

Franchise Marketing Pack

Give your franchises a jump on competitors

The Franchise Marketing Pack includes essential tools and content to help franchises gain a competitive advantage and build a more profitable business:

- **A large franchise trade area map with prospect and customer locations highlighted**
- **Spiral bound atlas-style MapBook with an index of prospect locations**
- **Marketing list for direct mail/targeted marketing**
- **Reports revealing the demographics and consumer spending patterns in your franchise trade area**
- **A map with traffic counts at key intersections in the franchise trade area**

Whether your goal is selecting a new franchise location to provide the greatest opportunity for revenue and profit, or it's boosting the business and competitive standing of an existing franchise location, the Franchise Marketing Pack will help you achieve your objectives. The Franchise Marketing Pack provides valuable tools and content, including:

Franchise Trade Area Map

- This 36" x 48" laminated map shows the franchise territory boundary, along with locations of prospects, competitors and current customers. Plus major streets and highways.
- A spiral bound atlas-style MapBook includes an index of streets as well as locations of prospects, competitors and current customers.

Marketing List

- A marketing list of prospects and competitors within your trade area, in Excel format — great for direct marketing efforts, or gaining insight on market potential or competitors.

Market Profile Report

- Side-by-side comparison data for up to three trade areas for help in site selection and market analysis.
- A valuable overview of key demographics and consumer spending patterns in a trade area.
- Includes current-year estimates, five-year forecasts, Census 2000 demographic data, and Consumer Expenditure data.

Demographic and Income Profile Report

- Greater detail into household-level demographic, income and spending data to reveal trends.
- Full-color bar and pie charts help you quickly analyze the demographics of trade areas to forecast market growth.

Traffic Count Report

- An accurate map showing traffic counts at key intersections with the trade area.
- An ideal aide for site selection, or placing signage, billboards or marketing collateral to achieve a greater impact.



Order Your Franchise Marketing Pack!

Call Toll Free (877) 893-6490 or visit www.mappinganalytics.com