

CHALLENGE

Like many franchisors, Quiznos' development team was seeking to significantly improve the quality of their franchise prospects, increase sales in the pipeline, and decrease their overall cost per lead. Their current lead generation marketing program was not meeting these objectives. The lack of quality franchise leads not only affected return on their marketing investment, but affected the sales cycle as well. The Quiznos development team experienced a lengthening of the sales cycle, with the average sale taking 45-90 day longer than desired.

SOLUTION

Through the use of proprietary data modeling and geo-mapping, RME built a target franchisor profile for Quiznos. This profile was then used to identify likely franchisees in markets where Quiznos planned to aggressively pursue expansion. They combined live ownership seminars with multi-channel lead generation tools like solo mail, web, email and Talking Mail®. RME worked directly with Quiznos' development team to refine their lead generation strategy as well, integrating RME's 20 years of proven best practices refined from the promotion of over 400,000 social event seminars.

RESULTS

Quiznos saw an immediate spike in ownership seminar attendance, and qualified buying units while decreasing cost-per-lead. In the first four months of the new campaigns with RME, Quiznos' live ownership seminars attracted 998 total qualified buying units, resulting in 134 total franchise agreements in the pipeline. The success has been so overwhelming that Quiznos is currently expanding the program to include more live ownership seminars, and multi-channel lead generation tactics that will continue to accelerate the sales of single and multi-units.